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A LEADING FORCE IN THE AMUSEMENT WORLD

Vol. 125 No. 4

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228 PAGES

STARS AROUND THE WOR

BALTO EXHIBS MAY SWITCH TO AIR ADV.

Baltimore, Jan. 3.

In their fight against rate tilt put into effect Jan. I by the Evening Sun and Sunday Sun, and Hearst's Sunday American, theatres may take to radio advertising. John Elmer, prez of indie WCBM, late last week propositioned the downtown house in peculiar way. Offered 'em two days free neerdes over his hroad-days free neerdes over his hroadin peculiar way. Offered 'em two daily free periods, over his broad-caster, but neglected to tell 'em what

caster, but neglected to tell 'em what they'd have to toes in in return. Understood i of WCBM is to corral all loop theatres on free periods and heavily plug over air fact that public should tune to station for news of what is happening around picture houses. WCBM would thus seek to establish self as fount of info about pic palaces and their doin's, and hence hope to win Continued on Dags 52)

(Continued on page 52)

\$3,000,000 GROSS **NEW YEAR'S EVE**

It was estimated around \$3,000,000 was spent in the metropolitan New York territory on New Year's everor diversion, Half the total was spread among the night clubs, cafes and hotels, with theatres and other half.

Week ending Saturday (2) was the peak for legit shows.
The turnaway biz in some of the hot spots surprised the managements which were forced to dust off the tapes, so long in camphor.

Rochester, N. Y., Jan. 3.
Rochester celebrated New Year's eve without fancy drinks when bartenders joined striking cooks and waiters and walked out before festivities started. Some tap rooms closed. Others in hotels and nite clubs were manued by amateurs.

Musicians offered to join the walk-

Musicians offered to join the walk-out, but leaders were obliged to stick due to the two weeks notice clause in the agreement.

Strike hinges on recognition of the cooks and waiters' union and signed agreements, which hotel and nitery erators refuse to grant.

Belasco Record Broken

Run record of the Belasco, N. Y., which formerly housed more consecutive successes than any theatre on Broadway, with the possible exception of the Music Box, will be broken thi week by Dead End.' Latter played its 500th performance last Saturday (2).

'he Boomerang' established the elasco recor with 504 performances. On rsday night End' plays its 505th time. It is expected to stick into Spri

Waving the Camera

Chicago, Jan. 3.
Rufe Davis, playing the Balaban & Katz Chicago, last week, has a new exit stunt for vaude.
For the final bow he returns

ith a camera.

Says, 'You folks have been nice to me, I want to take a picture of you. Pose, please.'

Then snaps the shutter and

\$423,000 Films. \$530,000 Legit,

B'way Grosses

roadway's 30 legits last week grossed \$530,000, a new post-depression high, and the Broadway picture theatres—11 of them—are pacing for a \$423,000 aggregate gross for tweek including New Year's Eve.

The legits last week also included New Year's Eve biz, some scaling up to \$8.80 top for the holiday eve and two of them, "White Horse Inn' and The Show Is On, getting \$100,000 alone between them on the week's biz.

biz.

roadway picture houses date their takes from Thursday or Friday openings, which means a New Year's tee-off, but an anticipated easing this stanza when the kids have gone back to school.

Holiday eve biz was a bit under last year due to rainy weather and then suddenly mild and dry temperature which didn't chase, 'em into the theatres.

Press-Owned Stations Pay Help Bonus But Newspapers Snubbed

incoln, Jan. 3.

KFAB, incoln and Omaha; KOIL, Omaha, and KFOR, Lincoln, employes were given a year end present of an extra month's salary last week, ith exception of a few short timers who were paid around a half month's salary. Stations are 50% owned by the Star and Journal here. Newspaper boys were slightly pink around the collar because Santa Claus didn't come at all at their pay window.

LOHR'S EX-ASSISTANT **NBC TELEVISION BOSS**

Chicago.

C. W. Farri architect and engi prominent among those putting over the Chicago World's Fair and at present in an important post in the TVA. Ith headquarters in Nashville, has been appointed by David Sarnoi' to take full charge of NBC television. When with Chicago Fair, he held the title of assistant to Lenox Lohr, in charge of special events.

events.

He will resign the TVA post Jan. 16, with his new appointment taking effect Jan. 25.

HOW THEY RATE OUTSIDE THE U.S.

By Wolfe Kaufman

The most potent b. o. film names around the world (excluding the United States) during the past year

United States) during the past year were:

1. Shirley Temple.
2. Gary Cooper.
3. Clark Gable.
Astaire-Rogers.
5. Charles Chaplin.
6. Greta Garbo.
7. Marlen Dietrich.
8. Grace Moore.
9. Laurel-Hardy.
10. Robert Taylor.
Vanterr's correspondents around the world were asked to make uplists of 10 bests in their own sectors. Reports from the foreign sales deartments of all the major film companies were checked against these estimates and the merged lists resulted in Line abover ratings.
Tist is surprising in both its constancy and elasticity. Thus there are five names in the group which were not present in a similar compilation one year ago. And yet four of these five are well-knowns whose inclusion doesn't surprise at all. Gary Cooper, in the runner-up position, was not even included last year, explainable only by the fact that his films ('Desire,' Bengal Lancers,' Mr. Deeds') during the past year were stronger at round-the-world bot's than the year before. In the reverse, Eddie Cantor, third last year, and Charles Laughton, fifth last year, and off the list this year, for the same reasons.

Shirley Temple, unquestionably

off the list this year, for the same reasons.

Shirley Temple, unquestionably tops, was No. 2 last year, when her films were just picking up world momentum. In this connection it might be pointed out that distribution has a lot to do with this rating. Thus, a film popular in the U. S. may just begin being shipped around in other sectors. On the other hand, some films are rushed around pronto, so that there is no hard and fast rule. Chaplin's film of last year, for instance, got almost simultaneous world coverage and was strong enough to put Chaplin into the ranking this year. If he makes no pictures next year, he may drop right off again, as was true of Chevalier, last year's No. 8, an absentee this time.

Gable, i ird spot, is up a notch over last year, while the Astaire-Rogers combo moves up to fourth from sixth a year ago. Garbo, fourth from sixth a year ago. Garbo, No. 6 now, was tops last year, while Dietrich holds steadfastly to the sev-enth niche. race Moore eighth, is new and building strongly on song strength, while Martha Eggerth, a strong draw European songstress, tenth last year, is off the list now.

is brings up another point. Singers are popular around the world, their appeal being automatically universal. But there are other singers (Continued on page 11)

Early Press Time

This issue of VARIETY went to ress Sunday afternoon, Jan.

Accidents Will Happen

Pickets, day last week, paced in front of the Town Hall, N. Y., which is allegedly on the unfair list of both the stage-

hands and musicians locals.
Inside local 802 of the American Federati of Musicians was holding a meetin

Ban Full Dress At Pop Symphs; Scared Off Biz

Detroit.

laming soup-and-fish for lagging ttendance, Detroit Symphony ork has banned formal attire at its regular 'pop' concert starting

regular 'pop' concert starting is Saturday ight (9). Those in top hats or low-sung dresses will be gently bounced.

'Because of an erroneous and injurious impression that the symphony is the fond offspring of a handful of carefully selected persons for whom, in turn, the orchestra is expected to entertain, the management has decided it's time to correct the idea,' declared Murray G. Paterson, manager of the symph society,

Paterson, manager of the symph so-ciety.

New ban does not affect the reg-ular subscription series on Thurs-day nights, although no ne is ever turned away from these because of attire, according to Paterson.

No remedy was announced for the inroads being made into the regular symph concerts attendance by the free Ford symph broadcasts every

e Ford symph broadcasts every day from Masonic Temple, which ts 5,000.

Lily Pons Undecided On Carnegie Hall Plug For Her Latest Film

·Mme ie Hall recital on Jan. 12. rst recital date in three years and her only one slated for this season. Scaled at a \$2.75 top.

Besides Frank LaForge as accom-panist, pink-sized diva has a quartet of flutists for special musical flour-ishes.

ishes. Under fire whether or not to use any of 'That Girl from Parls' songs as encores. Singer is willing but management is undecided about it. Okay on the road, but Carnegi ences like their chanti strai

MIDWEST'S DIVA YEN

Chicago, Jan.

Chicago, Jan.
icago and midwest hotels are
seeking prime donnas for their floorshows and in front of their floorshows and in front of their hands instead of the usual hoteha and rhythmsingers. Primas have recently been
hired for the International Casino in
the Congress, with the Drake, Kansas City and St. Louis hotels also
trying to find same.
There's a shortage developing of
girls who can hit high C's.

EQUITY NIXES SIMILARITIES IN NAMES

Duplication of stage names, or close similarities, will be corrected and eventually eliminated in show busi-

eventually eliminated in show business if a new rule adopted by Equity works out as intended. Felt that some actors have suffered at the hands of reviewers, agents and managers because of such similarities. Hereafter anyone joining Equity must have, or devise, a distinctive name for professional purposes. If a player, for example, applies for membership, giving the name of John Barrymore, he will not be admitted, even if that is his rightful name. Will be required to adopt another name or use a middle initial, so that his identity will be definitely established.

lished.

Equity takes the position that an actor's name is his trade-mark. Actors' association itself has been confused through similarities, and recently, when one member was told he was back in payment of dues, he produced a paid-up card. It was two other fellows. other fellows.

FLU HURTS N.Y., **LONDON LEGITS**

Influenza epidemic is going strong here and hurting show biz somewhat. Libraries reported quite a number of cancellations over the week-end, but despite that, and a limited number of legit hits in the West. End, as compared with last year, business is on a level with last pecember. Fear is, however, that the epidemic may crease and k. o. biz.

Cinemas have been similarly affected, not seriously yet, but dangerous, and a down swing will be costly. Covent Garden and Sadler's Wells Opera companies have both been compelled to change, their programs and stars during the past week due to illness and the various pantomines around report an abnormal percentage of indispositions and cast changes due to illnesses.

Record mild weather in New York during the last two weeks of the year was blamed for widespread head colds and influenza. Personnel head colds and influenza. Personnel in every attraction on Broadway was affected, some players bei 'out of casts nearly all last week.

Use of understudies was the rule rather than the exception, and managers were dizzy with cast switches.

SHE'S ALL SET

Baltimore, Jan.

Balto gets its first femme nitery bouncer this week with Max Cohen's Casis acquiring services of Mickey

Oasis acquiring services of lanckey Steele, ix-footer.

Miss Steele has recently been practicing technique for her duties here by handling the same chore in joints in the Pennsy coal country.

What Color Has Meant So Far

By Mike Wear

Color in feature pictures made strides in 1936, but it remained apparent that color photography is to be made successful box office, it must be done in some other guise and with further refinements plus a reduction, in costs.

and with further refinements plus a reduction in costs.

Despite apparent increased interest by producers, new tinting systems, reported as nearing perfection, and the undoubted progress made, fundamentally the old problems and obstacles remained. Excessive cost, length of time required in shooting, questionable spotting of color that detracts rather than enhances audience interest and the venerable bugaboo that colored films do not mean an extra nickel on the average to the exhibitor, still continued as problems.

New developments, anticipated in the next year or within 18 months, undoubtedly will, present a color alignment incorporating a third dimensional effect.

alignment incorporating a third di-mensional effect.

Use of Polaroid, an invention con-trolled by Eastman Kodak, is ex-pected to clear the way to third di-mension pictures on a commercial agis, This amazing, light-controlling device is considered by experts as the key to third-dimension film, and its availability to the market will de-pend on'the industry demand and energy placed behind the present energy placed behind the present campaign to perfect it. Such tri-dimensional pictures undoubtedly will offer third-dimension sound sys-tem which Electrical Research Prod-cut's hopes to have available when the depth-illusion effect is bet. "Feature pictures can be sold as Third Dimensional Productions to the subilic in the online of industry

Third Dimensional Productions to the public, in the opinion of industry chlertains. Some are convinced that if these are properly exploited they will bring in more grosses, either via slight tilt in the scale or in in-creased patronage, or both. Appear-ance of color in these third dimen-sion subjects appears to be the ulti-mate destination of tinters on a suc-cessful financial basis.

With the arrival of new color by friens of a third dimensional back-ground, photography experts antici-

ground, photography experts antici-pate entirely new methods of story treatment, casting, direction and production to suit the mood. It is claimed that this is essential if the new color films are not to clash with audience elemente definite hindrance to successful color

definite hindrance to successful colorproductions currently.

In the face of many new systems
being brought out, the ultimate basic changes for color-photography
probably will be developed either
by Eastman Kodak (with .its crosspatenting agreements with Technicolor) or DuPont Film Mfg. Co., in
which Pathe holds a substantial interest. Both of these major interests are striving to turn out a color
negative suitable for feature film
production that will be virtually as
cheap as black and white stock and
at the same time offer an improvement on processes now being used
extensively.

Eastman's Kodachrome

ment on processes now being used extensively.

Eastman's Kodachrome
Eastman is attempting to make its Kodachrome negative system, now available only for 16 millimeter pictures, for standard 35 min. pictures, with certain obstacles yet to be surmounted, Principal one, so Eastman Kodak claims, is that of devising means whereby 'unlimited number of positives' be made from the original negative.

DuPont's setup would 'employ only two primary colors,' with consequent reduction in shooting costs and stock. The answer to cheaper and more effective color work is believed tied the in the lab research work now being done by these two yest organizations.

The Keller-Dorian colorfilm process, which Eastman Kodak experimented with the year, is scheduled to receive revived backling by a new group in 1937. Paramount held the or in lai rights to the film in '35 min, size in the.

to the film in 35 mm, size in the ported interested in giving it a trial. Eastman holds rights for manufacturing the film. It is de-scribed as a lenticular film additive process, employing filters outside the

process, employing filters outside the projector.

Harmonicolor bobbed up in England, using a component filter idea and apparently designed along lines similar to the Keller-Dorian plan. Results, obtained were reported, not up to standard, Not unlike the K-Dorocess, or the one brought out in Great Britain is the four-color, system developed in Milan. This incorporates the use of a prism which splits up the rays.

Universal, which last year experimented with, but did not acquire

the time bei Experiments con-ducted indicated successful results but doubt as to patent rights appar-ently convinced U that the economic value of color to the company did not justify entering patent litigation. This is a two-lens camera idea em-ploying a two-primary color scheme not unli DuPont's.

Newsreel Color

Newsreel Color
Chromo color brought out by Fox newsreel failed to arouse much enthusiasm because of unnatural hues. Even though available at a cheaper figure than other processes, the print problem for newsreels doubtedly will keep it from successful usage by news weeklies.

While one outdoor production, done in Technicolor, was rated a bo. success, the industry now is fairly well convi that color, as it now is being presented in pictures.

fairly well convi that color, as it now is being presented in pictures, never will mean a material betterment in grosses. Distributors and exhibitors have learned from experience not only in 1936 but in previous years that the public will pay no more for tinters, than black-and-white productions.

white productions.

Consequently, aside from technical difficulties as to light and certain complaints that color as now employed detreats from the story. It is question of business acumen with the bulk of producers, who are willing to await some new development. Third or Tri-Dimensional films, employing color, probably will be the final answer. Industry observers befine the provided only which will enhance the illusion of depth, will be ready by the time Tri-Dimensional pictures are.



KEN MURRAY

Boston Record, Jan. 1, said:—
"Mama, That Man's Here Again,
familiar to radio's millions, means familiar to i familiar to radio's millions, means ken Murray is starring in a swell stage show at the RKO Boston. Yesterday Ken's fans, were out in force and when Oswald's 'colt Yeaa-h' came over the mike, every-body was happy and hilarious'' 'Week of January 8, Earle theatre, Washington.

Ruggles, McCarey Duo As Par Prod.-Directors

Hollywood,
Two more topflife Paramount directors have been given complete jurisdiction of their productions.
Wesley Ruggles will act as director-producer on T Met Him in Paris' and Leo McCarey will do doubte duly on The Years Are So Long.
Others with ditto authority are C, B, De Mille, Ernst Lubitsch, Lewis Milestone and Frank Lloyd.

THE STUDIOS AND COLOR

By Jack Jungmeyer

Hollywood, Jan. 3, aloed some of the Producers haloed some of ore pretentious pictures of 1936 with the rainbow of but with the rainbow of but whether or not the tinters will lead to another pot of gold for exhibitors remains to be seen. Producers see promise in what has been done so far, however, and skeds and budgets for coming season provide for more than double, the number of between the feet was turned but this of chromatic features turned out this

year.

Ti produced by major companies were all Technicolor, and the growth of color i lettures during past two years is indicated in positive print footage of close to 40,000,000 leet for 1936 as compared to 22,000,000 last year and 11,000,0000 in 1934, when 'Cucaracha,' an elaborate RKO-Radio short, started the color era in films. color era in films.

color era in films.

Not necessarily identified with the strongest entertainment pictures, and considered purely from the technical rather, than the bo, angles, color in pictures made an impressive showing in the four released major studio exhibits, 'Trail of the Lonesome Pine,' Dancing irate,' Ramona,' and Garden of Allah,' and the one just going out on release, 'God's Country and Woman.'

Coin Question

Several these have made good boxoffice showings, notably "Allah and Trail of the Lonesome Pine," but how much color is to be credited is conjectural. Hollywood audiences, alert to technical adventures in motion pictures, have been fairly enthusiastic; general audiences outside the knowing flim circles have been mildly curious but oles have been mildly curious but giving an edge of preference to tint over black-and-white. It will be a factor to be reckoned with, for in-

creased use and refined application, in the coming months.

Although the color film is still in the entertainment laboratory stage, the obvious physical problems have been pretty well solved. Technically they have come a long way in 1935–36. Representation of nature has been refined to high degree of fidelity.

ity.
With the physical processes pretty With the physical processes pretty-well under control, next step in idevelopment of colorfilms will manipulation of this and tones in connection with theatrical problems of audience attention and emotional response. Tint charts and cues will resemble modulations of best current musical scores, entertainment analysis declare. In some scenes color will be subdued, others emphasized according to dramatic mood and suspense requirements. Emotional coordination color will be one of major experimental problems during coming year.

The color designer and art director

The color designer and art director will probably take precedence over the mere technician. More and more the principles of painting, rather than the mere representation of the camera, will be applied—selectivity. Forerunner of this trend—and sinitiant, even though the picture didn't get far at the bo—was The Dancing. Pirate, RKO relase of Pioneer's color venture. Robert Edmund Jones, color designer on the picture, made in Technicolor, got satisfactory results on the, theory that color could best serve entertainment by having icture made entirely indoors, with painted skies, and landscapes, as well as sets and roperties, without the vagaries of weather and fluctuating light to contend with. Many of the scenes glowed with the richness and symphonic beauty of fine paintings, without striving for any arty feeling. Coming year will see emulation of the projected color pi
Best synchronization of color and will probably take precedence over the mere technician. More and more

ected color pi est synchronization of color and

Best synchronization.
drama was effected in Selznick-International's Garden of Allah, a fine ternational's 'Garden of Allah,' a fine prismatic offering, in which the Selznick cameramen and irector Richard Boleslawski proceeded very much as they would have in black-and-white, with a minimum of supervision by the Technicolor staff, although Natalie Kalmus acted as toom with the supervision of the desert were peculiarly susceptible to the color camera treatment; the limpiskies, with gorgeous sunsets and ight-sky effects, were outstanding, and fiesh hues were very seductive.

Thating Helps Thee

Close runner-up for best

Tinting Helps Pine:
Close runner-up for best
honors of the year, and in some respects superior, was Walter Wanger's
production for Paramount, Trail of
the Lonesome Pine', started fully
eight months ahead of 'Allah', ith eight months anead of Anala, the latter having advantage of, siderable improvement in technical lore. More than any of the color offerings, 'Lonesome Pine,' as a drama, was sturdy enough to have stood on its own, minus the tinting. Natural beauty of wooded. illy terrain was beautifully depicted, and except for few strident spots of overtinting didn't distract, but rather enhanced, the dramatic proceedings. Atmospheric perspective was its chief color, charm, and country-side was far more extensively lensed than any previatinter. the latter having advantage of

Twentieth-Fox's production
Ramona' was a noteworthy color
hibit, using hues most effectively in
helping capture pastoral beauty
and mosd of the Helen Hunt Jackston
classic. In this one also the heart
interest was in nowise disturbed by
color, while the idyllic nature
the picture gave unusual
building up the less tense
of dramatic acti Color
of Loretta Young as "Ramona".
not been exceeded in any color picture. in Mrs. Kalmus plotted
the color chart; William V. Skall
wielded the Technicolor camera.
Color efforts of the independents. Twentieth-Fox's production

Color efforts of the independents

Color efforts of the independents with other processes — Magnaçolor Hirlicolor, Cinecolor, and several similar methods—while they not been so successful, interesting in the general shead into the chromatic fiel entertainment embellishment, ningcolor and Colmancolor newly perfected methods.

Some of most interesting the contraction of the contraction of

achievements have been made in Technicolor shorts and cartoons, the Walt. Disneys, Harman-Ising, and others, where problems are simpler because of lesser dimensi

Year's Sound Development

Hollywood, Jan. 3.

Greater activity and development the sound field of pictures was in the sound field of pictures was generated during 1936 than any pre-vious year since 1937 when studio and theatres were scrambling for vious year since war when and theatres were scrambling for first crack at recordi and reproducing apparatus to ri the gravy trai of heavy profits for talkers of any kind.

Important to the industry was the change of policy of Electrical Re-search Products, Inc., in readjusting search Products, Inc., in readjusting its exclusive ing contracts with major companies to allow studios to use Radio Corp. of America Photophone recording equipment and open up the field for competition of the two methods. RCA quickly took advantage of the opportunity to introduce, several advances in recordtroduce several advances in record-ing practices, with Erpi swinging into line. At the close of the year, the two sound organizations were trying to outdo each other in raising quality of sound recording and re-producing equipment—with the in-dustry and theatre patrons the chief beneficiaries.

RCA, taking advantage of i portunity to swing its recording equipment into several major studies, took the initial step of reducing recording royalties on ictures made by its licensees. It announced the by its licensees. It announced the reduced rates on Feb. 15, providing for royalties based on running time of pictures rather than computing at rate of \$500 per reel, which had been Erpi royalty fee since introduction Erpi royalty fee since introduction of sound, Erpi's rate was only for the United States, with foreign fees extra, while RCA made the flat rate to cover domestic and most of the world (except Canada and the so-called German terriforles).

ig Saving to Majors

Reduction of royalty rates by RCA on the new basis had Erpi meeting the slash shortly after, resulting in saving hundreds of thousands of dollars annually for the major companies. Computed that the new royalty fees were about 30% less

royalty fees were about 30% less than previously.
Looking over potential field in the studios for installing its equipment, RCA then announced a new line of recording equipment, together with a revolutionary policy which permitted any studio to completely re-equip with latest type apparatus on a deal that gave major companies assurance that RCA would maintain equipment installed with new improvements to the apparatus as introduced. Amount of apparatus introduced.

stalled in any particular studio on comparison of two or more theatres this deal was based on number of they attended and exhi itors started pictures and total royalties guaran—equipment replacements large teed to RCA over a period of years, numbers.

this deal was based on number of pictures and total royalties guaran-teed to RCA over a period of years. This offer was snapped up by 20th-Fox, Columbia and Warners, which were all recording several features

Fox, Columbia and Warners, whichyere all recording several features
via RCA equipment by the close Cfthe year.

Epi then announced a modernization program for studio sound recording equipment, differing materially from that offered by RCA, but
carrying the basic principal of provioling newly improved apparatus to
recording licensees without great expense to the several companies and
hooking the entire proposition to a
plan to secure revenue from royalty,
and distribution charges. Healthy
competition between RCA and Erpi
provided for immediate modernization of antiquated recording equipment in many studios that had not
installed new sound apparatus during
the several depression years. The
battle for business between the two
electrics should continue to result in
greater improvements in sound quality in both the studio and theatre
ends of the industry.

Technically, recording improvements introduced by both RCA and
Erpi duri 1936 have been important in raising the quality of sound
RCA incorporated ultra-violet
cording and reproducing apparatus, both the lattler and ultraviolet achieving sharper sound tracks
for greater increase in quality and
standards for reproduction.

violet achieving sharper sound tracks for greater increase in quality and standards for reproduction.

Other decided improvements to bring igher quality of sound to the theatres is the introduction of microphones of higher standards by both Erpi and RCA. Radical departure in sound recording the set was introduced through newly-devised headphones which allow sound mixer to be stationed on the set close to action rather than in a mixing booth off in a corner of a stage.

ing booth off in a corner of a stage.

Theatres Go For New, Equipment theatre side, with prosperity returning, numerous exhiitors circuits are modernizing their sound apparatus, with latest type of reproducers. In many instances houses slipped through the depression years without expending any money outside of maintenance for sound, projection equipment. However, with greatly improved sound coming from the studies, theatres found patrons, were becoming atres found patrons, were becoming conscious of quality of sound through

arge numbers.

In an aggressive campaign to secure a large share of the theatre re-equipping busi both Erpi and RCA introduced several improved reproducers to the benefit of exhibitors. These included the think the several improved reproducers to the several improved reproducers to the several improved reproducers to the several improved reproducers to the seve hers also came in for major devel-opment, biggest improvement being made in new models which permit servicing without interrupting oper-ation of theatres. This is secured through ability to fold back the amplifiers for inspection without re-moving from behind the screen. The sound-experimental labora-tories of Metre studios developed a two-way cellular horn speaker sys-tem in conjunction with RCA. Said to be a major advance in sound for flers also came in for major devel-

to be a major advance in sound for the year, it permits reproduction frequencies from 30 to 10,000 cyc uniformly to insure even distrib tion of sound in a theatre.

tion of sound in a theatre.

Igger Splurge in '37

Although greatest number of theatre reproducing sound equipment was installed by RCA and Erpi during 1936 than any previous yearsince 1931, both companies look for even greater, modernization of sound apparatus by theatres in 1937. All of the major circuits have started complete re-equipment latest type sound apparatus in of their houses, with bulk of the installations to made during the first three months of 1937.

houses, with bulk of the installations to made during the first three months of 1937.

Looking to the new year, sound engineers predict even higher quality of sound in both recording and reproducing perfect of equipment which will permit recording and reproduction of higher frequencies than at present. Major development may tend towards the push-pull recording system which is destined to provide pur tone quality of sound track with greater elimination of background noise. If and when studios adopt the method generally, theaties will have to install attachments to provide for reproduction of push-pull recordings but forecast of its comi is seen in present equipment being installed in present equipment being installed in theatres being set up so it can be readily adapted for push-pull reproduction later.

With virtually every picture company showing handsome net profits in 1936, the year was marked by tremendous increases in revenues by both fiftm and radio corporations. The firm that failed to show less than \$2,000,000 profit was the exception rather than the rule last 12 months.

months.

This growth in earning power, which resulted in dividend rate tilting and many extra cash melon cutings, naturally was reflected by a comprehensive rise i the price of

ing and many extra cash meion cuttings, naturally was reflected by a
comprehensive rise-i the price of
icture and radio stocks. Scores of
new highs, some of them new peak
prices for the last four or five years,
were registered in 1936 by practically
every issue on the list.

The year also witnessed the restoration of several picture issues to
favor Wall Street. Along with
revival of interest Loew's common, long the bellwether of the
smusement section, Paramount, Radio common, Warner Bros, RKO and
30th Century-Fox again assumed
something like their old positions as
trading favorites. This shift in attitude in the street perhaps was accentuated because the amusement
list generally had been neglected in
recent years. Such confidence was
justified by buoyant earnings statements that astounded even the most
ofting with numerous other
industrial concerns.

robably a true reflection of this
re-ival of interest is best shown by
the vast increase in amusement
stock values. The 14 stocks carried

robably a true reflection of this re-vival of interest is best shown by the vast increase in amusement stock values. The 14 stocks carried at Vantary's Amusement Group rose 180/728/786 in worth from their lows the first week of the year to the closing quotations. Dec. 31. Numerous low marks were made early in the year while a majority of the new highs were recorded in November. The tendency was to hang around these peak prices during most of December.

While the net profits of many picture and radio companies increased 100% to 50% over 1935, the new federal on undistributed profits was the outstanding factor in providi incentive for the late forward surge of stock prices. Wall Street was quick to eash in on the expected healthy disbursements caused by the desire of corporate officials to duck this sax and pass undistributed net earnings on to stock-budgers officers and employees.

distributed net earnings on to stock-holders, officers and employees.

distributed net earnings on to stockholders, officers and employees.

Cleaning the State

Not only was 1936 marked by
many extra dividends, but also by
numerous initial divvy disbursements
and the clearing up of past due dividends. Initial dividends or resumption of payments were made by
American Seating, General Theatre
Equipment, Pathe Film (stock disbursement on common), Radio first
preferred, 20th Century-Fox and
Paramount (both preferred issues).
Passing of Universal control from
Carl Laemmle to Standard Capital
(J. Cheever Cowdin) and Charles
Rogers marked the departure of a
veteran in the film industry from
the active scene. Entrance of the
new administration, which took command in April, added another virile
major to the lists, with the street
taking full cognizance of the new
management by pushing both the
common and preferred issues to new
heights.
Universal Corp, was formed as a

beights.
Universal Corp. was formed as a ing company, with R. H. Cochas president, and Cowdin as irman of the board. Five ing theatre properties were washed up, numerous subsi iary companies were combined, production was speeded up and better product was marketed even in the first few months of the new management. New stock was sold and plans were laid for combi ing outstanding old corporate issues that all stock would be in the name of the new company.

would be in the name of the new company.

The Kennedy Paramount report-brought a change in the admi istration at Paramount, with resultant economies and new vi added under the production guidance of Adolph Zukor. The strides taken under Barney Balaban-Zukor leadership were quickly reflected in tuge income increases. the ird quarter.

Submission late in the year of a

ird quarter.

Submission late in the year of a Submission late in the year of a Consensation plan for RKO revived tope that the sole remaining picture ompany in receivership would soon cast aside this handicap under a new sot-up. RKO common stock moved ahead in anticipation of the reorg the sole of the so

BCA's Pian

In carrying out its financial reorganization, as outlined i Kennedy's report and plan, Radio. Corp., of America called in its old Preference A stock and replaced, its Radio. Preferred B with a single preferred is sue bearing \$3.50 annually in dividends. The company had been paying \$3.50, per year on Class A preferred recently and was considerably in arrears on its \$4 annual payments for the Radio B. Under the recap alignment, Radio B stockholders were reimbursed in part by issuance of additional common and 1.5-5 shares of new first preferred, the latter paying dividends when latter paying dividends when

In April, Pathe Film Corp. decided In April, Pathe Film Corp. decided to call it a day with First Division and set up a new operating company. Grand National was organized with about. \$2,000,000 original working capital as a result. Pathe indicated that it would take no active part in the GN management by disposing of about 120,000 shares of stock to Pathe common stockhet was in the form about 120,000 shares of stock, to rathe common stockhessers in the form of a stock dividend. Grand National stock was listed on the New York curb exchange, a system of film ex-changes set up and its first produc-tions released.

changes set up and its first productions released.

Reorganization of General Theatre Equipment was perfected, with all old stock and bonds being exchanged for a new capital stock that was listed on the N. Y. stock exchange early in the summer. Healthy income of the reorganized corporation prompted an original divty declaration of \$1.10. This was followed by an extra payment of 90c, making \$2 paid in. cash before the company's sole issue had been on the big board six months.

Consolidated Film's new capitalization plan was approved by a majority of the stockholders, after a brief legal tilt. New set-up would increase the number of preferred shares, attempt to clear up arrears on the preference stock and put the com-

the number of preferred shares, attempt to clear up arrears on the preference stock and put the common in a position to share sooner in earnings. Each preferred holder gets 1½ shares of new preferred while each common share holder received two-thirds of new common. Under the old set-up, preferred shares were on a \$2 annual basis and confronted with next due dividends. By trimming the

\$2 annual basis and confronted with past due dividends. By trimming the divvy requirements to \$1 on the new preference issue and wiping out old arrearages, corporation officials figured both the preferred and common stockholders would be given a fairer chance.

Return of W. Ray Johnston's Monogram company under a new title is assured for early 1937. Wall Street financing is expected and there also is the possibility that the new corporation might market slock via the exchange. It's a merger of the Sterling Pictures Corp. with Mono.

Cheap Money

Cheap Money

The common tendency of several outstanding picture and radio corporations was to take advantage of cheap money markets and call in high interest-bearing securities, supplanting them with new ones requiring smaller payments. Loew, RCA, 20th-Fox. Columbia and Warner Bros. either had carried out such switches or were laying plans for such changes as the year closed. Loew brought in its 6% sinking fund gold debentures, due in 1941, of which \$5,220,000 were outstanding, and supplanted ith 3½% bonds, due in 1946.

RCA called in its 3½% Preferred

No More Wall Street Eggs

By Mike Wear

With virtually every picture company showing handsome net profits in 1936, the year was marked by

the year was marked by

the tompany solared above the century mark, when it actually was an item that cut into the company's earnings. earnings in the fiscal year ending June 27 though it later is expected to bring savings.

to bring savings.

Warner Bros. was working on a plan to refund about \$32,000,000 worth of present 6% bonds in favor of liens bearing 4½% or less. Details of this operation still were pending: at the close of 1936. 20th Century-Fox set its financial structure in even healthier position by being able to retire approximately \$1,700,000 of 6% debentures on April 1, date of maturity. The parent corporation now has no bonded indebtendess though several subsidiaries still have small bond issues outstand-1.

Orpheum earnings improved so much during the year that the company began paying preferred dividends. Several declarations brought the total amount paid this year to \$5.25 in November. This total was boosted by an outright declaration of \$7 on the preference issue in December, covering the four quarters in 1933, and making the total ters in 1933, and making the total amount disbursed to stockholders

412.25.
American Seating resumed dividends with a flourish by declaring 50c in cash and \$2 extra in cash or n stock at the rate of one-tenth of a share for cach one held.
Twentieth Century-Fox declared \$2 on the common, first \$1 being in the nature of a regular disbursement and the second \$1 in the form of an extra, prompted by the assurance that the company earning justified such action. Also maitained the regular \$1.50 on the preferred.

Loew maintained its \$2 rate on the

Loew maintained its \$2 rate on the common and paid \$1.50 in cash ex-tras, first for 50c and the November declaration being \$1 in cash. East-man Kodak held to its \$5 rate and then declared 25c extra each

Pathe's stock dividend to common holders amounted to around \$500,000 on basis of price Grand National stock sold for after the distribution.

When It Started

When it Started
Amusement roup followed the generally accepted trends for January and February, but reached into new high ground in the two subsequent months. This produced new peaks for the year and longer in April. Final portion of April and early May found amusements hit by the same share reaction that turnearly May found amusements hit by the same sharp reaction that tum-bled the entire stock market. Reac-tion was held to be a healthy one, long overdue, but it swept many is-sues to new low points for the year. The fact that the stock market had gone forward without airly severe shakeouts for nearly 12 months made it vulnerable to such a techni-cal slump.

This April-May reaction carried the Amusement Group and the whole radio-picture list down to new low levels for the year in the week ending May But this week was the halting point of the decline.

1936—And the Future

Show business has no squawk inst 1936. It was a pretty good year which grew stronger as the months advanced. Show business should feet that if it has an attraction i 1937 it will do business. That's fair enough and all any real showman has ever asked. With more money to spend the public encouraged enterprise in all lines of amusements. Increased personaliti ined prestige. Opportunity returned to the show world,

The passing year appears to have had less effect on the legitimate after than any other branch. New York they either click or flop in a hurry, and the quality of mercy is not strained because the producer fluid out quick. If there has been any change at all for legit it has been road which grows more promising, although the modern version still consists of the key citi The road of 20, and even , years ago is a memory. Honor came to the American theatre in the presentation of the Nobel award to Eugene O'Neill.

Among the less mentioned items of the moving picture year is that the film boys forgot about whether the musical cycle was wearing itself out or not. The explanati not hard—good pictures. It wasn't always so. When musical films first came in and then went out, they blamed it on a fickle public. Ridiculous, of course, because there has always been room for a good tune picture or show. Bad musical shows also die.

When the studios started cutting loose their new product, last August the results surprised even the optimistic. Film men knew the product was good, receipts went beyond expectations. So strong was the march to the box office that it conti up to the final week of a national election. It was great while it lasted, and it lasted until Thanksgiving. Then it dwindled, but so did the pictures. Still, there can longer be any doubt that business is there if the attraction is there.

Another film angle of ' is that the pictures seem to get longer and longer. The number of good films jeopardized by surplus footage is count-less. I has about reached the point where the Coast evidently thinks anything under 90 minutes is a short. The growing longevity may bring about an unnecessary repercussion in the theatres, and it would be pertinent to know what would happen if some house should adopt the slogan, 'Only one feature but get home early.' Hollywood can't go on keeping a nation up 'til midnight every night. Eventually there must be pictures of more reasonable length, or the dropping of that second feature, because the squawks are growin

the squawks are grown:

Radio has, of course, also benefited from the increased pace, and, other than the usual channels, the main line of thought has been; where does radio go from here? That means television. Some expect it soon, others not for years. In either case it might be a hunch for show business to recall what happened when sound reached the screen. Once upon a time, and for a long time, pictures were only for the eye. Then they got rhythm. Radio is now only for the ear, but some day will also be for the eye. So what? It will still be 'radio' to the public and it'll have to be good to keep 'em home after the novelty wears off. How long did the novelty angle linger for sound pictures? Just about a year, after which they had to be something or no dice. Perhaps a slant for the aerial lads to mull over is how the customers are going to like looking at the same people on television programs once a week, twice a week, thrice a week. Suppose you were to see Dietrich, Gable, Astaire or Crawford once a week every week for 13 or 26 weeks? There's not enough talent around to change casts weekly, or monthly, with sufficient merit to keep a family constantly at home. In other words, the theatres have little out of the ordinary to fear from television. It will have its place as radio has today. No more, no less. Say! even the eternal femme can't keep a

Success in show business has never been easy. It's probably more difficult today than ever before because methods heretofore only employed by showmen have been lifted by general commercial business. Radio has made soap, and automobile manufacturers show-conscious. Even an abdicating ki

The history of show business is an index of names. If you don't believe that, what about K.&E., B.&K. and KDKA; Pastor, Keith, Albee, Murdock, Casey, Beck and Heiman; Charles Frohman, the Haymans, Shuberts, Cohan & Harris, Barrymore, Will Rogers, Jolson, Maude, Adams, Berlin, IATSE, and Mary Pickford; Marcus Loew, Adolph Zukor and William Morris; Garbo, Chaplin, Bowes, D. W. Griffith, Will Hays and swing; Hollywood a village, Hollywood a film capital, Hollywood a problem; N.A., A.E.A., BBD&O and the Archbishop of Canterbury; CBS, NBC, Cantor, the Castles, 77B and Mickey Mouse. Names—always names. Likewise the future, whatever it holds for this business, will be a record of individual accomplishment.

For itself Valuery has little to say that might be of interest. After 31 years it hasn't forgotten what the sheri looks like. Anyway, he is probably just down the block keeping an eye on the joint.

July gained momentum in September and October, carrying through to a climax and peaks for the year in November. This uptrend tended to taper off late in November and in the final month of year.

and in the final month of year.

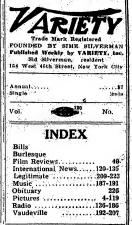
It was during the October-November climb, that Paramount's three issues, particularly the first preferred; Twentieth Century-Fox stocks, General Theatre Equipment, Loew, RKO, Warner Bros. and many others staged their most sensational spurts of the 12-month period.

advance by the Amuse-ment roup was practically a dupli-cation of the gains scored the pre-ceding year. Showing was rated all the more remarkable because the amusements had to contend with two quite drastic reactions which obvi-ously held back the upward drive and which were missing from the scheme of things in 1935.

scheme of things in 1935.

market bore witness to the more healthy corporate structure of picture companies, as practically all liens hit par or went above that level. The year saw the removal of General Theatre Equipment. liens from active trading. Keith, Loew, Paramount Pictures, RKO and Warner Bros. obligation hit \$100 or better. The biggest advance was scored by RKO 6s, due in 1941, which went from a low of 63 to 122, About 40 points of this rise was icated on

announcement of the company's re-organization plan and approval of it when made public. Paramount-Broadway 3s sported an appreciation from 55 to 73.



Amus. Stocks Advance in '36

		Closing Price	Points	Enhancement
STOCK	Jan. 8, 1936	Dec. 31, 1936	Gain	in Value
American Seat	20%	231/2	31/8	\$631,250
Cons. Film pfd	18	17		*400,000
Paramount		24 1/2	1434	23,741,250
Columbia Pic.	400	36	•7	2,009,000
Eastman Kodak		175	19	42,767,480
Gen. Theatre Eq	†17	30%	13%	5,827,400
Loew	51%	661/4	14%	21,528,000
Pathe	73/8	93/4	23/8	1,389,350
Radio	1681/2	783/4	101/4	9,432,820
RKO	5	81/8	31/	8,054,736
Technicolor	173/4	211/2	334	2,625,000
20th-Fox	221/2	35%	131/8	16,143,750
Universal,	50	101	51	918,000
Warner Bros	9%	17%	81/8	30,078,750
Net gai				\$160.728.786

A Good Print Is the Ultimate In a Film's Merchandising; Here's What Happens in Between

By Roy Chartier

The printing of a film is far from being of least importance in the mo-tion picture busi It is just as important, in its way, the polish-ing which makes a big read inviting sales prospect.

mg which makes a big red inviting sales prospect. rom the raw material, crude production methods and poor printing of an earlier day, scientists of the screen have made amazing progress in the development of film. The best stories could be purchased, the fanciest prices paid, topnoteh directors and other talent hired, but it the film that came out of cameras did not receive the best in transit to projection booths, they would probably sell no better than that unglossed apple. There was a time, not so far back, when audiences would stomp and whistle themselves into gentle hysteria when the screen went blank, bad scratches began to show or other defects interfered with the illusions in which they dwelt. Seldom did audiences appreciate the fact that much was still to be learned in the art of preparing the film dish for those who paid to partake of it is probably human, as veteran lim gentlemen will not in the them.

for those who paid to partake of it.
is probably human, as veteran
film gentlemen will point out, that
yesteryear's film fans, would accept
almost anything in the way of story,
acting direction, ludicrous as it
all might seem now, but always expected the perfection in film stock
and printing that was to come later.

and printing that was to come later.

Good Print, Good Will

Many producers today are just as concerned with their printing as they are with the producing, which gives them a negative. Prints must go out i good condition and play everywhere, down into the farthest subsequent runs, i the best possible condition. If either prints or projection is faulty, harm is not only done the producer and distributor of the picture, but the theatre as well. Assurance that every picture, from Grade A to the No. 2 features on the lowliest of duels, be in proper screening shape is of singular imporpressions.

Assurance that every picture, from Grade A to the No. 2 features on the lowliest of duals, be in proper screening shape is of singular importance for many reasons. The good will of accounts would not be long maintained if poor copies of product they have bought arrives in unsatisfactory condition. One account is just as entitled to get a good print as another. In addition, within the last few years, the practice of playing slim on percentage has superseded flat rentals in the majority of cases. When a producer permits a defective or badly worn print to go out on such a date, he is beginning to carve up his own throat along with that of the exhibitor. To be considered by the film man of wisdom, also is the fact that audiences who have poor prints forced upon them-may

by the film man of wisdom, also, is the fact that audiences who have poor prints forced upon them-may be audiences who will eventually become lost to pictures. For this reason, it is equally as important to theatre operators as to distributors to see that the best possible display of film merchandise is provided. The cost of printing is not what it used to be, but this portion of the overhead to be applied against every single picture made. Is not one of pennies by any means. While the number of prints varies according to the market potentialities of pictures; the bill on printing seldom runs less than 10% of the negative cost. The result is that millions yearly go into printing, counti the raw film necessary replacements, etc.

250 Coples the Average

250 Copies the Average Prints ordered for features according to companies and counts, but the average runs around 250 prints on each release in the do-mestic market. For the foreign coun-tries the situation is entirely differ-

mesus market. For the foreign countries the situation is entirely different, not only because of the fact that certain pictures are more acceptable away from the United States than others, out also because of the various quotas which are faced.

In many countri abroad duties, which are levied against film make practical busi judgment to ip negatives over for printing locally. As in the domestic market, the quality of product, together with sales possibilities, determines the number of prints to be made. England may be taken as an example. A total of only 35 prints may be made on one picture for the British market while 60 will be turned out on another.

properly, ile on the smaller pic-tures 180 or fewer prints will meet requirements. Although much more expensive than black-and-whites, more than 300 prints were ordered recently on a color picture which sold well.

sold well.

Both here and abroad it is not unusual for a print to stand up for as many as 180 runnings. This number of screenings is about the maximum, the average being from 90 to a high of 180 or slightly beyond, depending on what luck a picture has in shipping, handling and projection.

Among other things which in late the state has a macked notable advance.

Among other things which in late years has marked notable advancement in printing and effected savings has been processing of various kinds to prolong the life of film. When a picture comes out of the laboratory it is known 'green print.' It has to become hardened and; as the technicians it, 'weathered,' becoming the property of the fore it can be expected to give rea sonably good wear.

Casehardening the
Until recently, if the
was not carefully projected and handled, performing ability would
be decreased just the same as a new
automobile is damage; if not broken
in at low speed. In only the last few years various processings have been perfected or discovered, some of it

perfected or discovered, some of it accidentally, for the protection of the fresh, or green prints. This processing, it is estimated, has lengthened the life of film 50%.

Some companies use a processing, fluid which was first discovered by Paramount. It had been invented entirely for another purpose, outside of show business. Metro employs a waxing system that was invented in Ohio, while 20th Century-Fox uses a gas process. Twentieth-Fox places its prints in vaults and turns on the gas, hardening them properly.

its prints in vaults and turns on the gas, hardening them propenly. The processing or gassing treatment of film has saved distributors much reprinting. Where a major company would be compelled to turn out 1,500,000 feet of replacement prints yearly, the average now runs only around 200,000 feet.

The average print stands producers \$140 each, length of pictures naturally determining the varying costs. Over a year, printing on the 50-minute pictures as well as those which run nearer two hours, will average from \$35,000 to around \$50,000 per feature. For the foreign market a slightly lower average is struck, runslightly lower average is struck; run-ning from a low of around \$30,000 to a high of approximately. \$45,000 a picture.

picture.
Color pictures are three times as costly to pri
It is also difficult to get printing orders through on short notice due to limited capacity of nonce due to limited capacity of laboratories on this type of work. No two prints, when in color, are exactly all ither. Color prints wear well and are as tough as the black-and-white, however; but the scratches, when occurring, are more noticeable.

Shorts and Newsreels distributors of shorts print from 100 to 150 on an average, but from 100 to 150 on an average, but now and their the number will run considerably over 150 on subjects ich are in great national demand. Newsreel issues run from 450 to 500 prints, but there are no replacements to be anticipated on newsreel prod-uct-since news, as one film ...an puts wears out quicker than film. Adontion of 2,000-600 reels may

Adoption of 2,000-foot reels may mean savings in other directions, but so far printing is concerned, in-troducti the larger spools has made little if any material iffer

certain pictures are more acceptable away from the United States than offiters, out also because of the various quotas which are faced.

In many countri abroad dutes which are levied against film make practical bus judgment to judgmen have nevertheless commanded as high as \$2,000 a crack. Didn't someone say that competition is the life of trade?

It conservatively put that the price of talent more than doubled this past year over the preceding one. For a time the J. Walter Thompson crowd had a corner on top talent for their Kraft Music Hall, Liux Theatre of the Air and Shell Liux Theatre of the Air and Shell Chateau. This was due to the efforts of one man, Danny Danker, He was personally acquainted, knew



PETE SMITH

Wishes the Vaniery Muggs plenty of joy on their 31st anniversary. And '1f you muggs are around on your 50th I'll make a short of you no kiddin. So go into training and don't spoil your figures.

order for best results. Producers, in other words, were at the mercy of the implements through which their product was merchandised.

Today a theatre is virtually com-pelled to keep projection equipment in order. If an exhibitor is respon-sible for scratching or otherwise damaging a print through negligence, he has to pay for it. In penalizing the exhibitor for damaged film, the distributor is not only protecting himself against the chance of defectiv equipment or negligence, but he, also, is protecting other accounts.

also, is protecting other accounts.

In a business as competitive as theatre operation it wouldn't be unusual for one exhibitor to intentionally impair the condition of a print before it leaves him to go to another exhibitor playing pictures behind him. While the distributors keep a close check on theatres to see that prints are not damaged, the exhi itors themselves often act as policemen. If an account gets a print that isn't in condition, he usually notifies the exchange. While entering his complaint, at the same time he's tipors themselves often act as police-men. If an account gets a print that inn't in condition, he usually notifies the exchange. While entering his complaint, at the same time he's tip-ping the distributor that the last fellow who played that print may have done it no good. The various distributors and chain operators co-operate on damaged prints, and where it is believed an offender has been located, he is closely watched. Everything possible is done to locate injury to prints to reduce replace-ment and other necessities.

Hollywood,
To Hollywood's actors the twelvemonth just passed goes down in the
archives as the year of the gold dust
storm. Midas touch for them was

storm. Midas touch for them was provided, not by the sprocket factories, but by a young upstart called radio, some 15 years their junior. Largesse was shared by a mere handful of some 200 first string per-

handful of some 200 hrst string per-formers. Considering that there are around 5,000 film players earning a livelihood (more or less) in the stu-dios, the numerical reference of a 'handful' is not too far amiss. Boys and girls that had—got.

Before radio calls it a season next

Before radio calls it a season next April \$1,000,000 or better, will have found its way into strong boxes of celluloid, workers. For radio the names of Clark Gable, Claudette Col-bert, Robert Taylor, Carole Lombard, Joan Crawford and a few score more

of that envied ilk have the same magic ring that sends the turnstiles whirling at picture empori

\$7.500

Although pretty generally ied by the agency chaps, igh as \$7,500 a shot has been paid these princes of make-believe mean average would put the figure in the neighborhood of \$1,500. Names that fall far down in the screen billings have nevertheless commanded as high accords. Didn't someone

Newsreels and World Affairs

It has been a hectic and interesting year for the newsreels, one that should have enhanced the box office importance of this popular support ing item of all picture shows

Foreign wars, including the Italian Ethiopian conflict and the Spanish revolt, together with the tensity of the European and Far Eastern situations, gave the newsreels much of international import to be concerned about. And, of course, King Edward VIII, Mrs. impson, the abdi-cation and the ascension of the Duke of York focused world attention on news shots from the London and Riviera scenes.

news shots from the London and Riviera scenes.

This year's political campaigns, led by the presidential contest, but in various states also including local candidacies for public office, were factors of the greatest importance in whipping up interest in the newsreel. The intensity, of feeling in nection with the struggle for a White House lease for four years, with many candidates and disturbing elements to consider, placed the film news manufacturers i a ticklish spot at the beginning and as time went on toward election day, it was evident the public watched closely how the various newsreels handled their material. Public reaction influenced Hearst Metrotone News to change its tag and drop the Hearst billing entirely, although sporadically some of the hissing may yet be heard.

When Hearst real hecome

heard.

When Hearst reel became News of the Day was assumed that the publisher had gone from the newsreel picture, but Hearst forces continue to dictate its policies. Metro, the distributor, may have suggested the change, since in many of Loew's own theatres audiences had audibly indicated their attitude.

had audibly indicated their attitude. In considering newsreels and the service they render their accounts, Pathe, while it may not have the organization some of its competitors do, accomplishes a lot; at times in the way in which it editorially approaches matters of moment. A pioneer in this type of news treatment, its use of maps and diagrams has been emulated to a great extent by others. The vogue that Pathe set is, not such a distant relative, either, to the breed of news summarization which characterizes the monthly March of Time.' Time,' now in its which characterizes the monthly 'March of Time,' 'Time,' now in its

number of accounts.

What principally istinguishes 'March of Time' is its outspoken-

how to deal and the stars respected him. For years he has been a figure in Hollywood due to his testimonial campaigns for Lux soap—those mag and newspaper spreads that flood the country.

The Greeley Trail

The Greeley Trail

Then started the big parade over
the Greeley trail. Young & Rubicam staked a claim and put two
major broadcasts in work—Fred
Astaire-Packard and Jack Bennyfello. William Esty brought on its
Camel Caravan. F. Wallis Armstrong brought Bill Bacher to the
Pacific slope and soon after Hollywood Hotel moved into competition
with the leaders. Amos 'n' Andy
took a crack at the balmy sector,
and from latest reports they liked

and from latest reports they liked it well they're settling here per-manently. Latest converts are Ruth-

Taur or hyan and Benton or Bowies.

It didn't take the film toppers, or rather, their agents, long to discover what was happening. Perforce, they sat back and awaited the best offers. Agency talent buyer: who shouted in exasperation, 'Why, you're crazy!' were met with a rejoinder, I can get it. ith so-and,' 'And he wasn't ki ing. He could, And didl.

Ryan and Benton & B

Hollywood's Radio Gold Rush

By JACK HELLMAN

ness, its fearlessness, its production qualities and its desipe to remain im-partial, yet painting as accurate a picture as it can of the current topics

picture as it can of the current topics selected for coverage. The produced newsreel is gotten out once monthly by the publishers of Time magazine. From time to time during the year just ended there has been talk about the organization of an 'Associated Press' of the newsreels for common coverage of big events, but it's been put on ice again.

One of Hearst's most vigorous political writers, Edwin C. Hill, was the commentator of the publisher's newsreet until it changed over to News of the Day. He was succeeded in November: by Jean Paul King, NBC radio announcer. Hill had gone onto the HM sound track at a time nearly two years ago when the reels were looking for added box office through enlistment of names such as Hill and Lowell Thomas, latter Fox's commentator. Universal was first with a spieler, raham MacNamee, now a veteran. Other personalities for newsreel buildup include the sports commentator, Clem McCarthy, who does his chores for Pathe. Fox has a comedian in the person of Lew Lehr, dialectician, who is now a feature of every issue of this reel. He recently started staging material for laugh purposes.

Newsreels are devoting more footage to football, baseball, racing, aquatics, etc. During the past pigskin season the reels ran, over each other in covering various grid struggles and, while not all of the footage exposed could be shown by theatree, there was a marked tendency to allow as much room for it as possible. What helps enhance the interest in ilming football is the improvement in the shooting of them. Apparently receiving better cooperation than in the past, cameramen are also filming horse traces in a greatly improved manner and with more exciting results. Baseball is perhaps the hardstot all to film, because it's difficult for the camera to follow the ball.

Olympic games in Germany pro-Newsreels are devoting more foot-

for the camera to follow the ball.

Olympic games in Germany provided box office fare of outstanding importance for newsreels. All reels fought to score a scoop on the Olympics. Paramount and Pathe ran a neck-and-neck race, getting first pictures into the Embassy, N. Y., 10 minutes apart. All of the reels bei avid for scoops on the Spanish revolt, Par emerged the winner by a narrow margi through shipping films of shots obtained both via boat and airship, while others chanced only one means of transportati Spanish assignment for the reels has been as difficult in most respects as filming developments in the Italo-

has been as difficult in most respects as filming developments in the Italo-Ethiopian conflict, from which they eventually withdrew because of costs. Some cameramen have gotten into trouble in Spain. The bodyguards of one were shot and he was tossed into jail.

In addition to war stuff, the Olympies and the political campai the reels had nothing of great importance to cover during the year with the exception of the eastern floods and the western drought. There were no Hauptmann case, as in the prior year, nor any outstanding assassinations, such as Huey Long's and King Alexander's. Biggest death of the year was that of King George, Biggest political death—Alf. Landon, Biggest monarchial demise—Kin g Edward VIII.

The Mary Astor trial in Los An-

Biggest monarchial demise—King Edward VIII.

The Mary Astor trial in Los Angeles was something that the reels didn't want. The Mrs. Simpson-King Edward gossip has been touched upon from the beginning, but no one had been able to get much for film from that.

One of the pet peeves of the year was attitude of irili companies toward the lads who gather news for screening. Complaint is that atthough the picture companinave done much to make the publi flying conscious, when it comes to crackups, newspaper men are given an edge on coverage.

In July of last year the news cameramen obtained a two-year contract \$100 for a 40-hour week. Considering the nature of their work, the dangers involved and the difficulty of getting a camera record, they are probably worth all of that.

Reed's Crosby Chore

That put the agencies in the middle and at writing they haven't moved an inch one way or the other.

Hollyw

. Theodore Reed, Paramount di-rector, has been pegged to meg the next Bing Crosby starrer, 'Double or Nothing.'

Reed leaves is week for Paris to get atmosphere shots.

LASKY'S NEXT FOR NINO Hollywood.

Hollywood,
Jesse Lasky is having a screenplay developed around the title,
'Song of Indi',' a Nino Martini
starrer.

Will be released through RKO on Lasky's producing arrangement

Why Industry Honors Zukor

The story of Adolph Zukor's achievements is really a story of American opportunity. In no other country on earth is it probable that a young immigrant boy, stranger to the language and customs of a new.land, could rise so high and accomplish so much in the brief span of two score years. Industry is acclaiming him today because he has discharged his debt to America. His contributions have been

new land, could rise so high, and accomplish so much in the brief span of two score years. Industry is acclaiming him today because he has discharged his debt to America. His contributions have been significant; and worthy.

It is proper, and fitting that Paramount observe Zukor's service to that company, in the nature of a personal tribute to the man who has done most for the organization. And it is an occasion for sincere rejoicing that the celebration should happen at the moment when Paramount; having survived the storms of depression, is emerging to reoccupy its position among the leading companies in the film industry.

Before Paramount was organized Zukor envisioned the feature motion icture as potent art inedium within the price range of millions of people. Ire one day gutted the old Famous Players studio in New York. In a cast-iron safe which had tumbled with the mass of charred ruins were four completed films, the entire investment of the company. All else had been lost. Two days passed before the safe could be retrieved—two days of anxiety and fear. Zukor We shall wait and see. The films were recovered, unharmed.

Zukor always has had faith in the ultimate rightness of things, patience to await the solution, and courage in the face of adversity. Few men of large commercial interests, of whatever kind, can match the Zukor triumph of the past few years. Those attributes of character which hispired the stranger boy to gaze high and travel far are the same qualities which fortified Zukor when the institution he built-crashed under the blows of world-wide economic upheaval. Again he said, We shall wait and see.

The reason the film industry is, making so much of Zukor today is because he has made so much of the industry. He has inspired the very best efforts from the creative forces of his own and competitive studios. He, more than any other individual, conceived and perfected the present methods of distributing films which in turn has given impetus and security to theatre investments.

Zukor istarted in b

G-B SITUATION REMAINS AS IS

inancial observers are skeptical ilities of success of any new Ostrer maneuver to settle

Ostrer-Maxwell coalition. Observations are that the new Ostrer offer contains nothing which may be described as a feasible solu-tion of the situation.

tion of the situation.

It would seem that the Ostrers are unwilling to return to England until every possible means to settle the situation shall have been exhausted, but apparently the Ostrers have not submitted any proposition which may be acceptable to 20th Century-Fox or Loew's. According to all indications, the Ostrers' new proposition is not any different than some of the other possibilities which they have submitted previously.

Hollywood, Jan. 3.

Joe Schenck is still pessimistic about the Ostrer matter. Says he'll not go east until the G-B situation begins to shape up more concretely than heretofore.

Allow \$954,655 Out of

Allow \$954,655 Out of \$10,582,250 RKO Claims

A total of \$954,655 was allowed on laims aggregating \$10,582,250 against to join the Screen laims aggregating \$10,582,250 against to join the Screen actors' Guild, which is a requirement for all Equity ites on the Coast. Brent was not included in the original group of 24 holdouts who were suspended from Equity membership for similar cause, because of correspondence between him and the actors' association in reference to the Guild matter. A total of \$954,655 was allowed on claims aggregating \$10,582,250 against RKO in the latest order signed Thursday (31) by Federal Judge William These do not include previous settlements. The order

dude previous settlements. The order covered 27 individual claims and was oked on the recommendation of Thomas D. Thatcher, special master in bankruptcy for RKO. Among the ims adjusted were:
Hoblitzelle Corp., theatre in Dallas, San Antonio and Tex., totaling 57.424.354, al-\$420,000. Broadway & 47th Street Corp., claim, \$2.162,500, allowed, \$337,500; Fort Worth Properties Corp., claim, \$450,000, allowed, \$17,595; George B. B. Lamb, services, \$14,500 allowed, Criterion Advertising, Co., \$4,903 allowed, and Cora Gregs, \$160,000 allowed. Among those disallowed were the claims of the Gregg, \$160,000 allowed. Among those disallowed were the claims of the F. F. Protor Holding Corp., for \$50,000; Gordon Burnett, \$200,000 and Mudd & Mooney, for \$15,832.

Thirteen other claims had been previously settled. he total aggregate amount of claims against RKO amounts to about \$35,000,000.

Condor's Utility B. R.

Hollywood, Jan. 3 David A. rown, New York and Detroit utility man, is taking a fling at pictures and becomes a member of the board of the newly organized

Company was incorporated in Delaware for \$2,000,000.

SERLIN RESIGNS PAR. 'A. & M.' REASSIGNED

Hollywood, Jan. 3.

Oscar Serlin, who came here re-cently from Paramount's New York office to produce 'Artists and Models' for the company, has resigned. Ser-lin had differences on production matters with one of the top studio heads, which brought about his quit-tions.

William LeBaron will assign the picture to another producer when he returns this week from La Quinta, where he has been recovering from flu.

Equity's Screen Guild Charges Vs. Geo. Brent

rent has weeks in which to e cause or comply. He will then subject to suspension and possi-fine. give cause

Laemmle's 70th Year

Hollywood, Carl Laemmle celebrates his 70th birthday Jan. 17.

He'll gather his own cronies at his new Benedict Canyon home for the occasion.

GOLDSTEIN TO STUDIO

Hollywood, Jan. 3.

Republic is moving E. H. Goldstein, p. from New York, to the studio v. p. from New York, to the studio as general manager. Jack Fier has been placed in charge of serials and outdoors.

Twentieth Century-Fox board has elected William Goetz a v. p. of the

elected William Goez a company.
Goetz, one of the youngest studio executives in the industry, has been associated with Joe Schenck and Darryl Zanuck since the formation of the original 20th Century Pictures Corp. and, on merger with Fox Film, became executive assistant to both at the studio.

ZUKOR SILVER JUBILEE ALL SET TO GO

arrangements for the Paramount Silver Jubilee dinner for Adolph Zukor Thursday (7) at the studio have all been completed. Invitations the dinner commemorative

Invitations the dinner party, ommemorating Zukor's 25 years in the picture biz, have been extended players, directors.

the picture biz, have been extended to players, directors, exces, home office heads, theatre partners and exhibs. Later in the evening there will be entertainment and dancing on a sound stage for hundred additional guests.

Those tentatively lined up for a coast-to-coast radio hookup are C. B. De Mille, Jack Benny, Ben Blue, Bob Burns, Charles Butterworth, Bing Crosby, Johnny Downs, Dorothy Lamour, Carole Lombard, Fred MacKurray, Martha Raye, Shirley Ross, Gladys Swarthout and Eleanore Whitney.

Featured musical spot will be

Whitney.
Featured musical spot will be filled by Leopold Stokowski. Group of 100 musicians and a chorus of 50 will be directed by Boris Morros, studio musical director.
Approximately 50 New York execs, theatre pattners and eastern exhibs are en route here for the ceremonial, which will be followed by a two-day production gablest.

Stanton L. Griffis, chairman of the executive board of Paramount, dedided at the last minute to attend the Adolph Zukor anniversary dinner tomorrow (Thursday). He left with others from the home office today (Sunday)

(Sunday).
Griffis had planned to remain east, and was to have been the sole exec in the ho. the absence of all

Chas. Morrison Joins S-I as Talent Booner

Hollywood, Jan.
Charles Morrison joined Selznick-International, Inc., yesterday (Monday) as talent scout.
Morrison, formerly in the theatt.
Morrison, formerly in the they of the they work, plans to spend a large part of his time in the east in connection with his new job.

Bill Goetz a 20th-Fox V. P. U. S. Production of Class Pix In England Best Quota Answer

plai

Success Story—Almost

One office boys sta-tioned at the 12th floor of the Paramount building, N. Y., re-cently became imbued with the which prevails through-now celebrati the Adolph Zukor 25th anniversary. With time on his hands between buz-ers; he discovered upon, close examination that the Paramount trade-mark, which pictures the

zers, he discovered upon close examination that the Paramount trade-mark, which pictures the volcano and encircling stars, contained exactly 24 stars. Why not add one more star, a big one, as tribute to Zukor's ilver Jubilee? The idea took wings, first through the publicity department, then to the sales division. It swept triumphantly into the accounting department and executives offices. The name of the office boy who originated the plan was on hundreds of lips. Then the idea reached the legal department, whose opinion was saked as to how soon the modification could be made. In due course came a written opinion that the change would require about two years time and an expense of about \$16,000 to meet the registration requirements of nearly country on earth where the Paramount trade-mark has been protected by registration 1915.

The office boy is back on the buzer bench, a far-away look in his execution that the change are considered to the course came a work of the

L. B. MAYER EAST ON VACASH, GB, POWWOWS

Hollywood, 3.
Louis B. Mayer shoved off Friday
(1) for three weeks in New York.
He may go to Florida with Nicholas M. Schenck for a sunning before returning to the studio.
Among the things Mayer and Nick Schenck will huddle on is the general studio picture. Also Norma Shearer's professional future. Still undecided whether Irving Thalbeirg's widow should extend her convalescence until late spring or whether cence until late spring or whether her general condition would be helped by rushing back into making a picture shortly.

Schuster's 'Mannequin'

Hallywood, Jan. 3.

Harold Schuster is London-bound to irect 'Mannequin' for Robert Kane. Deal is on for Joel McCrea to take the male lead opposite Annabella, French actress.

Twentieth-Fox releases the picture in this country.



BORIS MORROS Director of Music PARAMOUNT PICTURES

By JOSHUA LOWE

While the

unning round in circles figure out in what direction the new

quota proposals lead, them in the face the whole ctari

exist Metro to

plai launch its own productions here at the beginning of 1937. Company is going to make pictures which, every respect, will level up to its. Culver City product, aiming at the same world distribution.

same world distribution.

Keen insiders see in this the rinning of a new era for British production. Home studios will be, it is figured, immensely stimulated by having alongside them a strong outside production set-up. It will solve a dual problem, because it will ensure that the best pictures retain their international outlook while, at the same time, satisfying the local quota requirements.

It will put at the disposal of Brite-

It will put at the disposal of Brit-It will put at the disposal of Brit-ish films some producers, directors and stars whose names are a gilt-cdged security at the box office, and it will materially help toward bring-ing Hollywood and London so close-productionally that it will be virtual-ly impossible to distinguish the origin of netwers.

No Stinting

Statements and news items which have emerged from Metro over here-indicate that the company is not going to work in any niggardly fashio

indicate that the company, is not going to work in any niggardly fashion.
It has made a good beginning by
capturing Michael Balcon, who, perhaps with the exception of Korde,
is the outstanding producer in the
British ranks. It is taking its timeabout deciding which studio willgive it the best possible facilities, and
otherwise testing the scheme at
every step.

Whether other American producers will be emboldened to follow thisexample and so fulfill the spirit of
the Films Act, which is intended to
boost British films, remains to be,
seen. Warner Brothers, of course its
already doing a pretty good job
here. Its small, but workmanlike,
plant at Teddington is turning out a
run of useful entertainment, and it
is already putting into operation
scheme which will bring some of the
best-known stars on its roster to this
country.
United Artists is, naturally, a law.

country. United Artists is, naturally, a law United Artists is, naturally, a law unto itself, because something. like 50% of its full program comes from Korda and other British units, as a matter of course. Columbia haß announced an ambitious production schedule at Paul Soskin's Amalgamated Studio at Elstree and 20th Century-Fox has the nucleus of a first quality British program in Bob Kane's New World unit. Universal, through its consolidation with Charles Woolf's General Films Distributors, is also reckoned for in the Pinewood production schedules, with which it is aligned.

which it is aligned.

Only Radio and Paramount are unprovided for at the moment, but it is
assumed that, for reasons of personal
expediency, they will not be able to
stand out against the quality British
programs it is anticipated the major
distributors will shortly have available on their quota lists.

It is seen, therefore, that, by its
own initiative, Hollywood has made
the most concrete step toward eliminating the problem which hay
proved the monkey-wrench in the
works of the quota system—the Britiquickle made on a shoestire
quickle made on a shoestire
quickle made on a shoestire

Hays' White House Call. Thence to Zukor Dinner

Will H. Hays, president of the Mo-lion Picture Producers and Distrib-utors of America, Inc., and Mrs. Hays attended the President's diplo-matic reception at the White House Saturday (2). He also visited with Fluvis Suvich, Itali ambassador, through whom a message of appre-ciation was senf the Italian gov-ernment for its recent modification of film import regulations more fa-vorable to American distributors. On Sunday (3), Hays left for the Coast to attend the Zukor dinner.

Screen Guilds

By Bill Swigart

Hollywood, Jan. 3.

Activities within the Screen Guilds during the past year have register. during the past year have registered a new high among the organized groups seeking the right for collective bargaining.

Jective bargaining.

Most outstanding event of the year for the organized groups was the folding up of the Screen Writers' Guild of California and the formation of the new Screen Playwrights, Inc., which still struggling to effect a working agreement with the producers after six months of kicking the ball from one to another in an effort to come to some kind of a settlement. settlement

an effort to come to some kind of a settlement.

Downfall of the SWG, with membership of 600, was attributed to the haste and manner in which its leaders tried to effect recognition by amalgamating with the Authors' League of America and the Dramatists' Guild, and eventually with the Newspaper Guild. This would give the Hollywood scribes a solid front for writers of all branches and, in the leaders' inlon, place the Hollywood writers position to draw their own ticket. The picture was a beautiful one at the time, but after several hectic ineetings a conservative group stepped in and solid the ranks. This group declared it would not subject itself to the authors' League and the Dramatist's Guild.

Line Writers

Line Writers
The conservatives included the bulk The conservatives included the bulk of the topflight screen writers, and write the promise of the producers that they would listen and work with them in drawing up a suitable working code, the Screen Playwrights, was formed and has, since been working on the formation of an agreement that will be acceptable to both writers and producers. This is expected to come to a head any day now, and by the first of the year may see the code in effect. Whatever that code may be will ultimately scrap the present Writer-Producer agreement now in effect and operated through the Academy of Motion Picture Arts and Sciences.

and Sciences.
Such happens, then the Screen
Actors' Guild will be in position
to demand that the Actors' Standard
Contract, now in effect and operated
through the Academy, be scrapped
also, and give the actor group
the same treatment as shown the

also, and give the actor group the same treatment as shown the writers.

The Screen Playwrights have a very limited membership of 75. They plan to keep the organization confined to recognized screen playwrights. Eligibility to member must have at least two screen credits during the year and be under contract to a major studio. To become an associate member one must be a recognized screen writer and have at least one credit during the current year. A membership committee of 12 has been appointed to pass on applications. Two votes from this committee would be sufficient to disqualify the applicant. This is primarily designed to keep the transient writer out of the fold until he can establish himself as a qualified and recognized screen writer.

Seek Pretection

Seek Protection

Seek Protection

Leaders of the new writer group declare they have no particular grievance against present working conditions, but in order to continue the present setup they are attempting to arrive upon a code of ethics that will protect their interests in the future and give them recognition and provide an equitable arbitration machinery for any future disputes that might come up between the writer and producer.

The Screen Actors' Guild, profit-

The Screen Actors Guild, profit-ing from the flasco of the defunct Writers Guild, has made no direct effort to command recognition from the producers, but during the year has welded a stronger relationship with the American Federation of Lawith the American Federation of La-bor. With the support and co-oper-ation from all organized labor groups contributing to the making of motion pictures, the actors believe they will be in stronger position next spring to demand recognition and be in-cluded with other trade unions in the present Studio Basic agreement.

Kenneth Thomson, executive sec etary of the Guild, last summer was retary or the Guild, last summer was elected one of the 15 vice presidents of the California State Labor Federation. This gives to him the power to act on all labor problems within the Los Angeles and Hollywood areas. Aubrey Blair, executive secretary of the junior branch of the Guild, was appointed a member of

the Los Angeles Labor Council, which embraces all organized trade unions in this area.

which emoraces all organized trace unions in this area.

the preliminary measures to manifest its, strength with organized labor the ild issued orders to all its members to carry their Guild cards with them at all times, especially while on location. The emphasis on 'location' is interpreted as meaning that while on location other trade union workers would refuse to work with any non-union member if pressure were brought to bear. This turn would entail considerable expense to the producer by holdi up production until the non-union actor could be replaced.

90% Have Cards

There little danger of this, as

96% Have Cards

There little danger of this, as more than 90% of the actors working in pictures are Guild members. Total membership at present exceeds 5,000, with more than 850 joi ing up within the past year. Slightly more than 1,000 of this total belong to the senior branch, which requires that an actor before he can qualify for the senior branch must be a recognized featured player with one comore screen credits. The jor mach consists of extra it players.

The actors, the newly

prayers.

The actors, the newly ized writing fraternity, have no particular grievance against present working conditions, but they want recognition and the power to set up their own arbitration machinery. At the present, under the rules of the Standard Contract for Actors, all disputes must be cleared through the Actor-Producer relations committee, maintained and operated fhrough the Academy of Motion Picture Arts and Sciences.

Belief that the

and Sciences.

Belief that the Academy is producer-controlled is the basic reason for the actors pulling away from the Academy and setting up their own organizati. They want no part of the Academy. In their evasion of this, they have managed, after a fashion, to clear up many labor violations by interceding for the actor with the employer. However, there are a number of complaints on file which, if they had their own arbitration machinery, could be cleared up.

up. The actors seeking a Guild The actors seeking a Guild shop on five principals; do greater economic security and better working, conditions for extras; the section of th

agreements.

Among the new Guilds to spring up during the year and heard little of since are the Screen Directors' Guild and the Sereen Dancers' Guild. But both have become quite dormant of late.



MOLLY PICON

Happy holiday greetings. My first starring film, 'Yiddle and His Fiddle,' produced by Green Films while I was in Warsaw this summer, is now in its second week at the Ambassador Theatre, N. 'Jacob, Kalich, my manager, room 1805, Paramount Building, can tell you about it.

THEATRE MAP

By SAM SHAIN

ness that manpower and product make up the bulwarks of the thea-tre. Product cannot go the fullest

With the era of reconstruction, necessitated by the depression and past conditions, having neared its end, theatre men everywhere were enabled to devote their fullest time to gaiting their operations and building up grosses. There was some talk of big trades but in the mai, and from a trading standpoint, the past year has one of the quiets in the history of the business. Undoubtedly there are locations among chain and independent operations that ill see a certain amount of underlying correction, but that will be always.

However, the practical manner in which the theatre men and their film associates have tackled the brick and mortar side of the theatre end is now beginning to show its full results, and in this phase, right manpower move important theatre chain which were started in 1936. outstanding accomplishment is which the theatre men and their film associates have tackled the brick and mortar side of the theatre end is now beginning to show its full results, and in this phase, right manpower played its hand to the fullest, Otherwise, the road to recovery could not have been achieved as it has.

It's the simple axiom of this business that manpower and product make up the bulwarks of the theatre from the proposed of the pr out.

Still in abeyance are several of more important theatre chain which were started in 1936. outstanding accomplishment i theatre world, from a persistandpoint of achievement, goes Sidney R. Kent, and the Skobrothers. Under Kent's supervisoperated by Spyros and Cha National Theatres Corp. (Fox-Coast) will show probably \$3,000 net. Kent. president of 20th (tury-Fox, is also president of tional Theatres and his hand is the contraction of the con

(Conti on page 116)

THOSE HOLLYWOOD PREVIEWS

Hollywood, Jan. 3. rick a producer's cuticle

times out of

times out of pressed actor—not too suppressed, you understand—but bereft of the actor's privilege of strutting and taking the bows. But a producer and his executive henchmen will never take it lying down, so he invented the press preview, an institution which has grown to a colossal vanity-tickler and one of the sacrosanct accessories in the business of marketing motion pictures.

Ostensibly the public preview of

occessories in the business of marketing motion pictures.

Ostensibly the public preview of a picture is to get legitimate customer reaction and unforced pressiontices—favorable, of course. This purpose still works more or less with the sneak or unheralded preview, but, at the arranged preview both the working press and the carefully disposed but far from innocent onlookers are subjected to the vociferous studio claques who reveal the real reason for the showing.

Patterned for a preview is the

the real reason for the showing. Patterned for a preview is the roped-off section in the center of the theatre to which the executives, players, directors, technicians, secretaries, agents and their cohorts come through a bedlam of autographomaniacs and lobby lizards gathered by dint of those exploitation measures which producer agreements and exhibitor codes permit. Amongst them, carefully interlarded and okayed for claque sound, come the working news hounds and critics, two of each claque sound, come the working news hounds and critics, two of each kind and sometimes more. Around and about are the excited customers,

By Jack Jungmeyer

By Jack Jungmeyer

3. — The provided and indulgently permitted to the provided and indulgently permitted to the provided and indulgently permitted to the provided and provided and provided and provided and the provided and park or agent's instructed delegates punctuate the introduction shot of the favored name. Bain of Gilead this, to the important personages seated there in the half dusk hearing their value to the industry, their or provided and the provided a

be adrottly gleaned to make steeppeaceful.

The press preview dight come into
general favor as long as the old fullpanoplied premiere was vogue,
with its masters of ceremonies pointling out the picture makers' virtues
and the spotlight playing about the
modest heroes and heroines. But the
depression put the kibosh on these
more costly and pretentious affirs'
and there has been only a sprinkling
of them since then. The press premiere is less costly, more easily handied and gets about the same results so far as the notices are concerned.

cerned.

Showman's Delight

The exhi itor dotes on the prearranged preview, although he has
his occasional squawks. The lights,
the crowds build his prestige. His
house is mentioned in the press notices. Folks watch for that pillar of
light he waggles in the sky when a
special showing is on. He, too, has
his showman's delight in being at
the center of his own show, garnished with celebrities and all the
howdy-do.

nished with celebrities and all the howdy-do.
All of this makes it pretty tough on the reviewer who, wants only to do right by all hands, including the very exhibitor who may have to exhibit dispassionately. later, the very picture is colleagues help ballyhoo at the pre-showing. It takes a large and sensitive pair of ears to distinguish between spontaneous applause and calculated hullabaloo when the clackers bay the picture; to distinguish between what may be representative of average unitutored audiences and the instructed delegations; in estimating a picture's genuine drawing power and business prospects.

The press cannot find seats among

prospects.

The press cannot find seats among the ordinary customers on such nights, with their reacti because seats are all taken long before working pressman has gulped his soup and sardines. Sometimes the reviewing mugg is even taken for majesty itself by the hoi polloi outside the sacred rope-off, and once or twice he's actually been rushed by the autographomaniacs before the latter

tional spots.

Feeling that the method of sne

to include a dozen more remote it to include a dozen more remote to tonal space.

Feeling that the method of smain previews around Southern C fornia is completely outmoded barren of dependable results, \$1. Briskin, production chief of RI Radio, is liming up a sneak prev schedule for The Plough and Stars' to reach at least a dozen tainted and far-scattered key an ences. Motion picture critics are be invited to attend these so-ca sneaks and their comment. Jaudience cards, are to be stud Briskin states, before picture finally edited.

Just Has to Be Good

The standard preview card tributed to customers after the shing in the foyer by their very we finally edited.

Just Has to Be Good

The standard preview card tributed to customers after the shing in the foyer by their very we finally edited.

Just Has to Be Good

The standard preview card tributed to customers after the shing anticipate a great preponders of favorable comment on a pict Three-fourths of the space on cards invites replies, for quest reading. How did you like the ture? How did you like the ture and you like the ture? How did you like the ture and you like the ture. How did you like the ture and you like the ture and you like the



ROUBEN MAMOULIAN

Director of the original ""Marco Millions," "Wings Over Europe" and other stage productions, Also directed the Theatre Guild operated, "Porgy and Bess." Director of "Apphause," "City Streets," "Dr. Jekyll and Mr. Hyde." "Love Mr To Jight," "Song of Songs," "Queen Christina," "We Live Again," "Becky Sharn," and "The Gay Desperado" on the screen. Now. in production with "High, Wide and Handsome."

HOLLYWOOD'S NEW FACES

By George Barr Brown

Hollywood, Jan.

Showing a tendency to experiment more than usual with the introduction of new faces to the screen and giving bigger buildups to those showing promise, Hollywood looks back over 1936 and finds that it can be termed a freak year. A few players in a short time have taken terrific leaps to become top attractions. Some, in one production, have been practically ballyhooed into stardom. Coming from all: walks of life, Hollywood's new players number around 175, with the majority of these recruited from the radio, stage and little theatre.

around 175, with the majority of these recruited from the radio, stage and little theatre.

Producers have shown unusual zeal, not only in their quest for new faces, but in their ambitious efforts to plug their selections into top-flight attractions. They are leaving no stones unturned to convince the theatre-going public that they have faith in their judgment. But, only a very few of the many tried have attained great popularity, while a few others, zoomed into household names through ballyhoo, have yet to prove their merit as boxoffice draws in subsequent releases.

A few newcomers have hit star billing on their introduction to the public, such as Simone Simon, Tyrone Power, Jr., Deanna Durbin and obby Breen. The majority of the new crop have had their names on the title cards featured players, but few have caught widespread popular fancy, although they already only wide acceptance with the fans.

Robert Taylor Tops

Robert Taylor Tops

Medal honors go to Robert Taylor.
Although introduced last season, in a few quick strides this year he has hit the peak. No other player has gained the sudden wide fan following that Metro's actor has achieved in such a brief period.

Metro also proved its predictions concerning Eleanor Powell, who skyrocketed to stardom in her first film last year, but reached the tops this season in 'Born to Dance'. Virtually new to the screen, Gladys George left her home lot, Metro, to whom she is under contract, but under whose banner she made no pictures, and under Paramount's aegis carved a niche for herself in 'Valiant is the Word for Carrie.' James Stewart is another Metro player web appears set for top grooming. His appears set for top grooming. His record for the year shows a steady gain and upon release of 20th-Fox's Seventh Heaven' he should reach

gain and upon release of 20th-Fox's Seventh Heaven' he should reach the marquee billing.

Other Metro offerings for the year who show promise include Florence Rice, Rosalind Russell, Frances Langford, from radio, and Joseph Calleia. Twentieth-Fox's list of newcomers is a pretentious lineup of which some half dozen appear to have what it takes. Don Ameche came to the fore in 'Ramona' and has been busy ever since. Simone Simon, the foreign importation, received a heavy sever since. Simon simon, the formation of the simon is another destined for the apex with 'Seventh Heaven,' while young Power has all the earmarks. His small role in 'Girls' Dormitory' produced a flood of fan mail way out of proportion to his part. With 'Lloyds of London' and 'Love Is News' he was assigned roles commensurate with his fan letters. Other 20th-Fox comers who appear to strong bets are June Lang, Virrinia Field the vaudeville.

pear to strong bets are June Lang, Virginia Field, the vaudeville and nitery mimes, Ritz Brothers, and Sonja Henie, who bows in One in a Million.

Martha Raye's Draw
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With a larger list of new names
than customary at Paramount, studio
has developed a new comedienne in
Martha Raye, who gai approval
in 'Rhythm on the Range' and 'The
Bi Broadcast of 1937.' She now
looms as important boxoffice draw.
Ray Milland has made long strides
toward popular favor and has been
accepted generally. Dorothy Lamour,
from radio, complete studio
backing and seems set to go places.
Frances Farmer is another on the
Paramount lot who is appeali to
the public fancy.
While Warmer has been

Barr Brown

| sters on the screen. Warners also has high hopes for Rosalind Marquis, Jeanne Madden and Frieda Inescort. Aside from Simone Simon, biggest ballyhoo given any utterly new-comer is that tendered Deanne Durbin's screen debut in Three Smart Girls.'
| 13-year-old radio songstress under contract to Universal is highly thought of by studio heads and already has gained a wide following. She, like Bobby Breen, has been furthered chiefly via the Eddie Cantor radio show. Universal also has put its stamp of hope on Nan Grey, Doris Nolan, John King and William Hall. Under the U banner Cesar Romero has risen to a place of importance. tudio is going in big for comedians and youthful femiliand. of importance. tudio is going in big for comedians and youthful femi-nine appeal, but organization is using this more in ensemble than in indi viduals,

RKO's Neophytes

Kohlmar Upped

Hollywood.

red Kohimar, exec assistant to Samuel Goldwyn, has been sigged to a new term pact and becomes an associate producer on The Goldwyn Follies' in addition to other duties. Kohimar has been with Goldwyn for four years and had another year to go, on his old contract when Goldwyn tore it up.

2D INAUGURAL TO GET RECORD **NEWSREELAGE**

microphyses.

Radio another io with a large roster of neophytes, but probably only Harriett Hilliard has copped the public Burgess Meredith 'Wi scored, but probably only Harriett Hilliard how far he will go Studi in fo be concentrati in familiar names greater prominence. Walter Abel, Smith Ballew, Lucille Ball and others are in this group.

Columbia has Rosalind Keith, whom it hopes to build into an important name.

Seriously searching for fresh talent, Republic has organized a talent, school from which it hopes to get possible star material. None so far has been given sufficiently important roles to attract attention. However, this organization has brough Marion Talley to the screen for alukewarm reception and has developed Max Terhune and Ray Corrigan into screen personalities of some notice in certain localities.

Samuel Goldwyn has Andrea Leeds in Come and Get It, Jerome Cowan and Dayid Niven in Beloved Enemy, and in 'Dodsworth' Gregory Gaye.

Hilly Losch and Alain Marshall are the new offerings from Selznick-international, while Elizabeth Janss, English actress, bows in the forth carroll, who won acclaim in Todse Against Mrs. Ames and 'Lloyds of London,' and is Walter Wanger's contribution for 1936. Alan Baxter is another Wanger hope.

Pix Talent and the Little Theatres

GROSSES

Natalie Keaton Can Have But 10% of Her Husband's Earnings

Natali Talmadge Keaton is entitled to no more than 10% of the earnings of her former husband, Buster Keaton, picture comedian, so far as N. Y. State is concerned, according to a decision handed down by N. Y. Supreme Court Justice John F. Carew. This was the court's answer to her request that Buster be made to turn over his entire salary earned during the past year by Buster in the making of shorts for Educational Films at Astori, L. I. Mrs. Keaton several months ago had secured an order of attachment on Buster's salary on the claim that he owed her \$4,500 in alimony arrears. Keaton answered by saying that he was bryke and that he had turned over \$500,000 in property and cash at the time of their divorce in California four years ago. He asserted the only income he had was his present salary from Educational.

SAILINGS

Jan. 5 (New York to London), Harold Schuster, John Macrae, Mr. and Mrs. Maurice Ostier, Mr. and Mrs. Jimmy Savo (Berengaria). Jan. 1 (London to New York), Larry Adder, Lionel Atwill, Monty Banks (Washington).

N. Y. to L. A.

Murray Bobby reen. Marion Herwood. Hal Horne.
Francine Larrimore.
Vincente Minelli. A. Dorian Otvos. Frank Phelps. Dick Purcell.
Mr. and Mrs. Edward G. Robinson.
George E. Stone.

L. A. to N. Y.

Phyllis Crane. Roy Del Ruth. Capt. W. H. Fawcett. Felix E. Feist, Jr. Felix E. Feist, J Ella Logan. Louis B. Mayer. Doris Nolan.

By Sam Shain

By Sam Shain

Film business is a matter of gross, Operations must fit the income circle. That can be accomplished only by showmen.

Floods and drought attacked the bo. in 1935, in some parts of the country, but generally grosses progressed upward. In some parts, accountry, but generally grosses progressed upward. In some parts, accountry, but generally grosses progressed upward. In some parts, along reseased upward. In some parts, along the biz withstood gracefully the threats to the bo. in night baseball, dog racing and fairs.

Churchdom and social bodies put the trade on the pan but the bo. didn't alibi.

Showmanship did that. Showmanship.

the trade on the pan but the b.o. didn't alibi. Showmanship did that. Showmanship made the grosses rise in the face of these problems and more. Included among such problems is the perennial threat of a Federal probe of the industry. The harassments of the business are many, but none apparently which the business of itself and by itself cannot tackle and settle properly.

Showmen estimate that insellusive of an acknowledged increase in grosses generally throughout the country, the aggregate take may be presently 25% under peaktime par. But the rise in the b.o. take since the years of peaktime lows is of nature to have propelled the trade into almost a universal recovery of profits.

Back of recovery of course

the years of peaktime lows is of mature to have propelled the trade into almost a universal recovery of profits of recovery of course, is good pictures, besides conditions. But back of it all is showmanship—that strangely rare combination of knowing how to give the public the entertainment the public wants, and at the same time keeping amusement operations within the income circle. This requires proper manpower, the most important element in the trade. The value of good manpower is beyond casual estimate.

The trade's recovery of profits reflects more than only a rise in grossover the peak time lows. This recovery reflects the earnestness and meritorious ability with which the industry has achieved a reorganization and reconstruction of its underlying landlord and banker problems, with the church campaign aided by social organizations compelled the trade to scan its internals. The idea of production code is not new, As far back, as 1927, Vannerr printed a list of 37 don'ts for the film makers, and later, that year the producers combined and reduced this list to 26 regulations which they adopted and resolved to adhere to.

Filmdom accepted the church criticism with understanding. The trade resolved to adhere to.

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Filmdom accepted the church criticism with understanding. The strade respected the earnestness and singerity of the church action and has done internally, but the trade demonstrated here, agai that it knows how to handle its own problems. That's something for the outside world to appreciate.

American Academy in New York, Helen Ericson and June Gale, on the

American Academy in New York.
Helen Ericson and June Gale, on the same lot were not long ago in student theatres, Miss Gale at the Belasco in Los Angeles.

Maxine Jennings and William Corson, recently added to the RKO Radio roster, were picked off little theatre stages. Even the indies are keeping an eagle eye on those spots, hoping to sign up proven talent at smaller salaries to be developed into big league properties. Ariane Allen, product of the Hedgrow little theatre in Pennsylvani, was put under contact by Maurice Conn to make her debut in the femme lead opposite Kermit Maynard in a galloper, Dawn Rider.

That Added Schooling
It does not necessarily follow, of course that the little theatres here

Dawn Rider.

That Added Schooling
It does not necessarily follow, of course, that the little theatres have any corner on the studio market. Yet it is generally true under present-day conditions that those who move from the little theatres to the studios have a better chance for success because of their fundamental training in all phases of dramatic acting.

Studios are still willing to take chances on any talent, if it looks good. But no longer does it plunge that kind of talent into the big time without assurance of success. Instead, the fledgling performer goes to the training school, which usually carries from 30 to 50 beginners on its role. Republic is the latest to join the ranks of studios signing student players and has installed Lillian Burns as dramatic coach, with a class of 16 beginners.

By Murphy McHenry

By Murphy McHenry

Hollywood, Jan.

With approximately 25 little theatres, experimental showhouses, theatrical schools and sundry institutions operating in and about Hollywood, major studios are paying more and more attention to the talent being developed by them. And by the same token, eastern talent scouts are keeping a vi llant eye on performers in the same type of houses in eastern communities.

The principal reason is that beauty in a female or physical charm in a male is no longer the sole requisite for Hollywood. Shift in technique necessitated by the introduction of sound, a nicer appreciation of dramatic ability, utilization of more highly dramatized stories and other factors have all combined to require more than physical attraction in a player.

In the early days of talking pic-

In the early days of talking pic-

studio dramatic coach, who usually operates a little theatre right on the lot. Here the prospect goes through in voice, diction, poise and general dramatics. Plays are produced on a standard size stage and, in some instandard size stage and, in some instandard size stage and, in some instances, the productions are carried to nearby smaller communities for public presentation in order to give the performers taste of actual audiences. As the player shows improvement, he or she is given small parts in pictures, until such a time as better parts are indicated by performance.

Studio rosters show that in recent months practically all plants have

formance.

It is true that a great percentage of those who start in such studio schools flunk out. However, the method does not prove as costly as the old way of taking chances with undeveloped talent important roles. Players who do show talent literally pay their way because they draw very small salaries, usually about \$35 a week, during the training period and are used in enough pictures so that there is a cost write-off in favor of the school.

Martha Raye's Draw

With a larger list of new names than customary at Paramount, studio has developed a new comedienne in Martha Raye, who gai approval in Rhythm on the Range and The Bi Broadcast of 1937. She now looms as important boxoffice draw, say milland has made long strices, in vaideville and sundry from radio, complete studio backing and seems set to go places. Frances Farmer is another on the Paramount lot who is appeali to the public fanity. While Warners has a large group of new players, few have caught on to any great importance. Errol Flynn in The Charge of the Light Brigade to a term showled the erstwhile player sank into the mylice from the form the studio was left holding the sack while the moppet. It is different. Studios take few chances and players are put under the wing of a group of roles, with his brother for development into starring male to late and the form the form the form the form the studio was left holding the sack while the moppet. It is different to starring male to late and the form the form the form the studio was left holding the sack while the moppet. It is different to starting male to late and the form the form the form the form the studio was left holding the sack while the moppet. It is a form the form t

office draw.

The Taylor case is an outstanding one, but other studios are keeping eyes peeled on school shows, on little theatre productions, and almost everywhere else in the hope of finding more likely talent, with less chance of error, than the methods previously used.

Studio rosters show that in recent months practically all plants have been utilizing the product of little theatres and dramatic schools. Warners even went to the Works Project Administration and picked off Thais Dickerson. Others signed on the same lot included Fred Lawrence and Jane Bryan from Jean Muir's little theatre; Mary Treen from the Spotlight; Gordon Hart, Wayne Morris and Addison ichards from Pasadena Community Playhouse; Helen Valkis from Ben Bard's theatre and Linda Perry from another try-out spot.

THE YEAR IN PICTURES

More amazing than the determination of the picture industry to push forward by improving the quality of product, by restoring theatres to a firmer basis, by merchandising film more energetically, and by spending money to achieve any and all of these, have been the results obtained duri the past year. To film men, and to some outsiders, these results, achieved and accomplished, have been more remarkable than the efforts. For a showman, more often than not just pitches in and trusts that the right number comes up.

The men who run the mighty picture business are anything but lacking in courage. They seldom lose their nerve and if a survey were to be made of all industries, it would probably be learned that few, if any, of the big business leaders have moved forward as vigorously and perhaps as luckily as pictures. Most industries, to begin with, are too conservative to match strides with the dealers in the most unstandardized product in the world.

It is contrary to principles of film economists that, while the theatres were the last to feel the pinch of depression, they have been in the vanguard of industries emerging the earliest. Thus, although severely struck when it was hit, the picture industry was bedridden a much shorter spell than many other members of big business.

In 1935 films began to see the way out. And during the past year, films have forged through to solid footing. It has been no easy struggle; in some instances there have been setbacks, but with the dawn of 1937 the position of pictures in all particulars compares very favorably with 1929. Not so long ago this seemed at a great distance. It's within reach now.

A year ago the industry had gone through 12 months that

long ago this seemed at a great distance. As which seemed, we will be a seemed at a great distance. As well as a seemed, and we ge notable from the point of view of restoration. All but one major bankruptcy or receivership had been lifted. Principal among those which are nearing reorganization are Riko and the important Olympia theatre subsidiary of Paramount, in New England.

Studios had been upset and numerous changes were made in preparation for the coming of 1936, while, on the other hand, theatre men had been setting their greatly disturbed houses in order. While various personalities have appeared disappeared or shifted in pictures during the last twelve-month, the significance of this parade has not been what it was the prior year. Neither have changes, while important in other directions, been as upsetting as in 1935.

In other directions, been as upsetting as in 1935.

New Film Co. residents

Four major producer-distributors received new presidents. These were Paramount, United Artists, RKO and Universal. Additionally, Herbert J. Yates, in taking control of Republic, became that company's titular head, succeeding W. Ray Johnston, and another picture company president came in when Edward L. Alperson was chosen head of the comparatively new Grand National.

In important presidential changes last year probably established some kind of a record, but in many of these cases it is agreed that the induction of the new presidents was a step ahead instead of backward, as had happened at other times. Barney Balaban was elected president of Paramount in June to succeed John E. Otterson after a year's tenure of the top-office in this company. With Balaban's appointment to the presidency, the company, began moving. Improved morale was immediately established.

Leo Spitz had been made president of RKO at the tail-end of 1935, making another Chicagoan as head of a major film company. Spitz, Chicago attorney, had succeeded J. R. McDonough.

In putting Balaban into the pilothouse at Par, a theatre operator had been given the presidency of a dominant producer-distributor for the first time. He was hailed enthusiastically when taking the chair but Balaban was not to tell the Par studio the kind of pictures a theatre man wanted made. He has left this entirely to Adolph Zukor who, on beiretained as chairman of the board, took charge of production in that capacity and since last midsummer has spent all but a couple of weeks of his time at the Coast plant. The amazing recovery made by Paramount in just the last six months is history.

The Paramount Situation

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The Paramount Situation

No other company, in recent years, has suffered the ups and downs which have been Paramount's. Only six months ago, its morale had sunk to a low level and product from the studio, although high in negative cost, was failing to measure up. The board last summer falled to reelect Otterson, its reorganization president, and another non-showman went out of pictures. He is the latest of a long string of men from the outside who have tred to man picture companies. Otterson had come from the electrical field, his nearest approach to the picture buisness having been as president of Electrical Research Products, Inc. Joseph P. Kennedy, banker, who i prior years had headed FBO and Pathe, was brought into the Par picture early last summer for the purpose of studying Par's problem. The failure to reelect Otterson president followed, Balaban succeeding.

Another new president was recorded last summer when Dr. A. H. Glamnin became head of United Artists. That was in July. The previous year Joseph M. Schenck had withfrawn to take himself and 20th Century over into the Fox camp. His successor UA president, Al Lichtman, later left to join Metro as executive assistant to Nicholas M. Schenck. Mary Pickford became acting president until the appointment of Dr. Giannini, Coast banker and friend of as well as Sam Goldwyn's financi
After negotiations which began early in January, Universal was taken over from Carl Laemmle by a group headed by I. Cheever Cowdin and Charles R. Rogers. The deal was closed in April, Laemmle retiring from the picture business, and the production of film under a proposed deal to release through UA.

The Independents

With the continuance of Republic under the leadership of

The Independents

With the continuance of Republic under the leadership of Yates, the organization of Grand National, and plans of W. Ray Johnston to return to the producer-distributor field through creation of Sterling Pictures Corp. three companies of independent importance, with national distributing organizations, are brought into the field. GN was organized i April as an outgrowth of the old Pathe company, and this past auttumn it started releasing the first of its pictures. GN's picture supply comes from a number of producers with whom it has made deals. Not only with this new independent, but generally throughout the producer-distributor ranks, there has been a marked tendency toward arrange-

By Roy Chartier

ments for release of product turned out by associates or by men who make their film independently, with or without studio financing. Former studio chieftains such as Benjamin P. Schulberg and Emanuel B. Cohen are included in this group. Cohen being among those who produces independen under a releasing deal. In some cases directors have be turned into associate producers and now have their or units for the making of a stipulated number of pictur

units for the making of a stipulated number of pictures yearly.

Originally getting its product only from owner-members, UA now is made up of several units and may add more as its annual program yearly begins to grow from an average of a dozen films to nearer 50. The Selznick-International, Alexander Korda, Walter Wanger and Douglas Fairbanks, Ar, units are among those which, in addition to owners such as Sam Goldwyn, Charlie Chaplin, Mary Pickford and Douglas Fairbanks, now supply UA with merchandise.

Of producing men formerly in important posts in studio or administrative affairs, but as yet are unstrached, is Winneld R. Sheehan. Retiring from Fox in 1936 under a settlement of his contract, he has variously been reported returning to the producing scene and last March was negotiating with Paramount to produce independently for release through this channel. These negotiations were suddenly dropped and it may be later that Sheehan will become another film-maker for the expanding UA. Richard A. Rowland, a veteran of old irst National days, only recently came back to the producing field under a deal with Grand National. At one time was believed Sheehan might join this new outfit.

Par's Studios Setups

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Paramount has the largest number of former studio bosses under its wing as producers, the representation including Mannie Cohen, B. P. Schulberg and Arthur Hornblow, Jr. During the past year many executive names have entered its unit-producing ranks and left, been switched or remained. At present the unit producers include three me who have been at the top bossing the Par studio—Cohen, Schulberg and Ernst Lubitsch.; Schulberg's unit, recently over from Columbia, includes Ralph A. Kohn, former vp. and treasurer of Paramount Publix.

Other former studie executive names now on Par's producing roster are Arthur Hornblow, Jr., Sam Goldwn, executive for many years, and Mel A. Shauer, who was formerly in charge of Par's foreign department. William LeBaron and Walter Wanger, former Par vice presidents, were over their own units at Par earlier in the year, LeBaron moved up to take charge of studio administration under Zukor, when latter moved his pencils and paper west, while wanger swung over to UA. Richard A. Rowland, former president of FN, made one during this season for Par in Addition to the group of eight he will turn out for Grand National.

Death Blows of 1936

Death Blows of 1936

The saddest blow in production circles was the death, in September, of Irving G. Thalberg, Metro vice president. It was the gravest loss of the year for pictures. John Gilbert, who had rocketed to stardom at the same Metro studio, delect arly in the year, in January, while Felix F. Feist, h.o. vice president, died in April. Two other important showmen who passed from the scene during the year were S. L. Rothafel and Nathan Burkan, the theatrical attorney. The 1936 year started off auspiciously and ends by morethan justifying the optimistic outlook taken at that time. The Christmas and New Year holldays 12 months back produced the best box office results since 1929 and five amusement stocks crawled to new highs which, from time to time during the year, were to be scaled over and over again, Studios in January had started on a heavy production schedule and the quality of alm gradually improved as 1936 got rolling. The reaction at the box office not only indicated that a higher standard of product was being furnished by the studios but that general conditions and optimism were combining to increase attendance. Even during the summer months tunusually good results were being obtained in spite of the hottest weather the country had experienced, several new highs in heat having been recorded.

Stocks Appreciated \$83,143,100

of the hottest weather the country had experienced, several new highs in heat having been recorded.

Stocks Appreciated \$83,143,100 inside of three months; which may tell a portion of the story. Convinced of the real progress that was being made and looking to a banner fall and winter season, producers laid plans for a higher total of pictures for the 1936-37 film year, with schedule pointing to delivery of around 500 features by the big majors alone, of which 18 would be in color, a new high for fitting.

The independents were similarly impressed with the possibilities of the new season and scheduled a total of around 225 pictures. To this group the outlook was the best in many years and, after a rather long period during which financing was difficult, they discovered it was easy to obtain money when having something concrete to offer. While for a few years after 1929's holocaust, film shortages occurred all over, with the number of pictures that are now being turned out even a substantial increase in double-billing still finds sufficient product available go around.

Little by little in the last years, theatres have been able to extend their runs farther than they were, with the result not so many pictures are eaten up annually. This automatically has greatly helped to ease up a condition that was largely responsible for a shortage of film. The increase in double-billing, requiring a larger number of pictures to go around, has been offset importantly not only by more sustained playing time, even, where they double, them up, but also by the fact that more pictures are now being made.

As I years before, much industry discussion and propagnada centered around duals, with leaders more and more convinced that the public itself will have to discourage this policy if it is to ever be removed as an operating practice.

Warmer Bros, which has always been opposed to duals, conducted a comprehensive poll last summer and learned, with some astonishment, that of the 725,624 persons whose opinions were obtained, a ratio o

absence of genuine public apathy, suggested dangers. Thi is especially true in view of the action taken by Philadelphi courts earlier in the year when duals were okayed. It's in a Warner Bros, stronghold and it was ruled that distributors could not ask that accounts play pictures singly. In numerous sections of the country local theatre operators, includi chains and indies, have gotten together in efforts to dispense with duals, but in no case, even after agreements have been reached, did such plans work out. Early last fall, the number of doublers in the Paramount circuit were increased substantially when decision was reached to swing the Balaban & Katz and Great States chains into doubling policies. This, assertedly, was forced by competitive factors.

Giveaways

Giveaways, bank nights and the like have continued strongly through the year, although it had been hoped this form of box-office stimulant would wear itself out. Efforts of police or other official agencles have been more or less ineffectual in climinating bank nights under the lottery laws, result being that today a representative number of chain theatres, some of fair importance, are in the bankie class. With the spread of premiums, giveaways, etc., some showmen have, reached the point where they are beginning to wonder why department stores do not give away a picture showing with their merchandise. Some resentment, however, has been expressed by mercantile men over the fact that the picture people give away merchandise with their films. Litigation in the picture business, between its various interests or from the outside, was led by a continuation of the anti-trust suit of the Government, started in 1935 in St. Louis. After the Government falled to wi in St. Louis on complaint brought by Fanchon & Marco, an effort was made in that key city to get an injunction restraining. Warner Bros., Paramount and RKO from refusing to furnish film to the Ambassador, Missouri and New Grand Central theares there. This occurred in January, but shortly afterward the Government asked dismissal of the injunction proceedings without prejudice, and in New York, in February, filed a more sweeping anti-trust suit against WB, PR, RKO and a group of 40 individual defendants. Reportedly through mediati efforts of Sol A. Rosenblatt, former NRA irector, this new Federal action was settled. This was if May, result of the deal virtually being that F. & M. obtained a monopoly in St. Louis and film supply which, it had been charged, was being withheld.

Less than a month ago the government attacked on another front, filing an action in Dallas against the Interstate Circuit and major distributors against asserted control of admission in subsequent runs. No hearing has been heard as yet.

in sussequent runs. No nearing has been heard as yet.

One of the most important court victories of the year was
the decision in favor of Edward Sheldon and Margaret Ayer
Barnes, who sued Metro, alleging the picture 'Letty Lynton'
was plagiarized. They won on an appeal and a special
master was appointed to determine the damages due from
this assertedly popular box-office picture. Damages not final

as yet.

Adolph Zukor sued Sam Goldwyn for \$5,000,000, claiming the latter had weaned Gary Cooper away from Paramount-when renewal of the star's contract by the Par studio was under consideration. This suit has not been heard but believed that a settlement may be reached.

Several stars were involved in actions of one kind another the last 12 months, a name of former years returning to headline notice when William S. Hart sued United Artists for \$500,000 assertedly due him on an old UA percentage deal. He obtained a judgment of \$85,000 and hasn't been heard of \$i ge deal. He o

Actors' Suits

As in 1935. Warner Bros. had the most di iculties with stars. James Cagney sued to break his starring agreement with is company, eventually winning, and in July signed up with Grand National. Warner Bros. is still in hopes of getting Cagney back, these hopes being fortified somewhat by the return of Bette Davis, who also had walked. In a rather costly action in London, WB was successful in strai ing Miss Davis from making a projected picture there for anyone but WB. Miss Davis returned to the U. and is now back at Burbank, where all ostensibly is forgiven. This studio also had trouble last spring with Ann Dvorak, who kicked over the traces but is now back with the company.

who kicked over the traces but Is now back with the company.

Fred Astaire inger Rogers pouted a bit with RKO earlier in the year, but nothing serious came of the complaints. New contracts were awarded both, Miss Rogers getting termer and a new deal. This pair again proved dynamite at the bo. windows. Two stars had their arguments with Faramount, Marlene Dietrich, and Mae West. Peace was established with Miss Dietrich, and Mae West. Peace was established with Miss Dietrich, while Miss. West left Par to go under personal contract to Emanuel B. Cohen, whose pictures, however, release through Par. Thus Miss West is still essentially a Par star.

A court case that caused much apprehension was the custody trial in which Mary Astor was involved, between scenes on 'Dodsworth' for Samuel Goldwyn. Fortunately, thi unsavory case was finally settled. Miss Astor was palpably uninjured at the box office by the front-page froth in which he figured. On the other hand, the fact that she was involved in a scandal did not seem to mean box-office draught from the curiosity-stricken element.

A noteworthy court decision, handed down in April, was the opinion on 'Capitain January' (20th-Fox), which established an important precedent in that dialog films were merely an extension of silent rights and owners need pay no supplemental fee to cover the spoken word. This case was bittealy fought to its producer lawored finale. For the artist two important suits were won by Fred Astaire and Marlene Dietrich, each taking action to prevent ad tieups which did not have their approval.

Television?

Television?

In settlement of RCA's \$10,000,000 monopoly claim against American Telephone & Telegraph and Electrical Research Products, Inc., it was believed in Washington that this important piece of litigation went down only after RCA and AT&T had reached an understanding on television communications. That was never confirmed, however. A little later it was revealed that AT&T had gone in for some handsome financing of films, including \$15,000,000 to Fox and \$3,413,400 to sundry others of the industry.

Numerous suits, some of which have been pending for a long time, are believed to be automatically ended with the merger of Local 306, N. Y. Operators, and the Allied Operators' Union, brought about only after Mayor F. H. LaGuardi

had appointed a commission to investigate the situation and remedy it, if possible. For Greater New York the establishing of peace between rival operator unions finally brought an end to a long fought and ruthless war in which theatres had been stench-bombed and otherwise attacked.

The same Mayor LaGuardia, who had warned that he would simply have to close down theatres if bombings continued, had much earlier in the year undertaken a move for legislation, ultimately put through, to admit children to theatres unaccompanied by parents or guardians. Under his plan, sections are reserved in New York theatres just for kids, with a matron, duly licensed; in charge. Thus, Mayor LaGuardia has proven a good friend of his city's theatre interests.

interests.

Amalgamation 308 and Allied, which is threats and efforts produced, had for a long time been one of hopes of the International Alliance of Theatrical Stage Employees which, nearly a year ago, had fortified its position in the studios by winning virtual complete iction. That occurred early in January, at which time negotiations for the merger of 306 and Allied were looking hopeful. The IA Hollywood victory was a victory not only over the studios but a victory over the International rotherhood of Electrical Workers.

Sundry Guilds

In a year notable for union stic developments, the In a year notable for unionistic developments, the Director's Guild came into existence as the latest step i closed-shop movement. The Screen Actor's Guild had previously hooked up with Equity and lately latter has been expelling as well as fining members who haven't joined the SAC. Other developments in the studio belt were approval of merger of Screen Writers' Guild with the Author's League of America and subsequent resignation from the SWG of various writers. Rebel picture writers who walked on the SWG later formed Screen Playwrights, Inc., while another organization formed by scribblers was the Screen Writers of Hollywood

organization formed by scribblers was the Screen Writers of Hollywood,

The Dramatist's Guild of the Authors' League of America was front-page industry news through adoption of new contract forcing bidding on rights for all plays and increasing participation in rights by authors. This had the immediate tendency to iscourage the backing of plays by film companies and all eventually agreed they would finance no more shows. They finally broke down, however, and are returning as angels for the Broadway producer fraternity, rosa and otherwise. Early last February a total of 21 were being financed by film money, with WB backi six of these, Metro five.

WB had a scrap, all by itself, with the American Society of Composers, Authors & Publishers, breaking with ASCAP but returning to smoke the peace pipe after having taken it on the chi At first WB was adamant despite appeals of other, companies that they drop the battle.

PIN-Badlo Battle

The same radio, from which Warners was barred, excepting for small stations, duri the ASCAP fight, was to become the point of attack during the year by picture interests

The same radio, from which Warners was barred, excepting for small stations, duri the ASCAP fight, was to become the point of attack during the year by picture interests which feared that film stars on the ir lanes were hurting the theatre ices. Picture talent on the ether had reached the poi in March where the radio was battling for Hollywood names, with 10 stars a week

tures and what if anything should be done about

tures and what, if anything, should be done about Many exhibitors feel that broadcasting by film talent does not hurt the bo.; others insist that it does. This is something that may never be settled, along with double bills. Exhi itors continued to complain, not only about the radi spectre, but, as usual, about distributors and trade practices. Allied tates Association, the more militant of the two mational independent exhibitor bodies, urged the customary legislation at its convention, in Cleveland and ended up later, in August, with talk of entering the distribution field. This is never regarded seriously. While Allied met in convenion this past year, the Motion Picture Theatre-Owners of America passed up an annual conclave for the first time in history, merely holding a director's meeting. At the latter, plans were laid for various trade practice reforms through a 10-point program which seeks distributor adoption of an unconditional 10%, cancellation clause, elimination of score charges, an end to forcing of shorts and, among other things, the setup of conciliation boards. Universal, 20th Century-Fox and United Artists have rendered answers, offering some relief, and approving a system of conciliation that would be practical. It is still a question of how far the distributors will go in granting what's wanted under Ed. L. Kuykendall's 10-point plating want's wanted under Ed. L. Kuykendall's 10

Other '36 Pix Highlights

Retention of Joseph P. Kennedy for framing of a recapitalization plan for RCA.

Threat of legislation in Washington

Charge of fraud in Fox-West Coast bankruptcy which never held

More huddles on a voluntary film code and moves by Washington, after President Roosevelt's re-election, for val of NRA principles.

revival of NRA principles.

J. H. Cooper's trust for needy kids
of \$1,000,000 to come from profits of
his own theatres in the midwest.

Talk of another large de luxer on
Broadway which would call for the
razing of four old legits, Astor,
Galety, Fulton and Bijou, something
that's still talk.

Threat of the U. S. that it would

penalize companies not reporting salary details to the SEC.

Discussion of vertical unionization for all of show business' branches.

Studio talent scouts starting to cover college campuses for new ma-

Reliance swung over from UA to a new producing-releas-

RKO under a new producing-releasing deal with latter.

J. Kemp sentenced to from two
and a half to five years on insurance
thefts from show people he insured.
Proposal for a single newsreel in-

stead of five which is never likely to eventuate.

Increases in advertising by most aajor companies and many theatre

Pickford-Lasky partnership formed and then dissolved after turning out Of 18508 theatres in the United

Of 18,508 theatres in the United States at the beginning of the year, 16,989 were wired, 10,098 in operation and 3,130 closed.

Major distribs and exhibs in New York resisting sales tax. film rental, something still to be decided by the courts.

by the courts.

There were 63 top songsmiths in
Hollywood in February, believed to

Several Roxy theatre, N. Y., re-ization plans up, but no plan as

Efforts to increase admission prices

very spotty as to success.

Washington tries to raise new bar-riers against alien actors.

Charles E. Richardson, a trustee in

Charles E. Richardson, a trustee in-bankruptcy for Par, together with other directors on reorganization, one by one step out, giving board better showman representation. Some opposition voiced to 2,000-foot reels which were finally adopt-ed in the fall.

reels which were finally adopted the fall.
ore percentage deals negotiated istributors than in 1935, distributors return to the

Mexican market.
No RKO vaudeville in New York for the first time and, in the fall, a icketing drive by the Musicians , Local 802, in hopes of restoring flesh to RKO and other theatres.

New York Wilm Cetties form their New York Film Critics form their own organization to pick best picture of the year and best performances.

Hearst and Paul Block newspaper

Hearst and Paul Block newspaper attack upon Mae West und Klon-dike Annie' result being increased b. for picture. No such attack as re-'Go West, Young Man.' ri inal plans of WB to produce 100 features this season called off.

Dissolution of su RKO and other companies in o to simplify corporate structures,

, three ma Due earth of jors considered schools on Broadway.

lans of Par for eastern produc-tion again dropped.

Sam Goldwyn hits tops on film rights for the , paying \$165,000

Dead End.'

ive elznick, prior to publicabuys rights to 'Gone With the
' for \$52,000 and later is offered Wind'

Walt isney deal to move at late date from UA to RKO as releasing

George J. Schaefer resigns from ar to become and general

WB sent Midsummer Night's Dream into the sticks on roadshow engagements, playing 212 dates to a total gross of \$847,200 on such book-

Broadway blamed Hollywood for

Broadway blamed Hollywood for dearth of musical shows.

Academy voted Mutiny on Bounty best picture of the year; and Victor McLaglen and Bette Davis the best performers in their divisions, respectively, on the strength of "The Informer" (RKO) and "Of Human Bondage" (UA).

20th-Fox signed the Dionne quins for a second picture, recently re-leased.

lajors threatened to combat for-

eign invasion of product.

Pennsylvania and New England the sses to theatres.

losses to theatres.

Hollywood scraps certai ictures to avoid offending Europe, Metro shelving two for this reason, 'Witch of Timbuctoo' and 'Musa Dagh.' Ditto 20th-Fox as regards 'Siege of Alica-

Demand made upon Academy for change in awards due to write-ins.

ASCAP attacked copyright revision provisions as helping exhi itors,

but injuring producers.

Academy adjusted 550 contracts of 4,000 freelances in 1935, according to

eport it released.

Dave Loew res

Dave Loew resigns from Loew's, Inc., to roduce independently for RKO rele ing Joe E. Brown as a star.

block-booking bill k.o.'d Petti in Washi with industry leaders

in Washi with industry leaders looking for less legislation this type in future.

A mild building boom developed. William Fox goes into bankruptcy and together with Mrs. Fox is later cited for contempt.

Exhibs complain that there is lit-

Exhibs complain that there is lit-tle novelty in press books.

Chain store legislation does not apply to theatres, as feared it might.

Fox and WB reach truce op pool-ing in Wisconsi

Basket ball badminton tried

on stages as b.o. stimulant. Broadway razzes New Deal film at he Capitol, N.

tne Capitol, N,
All assets General Theatre
Equipment, once \$300,000,000 corporation, sold at auction for \$4,039,367.

500,000 claim they get real news only from the trades. SEC and Sabath co

the former Par situation as reason

A. J. Balaban joins RKO as a pro-then retires to itzerland

agai

New sleuthing group appears in

Hollywood to check up on income

tax returns.

A Cuban censor New York

planned by Cuba, but scared off.

Louis-Schmeling fight ictures
tops in gross for all time.

A 63% increase in accidents of ex
tras has insurance companies cancel
tras has insurance companies cancel-

tras has insurance companies can ing policies.

Little picture talent found in sum
mer theatres around the country.

mer theatres around the country,
Eddle Cantor leaves Goldwyn to
join 20th-Fox.
Pictures question validity of the

Pictures question validity of the unemployment insurance tax.

Patents pool set up by studios to cover many processes.

National archives provided in Washington to preserve 1936 films for showing in 2436.

Survey shows 16 writing teams at one time during year, but no femme pairs ground them.

pairs among the Early bird mat prices knocked out a Greater New York, excepting at

Early bird mat prices knocked out in Greater New York, excepting at big downtown first runs. Films declared to be \$2,000,000,000 business, paying U. S. taxes of around \$100,000,000 a year,

WB-Par theatre pool in Philadel-phia giving Warner operating control of Par houses there. on a giving warner operating control of Par houses there.

Picture censors jittery due to cen-oring by Joe Breen on Coast before

pictures go into

Exhibs decry increase in the use
of 16 mm. non-theatrical film, rating this as opposition.

Bonuses
Approximately \$24,000,000 was distributed by pictures other amusements in divi melons and bonuses rule that any state can ban a picture although government permits it through customs.
Italian restrictions on U. S. film and curb on withdrawal ings Bonuses

vercome.

Deficit of around \$1,000,000 seer

Deficit of around \$1,000,000, seen for Universal during 1936, but due to many write-offs.

Pre-Christmas grosses ran around 10% over 1935, while Xmas week itself nationally, according to figures so computed, shows increases over last year of between 25%

nd 30%. ird dimensional pictures i

or visualized

or visualized.
Pictures pass up Mayor George L.
Berry's conference on a revival of
NRA practices with entire proposed
meeting called off by Major Berry.
Keller-Dori color process, long
experimented with by Par, finally

Permanent 50-50 Paramount partnerships with elimination of buy-back privilege i Karl Hoblit-zelle-interstate-Texas Consolidated

undays

Pictures undays vania are up 25% in gross in Federal Communications quiz looks into Erpi ambitions, and practices with John E. Otterson testifying in defense of the equipment com-

poration, sold at auction for \$4,039. pany.

RCA obtained long-term contracts with several majors in the recording Adolph Zukor's 25th anniversary in and reproducing field, cutting deeply in the Er iterritory.

A total of 27 new stars developed i ictures during the 1935-36 segaon. i ewspapers in cities of 100,000 to the N. Y. World's Fair.

World's Top Stars

(Continued from page 3)

than Americans. South American audiences, if going to an operatic film, would just as soon have Grace Moore as Martha Eggerth, depending on which is on release at the time. The language hurdle is just as tough, whether the ori inal be German or English.

Once more it becomes evident that there are the language to the language that there are the language to the language that there are the language to the language that the languag

there are practically there are practically universal stars any longer. Nearest to it at the moment is Shirley Temple, but there are some spots around the world

moment is Shirley Temple but there are some spots around the world where even she isn't a cinch.

I'llim industry is building on local lines everywhere. There are local stars and favorites everywhere. Strong localites can always outdraw the strongest foreigners. Where American stars will get the break, however, is that while they may be second, or third choices. Germany to German stars, or in France to French stars, those German stars cannot surpass the American in other France, or vice versa. In other cannot surpass the American in othe words, the strong localites are almost always strong only in their native heaths. In the final count-up therefore, the Americans sti rank

There shocking, world. Thus, name draws li sometime around the name draws li Harry Baur, Annabella, Jean Murat, Danielle Darrieux, Chapli Gary Cooper, Franchot Tone, Jeannette MacDonald,

Franchot Tone, Jeannette MacDonald, Jimmy Cagney, Robert Donat, In Vienna the list reads: Shirley Te mp le, Astaire-Rogers, Garbo, Chaplin, Gary Cooper, Pola Negri, Willi Forst, while at the Hague, not so very far away, the list reads: Wi i Forst, Garbo, Chapli Grace Moore, Marlene Dietrich, Leslie Howard Pala Negri; Moore, Marlene L Howard, Pola Negri.

Masculi

Masculi
In China it's Chaplin, Gary Cooper,
Clark Gable, Fredric March, Charles
Laughton, Wallace Beery, Shirley
Temple, Errof Flynn, William Powell, Myrna Loy. This is the most
preponderantly male list anywhere.
Hungary is very nationalistic, rating the stars Paul Javor, Francisca
Gaal, Ella Gombaszogi, Shirley Tem-

ple, Greta Garbo, Marlene Dietrich Joan Crawford, Clar Gable, Wal-

Joan Crawford, Clar Gable, Wal-lace Reery, Paula Wessely, Japan likes. Shirley Temple best, list from there on reading: Gary Cooper, staire-Regers, Gable, March, Horold Lloyd, Collek, Miriam, Hopki Cagney, Joe E.

Brown.

In Mexico it's: Robert Taylor, Grace Moore, Gary, Cooper, Laurel-Hardy, Tito Guizar, Ramon Pereda, Fredric March, Carmen Guerrero, Leopoldo Ortin, Carlos Lopez.

Australia, too, lists Robert Taylor on top, with the others reading; Clark Cabla, Starley Temple, freu. Punner, Robert Montgomery, Gary Cooper, Robert Donat, Jessie Matthews. Ronald Colman, Paul Robeson.

Robert Donat, Jessie Matthews. Ron-ald Colman, Paul Robeson.
Czechoslovakia lists them: Garbo, Chaplin, Paula Wessely, irley Temple, Antoin Nedosi Adolf Woehlbrueck, Hugo Haas, Vera Ferbasova, Hans Albers. In Brazil: Laurel and Hardy are tops, Astaire-Rogers follow, then Gable, Jeannette MacDonald, Cantor, Temple; Mart tha Eggerth, Irene Dunne, Dietrich, Tone

ler, Gable, Carl Froehlich, Temple, Negri. That means only two U.S. stars can make the list in this coun-try these days, and towards the bot-

In Havana, the list is more or less In Havana, the list is more or less standard, reading: Temple, Gable, Shearer, Kay Francis, Crawford, MacDonald, Grace Moore, Robert Taylor; Astaire-Rogers, Powell-Keeler. The Cubans do like their ladies, it seems. England's list (there will be squawks about this but it's based on b. o. totals) reads. Astaire-Rogers, Shirley Temple, Jessie Matthews, Craole Fields Constantial.

on b. o. totals) reads: Astaire-Rogers, Shirley Temple, Jessie Matthews, Gracie Fields, Cooper, Gable, Colman, Shearer, Dietrich, Powell-Loy, Laughton, Donat and Leslie Howard, it seems at first blush, should be in there somewhere, but they're not; they just barely flop out. As for Chaplin, they can't seem to remember the name at all.

Forst's Standing
Willi Forst, one-time Lilian Harvey leading man, is now yery strong

Willi Forst, one-time Lilian Harvey leading man, is now very strong on the continent, due to having directed a couple of big b o. films and one of the few filmites in Vienna who's still big b. o. in Germany. But he's director now, no longer

But he's director now no longer acting seriously.

Adolf Woehlbrueck is another-strong name on the continent and climbing. RKO has grabbed him off d has him on the Coast Dolly Haas is another mid-European no in Hollywood who is ex in Hollywood who is expected to build; she switched to English films for a while and is not included large-tly because she was spending so much time learning languages and getting re-acclimated. Martha Eggerth, whom the South

re-acclimated.

Martha Eggerth, whom the South Americans still love, was once the strongest femme name in Germany and Hungary. She's dropping off of late and the fact she's now turning to opera and away from films may or may not be a tip-off. Her husband, Jan Kiepura, never built to the strength expected of him. Harry Baur is very big in France but the rest of the world, while respecting him, has had difficulty learning to rush to the wickets at his appearance. He's perhaps the most respected (critically) of European film actors, however. Pola Negri is making a strong European comeback via UFA (German) films, and same is true Lilian Harvey, but neither has spread much out of native territory in the past year.

7 Set in '50 Roads' at 20th

Seven players have been set spots in '50 Roads to Town,' 20th production based on the novel by Louis Frederick Nevel. They are Don Ameche, Jane Darwell, Walter Catlett, John Qualen, Stepin Fetchit,

Douglas Fowley and Allan Lane.
Norman Taurog will direct from
the screen play by William Counselman and George Marion, Jr. Raymond Griffith is associate producer.

Henie's \$25,000 Tilt

Hollywood, Jan. . Sonja Henle's click in 'On in Million' will cost 20th Century-Fox

Temple, Martha Eggerth, Irene 25 G's.
Dunne, Dietrich, Tone.
Berlin likes: Willi Forst, Jenny
Jugo, Beniami igli, Adolf Woehlbrueck, Hans Albers, Renate Mul-

Growth of Double Bills

By Mike Wear

By Mik

Double features obtained a firmer grip on the industry during 1936, increased of this program settip by inglor circuits and operators, and definitely swayed a majority of producers to gear their picture-inaking; scheedules meet such a situation. In the same vicious circle, the designation of certain features on studio production schedules; for dual-program use—F pictures—co-incidentally pushed numerous thearies in the south and middle west off the single standard in favor of doubling. With producers and numerous exhibitors definitely committed to dualing, discernible move lowards single featuring is expected feature in the discontinuous control of the single standard in favor of the single standard in favor of the single featuring is expected to dualing.

before the end of 1937; if then.

Not including Chicago, which probably will not be entirely double-feature until some time in January, approximately 60% of the film theatres, in the U. S. now are using double features regularly. This estimate, made from a check compiled by leading trade organizations, includes spots that go dual only once of twice per week.

polied by leading trade organizations, includes spots that go dual only once of twice per week.

The percentage figure, however, does not take into consideration the interest of the consideration that it is a consideration to the consideration of the consideration that it is a consideration to the consideration that it is a consideration to the consideration that it is a consideration to the consideration that it is a consideration of the consider

able to fix the program policy as he saw fit keeping with his pationage.

But two factors have altered this one the high-speed automobile and perfect highways, which have made closed towns, only 20 to 30 miles actually competitive. The other is the decline in tonfight feature programs and an appreciable reduction in number and quality of two-reel short features.

With vastly improved roads and

two-reel short features.

With vastly improved roads and motor cars bringing nahoring towns and cities closer together, nowadays iff the theatres in one community inaugurate giveaways and stunt nights, opposition in a city 30 miles away may be forced to a dual bill policy in order to hold patronage.

Weak Film Bugaboo

policy in order to hold patronage.

Weak Film Bugaboo

Exhibitors and big circuit operators in many sections of the south and certain parts of the midwest fear they will be enveloped by the wave of dualing before 1937 is well under way. And not because they like it or their patrons want it. It's simply because they can't find strong enough product to 'remain single. Faced with lack-lustre productions, and poor quality shorts, the exhibitor automatically is forced into dualing despite his personal feelings or attitude on the matter.

Unfortunately, for this type of exhibitor, the producers view the situation merely as a matter of business acumen. With such a large number of the larger circuits and whibs dualing, production companies are merely keeping Jace with the demand for additional inexpensive or secondary feature product. Since these big operators pay much higher rentags and represent a great percentage of the gross business, it is only a logical development that the studios should gear their production

hedules to meet this new demand. schedules to meet this new demand.
The problem confronting the old-line single feature exhib briefly is that every big company from which he obtains features has certain for the dual programs. Thus, one company may ofter him 60 features of which total 20 are designed for the dual programs. Thus, one company may ofter him 60 features of which total 20 are designed for the double bills. In order to get the 40 strong features, exhib also buys the 20 weak. Another, distributor offers similar array. The result is that of 120 features purchased, less than 80 can be rated big enough draws for singling. So, the theatre operator goes dual part time to use up his weakles.

Such a situation apparently persuaded large theatre operators in Chicago to go dual. Thus, the old agreement to stay on a single picture policy had be iscarded. Then, too, Chicago exhi itors are reported have felt the influence of nearly cities, particularly. Minwaukee, which have been using double features found that when a feature ran only a little more than an hour, there, was another hour or more, to be falled in with shorts. With cartoon comedies, scattered one-reel comics and newsreels alone available, a big yold was left on the average strong single feature lineup. Though vaude-wille was considered by some, the budget interfered.

Philadelphia, long a stronghold for single feature lineup. Though vaude-wille was considered by some, the budget interfered.

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Philadelphia, long a stronghold for single feature lineup. Though vaude-wille was considered by so

M'GUINNESS HAS'MME.X' AS MG'S ASSO. PRODUCER

Hollywood, Jan. 3.

picture: James K. McGuinless will handle at Metro as an associate producer will be Madame
X.

Co-starri Gladys GaSpender Trans

X. Co-starri Gladys George and Spender Tracy, film will roll as soon as Miss George has wished up in Metro's They Gave Him a Gun. William Hurlburt is adapting from the play by Alexandre Bisson.

Hilliard-Berle to Head Up RKO's 'New Faces' Revue

Harriet Hilliard is due from New York Feb. I'to report at RKO for the top femme spot in 'New Faces of 1937.' It'll also be Milton Berle's first chore for RKO under his new

Nat Perrin wrote with Perri Ted Shane and Philip Rapp scri Joseph Santley will direct.

Next Breen in Mill

Hollywood, Jan.
Paul Gerard Smith is adapting
Boy Blue, the next Bobby Breen
starrer, Sol Lesser, in order to
have it ready when the producer
returns from Europe.
Earle Snell and Charles Logue also
are adapting Zane rey's Boots and
Saddles, which will be Lesser's next
pic with Scheme Stein Stein

Sounds Gert Steiny

Hollywood, irandello's 'As Before, Better Than Before' ill be made by Uni-F. Hugh Herbert doing the screen

CHARLIE MURRAY BACK

Hollywood, Jan. 3.
Charlie Murray is back in pictures.
He gets a spot in 'Without Annette,' Republic's circus yarn.

Harlow's New M-G Deal

Hollywood, Jan. 3.

Jean Harlow was handed a new contract by Metro.
She starts the new year with Robert Taylor in 'Man in Possession.'

1 H'WOOD NEW YR. FATALITY, 2 INJURED

Hollywood,
Richard Powell, 40, icture and
light opera actor, died in the Hollywood hospital morning of Jan. 1
from a fractured skull, sustained
when he hit a parked car in a Hollywood thoroughfare with his machine
the same morning.
Other icture casualties

the same morning.
Other inclure casualties
over the New Year were Vinton
Hayworth, under contract to RKO,
who sustained a fractured left leg
when his car overturned, and Marty
Joyce, who had both legs fractured
when struck by a machine as he was
pushing his own car off Hollywood
Boulevard.

Sonja's M.S.G. Ice Show **Depends on Her Terms**

Sonja Henle, whose initial picture for 20th-Fox, One in a Milli , is current at the Roxy, N. Y. ing propositioned by the Madison Square Garden to star in an ice carnival to be produced. She is insisti on a percentage over a guarantee.

She's, in a littsburgh ice show for three days starting tomorrow (Thursday).

The Indies and Duals

By Walter Greene

Hollywood, Jan. 3.

Independent market experienced more paper plans and inflated enthusiasm during 1936 than any previous year since business went sound. However, with all results in, indies experienced letdown and failed to deliver pictures in line with original promises, causing indie exchange men to trek west to pry one or more features from the vaults of the producers.

teatures from the vaults of the producers.

Undelivered product was caused by many factors, chief of which was lack of financing coin expected from various sources when enthusiastic indie producers or inally lined up extensive schedules. Even at that, more indie releases hit the market during, 1936 than many moons. Trouble was, however, that bulk was of cheaper negative costs which did nothing to rales standards of the production end of indie field.

Beginning the year found Republic moving after taki over Monogram franchise-holders on new setup, besides absorbing the Monogram, Liberty and Mascot production organizations, Initial indications predicted boom in top grade-indie product to replace exchanges losses of former Monogram and Liberty features. Although financing was standing by in goodly chunks, producers could not line up sufficient percentage of country through changes whose paper and notes were acceptable to the backers.

First six months had the indie producers on a roller coaster—toss

acceptable to the backers.

First six months had the indie producers on a roller coaster—tops one week and skidding to bottom 10 days later. Situation had close and shrewd observers of market dizzy, until several, who had access to heavy coi for financing, decided things were too hectic for participation until things settled to sane and sensible basis.

Despite this, producers, operating on short negative costs, continued to roll along in fairly good shape and others of that class jumped i to shoot more product of the short coin variety.

roll along in fairly good shape and others of that class jumped i to shoot move product of the short coin variety.

Grand, National bloomed with ambitious plans announced, then made production deals with Ben Zeidman, George Hirliman, Douglas MacLean, Boris Petroff and others, winding up for the climax with contract for James Cagney to star in at least one feature. Latter was made during the fall months, and it looks like entire future of GN will be predicated on how the Cagney starrer goes over and just what: it, business will be extended to the exchanges for that picture. Latter, Richard Rowland and Zion Myers joined the GN producer group, with Ed Finney tabbed as producer of low-budgeted westerns starring Tex Ritter.

At end of the year state rights producers found, studio space at premium. Situation was due mainly to major indpendents producing for major intributors—David Selznick, David L. Loew, Emanuel Cohen, B. Schulberg, Soi Lesser, Harry Sherman, Harold Lloyd, et al., moving into four rendar studios and forcing the smaller to find other quarters and stage space.

Derr's Glddyap Entry
Newcomers to the indie producer, ranks during the year—aside from those who went under the Grand National. banner—included. E. B. Deer with series of Tom Keene westerns and Burroughs-Tarzan. Latter, with Edgar Rice Burroughs Tarzan im rights as big asset, lined up most of the country on franchise basis in quick time.

Maurice Conn enlarged his activities with Melody and Ambassador.

film rights as big asset, lined up most of the country on franchise basis in quick time.

Maurice Conn enlarged his activities with Melòdy, and Ambassador pictures for release through Television which took over the one-time. Reliable studios. Cliff Sanforth also expended program of is Imperial Pictures, with same holding true of Halperin Bros. 'activities.

One of the most significant developments of the year in the independent, field was the departure of W. Ray Johnston from the presidency of Republic Pictures to form his own producing and distributing organization under handle of ling. Pictures, Johnston, who has plenty of financing from Wall Street circles, will not release any pictures through, his own franchise exchanges until September, although production will be launched in February. Repurchase of the old Monogram Picts stock sees a merger of Sterling-Monogram as 1936 fades. Chestrefield and, Invinciple Pictures continued guidance of George Batcheller and Maury Cohen, and made booki tilled States ex-

activities under the guidance of George Batcheller and Maury Cohen, and made booki tieup for the 1936-37 season with Allied States exhibitor group, whereby latter guar-anteed specific number of bookings and playdates.

and playdates.

Yes and No Outlook
Outlook for 1937, in so far as general conditions of the indie market are concerned, is highly speculative. Top producers will have difficulty conti ing with ample financi to cover all production needs as release deals are set with reputable state rights exchanges that carry sufficient financial backing to handle commitments. Main observed will likely continue for carry sufficient financial backing to handle commitments. Main obstacle will likely continue for smaller producer; that of getti steady flow of coin from the changes on picture pickups to liver their full programs as promised at beginning of the season.

Regardless of what happens, indies will deliver an increasing number of pictures regardless of quality of those that turn 'em out for buttons, and this condition continues among the theatres.

Exhibs On The Coast

By JACK EDWARDS

Los Angeles, Jan.
Out here on the Pacific coast, where exhibitors: live in what is virtually a world of their own; due to the natural barrier of the Rockies, theatre operation is conducted pretty much on a basis of minding one's own busi without any attempt to but in the exhibition affairs of fellow operators on the far side of the slope.

the slope.

Regardless of what others may do

the slope.

Regardless of what others may do or think, Coast exhibitors, numbering in the neighborhood of 1,000 or more, are virtually 100% solid for double feature programs. Particularly is this true of the several major circuits, with their far-flung subsidiary operations.

They've been operating duals so long now that unless there is a radical upheaval in the industry theres little or no chance of again reverting to single bills in this area. Far western exhibs, also, are suckers for any and all forms of tveavays. Coin, merchandise and Ahnie Oakeys are constantly being istributed in a vast majority of the picture houses, and only a few of the first run deluxers are holding out in favor of oldtime showmanship their

operation.

Here in the Los Angeles area the 500 odd circuit and indie exhibs are content to go along without a national exhibitor affiliation. A small coterie of the unaffiliated theatres are hooked up with the Independent Theatre Owners of Southern California and Arizona, but this body has no outside affiliate, and virtually all of its activities are confined to local problems, of which there are

local problems,

Local rgan Functions.

In Northern California, with headquarters San Francisco, there is
a branch of the Motion icture Theatre Owners of America, with a nominal membershi but there, again,
the izations function
their own.

hal membersh but there, again, the trible with the trible with

Day-and-date are pretty much the thing out here, and continued first runs are given a hefty play. Indies, naturally, put up quite a heef at times over these situations, but there isn't a great deal they can do about They have protested time; and again to major producing and distributing organizations, they have threatened legal proceedings and what not, but the situation continues to go merrily on.

Racketeering on the Coast has probably reached its highest perfection. During the few weeks preceding Xmas, 1936, merchandise and coin giveaways in Los Angeles area alone aggregated in excess of \$100,000. The giveaways consisted of automobiles, furniture, wearing apparel, household utensils, haberdashery, etc.

Coin giveaways that flourish hereabouts are bank nights, screeno, tenowin, race night and kindred others. Purses distributed run well into the thousands weekly, with certain theaten men continuing to chisel on the awards whenever possible. Courts out here have ruled that the coin giveaways do not constitute a lottery, so the stunts go merrily

tery, so the stunts go merrily

Coast exhibs presently are operating
modified form of NRA
clearance Circuits and indie first
runs get the break, but generally the
provisions set up under the old code
are being adhered to. Here in Los
Angeles there's a feederal consent decere entered into back in 1932 that
ever of extens a selector a sealers that sort of acts as a leverage against any radical departures from the rules of

and this condition contuined the properties of them. They feel, as do contuites others, that there can never be a proper self-regulation so far as exhibition and distribution are concerned, and they feel that feedral supervision, to a degree, will benefit them a great deal more than it with hurt.

hurt.

in the far west goes on. its are piling up the greatest profits in history. Many of the indies are doing comfortably others not so fortunate. But Metro, holding rein on 'Maria Walew-they're in the game and they propose to fight it out if it takes a life-bose to fight it out if it takes a life-lime.

Hollywood, Jan. 3.

Clarence Brown draws on of the prize directing assignments with the prize directing assignments with the prize directing assignments with the prize of the pri

I9I2-37

ADOLPH ZUKOR

Presents





ADOLPH ZUKOR

Razor keen, bold, a dreamer, a builder...

today, as always, the grandest showman in the business

By his deeds shall you know him

The story of Adolph Zukor's twenty-five years in motion pictures is the story of the motion picture industry itself. From old files, from the old prints, come the stills on the following pages, which, quaint to our 1937 eyes, yet mark brilliant moments in our motion picture past. From today's prints, from tomorrow's plans, come the stills which promise equally brilliant moments in our present and in our future. In every one of these, old and new, you will see great stars, joining with great productions to etch ever deeper, ever clearer, that famous hallmark of motion picture success: "Adolph Zukor Presents."





SHOWMAN ZUKOR'S FIRST TRIUMPH

While a conservative and timid show world holds its breath, Adolph Zukor pays the record high of \$35,000 to bring the first big time feature to the screen, the French four reeler, "Queen Elizabeth", starring the one and only Sarah Bernhardt, grandest actress of the day...the picture is a smash hit!

- [1] Motion picture advertising gets under way. The poster Adolph Zukor had designed for the Bernhardt picture.
- [2] How the Divine Sarah looked to the high hat audience jamming the Lyceum Theatre in New York for the invitation premiere of "Queen Elizabeth", July 12, 1912.
- [3] The historic old Lasky barn where Showman Zukor's new partner made "The Squaw Man".
- [4] When one showman meets another. Adolph Zukor and Jesse Lasky plan the new Famous Players-Lasky lot in Hollywood.







FAMOUS PLAYERS GETS UNDER WAY

With Daniel Frohman's aid, Adolph Zukor goes after the big names of the legitimate theatre... and gets them for the first Famous Players feature pictures... in a series which has the whole show world standing on its head with amazement.

[1] America's Sweetheart talks it over with the Chief. An old photograph. printed through the courtesy of Photoplay Magazine.



- [2] The first actor to star in a Zukor picture. James O'Neil, father of playwright Eugene O'Neil,in "Count of Monte Cristo.
- [4] Fannie Ward and Sessue Hayakawa together in the riproaring melodrama, "The Cheat".
- [3] Greatest American actress of her generation, Minnie Maddern Fiske brings her "Tess of the D'Ubervilles" to the screen.
- [5] Mr. Zukor shoots the works with Geraldine Farrar bringing her "Carmen" to the screen.





A \$25.000.000 CORPORATION

Bigger and better pictures making bigger and better profits cause Famous Players-Lasky to purchase Paramount, distributing unit...and now it's Zukor...Lasky...Goldwyn... De Mille...with the Paramount flag at the mast head...the grandest lineup of showmen ever under one banner.



[1] "The Miracle Man", with Thomas Meighan and Lon Chaney, marks a new high in motion picture drama.

[3] Enter Wallace Reid! His star rises for the first time in 1916. in "The Affairs of Anatol".

[2] Marguerite Clarke, one of the earliest box-office finds, in her famous picture, "The Goose Girl".

[4] Gloria Swanson as she appeared with members of the huge cast in Cecil B. DeMille's spectacular "Male and Female".



PARAMOUNT PROUDLY PRESENTS

Exciting years... epic years... years which knew the glories of Rudolph Valentino, of Pola Negri... years which gave the world such mighty pictures as "The Sheik", "The Affairs of Anatol", "Manslaughter", "The Ten Commandments", "The Covered Wagon" ... years which saw Adolph Zukor's company become the greatest in the industry.





- [1] Adolph Zukor and Rudolph Valentino talk it over on the Paramount lot.
- [3] Typical shot from the glorious story of the pioneers, "The Covered Wagon".
- [2] Cecil B. DeMille, maker of miracles, rehearses part of the huge cast of "The Ten Commandments".
- [4] Harold Lloyd in one of his earliest money makers for Paramount, "For Heaven's Sake".



S.R.O...COAST TO COAST...



- [1] Will Hays congratulates Adolph Zukor on the completion of the new Paramount Building.
- [4] Marlene Dietrich and Gary Cooper show a Legionnaire's life is not an unhappy one in "Morocco"
- [2] The defense of the fortress in the first great Foreign Legion picture, "Beau Geste".
- [5] Gary Cooper in his first starring vehicle, Owen Wister's American classic, "The Virginian".
- [3] In with a bang! with Clara Bow, of course, in her first boxoffice smash "It".
- [6] The first great aviation picture and, incidentally, the first Gary Cooper picture, "Wings".



ROMANCE MODERN STYLE





HAND ON THE THROTTLE...Full steam ahead!



for the Zukor command

June 1936 finds Adolph Zukor back on the West Coast in active charge of Paramount Production...July... August... September... October... and one after another come the big hit pictures which prove, at the boxoffices of the nation, that Adolph Zukor is just as canny a showman, just as clever an operator, just as powerful a force in motion pictures as he was in 1912...

and love in China as al Died at Dawn" wine more



ADOLPH ZUKOR'S Silver Jubilee in Motion Pictures

Celebrating Adolph Zukor's twenty-five years in motion pictures, Paramount proudly presents the SILVER JUBILEE GROUP OF PICTURES produced under his personal supervision







Adolph Zukor presents...

Claudette Colbert Fred MacMurray in Frank Lloyd's

"MAID OF SALEM"

with Harvey Stephens, Gale Sondergaard, Louise Dresser, Edward Ellis, Virginia Weidler, Bonita Granville. Directed by Frank Lloyd Produced by Howard Estabrook







"Courage, dar-ling . . . they can't hurt us..."





Adolph Zukor presents...

Edward Arnold and Francine Larrimore

"JOHN MEADE'S WOMAN"

Gail Patrick, George Bancroft, John Trent, Sidney Blackmer Directed by Richard Wallace a B. P. Schulberg Production







Adolph Zukor presents...

Claudette Colbert "I MET HIM IN PARIS"

(Tent. Title)
Produced and directed by
Wesley Ruggles



Adolph Zukor presents ...



Yesterday

Today

Always

If it's a Paramount Picture

it's the best show in town



Film Imports for Five Years

(Foreign pictures imported and shown in the U. S. during the 12 months ending Dec. 1, 1936, totaled 223, a new high in recent years. Figure compares to 190 in 1935. For purposes of comparison, the imports shown in the U. S. during the past five years are given by country. Those pictures imported but not released are not included in this count.)

			1932
			.69
38			
3	1		4
16	12		12
12	4		2
19	7		13
5	4		5
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	38. 3 16 12 19 5	3 1 16 12 12 4	3 1 16 12 12 4

Sam Sax, WB Shorts Head, Sees 'Em As Solution to Duals: His 20th Anniversary Solution to Duals; His 20th Anniversary

Sam Sax, production head of Warner Bros.' Vitaphone studio in Brooklyn, is celebrating his 20th year in the show business. All of this time has been spent in motion pictures. Sax started 20 years ago as a sales man. Today, although hardly known to the general public and not addicted to personal publicity, he is directly responsible for more film foot age than perhaps any other individual in picture production. For the sea on 1836-37 Sax will deliver for Warner distribution an even 100 short studies of all varieties, and all of them will have received Sax's personal supervision.

onal supervision. It was in 1916 that Sax started out It was in 1916 that Sax started out as a salesman for Carl Laemmle in Indianapolis. It wasn't long before Universal made him manager of that exchange. From there he went to Cincinnatt in a like capacity. The next step was the district managership embracing Chicago, St. Louis, Mitwaukee, Cincinnati and In ianapolis. His handling of these territories resulted in his being called to New York for the post of general sales: manager for Universal. His first opportunity from Universal came when he was offered the sales manager job for Robertson-Cole, a leading independent in its

Cole, a leading independent in its day. In 1923 Sax left Robertson-Cole to become president of Gotham & Lumis Productions. For G. & L. produced 18

to become president of Gotham & Lumis Productions. For G. & L. produced 18 pictures: year, and some that he made were 'Notoriety,' Marriage Morals,' 'Black Lightni', 'Marriage Morals,' 'Black Lightni', 'Wemen and Gold,' The Best Pal', and 'Every Woman's Secretary,' The appointment of Sax as production 'executive at the Vitaphone studio occurred on March 22, 1930. At the present time, with the Brooklyn workshop accounting for all but 40 of the Warner company's complete shorts subject output for the season, the studio currently is seeing the greatest period of activity in its long life. Historically important in the annals of motion pictures is this group of trambling grey stone, buildings at Avenue M and East 14th street in the heart of Flat.

original itaphone studio, still stands as a part of the modern structure, was poor equipment but rich names and generous in its contribution to the early development of motion pictures as an entertainment. It was here that such greats as John Bunny, Flora Finch, Larry Semon, Clara Kimball Young, Mr. and Mrs. Sidney Drew and many others: carved out. Drew and many others carved out their careers.

ing a working gridiron from which a camera can be set at any part of the stage desired for overhead shots. A large pool of reinforced concrete has been constructed under the stage floor which, when filled, will hold over 100,000 gallons of water. When the pool is not being used, it becomes part of the stage floor. A pit has also been built under the stage floor. This pit, which is 20 feet deep, will have traps, lift and other equipment installed. An elaborate system of air-conditioning has been installed, which will distribute cooled air when the temperature is high outside and warm air throughout during the winter months.

The remote control system is arranged so that the controls can be separated for four separate stages from four separate locations, if necessary, or all grouped throughout for operating as one stage from a single location.

Microphones, cameras and motors are inter-connected by wiring to the monitor room overlooking the new stage and from there connected through a new tunnel running under lith street to the recording building across the street on the old lat. The new stage is arranged with a new idea for studio lamp balconies, eliminating the expense of erecting temporary scaffolds usually required for supporting lamps.

In contrast to this, the original stage on which the greats of the past performed is now used as a rehearsal hall for the chorus girls. In every respect, from staff to physical requisites, the rooklyn plant equals, in miniature, any of the major feature studios on the Coast. And it is equipped for feature production; Warners wants Sax to make one next season.

The regular personnel control including talent, some of which is engaged on contract basis but the majority on spot bookings for one or more pictures. The studio's permanent staff includes a stock chorus line

majority on spot bookings for one or more pictures. The studio's perma-nent staff includes a stock chorus line of 20 girls. They appear

of 20 girls. They appear most of the musicals.

In the past 10 years practically every standard act in vaudeville has appeared before the cameras in Brooklyn. In addition, the eastern test work for the Warner feature studio in Hollywood is done here under Sax' i rection.

Drew and many others carved out test work for the warner reasonmerers.

Improved Equipment
Shortly after the advent.
In 1926, and when Warners confine its feature production to exist the Brooklyn was devoted to short subjects, and during the past summer it expanded with a new sound stage and production building which, in technical appointments, compares with anything in Hollywood
The new building covers an rea of 26,000 square feet. The stage portion covers 16,000 feet, and theight from stage floor to ceill over 50 feet.

There are three tiers of dressing

FOREIGN FILMS IN THE U.S.

WB Pacts Doyle's Widow

Hollywood, Jan.

Mrs. Laird Doyle has received a

ners.
Widow of the WB writer, who died.

a plane crash, was given same consideration as were wives of other Warner writers who died while with the company. Others are Mrs. Tom Buckingham and Mrs. Ethel Shannon, Jackson.

NO EXCLUSIVE

against rain and the Rose Bowl Assn nixed a refund in the event of bad

weather.

Pasadena was deluged for three days prior to the event with heavy

days prior to the event with heavy downpours.

Ray wanted to make a four-reel feature the football game and Tournament of Roses parade, but demanded protection against a washout. He claimed \$2,000 loss last year due to a virtual boycot by the chain houses in reprisal for locking out the newsreel cameras at the football some As a new to the accura-

out the newsreel cameras at the foot-ball game. As a sop to the news-reels this year, Ray had promised 225 feet of the game to each outfit. Pasadena lost considerable pub-licity last year due to the shutdown by the theatres on Ray's reel and disinclination to give much footage to the parade clips.

Bilson Turns Scribe

Hollywood, Jan. 3.
George Bilson has turned in his first script at Warners, 'The Talent Scout,' which is being cast for immediate production by Bryan Foy. Crai Reynolds, Jeanne Madden, Rosalind Marquis and all Gold Diggers of 1937 girls, who made a special transcontinental air trek, have been spotted.

have been spotted.

Director has not yet been assigned.

Shindig for Lachmann

Beverly Halls. Beverly Halls,
Jack Robbins is dossing inner
this week for Mare Lachmann, recently named advertising and publicity head at Universal, at the Victor Hugo restaurant, Around 200 will attend.
Bert Kalmar, Harry Ruby and Sid

Silvers will m.c.

LIEF ERICKSON'S SPOT

Hollywood, Jan. 3. Lief Erickson grabs the male lead Paramount's 'Saturday Nights

George Archainbaud directs.

to Hollywood from Brooklyn shorts appearances.
On the production staff under Sax, with Sax the only producer.
Roy Mack, Joseph Henaberry and Lloyd French, directors; A. Dorian Otvos (who resigned Jan. 1 after seven years, to join Universal), Jack Henley, Burnett Hershey and Cyrus Wood, writers; David Mendoza, musical director; Harland Dixon, dance director.
Phil Qui is assistant to Sax; Ed

sieal director; Harland Dixon, dance director.

Phil Qui is assistant to Sax; Ed Savin, business manager; Lee Stewart, easting director; Frank Namczy, art director; Ray Foster, head cameraman; Bert Frank, Im editor; Richard Wallis, makeup head; H. Combes, head carpenter; E. Bildstein, head scenic artist; M. C. Hall, head prop; Ed Hastings, head electrician; A. Quinn, head grip; Joseph Spray, laboratory chief, and John Condon, transportation manager. In his relations with his department heads and the employes under them, Sax has but one driving hought—better shorts. For he sees in the screen short subject not only an integral amusement factor in itself, but through it the best possible

self, but through it the best possible sense. Not ti solution, if there is to be a solution, of the double feature problem.

By Wolfe Kaufman

New hi ipped 1935 and

147 in 1934, doesn't really the story. In only one small corner does the rise mean improvement-that's the rise mean improvement—that's with pictures. Once more there more British ictures sent around, to theatres than the year before, but this is the only market where there was a deserved rise, the product being more conductive to selli with the others it was a matter of sitoving away harder for no reason.

no reason

Most distinct gai in number of films shown were made by the Germans and Italians. both cases it was a matter of showing from behind the scenes. While the market for German films in the U.S. last year was a bit better than the year before, wasn't anywhere near the prosperous days of 1932, before Hitler-came along to kick the entire mushroom fore! film industry in the U.S. in the pants.

the U. S. in the pants.

There were no outstanding or strong German films last year. The German language houses (about four of them year ago, about 10 of them today) played anything they could get—and they were offered plenty. The German government helps behind the scenes, apparently, since no money was asked. , to speak of. Exhibs willing to play films from the Reich can get them on straight percentage, little or no guarantee. For the Yorkvilleites in N. Y. that seems to be okay. For the others throughout the U. S. who used to play German films regularly,

used to play German films regularly, it's mostly no ice—not even that way. Too afraid of public reaction.

way. Too afraid of public reaction.

As for Italian films, a real effort was made for the first time. And again with the aid of a government. Italians negotiated several deals with American business men on straight percentage basis and with boosts in the Italian-American press.

During the year 1936 importers of of this business is Texas and forei language films distributed more footage in the U. S. than in many years previously—but in number only.

ber only.

is still very much on the down—

Bussian nice are fairly steady.

Russian pics are fairly steady through the years. They have their own market and don' change much. A few pictures up or down through the years, depending on product. No outstanding ones last year, though four or five did quite well the leftist sectors through the country. Russian pictures probably, get more playing time through the year tharfilms in any other language due to labor and workers' support in addition to the arty mob.

Hungarians are another group try-ing harder in the past couple of years but without much actual success rating. These films, too, tried mostly only in native nabes, Detroit, Cleveland, etc., being best.

mostly only in native nabes, Detroit, Cleveland, etc., being best.

Among the importers there is much interest and considerable competition of late. It's mostly a new group. The companies from the good (1831–33) days have iven up. Ufa still markets its own German pictures and Amkino handles the Russians. Tobis got started in distribution during the year and is hoping for much. This Dutch company under a distinct handleap because of its alliance to the German Tobis company. Tobis is not a German company in origin or central allocation (the holding company is Dutch) but such is the trade impression and this has hurt and is hurting. Healthy start of Kermesse Heroique, however, made by French Tobis, has given the company much hope.

Jean Lenauer started his own dis-

Jean Lenauer started his own dis-tribution company off to a healthy start with 'Crime and Punishment' start with 'Crime and Punishment' and has gone along well. Has a restricted but attractive list and getting by. Recently opened a New York showcase on his own, the 58th St, and had; the good luck-to knock over 'Kermesse' for a good opening break. This should give him other good product in the future.

again with, the aid of a government, its Italians negotiated several deals with American business men on the straight percentage basis and with boosts in the Italian-American present of the foreign language distribs, but mixing in some arties from Hollywood, etc., of an independent of the foreign film field it was rather a shock to American distribs and is both. Customers would not to German films and there weren't enough meritorious films in other languages pictures with the state of the foreign film field it was rather a shock to American distribs and is both. Customers would not to German films and there weren't enough meritorious films in other languages pictures houses in the U.S. gave up the film for because pf them, some French and other language pictures shad been the bulwark. With them almost of the pleasantly. Without them almost everybody gave up the shipleasantly. Without them almost everybody gave up the shipleasantly with the should give him other language inclures got by pleasantly.

was a chance for the French and distribute German ictures. They Italians (and others) which these are mostly catch-as-catch-can operated with. During the past year they group which operates two of the began slowly, and spottily, to cash more successful German language in on it. A few French pictures almost went places. It was definitely established that there room and many don't mind Jewish help money for foreign film product—but it must be worthy in the first place. This type of audi is mighty choosey.

Ta Maternelle' (really started, on Franco-American Pictures Comments and the product of the prod

This type of audi is might choosey.

Ta Maternelle' (really started on distribution in 1935 but hitting its stride early in 1936) did very well. Fifth Avenue Phythotise, N. Y. picking up over 100 theatre dates and two or three times that may college dates. Crime and Punishment' (the French version starting Harry Baur and nor related to Columbia's Peter Lorre film's followed up just as strongly. It opened new channels and, fortunately, there were a few ictures 'to follow up. There is a new French film, Kermesse Heroque, 'now in New York, which is just getting, started around the country and which should, returns and they still smart from the country and which should, early indications mean anything a serioble strength of the french of the same thing here. They could get the same thing here. They could be supposed to the french of the french of Hungarian or Italian pleaties outside of Spanish nabes, but socking away hard at these. Most

Despite sub-zero weather and icy

streets and roads, practically all loop

houses mopped up the night before 1937's advent. Mi ferring The Plainsman'

Champagne. Waltz, at 75c.
Orpheum presented its regular stage and screen show with the ante filted from 55c. 85c. Other houses also confined themselves

nouses also confined themselves their regular bills. With the only stage, show down-town, excepting Gayety burlesque, the Orpheum has the edge on all opposition.

at: 75c.

til Friday (1), offered . 'Champagne Waltz,'

Heavy New Year Spending in L. A., **Pictures Vieing With Grid, Ponies;** Thin Man' \$36,000, 'Paris' \$30,000

Los Angeles, Jan. 3.

Current stanza is a bonanza all around. New Year's eve brought tilt prices from the regular scale in all nouses. Paramount had two special shows, first at \$1.50 top and second at \$2 top, with reserved seats. Downtown, Hollywood. Chinese, State Pantages. Manife, and the state of the motion capacity trade.

_Carthay Circle, housing 'Lloyds of them doing capacity trade.

_Carthay Circle, housing 'Lloyds of them doing capacity trade.

_Carthay Circle, housing 'Lloyds of them doing capacity trade.

_Carthay Circle, housing 'Lloyds of the motion of the motion of the sense of t

the day, had a neat turnover.

Estimates for This Week
Carthay Circle (Fox) (1,518: 5583-1,10-1,65)—Lloyds of London'
(20th) (6th week). With canacity
New Year's eve shows, house perked
up plenty and winds up with healthy
\$6,800. Last week better than previous, but nothing exceptional at
\$3,700.

\$5.700. Chinese (Grauman) (2,028; 30-40-55)—Thin Man' (MG) and 'Woman-Wise' (20th) dual. Top runger here with corking \$15,000. Last week 'Stowaway' (20th) and 'Chan at Opera' (20th), dual, good, \$10,000.

55)—Thin Man' (MG) and 'Woman-Wise' (20th), dual. Top runger here with corking \$15,000. Last week Stowaway' (20th) and 'Chan at Opera' (20th), dual, good, \$10,000. The control of the con

'HOLIDAY' HAS PICNIC AT \$8,000, LOUISVILLE

Loew's State in scoring heavily with 'After the Thin Man to lead the procession with College Holiday at the Rialto following close behind.

day at the Rialto following close behind.

Estimates for This Week
Brown (4th Ave.-Loew's) (1.500;
15-25-40) — 'Smart Girls' (U) (2d run). Moved over to this house at last moment, after fair week at the Strand. Mild at \$2.400. Last week Born to Dance' (MG) (3d week), \$2.200, fair.

Kentucky (Switow) (900; 15-25)—"Sjisskin Parade' (20th) and 'Craig's Wife' (Col), dual. Sliding past \$2.200, fine. Last week 'Big Broadcast' (Par) and '15 Maiden Lane' (20th).dual. big. \$2.400. 15-25-40)—
Thin Man' (MG). Smart at \$11000.
Last week 'Air' (Ual. fine \$7.000;
Jast Air' (Archive Child Diggers' (FN) (2d week). Fair \$2.800. First week so \$3.500.

Ohio (Settos) (900; 15) — '20.000

"Mary Anderson (Lioson) (Lioson) (Lioson) (Lioson) (25-40) — (Gold Diagers' (FN) (2d week), Fair \$2,800. First week sos \$3,500.

Ohio (Settos) (900; 15) — '20,000
Ohio (Settos) (900; 15) — '20,000
Cears' (FN) and 'Stella Parish' (FY) dual. splitting with 'Lucky Leas' (FN) and 'Alice Adams' (RKO), allow With New Year's eve Impetus, may

Dass \$1.000 mark, okay. Last week Devil Dogs' (WB) and Romance in Manharan (Ms. Glory (WB)) and Romance in Manharan (Ms. Glory (WB), dual, fair, \$900. Rialto (Fourth Ave.) (3,000; 15-25. At least \$8,000, cool. Last week 'Stowawy' (20th) on a short week below expectations at \$6,000. fair, (5,00); 15-26. At least \$2,000, rom (Million' (20th), William (20th) with \$4,000, on the right side of the ledger. Last week 'S Smart Girls' (U), \$3,700, light.

BIG \$16,000 FOR 'HOLIDAY' IN

CINCY

Cincinnati, Jan.

Major cinemas off to a prosperous start for 1937, with current screen fare above average.

'After the Thin Man' is fetching the thickest gravy, and 'College Holiday, is close behind.

Estimates for This Week.
Albee (RKO) '(3,300; 35-42)— Thin Man' (MG). Dandy at \$16,000. Last, week 'Gold Diggers' (WB), \$13,000, all right.
Capital (RKO) '(4,500)

all right,

Capitol (RKO) (2,000; 35-42)—

'Stowaway' (Fox) (2d run). Fair

\$5,000. Last week Born to Dance
(M'3) (2d run), \$5,500, good.

Family (RKO) (1,000; 15-25)—
'Missing Girls' (Ind) and Yellow
Cargo' (GN), divided. Big., \$3,000.
Last week 'Boss Rider' (U) and
'North of 'Nome' (Col), split, fine,
\$3,200.

\$3.200. Grand (RKO) (1.200; 25-40)—Born to Dance' (MG) (3d run), Swell \$3.300. Last week 'Pennies' (Col) (3d run), \$3,500. very good. Keith's (Libson) (1,500; 30-40)—Banjo' (20th') (2d week'). Strong at \$5,500. Last week, \$9,500, season's high mark.

Lyric (RKO) (1,400; 35-42)—'Gold Diggers' (WB) (2d run). Okay at \$5,000. Last week 'Rainbow' (RKO), \$6,000, good.

\$5,000. Last week 'Rainbow' (RKO), \$6,000, good.)

Palace (RKO) (2,600, 35-42)—'College Holiday' (Par). Big \$16,000. Last week 'Stowaway' (20th), \$10,500, fair.

Shubert (RKO) (2,200, 40-60)—'Yane Turner' (RKO) and Marcus show. Eight days and extra New Year's eve midnight show at 15-98+\$1.25 cents of the college of the

'CAMILLE,' \$18,000, TOPS KANSAS CITY

Kansas City, Jan.

New Year under way, with current takings hitting about average. Top coin goes to Camille this session.

Estimates for This Week Mainstreet (RKO) (3,200; 25-40)—Plainsman' (Par) okay at \$8,500.
Last week 'Gold Diggers' (WB) nice \$11,000; (MC) good \$18,000. Last week 'Gold Diggers' (WB) nice \$11,000; (MC) good \$18,000. Last week 'After Thin Man'. (MG) was year's high single week grosser in this house. Great \$25,000.

Newman (Par) (1,900; 25-40)—(College Holiday' (Par) came through the holidays a holdover. Good \$7,500 looked for after last weeks nifty \$10,200;

Tower (Rewot-Fox) (2,200; 25-40)—(Sold Diggers' (WB) (230); 25-40)—(Gold Diggers' (WB) (230); 25-40)—(

RKO'S NEWSCASTER PIC

Hollywood, Jan. 3.
Radio bought Thoinas Ahearn's
Tomorrow's Headlines for a Clift
Reid production.
Yarn deals with the activities of a
news broadcaster.

1st Runs on Broadway (Subject to Change)

Week of Jan. 8

Aster — Lloyds London'
(20th) (7th wk),
Capitol — After the Thin Man'
(MG) (3d wk),
Criterion — Great Guy' (GN)
(2d wk).

Criterion—Uneque (2d wk).
Music Hall—That Girl from Paris' (RKO) (2d wk).
Paramount—'College Holi (Par) (3d wk).
Rialto—'Hideaway Girl' (Par).
"Baloved".

Rivoli Beloved
(UA) (3d wk).
Rexy—One Mi
(20th) (2d wk).
Strand—'God's Country
the Woman' (WB) (9).
Week of Milli

Week of
Astor—Lloyds London'
(20th) (8th wk).
Capitol—Camille' (MG).
Paramount — 'Plainsman'
(Par) (13).
Rivoli—Beloved Enemy' (UA)
(4th wk).
Roxy—Three Smart iris'

Strand—'God's Country the Woman' (WB) (2d wk).

FILM BIZ IN INDIA **CONTINUES VERY OKE**

Calcutta, Dec.

Abdication of King Edward in no show business of this territory. Business went on as usual and film business was particularly

Metro theatre here is at presen

breaking records with its run of Romeo and Juliet' (MG).
Other films current are 'Message to Garcia' (20th); 'Poor Little Rich Girl' (20th); 'Alexander Hamilton' (WB); and 'My American Wife' (Par).

(Pár).

First Empire reopened Dec. 5 with

Mr. Deeds: Goes to. Town' (Col).

House will bring in 'Swi Time'.

(RKO) for the Xmas period

Crop in Bombay are 'Guilty Me'.

Gody' (British); 'Under Two Flags'

(20th); 'General Died at Dawn'

(Par); 'White Fang'. (20th) and 'Mary

of Scotland' (RKO).

of Scotland' (RKO).

In Madras six pix are current and all American. 'Top Hat' (RKO); Things to Come' (UA); 'Great Ziegfeld' (MG); 'Anthony Adverse' (WB); 'Modern Times' (UA); and 'Prisoner of Shark Island' (20th) comprise the lineup.

Niteries Get B'klyn Biz; 'Holiday'-'Princess' 23G

Holiday - Princess 23G rooklyn, Jan. 3.

Terrific iz downtown, but not much of it at the allim deluxers. Brunt of biz New Year's Eve was at nite clubs and restaurants.

Estimates for This Week Albee (3,500; 25-35-55) — 'Stow-away' (20th) and 'Plot, Thickens' (RKO), Okay \$16,000, Last week Rain bow' (RKO) and 'Night Waitress' (RKO), three days, \$10,000, oke.

'Girl From Paris' and Girl Show Grab Big \$14,000 in Mpls.; 'Plainsman' 11G

Hostess' (U) (2d week), Good \$17,-000. 'Last week \$18,000,' Paramount (4,000; 25-35-55)—College Holiday' (Par) and 'Jungle Princess' (Par), Excellent \$28,000, Last week "Three Men on Horse' (WB) and 'Rose Bowl' (Par) (2d week), \$22,000, fine. Strand (2,000; 25-35-50)—'Black Cat' (WB) and 'Hats-Off' (GN), Good \$11,000. Last week 'Man Who Lived Again' (GB) and 'Come Closer' (Col), \$12,000, good.

SEATTLE DUALS 'A' PIX TO BIG

This burg is giving the folks plenty for their money, as witness The Plainsman' dualing at Paramount theatre, and One in Million' ditto at Orpheum. Biz good all over.

Orpheum, Biz good all overk Estimates for This Week Biue Meuse (Hamrick) (900; 27-37-42)—'College Holiday' (Par). After one week at Fifth Ave., indicated okay \$3:500. Last week 'Love on the Run' (MG), third week, \$2,300, dis-appointing.

one week at Fifth Ave, indicated okay \$3,500. Last week 'Love on the Run' (MG), third week, \$2,200, disappointing. Cheeke, \$2,200, disappointing. Cheeke, \$2,200, disappointing. Cheeke, \$2,200, disappointing. Cheeke, \$2,000, disappointing. Cheeke, \$

Analy (20th) and Figure 1 Stow and Figure 1 Stow (RKO). Okay \$16,000. Last week Rain ho wo (RKO) and 'Night Waitress' (RKO), three days, \$10,000 oke.

Fox (4,000; 25-35-55)—More Than Secretary' (Col) and Fugitive from Sky' (WB). Fair \$15,000. Last week Fennies' (Par) and 'Capt. Calamity' (GK), \$23,000, grand.

Metropolitan (2,400; -35-55)—
Born to Dance' (MG) and Flying \$2,500, slow.

RESULTS

the Orpheum has the edge on all opposition.

Estimates for This Week
Aster (Publix-Singer) (900; 15-25).

Horsefeathers' (MG) and 'Wedding Present' (Par) (2d runs), split.

Fair \$800. Last week, 'Word for Carrie' (Par), Rhythm on Range (Par) and 'Walking on Air' (RKO) (2d runs), split on Grand (1800; 2d runs), split of the control of

25.1.—7010 Joe (WB). (2000 \$2,400).

googlesses. (Publi inger) (4,200).

googlesses. (Publi inger) (4,200).

googlesses. (Publi inger) (4,200).

googlesses. (Publi inger) (4,200).

googlesses. (Publi inger) (Publix 51,535-63).

Plainsman (Par). Helped by midnight New Year's eve show.

googlesses. (Publix 51,500).

Googlesses. (Publix 51,500).

Googlesses. (Publix 51,500).

State (Publix 51,500).

Time (Berger) (250: 15-25).—King in Exile' (GB). Pair \$400.

State (GB). Pair \$400.

State (Publix 1,200).

State (Pub

'Plainsman' **Very Fancy** \$28,000. S. F.

San Francisco, Jan.

Strong array of pictures in town.
Fox is doing biz with 'The Plainsman' and 'Country Gentleman.' 'One in a Million' is shooting the works at the Warfield.

Estimates for This Week
Embassy (RKO-Cohen) (1,512; 30-35-40)—'Rainbow on River' (RKO) and Everything Thunder' (GB) (2d run). Breen pic had the cream taken off at the Golden Gate last week; not more than \$3.200. here.
Last week 'Down Stretch' (WB) and 'Steof Fury' (WB), terribe at \$1.900—'Plainsman' (CB), (Shot) (Country Gent' (Rep), Fahey figures at \$28.000. Last week 'Gold Diggers' (WB) and 'Fugitive in Sky' (WB), good, \$17,000.

Golden Gate (RKO) (2,850, 35-55)—'Girl from Paris' (RKO) and vaude. Reserved seats for New Year's Eve show at \$1.00 top helped skyrocket take to big \$24,000. Last week 'Rainbow' (RKO) very bright at \$21.000.

O'pheum (Cal) and Can't Get Awant (Shot) (2d week) Good \$9,000.

Last week plenty at \$15,00.

Parameunt (F-WC) (2,740; 30-40)—'College Holiday' (Par) and 'Fugitive in Sky' (WB) and 'Fugitive in Sky' (WB) (2d trus). Fine \$8,000 in sight. Last week 'Three Men on Horse' (WB) and 'Mad-Holiday' (MGM) (3d week), in \$5,000.

To the state of the

Friendly \$16,500 for 'Enemy' in Philly; Earle \$27,000 With 'Love Song'-Vaude

Philadelphi

With one of the biggest New Year's eves in recent Philly history as a starter, these week's biz in the downtown film houses is way above average. Those New Year's grosses were, in some cases, as big as ordi-nary full week figures.

Farle, with vaudevi back, is seeing one of its biggest weeks in the last couple of vears. Estimates for This Week

Estimates for This Week
Aldine (1,200; 40-55-65)—Beloved
Enemy' (UA). Red hot at, \$16,500.
Goes second week.
Arcadia (600: 25-40-50)—Adventure in Manhattan' (Col) (2d run) to Dance' (MG) (2d run), sweek, Born to Dance' (MG) (2d run), sweek, Born to Dance' (MG) (2d run), sweek, Born (MG) (2d week). Strong \$20,000.
First week's \$28,500 was one of house's biggest figures.
Earle (2,000; 25-40-55)—'L o v e Song' (WB) and vaude. Return of stage entertainment putting this house back on the map. Rousing

\$27,000. Last week, (RKO) vaude, \$19,000,

age. 7 (3.00): 40-55-65)—'College Fox (3.00): 40-55-65)—'College Holiday' (Par). One of the houses benefiting most from New Year's crowds; 323,000. Last week, 'Stow-away' (20th) (2d week) \$17,500 in six days; disappointing for holiday period.

six days; disappointing for holiday period.

Karlton (1,000; 25-35-40)—'Stow-way' (20th) (2d run). Normal at \$3,500. Last week, 'Gen. Spanky' (MG). week, \$2,500.

Keith's (2,000; 30-40-50)—'Gold Diggers' (WB). (2d run). Fair \$3,000. Last week, 'Banjo' (20th) (2d run). \$3,300, good out not exceptional.

Stanley (3,700; 40-55)—'Ohe in Stanley (3,700; 40-55)—'Ohe in With most out of the good \$316,000 with most out of the good \$316,000 with most out of the good \$32,200, but not enough for holdover.

Stanten (1,700; 30-40-50)—(50 West' (Par) (2d week). Getting \$9,000, which is plenty hot. First week \$10,000.

New Year's Day Impetus Giving Chi B. O.'s Big W'k; 'Plamsman' \$55,000, Terrif.; 'Thin Man' 39G

Business is great.

If It take a photo-finish to decide gets the prize award.

With all the houses getting \$1.10 on

New Year's eve (Palace was the ex-

New Year's eve (Palace was the exception; getting \$2.20, grosses last
week figured the tops of the entire
year for the loop,
Estimates for This Week
Apolle (B&K) (1.20) 35-55-65-75)
"Banjo on My Knee' (20th). Going
into considerable coin and plenty of
profits at \$11,000. Last week 'Stowwary' (20th) was happy enough at
\$11,200. getting most of it from the
kids.

way (20th) was happy enough at, \$11,200, getting most of it from the kids.

Chicage (R&K) (4,000; 35-55-75)—Plainsman! (Par) and stage show. Big winner and figures as successor to Texas Rangers' for profit possibilities. Terrific biz with \$55,000. Last week 'College Holiday' (Par) inshed with mammoth \$48,000, getting first standout lines on the sidewalk in months.

Garriek: (B&K) (900; 35-45-65-75)—College Holiday' (Par). Moved here after smash session at the Chicago and continuing to grant week the stage of the stage o

stic days.

Boosevelt (B&K) (1,500: 35-55-65-75)—Tarzan Escapes' (MG). Came in Filday (1) quick to replace Gold Diggers' (WB), which couldn't get stated. Edgar Rice Burroughs flicker (Docks like strong \$16,000. Last week

131,000.

1413,000.

153,000 (2,700, 25-35-46)—Opul' Turn 'Em' (RKO). Another money-making session for the steadlest house in the loop at \$22,-400. Last week Girl on Front Page (U) got nice \$16,000.

United Artists (B&K) (1,700, 35-35-36-36 (Her Thin Man' MGJ. Powell-Loy combo surefire after big buildup in four pictures and this one continues in tradition with very big 339,000. Last week Loye on the Run' (MG) finished short run with \$10,000.

"MIL'-LEDERER \$31,000, DET.

Grosses continue high everywhere currently following big sessions last week, aided by Xmas and New Year's ever shows and prices.

Administer for This Co. Administer for Co. Administer

"Olixie" (20th) and "Man I Marry" (Unover Chinatown. and 'House of Secreta, dual. Newly-reopened house dor Secreta, dual. Newly-reopened house dor Secreta (Mal. Newly-reopened house dorselved to the Secreta (Mal. Newly-reopened house soin special special of Secreta (Mal. Newly-reopened house soin special special of Secreta (Mal. Newly-reopened house dorselved house dorselved

n' (Par) tus Gut Action (Metro).

United Artists (United Detroit).
1000; 30-40-65)—Plainsman' (Par).
1ded by New Year's eve take,
1atching swell \$18,000. Nice \$12,400
1st week, third on 'Born' to Dance'

Eve Shows Big Help In Lincoln; Temple \$2,800

New Year came in with mi ight shows in five downtown houses. Pare continued strong the weekend. insman' an

ing

Estimates for This Week

Liberty (LTC) (1,200, 10-15)—
General Spanky (MG) plus Bugle
Ann' (MG) split with 'Red Salute'
(UA) plus 'Chan at Opera' (20th)
Nice at \$1,400. Last week 'King of Pecos' (Rep) plus 'Don't Turn 'EmLincoln (UN) plus 'Three of Kind'
(Invincible), not bad at \$800.

Lincoln (LTC) (1,600, 10-20-25)—
Stowaway' (20th). 'Started while
some school vacation was left; \$2,800,
very nice. Last week College Holiday (Pan good \$2,800, 350, 10-15-2025-40)—Make Million' (Par) plus
'Taxas Centennial' unit. Combo got
a New Year's ewe start at price
ranging from 38c. to \$1,65; last half,
'Tundra' (Indie), first last half to
so single feature in months. Week has
chance to better \$3,000, very fancy.
Last week 'Career Woman' (20th)
with Bowes all-girler, split with 'Oth
With Bowes all-girler, split with 'Oth
Heart' (Rep), neat, \$2,600.

Stuart (LTC) (1,900; 10-25-40)—
Plainsman' (Par). Film got plenty
ballyhoo. because of local setting,
Around \$3,800 or better, and okay.
Last week 'Born to Daince' (MG).
\$3,700, god.
Varsity, (Westland) (1,00; 10-15-35)—
Great Guy (GN). Pretty
steady at \$1,500. Last week 'More
'Than Secretary' (Col) ditto.

Folies de Nuit Unit and 'Love' \$12,000 in Cleve.

Jan. 3.

They were standing up at every midnight New Year's evershow round town. Premiere of "High at legit Hanna, raft of "college".

town. Premiere of 'High at legit Hanna, raft of college musicals and ildern's show at civic auditorium got a strong play, but made no inroads on film grosses.

Estimates for This Week
Allen (RKO) (3,000: 25-40)—Chan at Opera' (20th). Oland fans turning out for this one; \$5,500. Last week 'Rainbow River' (RKO), fine, \$7,000.

Circle (Marmorstein) (1,900; 15-35).
—'Along Came Love' (Par) with 'Folies de Nuit'. unit. First stage show in more than 'gar. Great \$12,000. Last week 'Qay Desperado' 15,000 (2d run), far over average at \$5,000. (2d run), far over average at \$5,000. (UA) (2d run), far over average at \$5,000. Warners) (3,700; 30-40)—
Girl From Paris' (RKO). Worth for the past si

\$19,500. Last week 'Stowaway' (20th), \$17,500, good Falace (RKCO) (3,200; 30-60)—Tove Song (WB) with Olson and Johnson: unit. House's top winter combo at \$24,500. Last week. More Than a Sec (Col) with 'Mardi Gras' unit; good, \$18,500.

State (Loew's) (3,450; 35-40-55)—Thin Man. (Metro). Swell \$24,500.

State (Loew's) (3,450; 35-40-55)—Thin Man. (Metro). Swell \$24,500. also fine, \$22,000. also fine, \$22,000. also fine, \$22,000. also fine, \$20,000. also fine, \$10,000. black week. 'Sinner Take All' (MGM) scampered in with, \$5,000.

'Thin Man' Big \$40,000 in 8 Wash. Days

Washington,
Santa Claus may have neglected
the box offices last week, but the
arrival of 1937 is spilling dough into
the coffers by the carload. Seven
out of eight major spots launched
new bills over weekend and total
gross looks like the good old days are
back with a bang.

Estimates for This Week.

Bateson (Radin) (4 100: 25-25-50)—

Belasco (Radin) (1,100; 25:35-50)—Week-End Millionaire' (GB). Buddy Rogers plus some interest i short, Millions of Us, 'getting overflow from other houses toward oke \$2.500. Last week 'Girl on Front Page' (U), flopper \$1,200. Capitol (Loew) (3,424; 25-35-60)—'After the Thin Mah' (MG) and vaude. Powell-Loy sequel plus plenty talk about 'Folie Parisienne' wowing em for what may be record \$40,000 for eight days. Last week Sinner Take All' (MG) and Rudy Vallee's band got nice \$2,000 in six days.

Columbia (Low) (1,583; 25-40)—
Born to Dance (MG) (24 run).
Third downtown week heading for big \$7,000, including midnight show opening. Last week, Love on Run' (MG) (24 run), good \$5,000, Earle (WB): 2,224; 25-36na" (WB) and vaude. Herbert Mundin and Little Jack Little helping toward good \$18,500. Last week (Gold-diggers' (WB) nice \$19,000.
That Girl From Paris' (RKO) (1,830; 25-35-60)—
That Girl From Paris' (RKO) (1,800; 25-35-60)—
That Week (WW) (1,853; 25-40)—
The Charles (RKO) (1,800; 25-40)—
The

'Rainbow un lives' \$6,500. (WB) (1,85; 25-40)—'Smart Blonde' (WB). Build-up for Deana Durbin has been felt here and booking of short, 'Every Sunday,' is helping feature toward good \$5,000. Latweek. 'Hideaway Girl' (Par) big \$6,500.

ing feature toward good \$5,000. Last week 'Hideaway Girl' (Par) bis \$6,500.

Palace (Loew) (2,363; 25,35-60)—
'Camille' (MG) (2d week). Holdover clicking with swell \$13,000.
Last week same flicker upped guesses to sock \$20,000.

Riatto (Indie) (1,100; 25.30-40-55)—
Ruggles of Red Gap (Par) (revival). Holiday mood should send it to oke \$2,000. Last week 'Under Your Spell' (20th) launched experiment with first runs to get poor \$1,800.

RKO'S NEW ASSOC. PRODUCER

'Paris' \$23,500, 'Kelly'-Ken Murray 30G, 'Plainsman'-Withers 45G; Hub Booms

Best New Year's

Best New Year's seasons.
Born to Dance, dualed with inner Take All' at the Orpheum and State, the standout this week. Plainsman' and Jane Withers in person at the Met will crowd, too, for

son at the Met. Will Liver by Cash.

Estimates for This Week

Boston (RKO) (3,000; 35-55-75)—

Kelly' (MG) nd Ken Murray unit.

Hitting good \$30,000 or better. Last
week, 'Our Relations' (MG) and
Jimmy Savo vaude, \$23,500, not

bad.

Jimmy Savo vaude, \$22.500, not bad.

Fenway (M&P) /1.400; 25-35-40-50)

- "Love Song (FN) and 'Chan at Opera' (20th), dual. Okay \$8,000. Last week \$5,300 for 'Along Came Love' (Par) and 'Light Brigade' (WB) (2d run), dual. 'Champagne Waltz' (Par), w Year's Eve only.

Keith Memorial (RKO) /2.900; 25-35-55).—Girl from Paris' (RKO), 10.500; 25-35-35).—Paris (RKO), 10.500; 25-35-35).—Paris (RKO), 10.500; 25-35-35).—Paris (RKO), 10.500; 25-35-35].—Paris (RKO), 10.500; 25-35-35].—Paris (RKO), 10.500; 25-36-36].

show with Jane Withers setting hot pace at \$45,000. 'College Holiday' (Par) and stage show last week, \$40,000 Cone in a \$28,000 Last week 'Allah' (UA) and 'Come 'Close' (Col.) double, okay, \$15,800 Last week 'Allah' (Par) and 'Come 'Close' (Col.) double, okay, \$15,800 Lest week, \$40,000 for Light 'Champagne Waltz' (Par) on New Year', eve. Last week \$9,000 for Light Brigade' (WB) 'Cal run', and 'Along Came Love' (Par) (1st run)', dual. 'Soelay (M&P) 'Cal run', and 'Light Brigade' (WB) 'Cal run', and 'Light

New Year's Sock B'way Biz; Pons \$115,000 1st Wk.; 'Million'-Errol Unit Wow 75G 8 Days; 'College' 52G 2d Wk.

The Broadway picture houses are a first week of around \$75,000, starting the New Year off right, with mighty. Stays third, possibly fourth, the first of 1937 seeing new week.

first runs, as well as holdovers with duy (GN). Brought in early New only a couple exceptions, getting more than their share of the present prosperity. A new was ushered by most of theatres by grinding from New Year's eve through most of the night, one house, the Paramount, staying open as late as 6:30 a.m., while another, riterion, went all the way around the clock

as 6:30 a.m., while another, riterion, went all the way around the clock.

Rainy weather through most of Thursday (31) cut down expectations are all the control of the con

heaviest since 1929 and everyone, seemingly, had plenty of money to spend.

The high admission prices New Year's ever may have reduced ton the property of the

house since its obening. 'We Who Are 'About to Die' looks sturdy enough to get around \$9,000, possibly better.

The holdovers are ied by the heavy hitting 'College Holiday', at Thin Man' Caolid incumbent with Thin Man' Caolid incumbent with Thin Man' Caolid incumbent with Beloved Frenev' at the Riv. running a pretty good third. 'Gold Diggers' of 1837', which did not get such a fine play New Year's eve, is quite disappointing. All these pictures are in their second weeks.

"Holiday' aided by the Casa Loma orchestra, on its second stanza ending Tuesday night (5) will be a possible \$52,000, not far behind the first first week because of a smaller Now Year's eve than anticipated, but still mighty smashy, on the first week to be first week because of a smaller Now Year's eve than anticipated, but still mythy the second currently. 'Gold Diggers' to see the second currently. 'Gold Diggers' second mythin to spare as much as \$20,000 mildish.

Estimates, for this Week.

Astor (1,012; 55-\$1.10-\$1.65-\$2)—
Lloyds' (20th) (6th week). 'Galhering momentum with arrival of the holidays after weakness up ahead, did slightly over \$12,000 last week (5th), good, and continues on a week-to-week basis. 'Good Earth' (MG) follow of the holidows after weakness up ahead, did slightly over \$12,000 last week (5th), good, and continues on a week-to-week basis. 'Good Earth' (MG) (20,000 mildish, my get up to big \$45,000 on the holdover, after

mighty. Stays third, possibly fourth, week.
Criterion (1,662; 25-40-55)—Great.
Guy (GN). Brought in early New. Year's eve and off with a bang, house grinding through the whole night; chance for \$25,000, biggest to date for new house, and holds. Last week (Sing Me a Love Song (WB) was denied the benefit of New Year's eve, and thus held down to aroun \$12,509, but good.
Palace (1,700; 25-35-55)—Three Men on Horse' (WB) (2d run), and Rainbow on River (RKO) (2d run), dual. Strong double bill may account for fine \$12,000. Sanjo on Knee' (20th) (2d run) and Case of, Black Caf' (WB) (1st run), doubled, close to \$11,000.
Paramount (3,664; -35-55-55)—

close to \$11,000.

Paramount (3,664: 35-55-85)—
College Holiday (Par) and Glen
Gray Casa Loma orchestra (2d,
week). Went to \$57,000 first week
over Xmas and on second over New
Year's ending Tuesday night (5), still
very sockaroo at \$52,000. Remains
third week, Mario Braggiotti band
from Pierre hotel coming in on final
week.

irom Pierre hotel coming in on final week.

Radio City Music Hall (5,985;

(60,85,99-\$1,85) — Girl ir (5,985;

(60,85,99-\$1,85) — Girl ir (7,985;

(60,85,99-\$1,85) — Girl ir (7,985;

(7,985) — Girl ir (7,985;

(81,985) — Girl ir (81,985;

(81,985)

eve, getting a total of \$12,500, very good.
Rivoii (2,092; 25-55-75-85-99)—
Reloved Enemy (UA) (2d week).
Not getting the anticipated New Year's eve play, competition being keen from the larger first runs, finished its first week at nearly \$39,00-100 to the state of the state o

\$22,500. (2,767; 25-55-75) — 'Gold Diggers' (WB) 'Gd week). Not grabbing the business' expected of it, and weak on New Year's eve, first seven days, including the holiday eve, \$256, probably under mildish \$20,000. Stays third week, however:

State (3,450; 33-55-75)—'Born to Dance' (MG) and vaude headed by Herman Timberg. Chances fair to top a good \$30,000. Aided by New Year's eve; and an admission sock at \$1,50, 'Love on Run' (MG) and the NT.G. revue got \$39,000, very big,

'MILLION' AND 'SPANKY' NICE \$8,000, OMAHA

Omaha, Jan. Orpheum is in the lead with Loui Armstrong's band on the stage an 'Three Smart Girls.'

Orpheum is in the lead with Loui Armstrong's band on the stage an Three Smart Girls.

Estimates for This Week randels (Singer-RKO) (1.250; 55-540)—Girl from Paris' (RKO) and Night Waitress' (RKO). Opened Thursday (31) on regular schedule and specia midnight show with an Indian special midnight show with an Unit of the Stage of t

Parkayant (lank) (2.765; 25-35-55)—Plainsman (Par) and Under Your Snell (20th). Chambagne 20th (Par) and Career Woman (20th) (Par) and Career Woman (20th) (land and career Woman (20th) (land and career Woman (20th) (land and career Moman (20th) (land and career Moman (19th) (

THIN MAN' 19G, 'GIRLS' \$10,000. PTSBGH.

VARIETY

Pittsburgh, Jan. 3.

New Year's week is getting 1937 off-to great start here, with flook of tace film signing healthy holiday draft. Midnight New Year's Eve shows, Dlayed 10 capacity, everywhere.

Estimates for This Week
Alvin (Harnis) 22,000; 25-85-40)—
Smart Grifs' (I). Great campaign behind this one and having no Last week Banjo' 200th) same.

Festan (Sina-Hyde (1,750; 25-40)—Stowaway (20th) (2d week). Second looks as good if not better than first, \$6,000. Last week disappointment at \$6,000. Last week (Soc. 35-40-50)—Rainbow (RKO) and Clyde Lucas and 11,200. Rainbow (RKO) and Clyde Lucas band. At \$22,000, no complaints Last week, Dove Song (RN) and stage show plenty prosperous at \$23,800.

stage show penny prospersion was strained with (2,000 25-40). Was fine running strain strain

\$8,000 FOR 'CAREER' AND VAUDE IN PROV.

Providence, Jan. 3.

The boys are starting the New Year right. Hefty grosses all along the line, with holidays and midnight shows boosting the takings far beyond usual biz.

Estimates for This Week.

Early's (2,200; 15-25-40)—Career Woman' (20th) and vaude. Going is good enough at \$8,000. Last week King of Hockey' (WB), oke, \$7,140, Loew's State (3,200; 15-25-40)—Camille' (MG). Excellent \$47,500.

Last week Thin Man' (MG), \$17,000, swell.

Last week Thin Man' (2016), \$17,000. swell.

Majestic (2200; 15-25-40)—Gold Diggers (WB). Good \$11,500. Last week: Stowaway (20th) nice at \$9,500, but no heldover.

BRO Abbee (2,300; 15-25-40)—Gold Tasty week: Stowaway (20th) nice at \$9,500, but no heldover.

BRO Abbee (2,300; 15-25-40)—Gold Tasty (RKO) and Tably, wood frotel Stevue. First stage show prices 41: Lifth at \$12,000. Last week 'Rainbow' (RKO) and 'Petr Thickens' (RKO) peaches and creen at \$19,300.

Steams (Indie) (2,200; 15-25-40)—Go West' (Par) and Beware of Women' (Rep). Good \$10,300. Last week 'Cellege: Holiday' (Par) and Gentlegans from La. (Rep) Iriad kanner week at \$11,000.

Smartest Girl' With Unit 13G, 'Dance' 12G, Mont'l

Montreal, Jan. 3.
All grosses are up currently. Palace on 'Born to Dance' is topping the town.

Estimates for This Week

Estimates for This Week

His Majesty's (CT) (1800; 50.—
Rembrand: (Regal) and Man in
Mirror (Regal) (2d week). Nice
\$5,000. Good \$5,500 last week.

Falaces (CT) (2,700; 50).—Born to
onne (MG). His \$12.—Born to
onne (MG). His \$12.—Born to
onne (MG). Last
week (MG). Last
week (MG). Capitol (MG). Add well at
\$9,500.

Capitol (CT) (2,700; 50).—College
Holiday (Par) and Accusing Finger
(Par). Okay \$8,000 for this brace.
Last week (Gold Digers' (WB) and
King of Hockey (WB), nice \$6,500.
Last week (White History (MB).

Smartest Girl (RKO) and Red
Stellon's Revue Good for \$1,500.

Last week White History (MB).

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rand Folises of, Night unit, good, \$11.000.
Frincess (CT) (2.300; 50). Fennies' (Col) and Man Who Lived Twice' (Col). Okay at \$7,000. Last week Stowaway spin) and Lucki est Girl (20th) Faris (France-Film) (600). East German (Col). Likely gross \$2,300. Last week \$2.00.

Set. Benis (France-Film) (2.300; St. Benis (France-Film) (2.300; St. Benis (France-Film) (2.300; St. Benis (France-Film) (2.300; Last week Last Benis (France-Film) (2.300; Last week Lee Bell Buulpor' and Ue Secret de L'Emeraude, \$3,500.

Wath Cowan of Detograph
Harrison Covan, advertising
manaser for Dictograph Products,
Inc., is leaving that job to open his
sown advertising agency in partnership with Atnold Van Leer, yeteran
motion picture exploitation man.
The drrm, with offices in New York,
will be called Cowan & Van Leer.
Cowan was in the adv. agency
business prior to joining Dictograph.
Van Leer until secently was associated with Pickford-Lasky productions in an advertising capacity.

'3 GALS' SMART \$18,500 IN ST. L

St. Louis, Jan. 3
Three Smart Girls at Ambassac
and After the Thin Man at Loes
are leading currently, but business
big all over.

Estimates for This Week

Estimates for This Week
Ambassader (F.2m) (3018-25-46.
55)—Smart Grile' (I) and stage
show, Fine (418-50)
Fine (418-50)
For (F.2m) (500)
For (F.2m)
For

Last were cannet by the state of the state o

sing Rainbow (RKO),
\$10,700, satisfactory,
Shubert-Elafato (F&M) (1,725; 2025)—Down to Rio' (RKO) (neissue)
and 'Rich Relations' (Sup), Okay
2,2500, Last week' (Capt. Calamity'
(Rep) and 'Mandarin Mystery'
(Rep), \$2,300, below average,
54, Louis (F&M) (4,000; 25-40)—
Go West' (Par) and stage show,
Very good \$2,000, Last week' White
Hunter' (26th) and stage show,
\$4,500, okay.

CAMILLE' \$8,500, PORT. DOUBLES ITS AVERAGE

Portland, Ore. Ean.
After the Thin Man, at the Broadway is having a big socond week
Another high spot is Camille: at the
II.
All the second of the Broases are nearly
double average for most houses.
Estimates for This Week
Broadway (Parker) (2009: 30-6)

double average for most houses.

Estimates for This Week

Brandway (Parlier) (2,00); 30-40)

—Thin Man' (MG) (3d week). 33-31
going streng at \$40,000. First week
smashing \$43,890.

Mayfair (Parker-Evergreen) (1,-40); 30-40)—Don't Turn Em Loose'
(RKC), and One Way Passage'
(WE) (re-issue). Going okay at
\$3,000. Last week, End of Trail'
(Col) and Tived Traice' (Col).
\$3,80-sheum (Hamrids-Evergreen)
(2,000; 30-40)—Telahsman' (Parl').
Single feature policy is new to this
bouse, but this one's good at \$7,000.
Last week, Stowaway' (Fox), and
Smartest irl' (RKC), nine days,
fair \$8,000.

Parameunt (Evergreen) (3,000; 3040)—Theodora' (Col) and Dixie'
(20th). dual. Hitting good \$7,000.
Last week College Holday' (Parl')
and Chan at Opera' (20th). 2d
veek week Gold Diggers' (FN). (2d)
week). Fair \$5,200.

Spanish Pic Producer Making Coast Deals

Hollywood, Jan.
ime Salvador, Spantsh film producer, is here gathering an organization to supply film, to his distribs in Central and South America. He conferred with B. P. Schulberg and other film makers regarding product.

product.
His organization was wiped out in Spai by the revolution. His studios in Madrid were destroyed by bombs and gunfre, he said.

FRIEDLANDER'S 'SYMPH'

Ch's Operetta

Richard Symphony for North and South America.

Wallace Smith is coming from Mexico City to write an original operetts for Grand National.

Victor Schertzinger directs.

Victor Schertzinger directs.

Van Leer's Own Ad Agency With Cowan of Dictograf Harrison Cowan, advertising manager for Dictograph Products, Inc., is leaving that job to open his own advertising agency in partners own adve

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\$11,000, INDIANAPOLIS

Indianapolis, Ian. 3.
All downtown houses are starting the new year on the right side of the

Selimates for This Week
Apolio (Fourth Aye) (4,100; 2540)—(Gold Diggers (WB). Good
campaign for \$7,700, swell. Last
week (Stowaway) (20th); very good
to \$6,800.
Oirole (Monarch) (2,800; 25-40)—
Plaingman; (Far). National assist
at campaign used locally. Okay at
\$6,000. Last week holdower of Con\$6,000. Con\$6,000. Tolically (Far). dl right at
\$6,000. Last (Wonarch) (3,100; 25-40)—

lege Hohtay (rar) at tam \$\$4,000.

Indiana (Monarch) (3,100; 25-40)—
Girl from Paris' (RKO). Recently re-opened deluxer is faring pleasing at \$\$5600. Lest week Rainbew (RKO) dualled with 'Make Million' (Par), fair, \$\$5,900.

Loew's (Loew's) (2,600; 25-40)—
Camille 'MG). Excellent at \$\$11,000.

Last week Thin Man' (MG), very bits \$\$13,000.

Camille' (MG). Excellent at \$11,000. Last week Thin Man' (MG), very control of the MG, very control of

Girl From Paris With Davis Unit \$20.000 m Balto

Baltimore, Jan. 3.
Leaders are the Hipp, with 'Girl from Paris,' buwarked by Benny Davis' unit, and Century with 'After Thin Man'.
New Year's eve brought best biz spots have had with their jase shows since the boom era. Keith's kept open all night.

Estimates for wal.

spots five had wall their skept open slice to boom era. Keith's kept open slice to boom era. Keith's kept open slice to be seen to b

Mono's 14G Pathe Claim

N Y Supreme Court Justice Sal-watore Cotilla has appointed John Mariano, sttoriery, 110 East 424, street, as efficial referee to take tes-timony before trial in the breach of contract suit instituted by Mono-gram Pictures Corp. against Pathe Pictures. Plaintiffs claim \$13,796 owed on distribution contract. Involved the action are Louis A Solomon, pressent of Puritan Pic-tures; Budd Rogers, vp. of Alliance Picture Corp. M D. Skawit, presi-dent, and Sam Goldstein, treasurer, of Guaranteed Picture Corp.

PLAINSMAN' 6G, GARBO STUDIO PROPERTIES

By Bill Swigart

Hollywood, Jan.

Capital investment of studio properties, ildings and permanent equipment was upped \$19,089,000, during the year 1986, increase of \$6,937,226 over the preceding year. This year titional expenditures in studio properties brings the total capital investment of all Coast plants up to \$108,190,674, which

PL'SMAN' 10G, 'THIN' \$16,500: DENVER NIFTY

Denver, Jan. 3. In spite of five-above weather, the oldest yet this wi 'The Plains-In spite of five-above weather, the coldest yet this wi "The Plainsman" at the Denham and After the Thin Man" at Orpheum are doing sensational biz. Town generally sold out New Year's Eve.

Estimates for This Week
Aladdin (Huffman) (1,500; 25-40)
—Banjo' (20th). Good \$3,000. Laweek As You Like It' (20th), fair, \$2,000.

week \$2,000.

\$2,000.

Broadway (Huffman) (1,500; 2540)—'Stowaway' (20th) (2d run).
Good \$2,500. Last week (Pennies'
(Col) (2d run), nice, \$1,500.

Good \$2,500. Last week (Pennies' (Col) '(2d run') nice, \$4,500.

Desham (Cochrill) '(1,500; 25.35-40).—Plainsman' (Par). Rig \$1,000; 25.35-40).—Ristmann' (Par). Rig \$1,000.

Denver (Huffman) (2,500; 25.35-50)—Allah' (UA) and stage band fine \$1,2500. Last week 'Stowaway' (20th) topped town with \$9,000.

Orpheam (RKO) (2,600; 25.35-40)
—Thin Man' (MG). Big \$16,500.

Last week 'Rainbow' (RKO) and Plot Thickens' (RKO), \$8,500, okay.

Parament (Huffmann) (2,000; 25.35-40)

Parament (Huffman) (2,000; 25-40)—More Than Secretary (Cel) and 'Slalorn' (World)... Good \$5,000. Last week Polo Joe' (WB) and 'King of Hockey' (WB), neat, \$4,000.

Ex-Con Kidnaps Pic Op.

Horton Scott, movi rator, Carruthersville, Mo., William

William Philli land, bank eaxminer. Ark, were compelled drive an armed ex-convict from Deering to Poplar Bluffs, Mo, last week and later Scott's machine was found wrecked after having been driven over an embankment Poplar Bluffs. Scott and Philli were on a hunting trip when the ex-con accosted them with a gun.

Fugitive Janaway, who es-caped from an Arkansas prison farm several months ago, was later shot and captured i St. after a pistol duel with local gendarmes.

Luli Desti's Dust Trail

lanning to make Coast by auto to take up hew contract with B. P. Schulberg, Luli Desti will probably heave during the week, taking the southern route and mak-

ang various stops in spots where.

Par has exchanges or theatres.

Alleen St. John Brenon from the Par ho. is accompanying Miss Desti west on the car trip.

based on the figures issued. Bureau of Commerce in Washington as of Jan. 1, 1936.

as of sun. 1, 1996.

The 1996 expansion, which is an all-time high since the advent of sound, will continue into the new year with around \$5,485,000 thus far-budgeted for further sudio improvements.

budgeted for further sudio improvements.

Of this sum, Metro, which spent little for improvements last year, will step out in '37. Fresent plans call for an expenditure of \$2,000,000, which will include six new sound stages, bringing the total up to 27. A complete city block will be covered by a five-story office building on newly acquired property adjacent to its Culver City plant.

For the Metro camera department there will be a new building bousing six own repair shops, a precision machine shop and an experimental laboratory for testing out new quarters will be erected for the still photography department. Six new projection rooms, additional cutting rooms, a new garage, modern gymmasium, a new stock property building and general remodeling present studio operating buildings are included in the new construction program.

program.

U's \$1,500,000 Splurge

Us sq.,suq.000 Sphurge Universal comes next with an ap-propriation of \$1,500,000 for general studio improvements which will in-clude a three-story admi istration building, additions to present stages and several studio operating build-ing. ings

Hal Roach starts next month a \$200,000 spending spree for con-struction of a new stage, garages and a machine shop, in addition to general overhauling of present build-

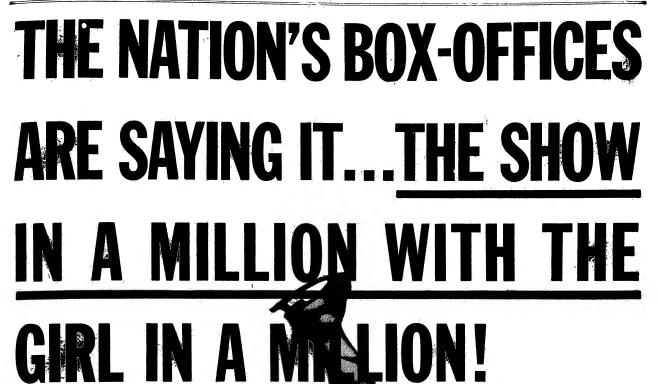
Warners, having spent in excess of

week Polo Joe (WB), neat, \$4,000
of Heckey (W

Studies add 146 Acres

Summary of new acreage acquired during the past year and included in the totals of the accompanying table shows a total of 146 acres added to studio while 100 more acres were added to permanent location and auxiliary plants. leven new stages were added bringing grand total of stages up to 185. Three-new administration buildings were constructed, affor ing 180 new offices for the ite bollar help; new dressing room building were constructed, affor one buildings were constructed, affor ing 180 new offices for the ite bollar help; new dressing room buildings.

were constructed, affor ing 190 new offices for the ite collar help; new dressing room buildi providing an additional 182 rooms in addition to 1,697 reported as of 1,1836. To top the list; 65 varieus studio operating buildings, cluding property buildings, still and motion icture camera buildings, planing mills, laborator garages, wardroom buildings, enting rooms, projection rooms, etc.





One in a



Darryl F. Zanuck

alarify: the airl with the personality in a million

SONJA HENIE WITH ADOLPHE MENJOU DON AMECHE NED SPARKS - JEAN HERSHOLT RITZ BROTHERS - ARLINE JUDGE BORRAH MINEVITCH MORENT - DIXIE DUNBAR

Directed by Sidney Lenfield sociate Producer Raymond Griffith - Story and Scr ins and Mark Kelly - Music and tyrics NOW YOU KNOW HOW BIG HER BIGGEST IS! HELD OVER, OF COURSE EVERYWHERE!



Stowayay

STOWAYAY

YOUNG - FAYE
EUGENE PALLETTE
HELEN WESTLEY - ARTHUR TREACHER
J. EDWARD BROMBERG - ASTRID ALLWYN

Directed by William A. Seiter

Associate Producers, Bayti Cerroll, Harold Wilson Screen play by William Conselman, Arthur Sheekman, Nat Perrih - Story by Som Engel Darryl F. Zanuck in Charge of Production



The important part of YOUR BOX-OFFICE PLANS FOR 1937

is your 20th Century-Fox Contract!

Week-after week delivery of important money attractions during 1936 has won 20th undisputed leadership in the minds of the nation's showmen! If you are a 20th Century Fox showman, your own records corroborate this! If For early 1937 release 20th gives you such pictures as "ONE IN A MILLION" already established as a musical smash "LLOYDS OF LONDON" proven two-a-day sensation, soon to start on its record-crashing popular price career—Irving Berlin's "ON THE AVENUE" starring Dick Powell and

areer Irving Berlin's "ON THE AVENUE" starring Dick Powell and Madeleine Carroll, plus a great cast, great songs great dances

"NANCY STEELE IS MISSING" powerful, incisive drama starring Victor McLaglen, Walter Connolly Peter Lorre

"LOVE IS NEWS" co-starring Tyrone Power (20th sgift to America's women), Loretta Young, Don Ameche! ¶That's only the flying start for the biggest year in 20th s

history! We invite you to share in it!



THE KEYSTONE OF YOUR FUTURE

GIRL FROM PARIS

WITH SONGS)

(WITH SONGS)

RKO. Radio sclease of Pandro S, Berman production. Stars Lily Pons, Jack Caske, Gene Raymond Features Herman Bins, Mischa Auer, Lucille Ball, Frank Senbs. Directed by Jordan's Part Senbs. Directed by Jordan's Part Senbs. Directed by Jordan's Jordan's Jordan's Jordan's Jordan's Jordan's Jordan's Jordan's Senbs. Jordan's Schwartz. Edward Heyman; camers, J. Carrell Clarks cellor, Wen Morgan; musical direction and score by Nathaniel Shilkret and Andre Kongelannett. At Radio City Music Hall, N. T., week Dec. 31, Nikki Monet. M. Lily Fons.

Nikki Monet	
Windy MacLean	
Whanimo	Jack Oakle
Hammacher	
Claire	Lucille Ball
Butch	Mischa A on I
Laughing Boy	Frank Jenka
Hnt Check Giri	
Reporter	Vinton Haworth
Immigration Offi	Willard Robertson
Paul de Vry	Gregory Gaye
Uncle	Ferdinand Gottschalk
Marie	Rafaela Ottiano
Purser	Harry Jans
Ship's Cantain	Landers Stevens
Photographer	Edward Price
Justice of the Pcac	eAlec Craig

An unusual picture. Meaning that when it's good it is very, very good, and when it's good it is very very good, and when it's good it is so good that Girl from Paris' should do well for money. Yet it is inconsistency itself and the footare is out of all proportion to its needs.

The mairy fault is a deadly overling of 10 or 15 minutes. This initial footage is go dull that normally it would be fatal. Still, the film goes of the proportion to its needs.

The mairy fault is a deadly overling of 10 or 15 minutes. This initial footage is go dull that normally it would be fatal. Still, the film goes of the proportion of the fatal still, the film goes of the proportion of the fatal still, the film goes of the proportion of the fatal still, the film goes of the fatal still still

too. Andre Kostelanetz and Nathaniel Shilkret are credited for the arrangement and conducting of the score, and an okay job all around. There are 12 reels of 'Girl from Paris' and the point contained therein is that a fine film has needlessly epopardized itself. Runs 104 minutes when 85-90 would have been socko. And speaking of superfluous matter, Oakie must do something about weight. He's getting enormous and is in a fair way to con become unsightly. Which would be a shame because he's a funny guy.

GREAT GUY

Lean production, Star	s James Cagney
'Johnny Cave' stories;	adaptation. Henry
McCarty, Harry Ruskin	additional dialog
McCarry, Harry Ruskin	Duncell School
Horace McCoy; editor,	Trunsess As Chil
garth; camera, Jack M	CK-enzie. At Gil
terion, N. Y., week Jan	. 1, 3t. Reunisi
time, 75 mins. Johnny Cave	i
Johnny Cave	James Cagne
Janet Henry	James Burk
Coveranch	Robert Gleckle
Canning	Henry Kolle
Cauting	Eliverd Brouh
Remy	Downwille Have
Hazel	Edward Cares
Alamana	Mother Foll
Hazel	Matty Fall
Mrs. Oglivie	Grace Gooda
and Ognition	

and appreciative. But it's a question whether the undiluted slam-bang stuff dished out from the start to fail the start of the start of a possible start of the start of a possible start of the start of a possible start of the start of a possible start of the star

ONE IN A MILLION (MUSICAL)

fith production. Features	Sonja Henie,
Adolphe Menjou, Jean I	Iersholt. Ned
Sparks, Don Ameche, Ritz	Bros., Arline
Judge and Borrah Minevitch	. Directed by
Sidney Lanfield, Story ar	d adaptation
Leonard Praskins and Mark	Kelly: songs.
Lew Pollack and Sidney	D. Mitchell:
skating ensembles staged by	Jack Haskell
camera. Edward Cronjager	film editor
Robert Simpson; musical d	rection. Louis
Silvers. At Roxy, N. Y., we-	ek Dec. 31, '36
Running time, 92 mins.	
Greta Muller	Sonia Henie
Tad Spencer	dolphe Menior
Helprich Muller	Jeon Hershol
Danny Simpson,	Ved Snark
Rob Harris	Don Amech
Bob Harris	Themselve
Billie Spencer	Arilna Judge
AdolpheBo	roch. Minevitel
Goldie	Divie Dunhe
Girl in Band	Leah Ray
Girl in Band	Shirley Dogn
Ratoffsky	Montegu Lov
Hotel Manager	Albert Cont
Changle	Tuilling Tonnel

come the laurhs inch in the constraint of the laurhs inch in the serior as a companied by the laurh of the la

Miniature Reviews

That Girl from Paris' (RKO). Okay Lily Pons picture with strong comedy and score, handicapped only by overlength.

'Great Guy' (G. N.).
James Cagney starrer for
National, and fair. Follows pattern of too many previous Cag-

One in a Million' (20th-Fox). Very entertaining skating mu-sical comedy built around Son-ja Henie, Olympic skati chsmp. Miss Henie a screen

We Who Are About to Die' (RKO). Death row melodrama well put together and with sus-Strong masculine appeal. Hopalong Cassidy Returns' (Par): Another glorifed western ical of series about Clarence Mulford character; Bill Boyd and Evelyn Brent excel.

Hats Off (GN), Slowly paced musical, fair multiple bill materi

wears the skates a good part of the time, giving various exhibitions that are Pavlowaesque on frozen water, but while much of the charm that is hers this picture derives from these exhibitions, she is equally ingratiating off the ice. The girl's youthful personality and soft, warm voice are terrific assets.

The smiths that molded 'One in a Million' as Miss Henie's maiden effort built it principally for her and her skating prowess. However, the story, its situations comedy and story is situations to the following the story, its situations comedy and story is situations of the following the story is situations of the following the story is situations to the story is situations to the story is situations to define the story is situation to the story is and the various routine, some part of production plays countine, some part of production plays countine, so the story is situation to story is situation. It is situation to the story is situation to situation to the story as a story of the story as a topper. The fact this izar done may the situation of the story as a topper. The fact this izar done may the a bit disappointing to some.

Picture opens strong and suggests the situation of the story as a topper. The fact this izar done may the ability of the story as a story of situation and start story as a story of situation and start story as a sort of Single Dunbar has sung a chorus of 'One in a Million, a certain the approaches with his harmonica. From here on things are rather any and story of the story as a sort of Single Dunbar has sung a chorus of 'One in a Million, a ce

scene he has with the ice skater on first meeting her at the Swiss is neat.

One of Miss Henie's skating scenes is at a St. Moritz ice palace, while another is part of the Olympic games. In filming the latter, the dance on ice is striking, but the backgrounds are a bit theatrical. This is also true of other Switzerland scenes.

Ritzes are in and out of the picture with their screwy material, but not as screamingly funny as in Sing, Baby, Si. 'Bullight saquence in final scene, is their best, although hits here and there are pretty funny. Minevitch does a dumb Swede who, however, can play that mouth organ. He has his principal spot about middle ith seven of the boys in an harmonica number which includes deadling. It is a bit long, but goes over big. Ned Sparks is present for additional laughs, but he, like the Ritzes, has been a little better equipped before.

Lew Pollack and idney D. Mitchell wrote six numbers for Million, three of which are special music, lyrics, for skating rou-

ti The song, 'One in a Million,' opens and closes the picture. The other two are done only once, and then not without special stress or production background. They are the street of th

We Who Are About to Die

RKO-Radio release of Edward Small production. Features Preston Froster, Am Dovrak, John Beal, Directed, by Christy Cubanne, Story by David Lamson, adapted by John Twist. Camera, Robert Flanck, At Rakio, N. Y., week Jan. 1, 1937, Running time, Swinne, ews. reston Foste

opnie	Ann Dvorak
ohn Iright Boy	. John Real
OIMITET	Ottili Book
right Boy	. Ray Mayer
Hon Tolliver	lordon Jones
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	Section Appropria
lick	MILIOI WHIME
in Fuller	Paul Hurst
lyde	Frank Jenks
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erry	AURD WIRE
arkly	nett Parker
Cwong	Wille Fung
on Donahue	John Carroll
IN THEMSTON	John Carron
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Vnivlan Lan	ders Stevens
facyJohn (Skinel Miller
rison Chaplain	JE THE PROPERTY OF
ditchell Robert Emm	ett O'Connor
arterFrank	M. Thomas
	, III. 2.19111110

Price Chapitain. "Howard Enclases Mitchell." Robert Emmett O'Conner Carter. "Prank M. Thomas Mitchell. "Robert Emmett O'Conner Carter. "Frank M. Thomas Another Death House story. Possessing the exploitation and human interest' angle of having been written by David Lamson, who knows from experience at San Quentin, what its like to tick off the minutes, is a like to the order of the minutes, is a like to the order of the minutes, is a like to the order of the minutes, is a like to the order of the minutes, is a like to the order of the minutes, is a like to the order of the minutes, is a like to the order of the minutes, is a like to the order of the minutes, is a like to the order of the minutes. The order of th

FUGITIVE IN SKY

Warner Bros. production and release. Directed by Nick Grinde. Original and acreen visy. George Bricker: camera, Ted McCo V celtor. Frank Dewar. At Fox. Broskiva, N. X., duals, Dec. 31, '36. Running time 60 mins.

Rita Moore	, dean . muir
Terry Brewer	
Bob White	
Johnny Mertin.	Carlyle Moore, Jr.
Killer Madson	Howard Philips
Autumn Day	Winifred Shaw
Mike Phelan	John Litel
Ramon Duval	Gordon Elliott
Charles Holmber	Gordon Hart
Kid Gouch	
Snike	Joe Cunningham
Ronald DeWitt	Don Barclay
Stove Fanning	
Henry Staacer	Spencer Charters
Murtho Stoeger	Lillian Harmer
Dave Brandon	Tom Jackson
Dave Blancomitte	

Morthe Steecer. Lillian Harmer Dave Brandon. Tem Jackson Minus names or story weight this carbon of 'Ceiling Zero' (also WB) with a whodunit twist, is destined for the kwin shows. Current news paper breaks on plane cracibes and air orders and the continuance of such might help if played up i local spots.

Director Grande had plenty of headaches trying to lift this out of complete mediocrity and in following the complicated story turns. Warren Hull and Howard Phillips do plenty of thespic work in the film's moments. Miss Muir, miscast and seemingly adrift, does not convince. Rest do well enough with what little they have been afforded.
Once out of Los Angeles, everything that can possibly hanpen to a plane does in this case. Reporters, Genen, killers and assorted high links conspire to bring the plane down in the edit of a stidio dust she ship inted will also leave many skeptical. There is a little tension and still less comedy relief in this story which is at all times difficult to accept.

Talking Shorts

TRAILING THE SEA HORSE Nature Study 10 Mins. Trans-Lux, N. Y.

Trans-Lux, N. Y.

Nature Films
Brevity of this peek into the whys
and wherefores of a sea oddity is
one of its chief assets. Title is one
that attracts, in that it reminds of
sea serpent stories, etc.

After a trip to the N. Y. aquarium
to acquaint audiences with the subto acquaint audiences with the subgrounds off Long Island, in the progrounds off Long Island, in the lift
piscatorial; pony abounds. A brief
study of its habits; mating, feeding
(when caught), etc., comprise the
story. Narration by Johnny Martin,
okay.

Highlight of a fisherman's kid diving below surface
extricate a
stark caught in a net meant for
other fish provides a thrill. Hurl,

HURLING Pole Smith Sport Short 16 Mins, Capitel, N. Y.

The Mins.

Capitel, N. Y.

Messe

Manalaughter in a pair of running trunks is hummon by described by Pete Smith, who has couple of gory stanzas of the oldtime Irish version of shinny. The idea of the game is to turn 30 full grown men with homicidal intentions lesse on a piece of turt, each man armed with a heavy hickory sitch guaranteed to calculate the standard of the game is to turn and the standard with a heavy hickory sitch guaranteed to calculate the standard of the standard with the standard of the standard with the standa

Hopalong Cassidy Returns

Hopalong Cassidy Returns
Paramount releas of Marry Sternard
production. Factor of Marry Sternard
production. Factor of Marry Sternard
production. Factor of Mary Sternard
Lind Mary Sternard
Lilli Marsh Factor of Mary Stephen Morta
Backle Stephen Morta
Backle

Bob Citaborne and Richards Robert Saturders ... John Berg Robert ... John Berg Robert

moss-covered one about the heman gun manipulator who brings land order to a frontier covormand of the state o

Yiddle With His Fiddle (POLISH MADE)

(With Sungs)	
Joseph Green-Warsaw production and re-	
music. Ablantagen; camera, J. Jonilo-	
Wicz. At Ambagador, 11, 11, beginning	
Dec. 31, '86. Running time, 92 mins.	
Yiddie (Itke), Fleon	l
Yiddie (Itke)	ı
Efralm Liebgoid	ı
Ticheliarows Lieunessesses Liebgoid	ı
Mersheilk	ı
Widow Ch. Lewin	ı
Gold M*rsheilk M. Prin Widow Ch. Lewin Director S. Nathan	ı
Postaurateur urc	

M. Trin Widow ... M. Trin Widow ... M. Trin Widow ... Nathum Pire Widow ... Nathum Pire Widow ... Nathum Pire ... Nathum Pire

the thing off dead center. But there's still a weak ending and a wobbly start.

On the other hand, there are some surefire highlights to outweigh the drawbacks. Miss Picon sings five songs, and sells them heftily, one of the thick of the same than the sa

("Social Leper").

("FOLISH MADE)

J. S. tarczewski release of Stink's production. Features Eizbeits Barazczewska.

Fatures Eizbeits Barazczewska.

Linewicz. Directed by Juliusz Gardan.

Based on story by Helena Minizek. At Minnil, N. Y., week Dec. 28, 36. Running

Line, 91 min. Startinger Junozas. Stepowski

Line, 91 min. Startinger Junozas. Stepowski

Count Michorowski, Franciszek Brodniewicz

Baroness Eizonowska.

Lucia. Micegyster Crititisaka.

Lucia. Micegyster Crititisaka.

Lucia. Micegyster Crititisaka.

Rudecki. Jozef Wegrate.

Rudecki. Jozef Wegrate.

Patrinicki. Waciaw Fawbouski.

Countersa Rita. Zofia Lindorfowna.

Countersa Rita. Jeofia Lindorfowna.

Counte

the extremities of the film. Photography, with the exception of the shots of the wedding, is a downright headache, and adheres to the wandering. European tradition, with everything filmed under too dimalight.

HATS OFF

Grand National release of Borle Private Growth of the Clarke, John Payne. Directed by Petroft. Story, Sam Puller and Edmund Joseph; additional Clarke, John Payne. Directed by Petroft. Story, Sam Puller and Edmund Joseph; additional Clarke, John Payne. Directed by Petroft. Story, Sam Puller and Edmund Joseph; additional Clarke, John Payne. Samud Brooklyn, double, bill, western Samud Story, Samuer Connelly, Height Story, Samuer Connell HATS OFF

(MUSICAL)

Grand National release of Boris Petroff
production. Features Mac Clarke, John
Payne. Directed by Petroff. Story, Sam.
Payne. Directed by Petroff. Story, Sam.
Gallog, Lawrence Thiel. Musical direction,
Paul Mertz. songs, Herb Magidaon and sen Ostional dances, Arthur Dreituss and
Petroff. camera, Harry Newman,
At Street, Story, Sam.
At Street, Story, Sam.
At Street, Story, Sam.
Gallen. Mac Clarke
De 31, 38, Running time, 65 mins.
Gallen. John Payne
Ginger
Gantwell, John Payne
Ginger
Rosero. Lulis Alberni
Rosero.

Schott Middlemass

LES PETITS

('Youngsters') (FRENCH MADE)

(FRENCH MADE)

'ranco-American release of Constant
Remy production. Features Alice Tissot,
Constant Remy. Directed by Remy, Alfred
Romeler, C. Borelli, Teddy Dargy, Center
Romeler, C. Borelli, Teddy Dargy, Center
Lider, Saturnin Fabre, Christiane Dor. At
Clinema de Paris, N. X., week Dec. 29,
'90. Running ti 80 mins.

(In French, with English Titles)

TREDOWATA

('Social Leper') (POLISH MADE)

(Lessons In Laye')
(GERMAN MADE).
(GERMAN MADE).
(CASING FILE STATE STAT

(In German)

ir costume pic, with enough comedy and name power to put it across with German-American audiences. Nothing in it for Hollywood.
Plyoting on a plot that's as standard in Germany as horse opera scenario are over here, Lessons in Love and the commany as horse opera scenario are over here. Lessons in Love and the control of t (In German) Cinema de Peris, N. Y. week. Dec. 29.

30. Running ti 50 mins.

(In French, with English Titles)

Tes Petits' is a simple little narrative about a child's love for its father, told in a simple and fairly effective way. Droll moments are mingled with sharp tugs on the heart in dett progression, but the sum of dramatic appeal would have the sum of the sum

blonde eyeful, lends plenty of decoration.

Comedy stuff gets across okay, and is backed by enough dialogue to make it solid. Music is purely incidental, and the three or four special sonts come in merely as side-plants. Sets are above average, while camera and direction rate at mass-able, . Bdga.

GHOST TOWN

Commoder release of William Berke production of the production of

FILM MUSEUM'S EDUC. **COURSE FOR PIX CRIX**

Museum of Modern Art brary has received so many requests from New York film crix about see-

brary has received so many requests from New York film crix about seeing some of the past screen hits over agai for study purposes that arrangements are being completed now for private showings this wifer, especially for the reviewers. Library only shows excepts of the pictures at their regular monthly viewings, due to time limit. No set date will be made for the special screenings. However, when enough requests pile up the management plans to run off the pictures in their entirety. Foreign made productions especially have been mentioned as another reason for the second look-see. Then, several of the present roster of first-string critics never caught the imports when they were first shown on this side. Screenings will be in an annex-studio on Park aven, being readied now for the initial program.

Feist Easts for Short

Felix Feist, Jr., is returning to New York to direct Robert Benchley Romance of, Indi Metro short. Feist worked with Benchley on the script and came out to the Coast for the holidays.

Following Benchley short will be tagged How Pay Your Income Tax.

Esary's Coast Change Hollywood, Jan.

Hollywood, Jan. 5.
Howard Esary has joined Associated Cinema Studios as production manager.

He moves over from KHJ, where he was on the production staff.

she doesn't quite register. Her lines don't help her any. Plot concerns two rival p. a.'s for twin city expositions. One is a girl who crosses her boy friend, and then walks after the heart tremors capsize her. The attempted comedy commance between Gallagher and Miss Lynd is a washout. On the strength of what he shows here, there isn't much to be said for John't Payne's acting or. singing. Musical stuff in the film looks like an after-thought and the dances don't ingrati Base Einmaleins der Liebe (Lessons In Love') (WITH SONGS) Casino Film Exchange release of Mineeva (Utifich, Paul Herbiger) Directed by Karl Horbiger Directed by Karl Horbiger Directed by Karl Horbiger Directed by Karl Horbiger H For Its Sports' Hobbies

By MURPHY MCHENRY
Hollywood, Jan. 3.
When Hollywood is referred to as
a play town, it is not necessarily
implied that all the playing is done
in the swank homes, niteries and the
il Millions of dollars are poured
to the niteries.

li Millions of dollars are poured out by players, writers, irectors and executives each year for the more substantial forms of sports. It is impossible to even accurately gauge just how much money goes through the sports mill each year. With the prosperity that came upon the Coast during the last year, even the highest peaks of spendi were surpassed. Not counting the millions of dollars that went through the Santa Anita wager wickets, over of dollars that went through the Santa Anita wager wickets, over bookie counters and into the coffers of swank gambling joints, the total of money expended on sporting in-clinations during the past year by members of the industry in Holly-wood went into figures that would give Long Island and Newport a solution.

Out in front in expenditures stand Out in front in expenditures stanuthe two most formidable bankroll destroyers, yachts and horses. Which takes the most money out of industry pocketbooks is hard to say, although it would seem that the boats have the edge by a considerable mann!

though it would seem that the boats have the edge by a considerable margi
Take C. B. De Mille, for instance. He owns the Seaward, an oceangoing yacht that more closely resembles a small liner. It carries a crew the year round and a much heavier reti when riding the billows. It is not unlikely that De Mille's expense for the Seaward alone hits in the neighborhood of \$100,000 a year. However, if should be understood that the is not only a pleasure craft, but a workshop as well, providing much needed and priceless privacy in the preparation of stories and scripts and in mapping out production plans.

and priceless privacy in the preparation of stories and scripts and in mapping out production plans.

Schenck Used to Big Boats
Joseph M. Scheners newly-acquired yacht, the Caroli, will run be Mille's craft a close race for class. Yachting is not a new pleasure to Schenck, who has had various big boats for many years. Howard Hughes, who is now mapping his re-entry in film production, has a heavy yachting bill each month, regardless of whether, he uses his big boat or keeps it tied up.

There are any number of Holly-wood writers, producers and directors who consider their yachting expenditures a business investment. They use the boats for writing, story conferences, gagfests and in plotting production plans. This list includes Charles Chaplin, Preston Sturges, writer; J. Walter Ruben, director; John Farrow, writer; Buck Jones, star-producer; John Ford, director; Douglas MacLean, producer; Tom Reed, writer, and Tay Garnett, director.

rector.

Players who go in heavy for writing and who have boats that keep the monthly bank balance below where it might otherwise be, include James Cagney, Spencer Tracy, James Melton, Ian Hunter, Lewis Stone, Preston Foster and Lee Tracy,

One of the outstanding sailors of the West Coast is Franklin Hansen, head of Paramount's sound depart-

the West Coast is Franklin Hansen, head of Paramount's sound department. Sticking mostly to sails, he finds the economical way of enjoying ocean and has plenty of trophies to his credit.

These Four-Footers
Horses, generally speakl come under three classifications, all of them expensive: First in expense is the racing, although there are instances where owners manage to make them pay dividends after the first couple of years. A close second is the polo pony stri which manages to eat up plenty of hay command the services of numerous grooms and stable boys, accrue transportation costs—and pay back practically nothing except a lot of healthy exercise, feminine praise and sometimes a few broken bones.

The third category is that of the show horse stable. This is for the cultured folk who want to breed blooded horses for exhibition. The horses range from Arabians to English hunters. Into this category, also, must fall such quaint folk as Anday. Devi , who is just plain horse trader, bred in the result of the usually horses for the fun of it. He usually horses for the fun of it. He usually horses for the fun of it.

Devi, who is just plain horse trader, bred in Arizona and trading horses for the fun of it. He usually comes out on the losing end, but the loss isn't heavy that he can't loss isn't

Bing Crosby is possibly the film colony's No. 1 race horse stable own-er. He goes in for it on a heavy

scale and runs is nags on all the principal western tracks. Not only that, but he has/a big ranch near San Diego where he raises his oat burners. Near this ranch he is now building a racetrack which will be the principal or the property of the principal of the principal or the building a racetrack which will be run in connection with the San Diego county fair and which is setting the Crosby clan back about \$100,000, which they may get back if the suckers bet heavily enough after the nags start running.

nags start running.

Crosby doesn't confine himself to horses. He goes in for fighters, and owns the contracts on Freddie Steele, the goes in for highters, and George Turner, a heavy who is now in training and making faces at some of the better pugs on the Coast. The crooner is also ing up the \$3,000 prize coin for an invitational golf tournament at Rancho Santa Fe in January. Putting the horses, fighters and other odds and ends in a bag and adding them up will cost Bi Crosby an easy \$100,000 a year. But he, too, doesn't seem to be worried.

Runners-up to Crosby in the big.

he, too, doesn't seem to be worried.

Runners-up to Crosby in the big, stable owning class, shelling out heavily the year round to keep the nags from staving, are Joe E. Brown, David Butler, William Le-Baron and Wesley Ruggles. Others who have smaller and less expensive stables ing from one to five horses, are Clark Gable, Spencer Tracy, ster Muir and several others.

ers.

The non-productive polo ponies knock off a select few who can find the time and energy to lose weight that way. An exception Guinn (Big Boy') Williams, who plays in pictures, trades in horses, coaches amateurs in polo and otherwise manages to combine polo with business on a profitable scale.

Polo's Zanuck and Wanger

Polo's Zanuck and Wanger
The honors for being Hollywood's
No. I polo enthusiast are divided almost equally between Darryl. F.
Zanuck and Walter Wanger. They
both keep big strings of ponies. Leslie Howard is another who has more
than the ordinary run of chukker
gallopers. Others who play the game
of the mallet and ride their own
horses are Spencer Tracy, Michael
Curtiz, Raymond Griffith, Frank Borzage and James Gleason. Between
them all, they probably shell out
about \$25,000 a month in the interests of the game.

about \$25,000 a month in the inter-ests of the game.

The show horse field has not yet been fully developed in Hollywood.
One reason is that it is not suffi-ciently spectacular to attract the av-erage person. However, it would ap-pear that during the next year Hol-lywood will go in more and more for the better things of an equestrian na-ture and that new stables will be es-tablished. tablished

ture and that new stables will be established.
This is indicated by the fact that Barbara Stanwyck and Mrs. Marian Marx, wife of Zeppo, are going partners in the Marwyck stables, being built on 150 acres in the San Fernando Valley, close to Hollywood. They are starting off the plant with about 30 head of blooded horses imported from Kentucky and other breeding centers. Equipped with the finest stables and conveniences, manned by highly paid trainers, the Marwyck stables will stand its owners several hundreds of thousands of dollars before there is any return whatever.

whatever. Col. McLaglen of Light Herse

Col. McLaglen of Light Herse
Victor McLaglen stands alone for
his dual love for horseffesh and uniforms. He has combined both
pensively, to be sure, in the California Light Horse, of which he is
colonel. McLaglen put up the dinero
for uniforms, enlisted a flock of
riders and has trained them in military galloping, much to the delight
of kids who turn out to watch
parades. McLaglen has never spoken
about the costs of his venture, but it
is not unlikely that in the aggregate
it stands him about \$50,000.

is not unlikely that in the aggregate it stands him about \$50,000.

Airplanes are rapidly encroaching upon the other standard forms of bankroll invaders. Howard Hughes has spent hundreds of thousands of dollara on experimental planes. Wallace Beery pilots his own ships and spends plenty of money keeping them in shape. Others who skim the ozone in their expensively maintained cloud hoppers are Clarence Brown, Victor Fleming, Henry King, James Dunn and Robert Cummings. Harvey Stephens, probably to be dif-James Dunn and Robert Cummings. Harvey Stephens, probably to be different, goes in for gliders. They don't burn gas, but they sure break

1937's FIRST BIG BOX -



Directed by Leigh Jason



A GREAT NEW DRAMA CARRIES THE

OF THE SCREEN!

 \star

A STIRRING ROMANCE OF THE STORMY DAYS OF DUBLIN'S EASTER WEEK REBELLION...

brought to the screen under the guiding genius of men who won the Academy Award for their work on the prize winning "The Informer."



Barbara STANUYCK IN SEAN O'CASEY'S

The



Plough the

TORCH IN THE ONWARD MARCH



Stars

with PRESTON FOSTER

UNA O'CONNOR and PLAYERS FROM THE FAMOUS ABBEY THEATRE A DIRECTED BY JOHN FORD

OF DUBLIN, IRISH FREE STATE Associate

 DIKECIED BY JOHN FURL Associate Producers Cliff Reid and Robert Sist

Hollywood's Unsung Heroes

The accmmanying tables list the number of features each participated but does not mean all the pictures they have perlicipated in during the period, abirs are confined only in those who have received secretic one may have contributed parts of work to several tures over a period of a year which insufficient to command screen.

The Sound Battalion

The Sound Battanon
Among other technicians, important and necessary for the humanmachinery of making motion pictures, are the sound men, unon
whose shoulders rest the responsiwhose shoulders rest the responsa-bility of perfect recording. This work is divided among many men, each skilled in his particular ability to handle a certain phase of the complicated and tedious job of re-

designers, hair dressers, painters, gri location managers, unit managers, assistant directors, plasterers, electricians, carpenters and several other classifications of help, all contribute their share to the making of

gesigners, nair, dressers, painters, giri, location managers, unit managers, assistant directors, plasterers, electricians, earpenters and several other classifications of help, all contribute their share to the making of tribute their share to the making of the tribute their share the tribute their share to the making of the tribute their share the tribute their share to the making of the tribute their share the tribute their share to the making of the tribute their share the tribute their share to the making of the tribute their share th

Hollywood,
They can make or break a pi
yet they seldom rate more than a passing nod. They're the forgotten men of an industry that forgets erily. That's the technical mob, thoraworthies, who struggles with gader the series and can turn with anythin, that humanity nossible of contrivent. Remuneration for their work is manifeste at the pay window occasional credit mention on the subtitle forms for a quick and utramportant fash of recognition with the public seldom reads, cares let important fash of recognition with the public seldom reads, cares let important smong the several humanity technicians required from the several humanity technicians required from the seldic seldom reads cares let in the setting the seldom reads cares let in the seldom reads ca Paramount
Republis
Metro
Metro
Money
Por Radio
20th-Fox
2 make single picture are those who design the settimes. Girector of photography, and the film editors who put the final touches to sent in the theatre.

A checking on these skilled crafts men shows that over a period of 13 clare touches to months only 76 directors, 103 directors of nhotography and 422-41m editors participated in the design of sets, photography and 422-41m editors participated in the design of sets, photography and 423-41m editors participated in the design of sets, photography and 423-41m editors participated in the design of sets, photography and 423-41m editors participated in the design of sets, photography and 423-41m editors participated in the design of sets, photography and 423-41m editors participated by the major invoducing companies fundophy sterned by the major invoducing companies fu rand National
Metro
Amount Wanger
Paramount
Radio
Matro
Warners Chvid Townsend
Alexander Talubutt 8
Robert Jusher 6
Sidney M. Ullman 1
Fdyda B. Willis 48
Coul ii Weyl 8
Joseph C. Wright 7

Film Editors

Wright :

(This table shows the number of screen credits received by Film Editors for the period from Aug. 1, 1935, to Sept. 30, 1936.)

20th-Fox. Warners Columbia Columbia Paramount Radio

Aramount
Para Metro
Metro
Metro
Universal
Columbia
Warners
Warners
Columbia
Paramount
Asepublic
Paramount
Samue Odi-Fox

zuih-Fox Faramount Reliance zuhi-Fox Republic Republic Republic Universal Universal Warners Warners Warners Louinversal Columbia Columbia Peramount Metro Warners Warn

to handle a certain phase of the complicated and tedlous job of recording.

Next are the men in charge, it processing background shots with foreground action. This has reached such point of perfection that the background of any locale gan be photogranhed at the location, brought to the studio, projected on the transparency screen within the studio and have the action of the principal actors superimposed with out detection of the human eye which has been gradually developed to its present form of perfection for the past eight years, is a great saving in negative costs as it eliminates the expense of sending acrew of actors to distant locations.

It All Depends on Them

Others applying their share to the scheme of production are discussed in the scheme of production are discussed in the scheme of production are to the scheme of the sche

Metro
Warners
Radio
Radio
Paramount
Paramount
Warners
Metro
Republic
Paramount
Roach
Universal
Metro
k-Internat
Warners Universal
Selznick-Werner

Radio
Warner

Radio
Warner

Warner

Warner

Warner

Metro

Selfin Fox

Warner

Metro

Selfin Fox

Warner

Metro

Selfin Fox

Warner

Faramount

Goldwyn

Goldwyn

Warner

Radio
Inneer

Radio
Inneer

Radio

Jack Oglivie
Jack Oglivie
Lester Orlebeck
Carl Pierson
Thomas Pratt
Arthu Roberts
Byron Robinson
Byron Robinson Thomas Frait
Arthus Roberja
Byron Köbinosa
Hong Roberja
H

Roach 20th-Fox znick-Internat'i Goldwyn 20th-Fox Republic

Cameramen

(This table shows the number of screen credits received by Directors of Photography from 1, 1935, to Sept. 30, 1936.)

Studio Studio Radio Radio Ickford-Lustio Radio Columbia Warners Universal
Warners
Metro
Samuel Gollwyn
Pickford-Lasky
Universal Universa Wong Howe Metro
Radio
Warners
20th-Fox
Metro
Country
Ununin
Perumount
Republic
Paramount
Hal Roach
Warners
Metro
20th-Fox
Republic
20th-Gox
Metro
Republic
20th-Fox
Metro
Republic
20th-Fox

Methodo Method

Ra II

ilck-Internat!
Metro
Warners
Metro
Columbia
Warners
Metro
Columbia
Paramount
Suh-Fox
Plorers
Plorers
Universal
Paramount
Crand National
Paramount
Columbia

20th-Fox
Charles Chaplin
Paramount
Universal
20th-Fox
Paramount
Netro
Paramount
Columbia
20th-Fox
Metro
Columbia

Leo Tover
Joseph A. Valentine
Joseph A. Valentine
Joseph A. Valentine
Joseph A. Valentine
James Van Trees
James Van Trees
James Van Trees
James Van Prees
Sidney Wagner
Joseph Walker
Joseph Walker
Green Wentrom
Leder White
Harry

Rating the Cameramen

Hollywood, Jan. 3.

Hottest acompetition for the fopnotchers of any technical graft of
Hollywood still remains among the
cameramen-resulting numerous,
shifts and changes of standing of the
leaders for the year 1836. Of the 10
best cinematographers for 1935, only
inewere able to retain positions in
the select group for 1935; while
many new faces swi into the second 10 listing.

Due 'illness and later layoff
which resulted in his not having one
picture to his credit during the year,
Charles Lang was forced to relinquish his spot of recognized tops of
the business. Gaorge Folsey, who
has been in the first 10 for the previous two, years, gains the honored
has been in the first 10 for the previous two, years, gains the honored
position through his ability to' portray lighting the various depths
of drama or comedy called for in the
script action. Folsey has been the
most important single influence on
lighting technique during the past
three years in the camera end.

"Charles Rosher, No. 1835, was
forced off the 18s because off insufficient releases during the year." He

First Ten

George Folsey Victor Milner Gregg Toland Ernest Hallon Ernest Hallon Ernest Palmer Jessph Valentine Poverell Marley Tony Gaudie León Shamroy Arthur Miller

went abroad early in the spring to photograph a group of pictures in England, and consequently had little England, and consequency has here product released up to the end of the year. Hal Mohr, who gained en-trance into the select circle last year through his photography on Midtrance into the select circle last year through his photography on "Mid-summer Night's Dream" and 'Captain Blood, signed a term directing contract at Universal desert the camera end, Mohr is the only cinematographer to swing over, to directing during the year.

recting during the year.

Trie Speeds Up.
Three who made fastest progress during the year were Joseph Valientine, Leon Shamroy and Rudolph Mate. Valentine came from nowhere to land in the first 10, with Shamroy and Mate easily getting in the second group. From progress the latter two have made during the second half of 1936, indications are that they will give most of those in the select circle a mighty battle for 1937-honors.

Z on Full-Year Jobs

the select circle a mighty battle for 1937 honors.

2 on Full-Year Jobs
Joe Walker was forced out of top ranking due to being tied up practically all of the year on Frank Capra's Lost Horizon. Karl Freund, who returned to the camera after a swing at directing, also lost any chance of hitting the top groups through working on 'Good Earth' for most of the year.

Victor Miner, in second spot and ri behind Folsey, demonstrated his right to such rating through versatility displayed in photographing General Died at Dawn. On this picture he displayed a different style of photography from is regular method, evidencing he was not bound to a rooted technique.

Through retirement of Fred Jackman at Warners, Byron Haskins

Second Ten

Sol Polito Joseph August Merritt Gerstad Theodore Tetzlaff Rudolph Mate Arthur Edeson Sid Wagner Karl Struss Ray June George Barnes

stepped to rank with the top process cameramen. Sid Wagner at 20th-Fox and Dan Clark at Metro dropped out of the exterior specialist classification in favor of regularity of production. Clyde De Vinna shares top rank! in this field with Archie Stout, whose exterior photography on the Hopalong Cassidy series of features did much establish those releases in one year. Elmer Dyer and Charles Marshall continue to rule in the aerial photography field, with no competition on the horizon.

Seconds Promoted

raised to first status at Paramount are clicking merrily. From work of the past year, both seem likely, he dark horses for select circle rating within the next year or so. Russ, Metty and Harry Wild proving up in new first jobs at RKO, while Robert De Grasse established himself as a first, after getting promotion at tag end of 1935.

Biggest drawback to many cameramen, who have the ability to turn out protography on par with the topnotchers, is attitude of producers and studio executives; tit a photographer up with one startor group of product is uncommended in the subject of the subject of fine type of product. Such an example was the case of John Seitz, rated by cameramen as one of finest cinematographers. He was assigned to all the Shirley Temple returns at 20th-Fox, besides doing one of the Dionne Quints; productions, and finally left the studio when other type of pictures were not assigned to him.

Technicolor: photography made

when some some type of pictures were not assigned to him.

Technicolor: photography made rapid strides during the year, with technique of lighting tending more and more to that used for regular black and white product. Best. amples of lighting Technicolor features. Selznick-International's Gazden of Allah, and Warners God's Country and the Woman. On former, Hal Rosson, black and white cameraman, took charge of regular photography and lighting, achieving excellent results. Combination of Tony Gaudio with technicolor photographer ill Stall brought out startling results in both color and lighting for the Warner feature.

Rasting

Rating

Skall, who joined the Technicolor Skall, who joined the Technicolor camera staff less than two years ago, is considered the outstanding cinematographer with that organization. His experience on black and white prior to going with Technicolor was valuable demonstrating that Technicolor photography could be raised to high standards.

More and more as other stitutions.

More and more, as other stu-dio departments, cameramen are

Top Specialists

Process and trick work: Vern Walker, Byron Haski Dev. Jennings, Farciot Edouart. Aerial photography: Elmer Dyer, Charles Marshall. Exteriors: Clyde De inna, Archie Stout.

leaning on co-related departments to turn out the completed picture. Process background and trick work materially increased on all major lots during 1936, and even extended to the independents a great extent. Craft is building up a new group, composed of expert exterior photographers who go out on second units to secure unusual atmosphere or background shots for pictures which are otherwise made entirely within the confines of the studio.

Trick and process departments

Trick and process departments re continually being increased on Il lots, and one observer close to are continually being increased on all lots, and one observer close to the situation predicts that within a few years there will be as many first process and trick cameramen on studio payrol firsts on regular production.

production.

Wider use of process background shots and plates making it more difficult to determine what the actual work of the first cameraman comprises on a growing number of features. Those close to the situation can tab which sequences made in the trick department, even studio executives find it directly twice the control of the c

on another lot.

Importance of trick departments is best shown by example where a production was greeted with industry approval for its outstanding photography, while those on the inside knew that most of the spectacular and difficult so is were made on the process stage by trick photographers while the head cameraman stood by to watch the work being done. being done.

Ayres Tops 'Danger'

Hollywood.

Recent promotions from second.

Paramount. Ruth. Coleman will be a cameramen to firsts tend to show in the other corner.

Yarn is by Ellery Queen and Lowell Brentang.

ke a Number From 1 to 300

-then add a new Warner record!

...'Cause that's exactly what's happened in each and every one of the 300 houses now happily packed to the doors by that wonderful, Warner-ful musical miracle—

Jola Signal With 'EM, BROTHER—THERE'S PLENTY MORE FUN WHERE THEY CAME FROM!

BLACK LEGION"

Humphrey Bogart

KAY FRANCIS "STOLEN HOLIDAY" Claude Rains • Ian Hunter

THE KING AND THE **CHORUS GIRL** A Mervyn LeRay Production Starring

Fernand Gravet Joan Blondell • Edw. E. Horton

ERROL FLYNN THE PRINCE AND THE PAUPER With Billy & Bobby Mauch

BETTE DAVIS

MARKED WOMAN" with Humphrey Bogart

CALL IT A DAY"

Olivia de Havilland Anita Louise • Ian Hunter Roland Young • Alice Brady

FLYNN . IAN HUNTER

ANOTHER DAWN

"THE GREAT O'MALLEY" Pat O'Brien Humphrey Bogart KAY ERANCIS . ERROL

EDW. G ROBINSON BETTE DAVIS PAT O'BRIEN HUMPHREY BOGART

KID GALAHAD"

Ruby Keeler · Ross Alexander · Lee Dixon "READY, WILLING and ABLE"

SPARS

ERROL FLYNN ANITA LOUISE "GREEN" LIGHT"

1011

"SING ME A LOVE SONG

with 7 Loff Stars.

James Melton • 7 Loff Stars.

GOD'S COUNTRY AND THE WOMAN"

George Brent • Beverly Roberts

DICK POWELL

THE SINGING MARINE

PAT O'BRIEN
HUMPHREY BOGART
"SAN QUENTIN"

Uanner



ANN SHERIDAN WALTER CATLETT NAT PENDLETON
A Cosmopolitan Production Songs by Warren & Dubin ANN SHERIDAN

Directed by RAYMOND ENRIGHT

A Cosmopoliton Production Songs by Warren & Dubin

A First National Picture "GOD, JANUARY 161h
S COUNTI

Photographed Entirely in Technicolor GEORGE BRENT BEVERLY

ADDISON RICHARDS OF BRENTS

Directed by WILLIAM KEIGHLEY

BLACK LEGION

HUMPHREY BOGART DICK FORAN ERIN O'BRIEN-MOORE ANN SHERIDAN ROBERT BARRAT HELEN FLINT . JOSEPH SAWYER ADDISON RICHARDS

3 SMASH SHOWS IN ONE MONTH HIS MONTH!

A DAY WITH AN AGENT

By Joe Bigelow

Max Mantish made his customary m. grand through the m. grand; glass portal which bore is name. He closed the door behind him, Good morning, Hortense, at the stenographer, and stepped

Inside, Mantish hung coat, strolled to his desa Harry Holman and sat opening up an office sketch. He picked up his of mail sorted out the bills from the personal letters. He pushed the

side and opened the other two let-ters, shaking the envelopes for posbefore reading sible money the contents. That ritual completed, he buzzed for his secretary. Take a letter, Hortense, Mantish

ordered. 'Mr. Folly O'Raser, Conglomerated Booking Office, Seattle. Dear Folly. Just tell him about that act I seen last

if was great. You know, the one I'm to see toni im he can take my word for it. Then just say 'As ever, truthfully yours,' and sign my name. 'Mr. Mantish.'

Hortense. can't understand why you took the trouble to come all the way out to Hollywood to do

vaudeville acts You said you wanted to book big picture and radio stars, but here you are doing the same thing you did in New York and not half as much of it. It's your future that I'm ing of, Mr. Mantish."

right, Hortense, Mantish agreed. For a girl who takes dicta-tion with a stuttering pencil you've got brains. still want to do big things, but meanwhile we've got to eat. It's tough getti 'in around here. You got to be related at the studies, or something. If I could afford it I'd bring all my relatives down here. os somening. If I could afford it I'd bring all my relatives down here—I'g got enough of 'em to start my own studio,' But some day it will be dif-ferent, Hortense. A guy with my ideas and sense of showmanship can't be kept out forever. See if anybody's outside.'

outside.

Hortense returned in a moment ith the news. Bobby Benton's outside. Leiderkranz, the acrobat, too. Maybe they were here all injent That Mr. Ginsberg just walked in. You made an appointment with him vesterials.

him yesterday.'

Send Ginsberg in,' said Mantish,
Did you find me what I wanted?'
Inquired Ginsberg as he sat down.
Did I find you what you wanted?'
Certainly,' said Mantish. 'I never
miss. He's outside now.' He buzzed
for Hortense, 'Send Bobby Benton
in'

in!

Benton was a juvenile who had done less work lately than Mahatma Gandhi's tailor, but he always hoped for the best. He had been sitting in Mantish's outer office so long it was hard, to tell him from the furniture. He had come to Hollywood with high hopes for himself. Somehody back in New York told him that even the Panhandlers carried stand-ins out carried stand-ins out ish DeMille would make here. ish DeMille would make another icture, so I could take a bath, he mused. But Hortense rudely interrupted his reverie.

A funny thing just happened, id e girl, 'Mr. Mantish said to send the girl.

Affable Agent

Mantish, more affable than usual, greeted him cheerfully. Hello, ton. Meet Mr. insberg. Mortimer Q. Ginsberg. insberg, this is Bobby ton. Meet Mr. insberg-Mortimer Q. Ginsberg. Insberg, this is Bobby Benton, the boy I been tellin' you benton. He is the greatest young performer that's come along years. Sing? Say; he'll make Martinelli sound like a guy playing a kazoo. Dance? Compared to Benton, Fred Astaire is an elephant with the gout-And all lib. say.—

'Ad lib. say.—

And all bay and the goutAnd lib-say and lib-subtract lib-who cares
about arithmetic? I want a picture
star what can act, advised Ginsberg.
A picture star that can act;
asped the surprised Mantish. Then
you don't have to look any further.
Compared to is boy, Joh Barrymore couldn't be an usher at a Major
Bowes broadcast;
Say, Max, interrupted Benton, flatiered but mystified by all this praise,
what studio does Mr. Ginsberg represent?
Mr. Ginsberg --

Benton, 'I can't cook, damned if I'll make beds.' 'You ain't got the i' ish. 'Mr. Ginsberg chambermaid. His guest. dammed it I'll make beds.

'You ain't got the i ' id Mantish. 'Mr. Ginsberg want a chambermaid. His guests demand some picture talent, and he came all the way out here to get a social director. You know, life-of-the-part boy. A guy that makes a mosquito bite feel like an angel's kiss. A Good Time Charli, a Glad Hand Harry, a gigolo that tells jokes.

'That's right,' agreed Ginsberg,
'In other words,' continued Mantish,' a social director makes the customers think they got bargain when they pay their bills and check out of the joint.'
'Just minute, gentlemen,' iped Ginsberg, 'Grépsin Manor is no int. It's a high-class water closet—I mean watering place—in a top hat spot in the mountai ith service that—' id Mant-

bė

That Don't get sore, purred Mantish. I was only ki Benton here is a great kidder. What a sense of humor! He'll have your guests i more stitches than knitted sweater. Now here's the proposition, Benton. You head the entertainment 4 Benton. You head the entertainment staff at Grepsing Manor. Ten weeks starting July 1 and ending Labor Day. Private room with gold plated mousetraps and three squares daily on, the good old cuffo. You put on a show every Saturday hight and the rest of the week you take sumbaths. The scale is \$250 for the som: If you're smart you'll salt away \$200.

sounds okay but I don't know.' said Benton, friend of mine took one of those social director jobs one summer. He said it was tough.' Tough?' Ginsberg was amazed. Being an actor is tough? Havi a good time all day is tough? Salami,' Well, I don't know about that, said Benton. 'This friend of mine

good time all day is tought Salami.

Well, I don't know about that,'
said Benton. This friend of mine
worked hard. He said compared to
him Edison was a lazybones.'

'Hmn,' hmn'd Ginsberg. What else
did he do but play games all day
with the guests and put on a show
Salurday night?'

'Plenty,' said Benton. He had to
be funny all day long. If he didn't
say something comical about the
prunes at breakfast, he was marked
dousy by everybody at the table. He
told em jokes. He showed 'em card
tricks. He made funny cracks about
the weather. He had to be sweet
to lonesome grass widows that
should've been clipped with a lawn
mower. And most of the dames
looked like Wallace Beery.' mower. And most of the looked like Wallace Beery.

Not a Don Juan

great lover, eh?' sneered Ginsberg. 'Did I ask you to be a

Ginsberg. Did I ask you to be a Don Jahnee?'

No.' id Benton. 'But that friend of mine had trouble. The dames had him marked as a popularity expert. One day a gal asked him fcy some confidential advice. The boys wouldn't ive her a tumble, she said. She used Life Buoy for b. Ipana for the smile of health and Listerine for halitosis, but they still wouldn't dance with her. Well, this friend of mine feels sorry for the dame because even if they lifted her face with a derrick she'd still look. Dracula's twin sister. So he spent the afternoon whisperin' to all the boys. I don't know whether he cast any reflections on her, but at the dance that night she had one tremendous followi. 'All right, so you can do the same thing,' id Ginsberg.' Tm. not so id Benton. 'What you is a combination (Lark Gable and Bestrice Fairfax. That friend of mi went up there to put on one show a week and take

Clark Gable and Beatrice Fairfax. That friend of mi went up there to put on one show a week and take sunbaths, but he told me he saw

to put on one show a week and take sunbaths, but he told me he saw less sun than a subway guard.
'Say, Mantish, that Clark Gable wouldn't be bad for my place. How much do you think hed want for the season?' asked Gi rg.

'I don't thi we can get im,' Mantish.

'Author of the control of the season?' asked gi rg.

'I think he's taking a Weet and the same the same and t

Mantish a T think he's taking a West i cruise next summer. Anyway, you got a big picture, star in Benton. What more do you want? That's providing Benton will take it Alin't that right, Benton? "By Benton, what kind of shows Ginsberg Mantish

berg. 'We got to keep our entertain-ment clean. How about something nice li 'Rose Mari' 'No good,' Benton answered. 'You

need singers for shows like that. My friend told me he tried 'Sally' one but he couldn't even find a good bathtuh

do Rose

do 'Rose out the singing'

'Well, gentlemen, what do you say?

Is it a dea!" asked Mantish.
obby Benton didn't like the \$250,
but he didn't like the idea of, dining in Max's Busy Bee, the rest of the vear, ither, So compromised.

im Max's Busy Bee, the rest of the year, ther, So. compromised. He took the \$250. You won't regret. You won't regret berg. 'Grepsing Manor, what a spot! A beauty mark. Scenery from the last word. Air like you can't breathe in Los Angeles or Brooklyn. buy food like the Waldorf-Astoria can't get.' Mantish agai

Anybody else outsi

Anyoody else outsi
'Yes, that acrobat is still waiti
'Hortense informed him.
'You mean the one with the cheesy
name?' asked Mantish.
'ederkranz.' said Hortense,
maybe you ought see
him.'

him. As you stugger see him. Yeah, the poor guy. He used to do a nice act till he got the picture bug and came out here. He told me the other day that his throat put an embargo on his stomach. Got a wife and three ki hoo. Oh, well, send him in!, sighed Mantish. Liederkram; looked desperate. Listen, Max, I always pai my commission time, he whimpered. Can't you get me a good day's work somewhere? There's 365 days in a year, and I've laid off 370 already."

Otto, you're you're good guy and you be an okay acrobat, id used to be an okay acrobat, id Mantish sympathetically. 'But I knew of a good day's work somewhere I'd grab it myself. Maybe Lcould pick, you up a date in vaude-ville, but you got soft lay! 'around, here in' for picture job.' I know, Max.' tto sobbed, 'but I got to get something to do. You know that hungry bunch I got at home ain't canary birds,' id you ever go to college?' Mantish inquired.

'No.'
'Well, you don't need a college ed-Well, you don't need a college education to drive a truck, 'said Manish. 'All you need is a 's license and somebody's truck. It hurts me to fell you this, Otto, but I guess I have to 'You're passe, all washed. see? Take my advice. Forget show business and get yourself a respectable job.'

is is the finish.' Otto moaned. There's only one thing left do. 'There's only one thing left do. 'There's only one thing left do. 'I'd commit suicide right now if I was sure, the insurance company would pay my, wife double.' He started to leave, sobbi 'Wait a minute, Otto, 'Mantish called. 'Did I mention hart-kari?'

'Yes,' answered Otto, 'we my self the burst fette with one if I was the world the wife of the wife was the world the wife one in the world the wife was the was the way the way the was the was the was the waste was the was the waste w

res, answered Otto, self the bump if the wife and kids could cash in on it.

could cash in on it.'

Tve got a great idea! yelled Mantish. 'Hey, Hortense. Run downstairs and see if Nutsy Flangan's hangin' around.'

'What's the idea!' asked Otto.

'Otto.' Mantish, if you're on the level about that suicide crack
we're a cinch. Nutsy'll do castish.

the level about that suicide crack we're a cinch. Nutsy'll do anything for dough except wash.' You mean I'm gonna wash a guy? asked the puzzled Otto. 'Who is this. Nutsy Flanagan anyway?' How Nutsy Got Like That

How Nutsy Got Like That
You'll see in a minute if Hortense
can find hi, said Mantish. He's
slightly screw, but harmless. Used
to be a hoofer. Went nuts trying to
routine the Susi-Q to 'Hearts' and
Flowers. During prohi ition he was
a sort of Jekyll. delivering
milk to bables daytime and daytime and

milk to bables daytime and beer to speakeasi light. Nice fella, though. You two ought to be a great combination. Hortense apparently located her man, for at that moment Nutsy Flangan, walked in. Did youse want to see me, Maxie? he inquired.

Yes, Mantish Nutsy, is here is Otto Liederktanz. I got a great idea two of you. A friend of mine called Julius Satchel, who produces independent pictures

about arithmetic? I. want a picture star what can act; advised Ginsberg.

A picture star that can act; advised Ginsberg.
A picture star that can act; advised Mantish. Then you don't have to look any further: That's providing Benton will take it as a picture star that can act; advised Mantish. Then you don't have to look any further: The providing Benton, what kind of shows. Ginsberg of shows of shows. Ginsberg in the could never find the summer Goupared to is boy. Joh Barry-Bowes broadcast.

Say, Max, Interrupted Benton, flatiered but this praise. That's out, sai insberg. I don't want no bedroom plays in my place. That's no bedroom play, Benton will take it what studio does. Mr. Ginsberg represented the provided by the provided summer studio. He runs a summer hotel in the Catskills, Mantish explained.

But where do I come in? ' uired ' shakespeare. Al Woods—I don't otto's also got a \$10,000 double in-demnity insurance policy that pays

Strictly a Dream

Morrie Ryskind is working on an ori inal, What Price Mel-ody?, supposedly the drama-tized career of Jack Robbins, as a Universal filmusical story and ducti

producti
Music publisher—now the official pub-to Universal lets—
observes that it would be ironic—
some outside team of songsmiths, not under Robbins or Feist Music contract, uld do the tunes, and some other publisher would get the publishing rights. rights, arrangement' with Robbinscourse, their II:

off two to one if he dies accidental, and he's willi to chance. Now I ain't sayi can plug him Now I am 1 say, for your own amusement. Nutsy but you can have your usual fun

"That's jake ith me,' id Nutsy was stuck on acrobats any ways.'

ways.

Now here's the setup. Nutsy, you play William Tell and Otto here will be to may look kinda big, but we can 'fx him up with a pair of rompers. The idea is that you hav been nabbed deliverin' a barrel of suds and they put an apple on your kid's head and make you shoot it off as a penalty. The big thing is the suspense, see? You get three shots and have to hit the apple with the third slug. You're liable to miss the fruit and hit the kid—get it? 'Why, the litty bums?' growled Nutsy.

said Mantish. Never mind said Mantish.

'Yow, Nutsy, you go home and get

your gat and practice up for an hour,
and I'll make a date with Satchel your gat and practice up for an hour, and I'll make a date with Satchel for an audition this afternoon. Otto, you go home and practice your nipules. If you can spring one just before Nutsy clips the apple on the third shot, Satchel will buy it in a minute. minute.

'Okay, Maxie,' said Nutsy. 'I'll go home practice. Maybe you better come with me Otto, and we'll hearse together. If I can't hit one apple in three tries, Primo Carnera is a ballet dancer.'

May I make a suggestion? asked Hortense, who had been listening in. William Tell didn't use a gun. He shot the apple with a bow and arrow.

row.'
'Hortense row."
Hortense
agreed. For a minute I forgot. But
we can fix that up easy. Nutsy, get
yourself a bow and arrow some
place and practice on that instead."
'Aw, Max, I never used no bow
and arrow before, Nutsy protested.
Them things is strictly for, Indians,
I'm running this, Mantish snapped.
You go home and practice on a bow.

You go home and practice on a and arrow

and arrow.

'All right, have it your
'All right, have it your
Nutsy grumbled. But I ain't promising 1711 be as good with arrows as with slugs.

'Does the arrangement suit you, Otto? Mantish inquired.

'Anything's oke with me long as I get some work, said Otto. My kids in't et in so long a bowl of soup would make 'em seasick'.

'All right, boys, 'said Otto. My kids in't et in so long a bowl of soup would make 'em seasick'.

'All right, hoys,' said Mantish. Two o'clock sharp at the Darkroom studio.'

At two p.m. that day three char acters in search of a loaf of bread were about to enlighten Juliu Satchel. The Darkroom studio wasn' Julius Satchel: The Darkroom studies washi-exactly spacious, but Satchel's cameraman managed to get in some corking, shots through the window from the outsi Mob-scenes were made by snapping the mob in pairs. A warning sign over the sound stage conditions are not stage. 't turn ar wall is liable to slap you in the

"You're going to see something now, Julius, sai Mantish the boys assembled for their audition. 'You're going to make "William Tell'

answered Are you ready, boys?' Mantish in-

Are you read, you'red.

'I'm ready.

'Listen, Maxie, said Nutsy.

ploringly. 'Can't I use my
stead? That William Tell stuff hoppened a couple of thousand yearsago and the chumps wouldn't know
the difference.

'No. gun would look
Mantish informed him. 'Realism is
what we want, Julius?

'Angle this

ago and the chumps wouldn't know it the difference.

No. gun would-look Mantish informed him Realism is what we want, Julius?
That's what is going to make this thing so terrific. Why, by the time you're ready to shoot the last row-they'll be calling for ambulances.

'Aw, Max, why don't you let Nutsy have his way,' Otto suggested. 'He's much nester shot with

gun. Lucky we used rubber arrows at the rehearsal. He clipped me five times out of six. I ain't so crazy about that bow and arrow stuff myself."

Weakening

'Oh, so you're getti' yellow al-ready,' sneered Mantish. This mornin' you were starvi' to death, beggin' for food for the wife and kids, but now that you smell meat you want to hedge. All right, if that's the way you feel about it you can it 'right now. I should've never started with a guy with musclebound skull in the first place. I don't want to quit, sai Otto. 'got' to think of my kids. I'll go through with it. But Nutsy's got to promise to be careful.'

'Don't worry about me, Nutsy. Iff Maxie wants arrows. I won't miss.'

'Okay, get ready, 'nappied Mantish. Just follow instructions and we'll all be in the heavy money. Otto, don't forget to lead ith the apple when you're comin' out of that ni up, and Nutsy, take it easy. kids, but now that you smell meat you want to hedge. All right, if

otto, don't forget to lead the the apple when you're comin' out of that ni up, and Nutsy, take it easy. We're real arrows and we got to save Otto for the picture. This is only an audition." Otto tied the apple to head and fook station at the far end of the room. Nutsy fixed the first arrow and took aim. He released the string and the arrow whizzed into an exit sign at the wrong end of the studio."

of the studio.

"Hey, take it easy! welled Otto.
"Steady, boy," said Mantish.
That one slipped, Nutsy all
He thought to himself. This thing
is no cinch to operate. If Max would
only let me use my Roscoe.

Otto tried to console himself.

"At's cas, 'he mused, 'Ten' thousand.

nonly let me use my Roscoe.

Otto tried to console himself. Let's see, 'he mused. Ten thousand doubled up is twenty thousand that would take care of the ki okay. but that crazy Nutsy better do better this time!

Nutsy wound the second pitch and let 'go. The arrow went through a door over at the left and knocked a 350 pinochle, hand out of a grip's grip. To make it worse, it was in spades.

Otto was panicky. 'Hey, Nutsy take it easy, will ya? You only got one more chance!'

'Don't worry, 'said Nutsy. Tm just tryin' to make it look harder. That's showmanship. I come a lot closer that time, didn't I?'

Twenty thousand,' Otto said to himself. 'A lot of coin and the kids will love it... but they love their daddy, too that Nutsy couldn't hit. 300 on a medicine ball ... but 20 grand sounds' good and those kids can use it... I wonder if they need all that jack ... maybe if I tried a little harder I could get myself a job somewheres. but if I don't they'll starve ... and if I walk out all that jack ... maybe if 1 tried a little harder I could get myself a job somewheres ... but if I don't they'll starve ... and if I walk out they'll starve ... and if I walk out on Mantish now he'll never get me a job ... but this guy Nutsy is nits ... he can't even hit this side of the room—how can he hit the apple and not me?"

Nutsy was adjusting the third and final arrow. He was shaking like a malted milk in a drink mixer. Here it comes, Otto!

"Hey, Nutsy, wait a mi belowed Otto. "A forgot something. I'll be right back. I'll be right back next week!" He started to run, li a bandit leaving a bank.

"Mantish, I can use that boy, sald ing you can catch."

'Mantish, I can use that boy,' said Satchel, 'ing you can catch

him.'
Well, that's that,' Mantish
when he returned to his office and
told Hortense what had happened.'
You try to do something for a guy
and he runs out on you.'
'I'm so sorry.' Hortense sympathized.

Tm so sorry. Hortense sympathized.

Take letter ind out Mrs. Simpson's address in Europe's said Mantish. Dear Mrs. Simpson: I have been authorized by the Artistic Pictures Corp. to contact, you regarding the possibility of your making icture. Hollywood Would appreciate the making interested advising me as to terms, if you are interested. Also, whether the Dukwould consider such a proposition. In that event Artistic would present you as a team, incertely yours, etc. Send it to New York by airmail. Hortense, and find out when can make a boat. I wish I could afford a cable. Now take a letter to Harry Coldwater. President Artistic Pictures Corp., Dear Mr. Coldwater. I have been authorized by Mrs. Wallis impson to necotiate a picture deal on her behalf, ronosition also includes the Duke. Let me know if you are interested and how much you are interested and how

Development of Music In Pix During Year

By Jack Jungmeyer

Hollywood, Jan. 3.
Of all the contributions to merit
and showmanship in pictures during
the past year, music was outstand-

So gradual and so showmanly has been the increase in orchestration that it has grown almost without been the increase in orchestration that it has grown almost, without the awareness of audiences or exhibitors to an essential, dimension of almost every satisfactory and prosperous production. No noisy revolution has heralded the more than 100% jump in scoring of the general output of pictures, quite-aside from the filmusicals and dramas. liberally syrinkled with song. But an enormous amount of experiment, research, technical and artistic groping and achievement by the best creative minds and craftsmen in the world of music, to fitmelody and its freaction upon emotions to the screen channel, have marked this phase of picture making using past season. Even the most carefully preduced and richly isloged feature now would searn the most carefully preduced and richly isloged feature now would seen the most carefully preduced and richly isloged feature now would seen the most carefully preduced and richly isloged feature now would seen the most carefully preduced and richly isloged feature now would seen the most carefully preduced and richly isloged feature now would seen the most carefully preduced and richly isloged feature now would seen the property of the propert

cold, barren and almost as ane-dimensional as the old silents, without
an ample score.

Tesult has been not only to make
Hollywood the meeter for tunesmillis
lashed by the Legrees of swittly increasing deniand, but has built up,
in the major studios, highly organized music departments. Personne
in 1898 has doubled and trebled,
fusical directors have become exceedingly important personages, and
they and their staffs—many of them
expert psychologists of emotions involved in popular, entertainment—
are in on all important declains are
spacing the creation, mitting at doc,
toring of pictures, with a definitely
calculable mosely with a definitely
calculable of the composer of the most
investing and important musical
creations anywhere were composed
directly for screen. This cleffinag
for pictures—a big element in givmy them distinction—was the most
significant advancement in the most
ing them.

significant advancement in the musical phase.

Memorable for music lidgers, agreeable to the popular ear and inspirationals to film producers during the past sensor were the works for Frich Wolfgers Kerngold for Warners "Anthon's Adverse and Captain Hood, idea Steiner's source for The Light Brigade," Werner Janssen's first complete symphonic score for pictures in Parameunt's The General Died at Death, 'Leopoid Stokowski's, transcription of the Bach fugue in Par's The Big Broadcast of 1937,' a visual as well as oral piece of showmanship as Stoki conducted the ork as an actor in the Bach fugue in Par's The Big Broadcast of 1937, a visual as well as oral
piece of showmanshig as Stoki conducted the ork as an actor in the
picture; Dr. Ernest Toch's score for
Peter libectson; Gerard Carbonara's
acrangement for Walter Vanger's
Trail of the Lonesome Pine', Nathaniel Shilkref and Maurice de
Packh combination on Radio's Winterset, just being released; George
Anthiel's Indian motivated score for
C. B. De Mille's The Plainsman',
Alfred Newman's notable score for
Samuel Goliwan's Come and Get
It; Hall Johnson's musical acrangement, of Negro spirituals for Warners' The Green Pastures', sung by,
the Hall Johnson choir; Herbert
Stothart's fine scores for Metro's.
Romeo and Juli, 'Rose-Marie,'
Mutiny on the Bounty,' Görgeous
Hussy', Anthur Lange's The Great,
legicld' and 'Broadway Melody of,
1935; Frank Waxman's Love on the
Run'; Dr. William Axt's 'Libeled'
Lady'.

Ticks of Trade

Music maestros of the screen have

Tricks of Trade

Music maestros of the screen have learned a lot of tricks in accommodating melody to pictures since the daking melody to pictures since the day when, for example, the theme-song for Richard Dix's 'Redskin'—Redskin, I. Love You'—was considered tops in smart clef collaboration, Proper audience mood for fullest enjoyment of any dramatic scene can be pretty definitely guaranteed by appropriate musical preparation, the score writers assert and the kind by appropriate musical preparation, the score writers assert, and the kind of music which will get desired sults has been fairly well cataloged from closely observed audience reactions. Recently one studio's sneak previews got unwanted laughter at a certain spot from, three different audiences. Putting a music track across the scene cured the dramatic defect immediately. One of the most important functions of music departments now is

the iscripts of weak spots in preliminary film assemblies with melodic prescription, Number of pictures thus crutched in past year is considerable.

Musical buildup for screen singers—except for the singing stars—is adroitly. Fred Astaire, for istance, is not permitted to warble in the Astaire-Rogers starers until or; chestration has subtly preluded for the vocalisi. Otherwise, an RKO exce explains, audiences would, be apt to laugh. With proper score prep-

the vocalizi Otherwise, an RKO exce explains, sudiences would, be apt to laugh. With proper score preparation, which makes dialog before the songs almost a recitative to music, audiences accept the statistic proper mood. Output upped 50%.
Physical output of musical material-lan past 12 months has been enormous, with increase during coming season already budgeted at from 40 to 50%. Exodus from New York's Ti Pan. Alley and other habitats of the intimabulators has put Hollywood tunesmith population at around 100 active songsmiths, with another 100 arrangers and least half a dozen outstanding composers. Most of them are working under constant lash of picture deadlines. Warners keeps the Vitaphone orchestra under contract the year round, with missimum salary guarantee, under direction of Leo Forbstein, Other studios have orks on exclusive time or on eath.

At Paramount for coming year 80 pictures will be fully tuned the

cah.
At Paramount for coming year 89 pictures will be fully tuned, the equivalent of writing that many operatic scores. An indication of the volume of musical labors turned out in most of the major studios, much of it prefirminary to final numbers and orchestrations, is the 37 melodic strains connected by Rainh Raineser and orchestrations, is the 37 melodic strains concocted by Ralph Rainger to get one chorus for the forthcoming. Walkiki Wedding.' Seventy-five songs were written during past year at 20th-Fox. At Warners, team of M.K. Jerôme and Jack Scholl turned out 43 songs. Harry Warren and Al Dubi. 27, Harold Allen and E. Y. Harburg 29.

Dubi. 27, Harold Arien and E. Y. Harburg 22:

New Tune Paths
On strength of past year's, successes, and trends, Warners has Dr. Kornigold höw composing original score for Danton, before picture starts. Pictorial structure will be guided considerably by the score—a first time in this field.

Twentieth-Fox has during past year developed a new group of musician-cutters as a sub-department of melodical models. With radio rapidly burning up the old classical music tracks and do all labors of that general nature.

With radio rapidly burning up the old classical music through constant repetition, melody seers at head of picture studio departments predict that bulk of important and significant music as well, as popular stuff will shortly come from melion picture melody factories and that it will be from the classical as well as good as the compositions.

assets. Hollywood, at any rate has be-me the musical workshop of the

CHI'S 'REVIEWERS' AS SWITCH ON BANK NITE

Chicago,
While the 16 arrested theatre managers were on their way to the police station in this towns drive against banko, a new game sprangup, which declares itself to be entirely legal legal.

irely legal.

Called 'Employment Night,' it prooses that the theatre manager emloy patrons i the capacity of 'reriewer' and 'assistant reviewer' for
he drawings. It's a switch on banko. poses that the

Outdoor Cinema's Fire

Atlanta, Jan.
ing Palace No., one of Atlanta's two outdoor theatres, wentout of commission suddenly when
fire broke out the projectionbooth. There was no insurance to
cover the \$2,500 loss, which included

The Schnoz Demurs

Jimmy Durante, wh adorns the front cover proposed to have billing: 'I know I'm not good looking, but what's my opinion against thousands of opinion against thousands of others. On mature considera-tion, however, the schnozzle deothers. On mature considera-tion, however, the schnozzle de-cided:

'It would be contrary to my ancestors' wishes.'

SEE INDUSTRY **OK ON MPTOA PLATFORM**

Gift of the major picture companies to the industry will be practically whole-heartest approval of basic principles incorporated in the Motion Picture Theatre Owners' 10-point, plan. Reply of Metro, in a statement via Al Lichtman, may be the foreruner of other majors which, to date, have not handed down an opinion on the MPTOA plan to remedy common distribution flaws.

Metro is the fourth company to answer. Universal, 20th-Fox and United Artists previously having gone on record. Paramount, Columbia Pictures, RKO and possibly Warner Bos. are expected to announce their attitude in the next flavor six days. Majority of these are expected to support most of the 10 points, with an overwhelming timent in favor of the Conciliation Program.

points, with an everwhelming timent in favor, of the Concillation Program favor, of the Concillation Program for operating a Concillation System for the mutual beneft of exhibitors and distributors alike appears assured, with the program probably to be set in motion within the next few weeks. Conciliatory setus is expected to relieve the bulk of the present surphisage of litigation that is a current headache to the fall business. It is expected to make an able substitute for the old film business. It is expected to make an able substitute for the old film business. It is expected to make an able substitute for the old film board of trade alignment besides accomplishing more sweeping results. The Merro Lichtman report supports the MPTOA on 10% cancellations, the proposal for establishing local conciliation boards, on overtuing, the chimination of unfaircompetish between theatres; in favor of handling non-theatrical exhibitions as outlined, for the short form contract and in part on the unreasonable clearance is handled with the statement, no general statement, however, can be applicable upon the facts in the individual case and can only be determined with those facts before us. But the company splaced on record as heing opposed to unreasonable clearance. Regarding the idee of a short form contract, Lichtman pointed out that the M-C-M legal department now is endeavoring to nevise contracts so that they may achieve this purpose Lichtman states that the MPTOA request for elimination of such is in effect a request to lower film rentals.

Balto Exhibs

(Continued from page 3)

added listener attention. As yet no exhib has entered a deal with wcBM.

WFBR has been eager to sell time

WCBM.

WFBR has been eager to sell time to theatres, an seems willing to enter into reciprocal deal with all comers. Tied in with chain of half a dozen nabe houses operated by Lou Rome, and starting Yesterday (Monday), station is giving one five-minute pierod each day plugging attractions at the houses. In return theatres are carrying on screens 30-second trailers pluggi on screens 30-second trailers in a still, with program-director Bert Hanauer's voice blitribing about station, directing public to turn to its ind-setting. Trailer also directly plugs Amocogasoline and the four daily newscasts sponsored by firm. Each week different big advertiser on WFBR will the merchandising. There is no money exchanged tween theatres and station.

The three ig nabe chains, trolled by Frank Durkee, Lou Rome, and Gardner Theatres, Inc., have-jerked all ads out the Sunday in the station of the sunday in the station of the sunday in the sunday i

Hollywood 1936 Calendar

Hollywood, Jan. 3.

Buddy Longworth, Warner still man, reported dead, found celebrating New Xear at home party. Songwriters' Protective Association offers Jimmy Walker a job. Academy of Motion Picture Arts and Sciences converts directors room into museum. Hays office clips six scenes from Chaplin's 'Modern Times' oa account of so-called vulgarity, Marin Mooney quits Warners for New York to go to jall. Simone Simon in cast of 'Under Two Flags.' After plugging 'Klondike Lou' for six months, Paramount changed title to 'Klondike Annie.' Two chimpanzees were brought on 20th-Fox stage and Trvin S. Cobb asked names of new supervisors. Miss Simon out of east of 'Under Two Flags.' Martha Raye joins Century Club as singer, having N. Y. and Chi reputation as hot-cha entertainer. William Koenig becomes general studio manager, at Universal. Percy Grainger, Joe E. Brown and a howling coyote guests, of Bing Crosby on airer.

February Holdwood. David I.

Brown and a howling coyete guests, of Bing Crosby on airer.

February:

Martin Mooney cut of jail and heading for Hollywood. David L. Loew quits Hal Roach to form own producing organization. Charles Machthur denies he and Ben Hecht are spitting. Walton Hall. Smith, writer, awarded \$7.500 damages from Paramount for failure, to draw screen credits on 'Me're Not Diessing!, William Le Baron made production credits on 'Me're Not Diessing!, William Le Baron made production head of Paramount. Edward Small heads own unit at RKO. James. Cagney sues for freedom from Warners contract. Max Baer looks for a pic job, Louis B. Mayer again elected, prexy of Association of Motion. Picture Producers. Sid Rogell moves in as RKO studio manager. Will Hays tells press agents they're doing swell, and to keep up the good work. Walter Wanger signite heads until the studies of the studies

March

John, Ford, Victor McLaglen, Dudley, Nichols and Max Steiner cop Academy awards, Nichols sends his back. Fred Purner quits bangtall publicity at Santa Anita to handle Our Gang for Hal Roach.

April

Our Gang for Hal Roach.

Aptil

Nat Levine goes to Honolulu for vacation, takes 100 manuscripts to recad. Charles R. Rogers moves in as active head of Universal. Jim Normanly quits Bank of America for Universal backethall team earns right to represent U. S. at Olympic games, but Carl Laemmle team earns right to represent U. S. at Olympic games, but Carl Laemmle cannot see games. M. H. Hoffman, Jr., quits Miami. Carl Laemmle, Jr., quits Miami. Carl Dearn Laemmle, Jr., quits Miami. Carl Dearn Laemmle, M. H. Carl Macaulley, Robert Andrews and John Brown Holmes quit Warners writing payroll after protesting habit of leaving scribblers off preview lists, Emanuel Cohen signs to produce for Paramount. M. D. (Doc.) Howe quits Fanchon & Marco to, start own agency. Rhumba muisc and Spanish costumes mark party celebrating william Randolph Hearst's 73d birthday.

May

Peace among writers as Screen Writers' Guild offs. vote on consolidation with Authors' League of America. SWG votes to continue article and join Authors' America: SWG votes to continue article and join Authors' League, isregarding warnings from producers, while 20 cops stand outside meeting hall—just in James, K. McGuinness, Patterson McNutt and John Lee Masters lead dissenters in resigning from SWG. B. P. Schulberg swings back under Paramount banner, Watterson Rothacker exits-from Paramount.

June

Bernheim, the

papers, took space. limiting daily ich nabes houses are ch each daily according to agreement and lines each Sundays in both papers that stepped rates on Jan. 1. Eve. Sun Jacked from 50c aline to 60c. and both Sunday rags hopped from 35c at agate measurement to 45c. Laemmie clan at Universal, departs, Hal Roach quits two-reelers for fea-tures. Martha Raye given Para-mount contract. Darryl Zanuck goes

tures. Martha Raye given Paramount contract. Darryl Zanuck goes on cruise vacation, but keeps in touc with studio by short wave radio. John Hay (Jock) Whitney combines with David O. Stelnick in Selznick International. Pickford-Lasky Productions exits. Water Wanger joins Mussolini.

Pitreea thousand turn out benefit for Actors' Fund of America, Mary Pickford telling the folks the Actors' Fund home will be built in Rellywood. Equity folds its Hollywood effice on account of lack of business. Dr. A. H. Giannini moves out of bank to U.A. Iot as president and chairman of board. Congressman W. F. Sirovich of New York gives studios' the Tooksee. Edd. Cantor bows out of Goldwyn setup to join 20th-Fox. Authors' Leagu of America applies for Californi charter. Dougras MacLean Grand National.

August

Mary Astor case gives Hollywood the jitters. Cops pull curtain on Minsky's Hollywood burley and haul the troupe hooseow. Simone Simon in The White Hunter. Simone out of The White Hunter. Hollywood opens arms to Carlo Roncoroni, Musschin's film man Friday. Lleyds of London puts nix on insuring agents commission. Universal sets up feed and entertainment for 1,100 persons just to get acquainted.

September

Sol A. Rosenblatt seed out of Rosevett campaign as motion picture organizer. Hatry Hammond Beall quits publicity game to lead editors of Fawcett fan mass. Jury decides 13 in Minsky troupe indecent and judge sets heavy fines. Special Assistant U. S. Attorney General Joseph Keenan hits Hollywood to hear possible federal squawks against inture. Industry, Darryl F. Zanuck made chairman of the Mation Picture Producers, god. left open by death of living G. Thalberg, Labor against the competency of the Mation of the Mation Picture Producers, god. left open by death of living G. Thalberg, Labor against the competency of the Mation o

Getober
Twentieth-Fox goes elegant, movig into 400 foot administration Twentieth Fox goes elegant, moving into 400 foot administration building closely resembling a hospital. George Raft tiffs with Paramount over \$24,000. George Raft untiffs with Paramount. Mare West Hearst Feud ends, Twentieth-Pox checks out of old Sunset avenue lot, lesse L. Lasky moves in at RKO. Sol. Lesser dickers. Lou Gehrig for Tarran, role. David L. Loew sets Joe E. Brown starrer first personal production offering. Mac West entertains four bachelors imported as exploitation for picture. Darryl Zanuck becomes transportation magnate, installing yellow buses on 20th-Pox Jot. J. P. Normanly grins out announcement that Universal sales are up over \$2,500,000 compared to 1935 figures. Hollywood Turf Club gets nix on try for track to compete with Santa Anita. Robert Cumings, Paramount player, inherits \$1.600,000 through gold stock his late father thought worthless.

Republic, after top names, goes as, high, as \$125,000 per pic—in offers, high war talks long enough to say 'I do.' Robert Taylor has old Metro. contract torn up and gets new one paying about \$2,000 per week. Republic, establishes permanent first aid station on lot. William B. Koenig leaves. Universal for Metro. Paramount' unlimbers drive, honor Adolph Zukor on 25th anniversary as organization's head. George Raft out of 'Souls' at 'George Raft out of 'Souls' at Sea' W. 'Ray Johnston organizes Sterling Pictur Corp., 'and puts Scott R. Dunlap i as 'vp. in charge of production. Simone jimon goes into 'Seventh Heaven.' Simone Simon stays in 'Seventh Heaven.' December

December

December

Educational brushes off
produce, starti with
Buster Keaton comedi
Selznick gets League
medal for 'Little Lord' Fauntleroy.'
Bonuses. Three day Christmas holidays. Deanna Durbi

Par-U Trade Deals

Hollywood, Jan. 3.
Paramount has loaned Ray Millan to Universal for one picture, in return for which it gets Mischa Aufor the Lubitsch-Dietrich picture au Nan Grey for Years Are So Long.



ON THE GREAT WHITE WAY IT'S GAY WITH M-G-M AND LOEW's, Inc. SHOWMANSHIP!

The entire family of Loew's, Inc., Metro-Goldwyn-Mayer Pictures and Radio Station WHN extend to Variety and its readers heartiest New Year wishes.





Some fun at the box-office in 1936! Cashiers at theatres playing M-G-M pictures Scarcely had a minute to powder their noses! Your paying guests know which outfit Makes the big, star-studded hits!

FOR INSTANCE, M-G-M HITS LIKE THESE:

"ROSE MARIE" "WIFE 05. SECRETARY" "GREAT ZIEGFELD" "SMALL TOWN GIRL" "SAN FRANCISCO" "SUZY" "HIS BROTHER'S WIFE" "GORGEOUS HUSSY" "LIBELED LADY" "LOVE ON THE RUN" "BORN TO DANCE" "AFTER THE THIN MAN" "CAMILLE"

In 1937 the ticket-buyers of America More than ever before will seek out The Roaring Lion of the Screen! It's your lucky year Mr. Exhibitor because M-G-M in coming months will astound them With even bigger sensations than in The memorable past year!

GIVE A LOOK AT THE STARTING LINE-UP!

RUDYARD KIPLING'S "CAPTAINS COURAGEOUS" with Freddie Bartholomew, Spencer Tracy, Lionel Barrymore and others "THE LAST OF MRS. CHEYNEY" with Joan Crawford, Robert Montgomery, William Powell "PARNELL" the noted stage success with Clark Gable and Myrna Loy "MAYTIME" with Jeanette MacDonald and Nelson Eddy MARX BROTHERS in "A DAY AT THE RACES" "MAIDEN VOYAGE" with Robert Taylor and Luise Rainer

and, of course, it's just the beginning!

1937 IS YOUR BOX-OFFICE HEAVEN!

(A good rhyme, but the jingle of coin will sound even better!)

Advance Production Chart

Hollywood, Jen. 3.

Despite the holiday season, in Hollywood manages to hold up to normal insofar as number of features before the cameras are concerned. Five features were completed last week and turned into the cutting rooms, while four went before the cameras.

A new high in number of features previewed during the week was registered due to the fact that most of the first run houses grabbed off one to play as an added attraction for midmight showings New Year's Eve.

Although only four new features started last week, 16 are slated to get the gun this week, evidencing the fact that producers will start the new year off with plenty of

Columbia

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

ACKETEERS IN EXILE? and "WEATHER ON NO reported VARIETY,
Dec. 30. No pictures started last week.
Readied to start: "SFEED MAD," RACING LUCK," TROUBLE IN
MOBOCCO, "ROMANCE FOR THREE and THE NEW TRAIL AHEAD."

Metro

Ten in work, five editing, six preparing. In work:

'MANTIME? reported Variety. Sept. 2: 'A DAT AT THE RACES.'
ported Sept. 16: 'CAPTAINS COURAGEOUS,' reported Oct. 7: PARNELL,'
reported Nov. 18: 'PICK A STAR,' reported Nov. 25: 'LAST OF MES.
CHENNEY, reported Dec. 2: 'MAN OF THE PROPIES,' reported as
THE VICTOR,' and 'DANGEROUS NUMBER,' reported Dec. 23. Started
last-week:

CHEVAEX, reported Dec. 2: "MAN OF THE PROPLE," reported as. TO.
THE VICTOR, and DANGEROUS NUMBER," reported Dec. 23. Started
last week:

BURNT FINGERS, produced by John Emerson, directed by George
Seitz, adapted from John Kirkpatrick-John Golden play by Anita Loos.
Cast: Alice Brady, Guy Kibbee, Betty Furness, tanley Morner, Gregory
Gay, Gene Lockhart, Ivan Lebedeff, Edward Norris. Heather Batcher.
Siory centered around Alice Brady, Guy Kibbee and Betty Furness,
members of a wealthy American family, prevailed upon by the mether to
see Europe, where she can advance her ideas about culture. Much against
the old man's wish, all three wind up in Paris, where the mother becomes
acquainted with a novelist, a musician and an artist, who move in on the
family and later are found to be phoneys. In the meantime, the daughter
and mother ratin a cooner and they clope. This is the pay-off. Father
and mother ratin a cooner and they clope. This is the pay-off. Father
and mother ratin a cooner and they clope. This is the pay-off. Father
and mother ratin a cooner and they clope. This is the pay-off. Father
and decide to return home
terouner has been annulled.

ESPIONAGE: produced by Harry Rapf, directed by Kurt Neumann, no
writing credits. Cast: Edmund Lowe, Madge Evans, Paul Lukas, Stuart
Erwi , Ketti Gallian, Barnett Parker, Charles Trowbridge:

Story concerns girt reporter in Paris who, by coincident, meets novelist
who has turned reporter to help out a managing editor pal of his on a
spree. Both are assigned to cover the activities of a munitions baron and
meet on the same train, not knowing each is working on same story. When
they pass the border line to another country the novelist finds he has lost
his passport. The girl happens to have one that calls for man and wife
and they forge the pass. This gets them through to another border only
to be tripped up, Novelist makes his escape and after several complications, both meet again in Germany, where he gets the girl out of jail after;
proving-that all was a misunderstandi

Paramount

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

"SOULS AT SEA," SWING HIGH, SWING LOW, reported VARIETY,
NOV. 18; "CLARENCE," reported Dec. 9; "WAIKINE WEDDING," reported Dec. 23; "TATTERNES CAN'T TAKE MONEY, and 'THE LOVE TRAP," reported Dec. 30; "Starting last week:

"MINED SECONDESS OF THE SECONDESS

RKO-Radio

Four in work, 11 editing, 12 preparing. In work:

*ROBBER BARONS, MISS CUSTOMS AGENT
reported VARIETY, Dec. Starting last week:

*STEPPING TOES, produced by Pandro S. Berman, irected by Mark
Sandrich, original by Lee Loeb and Harold Buchman; screen play, Allan
Scott and Ernest Pagano; score by George and Ira Gerstwi Cast: Fred
dastaire, Ginger Rogers, Edward Everett Horton, Eric Blore, Jerome Cowan,
Abe Reynolds.

*Story is usual fare of Astaire-Rogers filmusicals, this one backgrounded
against Paris, New York and aboard a liner. Plot shows Astaire as an
American, who wins fame-as a Russian ballet master. In Paris he meets
Miss Rogers, typical American night club hotcha dancer. Romance ensues
and he follows her to America. On the boad Astaire being followed by
another ballet dancer, exposes him as a married man.

Readled to start: "GONVENTION IN CUBA." SATISFACTION GUARANTEED." WINGS OF MERCY, "TAKE IT EASY" and 'OUTCASTS OF
POKER FLAT."

Republic

Two in work, five editing, 10 preparing. In work:

OLD LADY IEONSIDES, reported VARIETY, Dec. 23, and FARADISE
EXPRESS, reported Dec. 30. No new pictures started last week:
Readied to start: WITHOUT A NET, EVER SINCE ADAM. SPECIAL
ORDERS, THE HIT PARADE and LEGION OF THE DAMNED.

20th-Fox

Six in work, five editing, eight preparing. In work:

'ON THE AVENUE, reported Variety, Nov. 18; 'NANCY STEELE IS
MISSING, reported Dec. 2; 'SEVENTH HEAVEN,' reported Dec. 9; 'STEPLIVELY, JEEVES,' reported Dec. 16, 'TiME OUT FOR ROMANCE,'
ported Dec. 23, and 'THE LAST SLAVER,' reported Dec. 30. No new
tures started last week.
Readied to start: 'MIDNIGHT TAXL', 'DEAD YESTERDAY,' '50 ROADS
TO TOWN,' WAKE UP 'AND LIVE,'
METROPOLE, 'WEE WILLIE
WINKIE' and 'THAT I MAY LIVE.'

United Artists

Two in work, two editing, nine preparing. In work:
HISTORY IS MADE AT MIGHT, reported Vantery, Nov. 11, and 'A
STAR IS BORN, reported Nov. 18. No new pictures started last week.
Readled to start by Walter Wanger: "VOCUES OF 193 "CASTLES IN
SPAIN" and "SUMMER LIGHTMING." Samuel Goldway, unit: "THE
WOMAN'S TOUCH," STELLA DALLAS" and "HURRICANE." David O.
Selznick unit: PRISONER OF ZENDA," THE WORLD'S OUR OYSTER'
and "ADVENTURES OF TOM SAWYER."

Universal

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

'CLASS PROPHECY: and 'PERSON TO PERSON CALL,' reported
VARIETY, 190c. 23, and WEY'VE HAD OUR MOMENTS,' reported Dec. 30.

No new pictures started last week.
Readied to start: 'NIGHT KEY,' THE ROAD BACK,' WINGS OVER
BONOLULU,' 'DHEAY IN THE SUN,' THE STONES CRY OUT.' PRESCRIPTION FOR ROMANCE,' 'BE IT EVER SO HUMBLE,' 'ADVENTURES END' and 'SMOKE TREE HANGE.'

Warners

Seven in work, 26 editing, 12 preparing. In work:

'SLIM' and (GALL IT. A DAY, reported VARIET, Nov. 25; 'CASE OF
STUTTERING BISHOF, reported Dec. 3; 'GO-GETTER,' 'PRINCE AND
PAUPER' and "MARKED WOMAN,' reported Dec. 16; 'MARRY THE GIRL',
reported Dec. 30. No new pictures started last work.

Readied to start: 'RID GALMARD,' THE GIRL',
Readied to start: 'RID GALMARD,' THE GIRL',
READIELEY, 'THE STORY OF EMILE Z'OLA' and 'THE SINGING MARINE.'

PRODUCTION TABLE

(This table shows number of features promised to be delivered to exhibitor by the major distributing organizations, and the inde-pendent producers contributing product to their producing organiza-tions for the 1936-37 season.) Balance to be Stories .

4 St. A.		lumber	Pix		placed	in
centributing. companies. p. COLUMBIA Larry Darmour. METRO Hal Reach. PARAMOUNT. B. F. Schuberg. Examuse Scheen Hal Reach. PARAMOUNT. B. F. Schuberg. Examuse Scheen Hal Reach. B. F. Schuberg. Examuse Scheen Hal Reach. Frank Lloyd. RKO RADIO Bavid Loew. George Hirliman Sol Lesser. REFUBLIC A. W. Hackel. 207H CENTURY-FOX Sol Lesser. UNITED ARTISTS Solution The Companies of the Com	Number of pix of	now	now	in the	before	rep-
Korda London UNIVERSAL Buck Jones WARNERS	44 8 60	2 1 29			E 2 Feb. 19	
Totals	512	132		80	257	78

20TH AND U DEALS

S. E. In Holdings

Washington, Jan. 3.

Further sales of 20th Century-Fox paper by Chase National Bank and purchases of Universal stock by ex-ecutives were revealed last week by reports to Federal Securities & Ex-change Commission.

change Commission.

Although slowing down noticeably in market operations, Chase continued it idation of hangover Fox securities ring late November, S.E.C.

Bank dumped 416 shares common held under escrow agreement and inloaded 832 preferred. Leaves 352,776 common and 705.552

Aldrich-Rockefeller.

Rockefeller.

U/exces picked up 35,000 Universal common for account of Universal Corp., which is staffed by studio bosses. Raised holdings to 229,027 shares of common, with preferred staying at 20,000 shares, unchanged.

Belated report from Grand National showed Willis C. Bright, who quit boar in October, sold 600, shares of common before getting out. Left him 538 of this variety. Earli Bri red out his common rights, swapping 759 which he purchased in July for 803 shares of the active stock. His July total investment was 1,138 common.

vestment was 1,138 common.

Other over-due statements showed
Mortimer Wormser of New York
held-no stock in Colum
was elected an officer January,
1936, while Albert D. rwell of
Chicago, amed to boar of Consolidated Film Industri fall of 1935,
held 1,200 G.N. common.

'DESERT SONG' STALLED

Hollywood, Jan. Warners has set back roduction of 'The Desert Song' March. Trouble has been in getting a male

TH AND U DEALS ISEOSES Chaice Bank's Shift To Badding 'HURRICANE' TO PROD. START

Hollywood.

soon as John Ford is through shooting his present Shirley Temple item at the 20th Century-Fox, he will move over to the Goldwyn lot for 'Hurricane.' ichols, recently returned from a trip Russia. is

returned from a trip Kussia, is expected to finish the script in three weeks. Shooting schedule calls for four months of sea stuff around Samoa, but unless present strike is settled soon studio figures it may be in for further delays.

soon studio figures it may be in for further delays.

Striking seamen, however, through Harry Bridges, have, assured Ford that because he is a member of the Directors' Guild and isn't-carrying cargo they'll fix it so, he can have all the help he needs.

Tom (Red) Murray, on the Leviathan and latterly, on Dollar Line, present acting as Charles oyer's stand-in during seamen's strike, has been acting as gotherwent trying to get the production out of the strike situash.

Ford, on contract for the produc-

Ford, on contract for the produc-tion is getting \$80,000 for his end Goldwyn picture is expected to cost around \$1,500,000.

Linden-Parker Teamed

Hollywood, Jan.

Eric Linden will be the ale lead in B. F. Zeidman's Two Shall Meet, for Grand National release.

Cecilla Parker, loun m. Metro, is the vis-a-vis. įn.

NEW MPLS. LAW TO RESTRICT **OVERSEATING**

Minneapolis, Jan. Minneapolis; Jan.
After being jockeyed
forth from committee to
without being able to obtain the approval of the ordinances and legi
lation committee, an ordinance designed to prohibit further theatre
construction in Minneapolis finally
has won out in committee and is expeted—pass the council without

has won out in committee and is expected pass the council without any serious difficulty. However, the present measure considerably less drastic than has been desiged by its local exhibitorsyonsors, who claim the city already is over-seated and that no more raw houses should be built. Instead of maki it mandatory for the alderment to turn down permits for new theatres, it gives them discretionary power to grant or reject the application where greater traffic r fire hazards would, be created.

Suit Discloses Some Internal Dissension Within Theatre Co.

Within Theatre Co.

Internal dissension among groups of officers and directors Kickerbocker Theatres, Inc., which operates a chain of East Side neighborhood picture houses, came to light through the filing in N. Y. supreme court of a suit by Charles Steiner, v.p. of the corp., against other officials. Steiner is demanding on behalf of himself and other stock-holders \$100,000 damages from Louis' Schneider, president of corp., Jacob Borodkin, director, and Stanley I. LaCov, an attorney.

Stei , who heads one group of directors of Kinckerbocker, claims the defendants damaged the credit by filing a bankruptcy petition in the U.S. District Court last July, claiming the action was taken on a for the board of directors. Stei Tought the pelition, which was subsequently dismissed. Steiner in the present action claims the filing of the board of directors. Stei Tought the pelition, which was subsequently dismissed. Steiner in the present action claims the filing of the pelition made it appear that Knickerbocker was insolvent and as a result, he and other stockholders were injured financially.

Knickerbocker, through Knickerbocker, through Creater M.&S. Circuit, Inc., trols Delancey Theatres Inc., Emesco Amusement Corp. \$9.108 Avenue A Corp., 2494 Second Avenue Realty Corp., the Florence Theatres, and the East Side Theatres, Inc., i named as a third party in the present action. A counter action asktug for the dismissal of the suit, will be heard Wednesday (6) by Judge Cotillo.

ORDER SEALED BIDS ON ACADEMY OF MUSIC

Presiding Judge Martin T. Manton of the U. S. Circuit Court of Appeals, N. on Thursday (31) signed an or irecting Milton C. Weisman, receiver for Fox Theatr to accept sealed bids for the rights, titles and interest which the bankrupt organization may have in the old Academ of Music on 14th treet, N. This is in line with the request made by the week, nounced that the Skouras chain of picture theatres, present operators of the Academy, had offered, \$10,000 for the long. leasehold on the theatre held by Fox.

In the order Judge Manton rected that all bids be filed not later than today (Wednesday).

Sherman Readying His Defense in 306 Trial

case of Harry Sherman, mer resident of Local 306, [Mooning Pictur Machine Operators of York was indicted late spring on charges of misapproprint ing funds, is expected to come within two, weeks, Sherm is in the spring of the spring funds, is expected to come within two, weeks, Sherm is in the spring of the sp

present time conferrin

EXPLOITATION -:- By Epes W. Sargent

36 Trends

The year just closed added but a small chapter to the story of exploitation, one reason being the increasingly large number of national conducts and manufacturers of almost open did not reduce the amount of exploitation, but did put a damper on originality, since most of the big picture carried ready-made stunts, one of the outstanding ideas being the read Astaire-Packard tie up, with car prizes to the public and to house managers.

great Assaure-raceans up, with a prizes to the public and to house managers.

This and similar stunts produced a huge volume of exploitation for the special contests reduced the volume of exploitation on the result of the produced state of the produced and the produced state of the pro

entertainment and di icult to sell.

But by and large the closing
period was a slack time in exploitation fields, with most of the few good
ideas coming, as usual, from the
small town houses, where the managers have to use their brains instead of heavy exploitation coin.
And the spread of the chain is
cutting, down the number of small

Dental Exploiteer

Dental Exploiteer

Dr. David C. Cowen, dentist and legislator, gave the largest private theatre party in Spokane history private the private the private private the private p

Newsreel Revue

Larry Grayburn, of the Metropolitan theatre, gave a sport review of the year as a midnight feature during the holidays. The show included bowling, basketball, trick golf, donkey baseball, roping wild animals, table tennis. rugby, water sports, fishing and other athletic nip-ups. Near-capacity crowd attended.

Advance Dope

Bill Hendricks, the Warner Memphis theatre, raised from a pup by Harold Waugh, zone manager, who has turned out a lot of good men, sends in stunt 583 from his new book on exploitation, which is going through the mill under Chiek Lewis, eye and will be published by him. It's a Combination of the Christmas card idea and the Christmas seal, and while it is too late for this year's holiday, Hendricks is going to put it over the jumps shortly as a tryout. The gadget is an adhesive stamp,

The gadget is an adhesive stamp, similar to the Red Cross seals, but several times larger. Each ticket is serially numbered for accounting purposes, and will be bound into books of 20 or 25, bound with wax paper interleaves, the same as the postofice stamp books. May be bought singly, if desired,

The face of the stamp carries the information that presentation of the card at the door will admit the holder to the theatre as the guest of the person whose name is signed to the card. Two or more stamps may be affixed, if more admissions are sent.

Just a variant of an old idea, but

sent.

Just a variant of an old idea, but valuable in that it will permit the senders to use cards of their own selection and sentiment instead of being limited to the theatre's stock card. And from this angle it is a distinct advance. That book sounds like it is going to be good.

Boy Manager

Taking a cue from the various boy mayor stunts on Boys' Week, a manager made a cleanup on a picture with a juvenile hero through apointing a local boy as manager of the theatre for the two-day engagement.

spointing a local boy as manager of the theatre for the two-day engagement.

There was a formal election held by the Boy Scouts with all local troops participating, and with four candidates. The lucky boy was permitted to select a press agent and a billing crew and with some aid from the manager put on a vigorous carrier was selected in various ways. The stunt was good for four newspaper stories, a scout parade, merchant co-operation in windows and on delivery wagons and a nightly concert by the scout's bugle' band. Receipts were well above average and the manager was so pleased with the result he provided the troop to which the 'manager' belonged with a new troop banner. Just another instance of capitalizing local interest and the manager was so pleased with the result he provided the troop to which the 'manager' belonged with a new troop banner. Just another instance of capitalizing local interest and the standard of the smaller towns, but may be the standard for this title, but it can be worked on any kid pictures, and if taken up in time it is probable that the studio will arrange for some cooperation from that end. If it can be timed in with the regular Boys' Week campaign, so much the better, but it is good enough to stand on its own legs if that period is too far away, and perhaps can be repeated when the local organization again stages its drive.

Conventionality

Conventionality

Take his paste pot away from the average manager and he would probably get discouraged. He is so used to pasting up his material that it possesses to pasting up his material that it means up the copy better schemed to his particular to be original. And yet smart selling does not mean following the lines of least resistance. It means a different and the copy better schemed to his particular to be original. And yet smart selling does not mean following the lines of least resistance. It means a different and the copy better schemed to his particular to be original. And yet smart selling does not mean following the lines of least resistance. It means a different and the copy better schemed to his particular to be original. An almost historical example of what it means was the advertising done by the late George Bleich, of Owensboro, Ky. Bleich had booked Paramount's feature with Enrico Caruso. Then he saw it. When he got back home he looked despairingly at his press book on the picture. He knew perfectly well had if he used the proposed of the season to often that such a proposed to the season. Now come and see what he lookeds like. He capitalized curiosity and won without a single backfre. Caruso looked all right. It's not often that such a booked like he had to be same idea can be worked in other ways. As example, a manager of Paramount, because the proposed of the season. Don't let others tell you awhat you missed. See it yourself as a personal favor to your funnybone. This was set in straight 12-point roman instead of display. It looked like nothing else on the page, so it got first reading as against a lot of the control of the season. Don't let others tell you when he proposed the season been assistant manager of Paramount, or leading the proposed the season been assistant that the Liberty, moved to the Crobe moved to the Crobe manager of Paramount, or leading the proposed the proposed that the liberty from head doornan and was replaced by William Bigelow from the Orpheum in the Crobe will be

Trick Autos

Trick Autos

Trick automobiles seem to have gone into the discard lately. Very few auto stunts are being reported, and yet some gags can be easily and cheaply worked. One good gag is the streamer on the windshield, where these are permitted. Cars come to the theatre for their strips and a week later return to claim a pair of ithograph tickets the streamer is still in place. Streamers are pasted to the glass so they cannot be removed before the payoff and then replaced for ticket claiming.

If a sufficient number of cars can

not be removed before the payoff and then replaced for ticket claiming.

If a sufficient number of cars can be lined up, the cross-eyed stunt is a good one. Circular discs of transparent paper are printed up with house and title. These are pasted to the headlights closest to the bonnet, to give a cross-eyed effect. Not easy to read the printing, but if a sufficient number of cars is lined up, just the sight of them reminds of the title. These discs should be green or red and not printed on while paper.

Bucking cars with one or more wheels off-center on the axle, are bonnet and sides are the compared to the title that it takes too much power. There used to be dozens of these cars in theatre garages. Now they seem to be limited organization units for convention purposes.

And don't forget the 'driverless' car with the operator working behind a black scrim, but by the same token don't forget to take out a special insurance policy against.

Lenten Stunts

Lenten Stunts

Lent is coming pretty soon, and it's just as well to get ready now. One house is already set on a scheme, to tie in the various church aid societies to the usual ticket slump. Any organization registered in advance may obtain tickets to be sold on a 10% commission for the benefit of the church. There will be bonus of \$20 to the organization making he that many sales efforts may fail and yet be cashed at the box office. It worked that way in a stunt tried a couple of years ago. In any event the direct approach is to those church people least apt to patronize the theater during the pennitential period.

Morning lecture courses, illustrated by travel films and described driving the cooking school idea is another stunt that will bring the good ladies out and help reconcile them to the idea of a theatrical performance.

Another gag, that is best worked through a local florist, is either the free distribution of lily bulbs for forcing or their sale at cut prices to those registered in al lily contest. Frequently the florist will make frequently the florist will make those registered in all lily contest. Frequently the florist will make those registered in all lily contest. Frequently the florist will make those registered in all lily contest. Frequently the florist will make or taken home again. Prizes as low as \$5, \$3 and \$2 will bring out a heavy competition in the smaller spots, but in one large city a mezzanine competitive display by several florists got wide newspaper attention. Selection of the winner was made by audience ballot.

BEHIND the KEYS

St. Louis. Newly constructed Star, Sheldon,

Newly constructed Star. Siletton, Ia, reopened.

Harold Schroeder new owner of Lakeview, Lakeview, Ia, formerly operated by W. O. Galloway, Grand, Conway, Ark, reopened, C. P. Washmon recently sold Rio, Van Buren, Ark, to Maleo Theatres, Inc. Company recently constructed new touse in Pine Bluff, Ark, to be known as Maleo.

Wiggins, in Paris, Ark, now ready for business.

new house in Pine Bluff, Ark., to be known as Malco.
Wiggins, in Paris, Ark., now ready for business.
L. P. Wallace has purchased Harm. Kinloch, Mo., from R. B. Sexton.
Dixie, the Market has transferred to the control of the contro

Valentine here, one of the pioneer downtown movie houses has completed the installation of a modern marquee, Joe Calla, manager, has announced.

marquee, Joe calla, manager, mas announced.

Nat Levy, RKO district manager, Herb Greenblatt, from Cleveland and Stanley Jacques, has closed a deal with Tracy Barham for Paramount houses at Marion, Middletown and Hamilton, O.

A new 550 seat motion picture theatre will be built at Wadsworth, O., near Akron, by the Wadsworth, O., near Akron, by the Wadsworth, O., sear Marion, by the Wadsworth option of the control of the co

optioned there.

New Comerstown, O.

Harvey and Clarence Ortt, former owners of the Ritz here have padlocked the doors of the house which now is operated by the Twin City Theatre Co. of Uhrichsville. Although neither of the men would state the cause for their action, it was under the cause for their action, it was under the contract. E. E. Balarger manager of the Twin City Theatre Co. and now assistant manager since the appointment of Attorney Matthew Smith as manager was in charge of the house.

Lincoln.

Yearend divvy for local theatres included handouts of \$10 to \$30 per employe at the Westland Theaters, figured at the rate of \$10 per year of service. George O. Monroe, indie operator of the Colonial, gave out \$10 all around. Bob Livingston, Capitol, believes in bountes on weekly basis. Every good week he boosts the checks from \$3 to \$5. Lincoln Theaters Corp. didn't hand over any dough direct but allowed every employe '20% commission for sale of combo greeting and admission cards, so some of the group came off with \$15 to \$20.

Jack Nelson, manager of the Fox-West Coast Parisian theatre, has been transferred to the Nile, Bakers-field. He replaces Walter Morris, who will be given an assignment here.

Lynchburg
Neighborhood Theatres, Inc., of
Richmond, has bought the site of the
Lee Theatre at South Boston, Va.,
which was destroyed by fire about
two months ago, and will put up a
new house immediately.

Digging for Diggers

Digging for Diggers
Irving Windisch, of the N. Y.
Strand, pinned plenty on The Gold
Diggers of 37 before it opened at
his house. He hooked the Mirror to
a pepigram' contest a week in advance, contributing \$50 in cash and
10 pairs of tickets for prizes for the
best kidding item working in the
115,000 applied daily, which his plenty
of response.
115,000 were handed out to men
only on street corners and a splashy
color card was used by Postal Tele
graph to promote Christmas and
New Year's greeting wires. Warners
supplied the cards, sind the wire
condition and window displays.
For three weeks in advance a silhoustete cutter made black paper por
traits of Strahd patrons. Each was
mounted on a card with advertising
for 'Diggers' and presumably shown
to all the recipient's friends, iving
a wide distribution per card.
A local dance hall held diverplay with penty advertising in the
hall and at the Broadway entrance.
Outside sign was 40x00 feet.
Beauty, shops took 200 casel back
cards of Joan Blondell's haircomb,
and stills and cards made the grade
in numerous windows not generally
given to theatre displays. About
15,000 autographed still general
the cards of distribution through their
music departments, and Max Factor
came in heavy with exploitation.

Smash Windows

Smash Windows

Smash Windows

Seems to be about time to revive one of Eli M. Orowitz's old ideas. It's just the old ringed photo stunt, but the way Emo woked it it was good for plenty windows. Merchants were contracted in advance to donate the stund of t

Intensive Plug

Intensive Ping
Something new in exploitation has been devised by Warner Bros.' press department for Block of Brown of the supervision of Brown of B

On the Record

On the Record.

Joe Well, of Universal, wound up his year with a stunt for New Year's eve. Those on the list received an exclusive pressing of a special double-faced phonograph disc recording two songs sung by Deanna Durbin in her new pic. Each was numbered, like a limited edition book, and was personally autographed to the recipient by the star, All carried out in Well's most impressive style and making for lot of strength of the Twins Charlotte N. C. Charlotte N. C.

The News here again tied up with the Imperial theatre in a coupon clipping stunt. This time it was been at the Rialto, also this city.

New Yolo theatre, owned by J. F. Garrette, and operated by William Cornwell, opened here. Structure replaces house razed by fire. Seats 800.

THE NEW YEAR

COME from the

3 SMART GIRLS

The big surprise package of the Xmas season with DEANNA DURBIN!

TOP OF THE TOWN

Magnificently Mad Musical that'll top 'em all!

CLASS PROPHECY

Thousands thrilled to this story in McCall's Magazine!

HIPPODROME

Spectacle! Splendor! Music! Mirth! Glamour of the famous Hippodrome!

SHITS WILL NEW UNIVERSALE

THE ROAD BACK

Sequel to the mighty "All Quiet"! Directed by James Whale!

TIME OUT OF MIND

Rachel Field's greatest story! First prize, American Booksellers Association!

RIVIERA

A Comment

A Jerome Kern Musical! A Buddy De Sylva Production!

MADAME CURIE

Irene Dunne in the most dramatic woman story since time began!

CALENDAR OF CURRENT RELEASES

Chesterfield New York, N.
Lady Luck. Story of a sweepstake winner. Patricia Farr, Wm. Bakewell.
Chas. Lamont. 62 mins. Rel. July 8.
Missing Girls. Martin Mooney's story. Roger Pryor, Muriel
Rosen. 65 mins. Rel. Sept. 10. Rev. Oct. 7.

Studio: Gower at Sunset, Hollywood, Cal. Columbia

Studio: Gower at Sunset,

Hollywood, Cai. Columbia

Adventure in Manhattan. Joel McCrea, Jean Arthur, Reginald Owen, Herman

Bing, Dir. Edw. Ludwig, 73 mins. Rel. Sept. 20, Rev. Oct. 23.

Alibi for Sunder. Mystery Win. Gargan, Marguerite Churchill. Dir. Ross

Blackmaller. Eight persons face suspicion of murder of a blackmaller. Min.

Gargan, Florence Rice, H. B. Warner, Dir. Gordon Wiles. 66 mins. Rel.

July 10 Rev. July 20

Come Closer, Folls. Outdoor show etory. James Dunn, Marian Marsh, Wynne

Come Closer, Folls. Outdoor show etory. James Dunn, Marian Marsh, Wynne

Dir. Dorothy Arzner. 73 mins. Rel. Sept. 30. Rev. Oct. 7.

Craig's Wife. John Boles. Rosslind Russell, Billie Burke, Raymond Walburn.

Dir. Dorothy Arzner. 73 mins. Rel. Sept. 30. Rev. Oct. 7.

End of the Trail. Jack Holt, Douglas Dumbrille, Louise Henry, Erle C. Kenton.

Fina 21. Sept. 18. Rev. Nov. 4.

Fina 22. Sept. 18. Rev. Nov. 4.

Fina 24. Sept. 18. Rev. Nov. 4.

Fina 25. Sept. 18. Rev. Nov. 4.

Fina 26. Sept. 18. Rev. Nov. 4.

Fina 26. Sept. 18. Rev. Nov. 4.

Fina 27. Sept. 18. Rev. Nov. 4.

Fina 28. Sept. 18. Rev. Nov. 4.

Fina 28. Sept. 18. Rev. Nov. 4.

Fina 29. Sept. 18. Rev. Sept. 19. Rev. Nov. 4.

Fina 29. Sept. 19. Rev. Sept. 19. Rev. Nov. 4.

Forbidden Trail. Western. Buck Jones, Barbara Weeks. Dir. Lambert Hillyer.

65 mins. Rev. Nov. Sept. John Wayne. Beth Marion. Dir. Nate Gatzert.

58 mins. Rev. Nov. Sept. John Wayne. Beth Marion. Dir. Nate Gatzert.

28 mins. Rel. June 1 Rev. Oct. 21

Killer at Large. Dept. Store mystery. Mary Brian, Russell Hardle. ir. David Lady from Nowhere. Mary Astor, Charles Quigley. 60 mins.

Rev. Legion of Terror. Bruce Cabot, Marguerite Churchill, Crawford Weaver. ir.

C. C. Coleman, 77, 62 mins. Rel. Nov. 21. Rev. Nov. 4.

Man Who Lived Twice. Raiph Bellamy, Marian Marsh, Isabel Jewell. Ir.

Mer. Nerv Wolfe. Edw. Arnold, Jean Perry. Lionel Stander. Herbert Milver. 60 mins. Rel. Nov. 15. Rev. Nov. 4.

Ponules from Heaven. Bing Crosby, Madge Evans, Eddit Fellows. 60 mins.

Rel. Nov. 5. Rev. Dec. 16.

Nor

David Seiman. 55 mins. Mei. July 2007. Lambert Hillyer. 65 mins. Acc. Nov. 18. Sundown Rider. Western. Buck Jones. Dir. Lambert Hillyer. 65 mins. Acc. Nov. 18. Rev. Nov. 18. They Met in a Tazi. Chester Morris. Fay Wray. Lionel Stander, Raymond Waltry and Chester Morris. Fay Wray. Lionel Stander, Raymond Waltry and Chester Morris. Rev. Rev. Nov. 18. Turbed Epider Standard, Rev. Nov. 18. Rev. Aug. 26. Loci. 15. Two Fisted Gentleman. Fight story with a girl, manager. James Dunn, June Clayworth. Dir. Gordon Wiles. 63 mins. Rel. Aug. 15. Rev. Aug. 26. Unknown Banger, The. Bob Allen, Martha Tibbetts. Rel. Sept. 15.

Studios: Burbank, Calif. First National

Studiors Burbank, First National 1321 W. 44th St., Captain's Kid, The. Old reprobate hunts pirate treasure and gets mixed up with gangsters in comedy-drams. Sybil Jason, Guy Kibbee, May Robson, Dick Furcell. Dir. Nick Grinde. 72 mins. Rel. Nov. 14.

Case of the Black Cat. Mystery thriller from the story by Earl Stanley Gard. 36 mins. Rel. Oct. 31. Rev. Dec. 30.

36 mins. Rel. Oct. 31. Rev. Dec. 30.

Case of the Veivet Claws. Warren, William Claire Dodd, Winfred Shaw, Dick Foran, Joseph King, Eddie Acuff. Dir. William Clemens. 60 mins. Rel. Sept. 18. Rev. Sept. William Clemens. 60 mins. Rel. Sept. 18. Rev. Sept. 61 the trans-Pacific advances. Of Offician Beverly Roberts. Ross and the three control of the sept. 18. Rev. Myst. 19.

Down the Stretch. A thrilling melodrama of the sport of kings. Patricla Ellis, Mickey Rooney, Dennis Moore, William Best. Dir. William Clemens. 65 mins. Rel. Sept. 19. Rev. Nov 11.

Earther Sept. 19. Rev. 19. Rev.

Gold Diggess of '27. Annual specimes on stage production. Sweet Mystery of Life.' Dick Powen, and a score of specialists. Dir. Lloyd Bacon. '101 mins. Rel. Dec. 26. Rev. Dec. 30.

earts, Bivided. Marion Davies, Dick Powell, Charles Ruggles, Edward Everett Borton, Arthur Treacher. Dir. Frank Borzage. Rel. May 30. Rev. June 17. ere once Lawrence German, December of Charles and Commentator. The Charles of Charles and Charles

Levene, Teddy Hart. Dir. Mervyn Le Roy, 85 mins. Rel. Nov. 21. Rev. Dec. 2.

In West. Swift-paced western with music. ick Foran, Paula Stone, Gordon Elliott, Addison Richards, Robert Barrat. Dir. Noel Smith, 56 mins. Rel. And the Werld, C. A. Lama based on a large radio station's digging up and exploiting the past of a woman who paid for her ordine years before. Humphrey Bogark, Claire Dodd, Beyerly Roberts, Henry O'Neill. Dir. William McGann. 57 mins. Rel. July 11. Rev. July 12.

e Angel, The. A dramatization of the life of Florence Nightingale. Kay Francis, Donald Woods, Ian Hunter, Henry O'Neill. Dir. William Dieterle. 91 mins. Rel. July 4. Rev. July 1.

Grand National

Cirand National

Release Also Allied. Clesterfield and Liberty

Captain Calamity (Hirlinan). Natural colon. Geo. Houston. Marian Nixon.

Dir. John Reinhardt. 68 mins. Rel. Oct. 20. Rev. Dec. 23.

Dark Hour, The Chesterfield). A fast-moving mystery, presenting a baffling problem in crime detection. Irene Ware, Ray Walker, Burton Churchill. Dir. Charles Lamont. Rel. Jan. 13. Rev. Aug. 5.

Bevil Dir. Charles Lamont. Rel. Jan. 15. Rev. Aug. 5.

Bevil Dir. Charles Lamont. Rel. Jan. 15. Rev. Aug. 5.

Dizzy Bames (Liberty), Musical. Marjorie Rambeau, Florine McKinney.

Parence Gray. Dir. Wn. Nigh. 68 mins. Rev. July 22.

In His Steps (Zedman). Parental trouble that followed an elopement. ric Song of the Gringo (Finney). Tex. Ritter to ach conduct was considered to the Gringo (Finney). Tex. Ritter to ach conduct was considered to the Gringo (Finney). Tex. Ritter to ach conduct was considered to the Gringo (Finney). Tex. Ritter to ach conduct was considered to the Gringo (Finney). Tex. Ritter to ach conduct was considered to the Gringo (Finney). Tex. Ritter to ach was considered to the Gringo (Finney). Tex. Ritter to ach was considered to the Gringo (Finney). Tex. Ritter to ach was considered to the Gringo (Finney). Tex. Ritter to ach was considered to the Gringo (Finney). Tex. Ritter to ach was considered to the Gringo (Finney). Tex. Ritter to ach was considered to the Gringo (Finney). Tex. Ritter (Gringo). Text. Ritter (Gringo). Te

: 1600 Broadway, New York, G-B

G.B : 1669 Broadway,
East Meets West. Drama of Crimins pullities in which Ariles plays a willy Rajah,
George Ariles, Lucie Mannheim, Romany Brent. Dir. Herbert Mason, 74
mins. Rel. Oct. 15. Rev. Nov. 16. Rev. Sov. 16. Rev. May 23. Rev. May 23. Rev. May 23. Rev. May 24. Rev. May 24. Rev. May 25. Rev. May 26. Rev. May 26. Rev. May 27. Rev. Mov. 16. Rev. Dec. 16. Man Who Lived Again, The. The story of a scientist who makes strange experiments with minds. Borls Karloff. Anna Lev. John Loder. Dir. Robert Man Bays a Queen. The story of Lady Jane Grey who ruled the British Empire for nine days. Cedric Hardwicke, Nova Pilbeam, John Mills. Despirator of nine days. Cedric Hardwicke, Nova Pilbeam, John Mills. Despirator of the Rev. 16. Rev.

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. Tities 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 from showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in 'Variety' carry the actual time, clocked in the the-atre after passage by the New York state censorship, since pictures are reviewed only in actual theater showings.

Walle every effort is made to hold this list accurate, the information.

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 even though official, To obtain the fullest degree of accuracy, 'Variety will appreciate the co-operation o all managers who may note discrep ancies.

all managers who may note discrepancies.

Harold Auten. 1540 Broadway,
Amkino, 723 Seventh Ave.
Bavaria Flim, 489 Fifth Ave.
Castino, 240 E. 58th St.
Davis Flim, 489 Fifth Ave.
Castino, 240 E. 58th St.
Davis Flim, 489 Fifth Ave.
Castino, 240 E. 58th St.
Davis Flim, 489 Seventh
Franco-American, 68 Fifth Ave.
Gerrian Flims, 729 Seventh
Franco-American, 68 Fifth Ave.
Gerrania, 22-33 19th St., Astoria, L. 1
J. H. Hoffberg, 729 Seventh Ave.
Inter-Continent, 30 E. 42nd St.
Liter-Continent, 30 E. 42nd St.
Liter-Continent, 30 E. 42nd St.
Martin Nosseck, 326 Audubon Ave.
Metropolis, 280 Fifth Ave.
Scandinavian Films, 220 W. 42d St.
John Tapernoux, 126 W. 48th St.
Ufa, 729 Seventh Ave.

Studio Placements

Hollywood, Jan. 3. Bob Curwood, Bill Edwards, Re de Kerbeck, Louis Mansour, Henry Mudojolo uis Merceller of Murpy Mudojolo uis Merceller of Mulpy Mulpy Mudojolo uis Major Farrell Olga Borget, Joan Manning, Tom Watton, Tom Casey, Harrison Meeker, Jack Fife, Manel de la Brosse, Charles Hall, Jimmy Casey, Bill Cody, Fletcher Martin, Equipage, RKO.
Charles Judels, Leora Thatcher, 'Swing High, Swing Low,' Par.

Terry Ray, Nick Lukats, Owen, 'Internes Can't Take Mon Par.

Par, James B. Carson, Tom O'Grady, Tiny Newland, Edward Emerson, 'Murder Goes to College,' Par. Sherwood Bailey, 'Steppi RKO.

Sam Flint, Jack Woody, Ralph Robertson, Buster Slavin, 'Robber Barons,' RKO.

Jack Smith, Earl Dwyre, Dirk Thane, Bob McClung, Fred Spencer, Jack Cheatem, Guy' Wilkerson, Ralph McCullough, 'Paradise Ex-press,' Rep.

press,' Rep.
William Mitchell, John Hamilton,
Ethel Mantel, Grace Kern, Ann
Schaffer, Polly Van, Bud Wiser, Raymond Turner, 'Old Lady Ironsides,'

Franklin Pangborn, Robert Mur-phy, Charles Trowbridge, Harry Lash, Wally Maher, George Chand-ler, Dangerous Corner, MG. George Whitman, 'A Star Is S-I.

George Chandler, 'The Go-Getter,

George Ernest, Ed Cook, Weather or No, Coll.

Ben Taggert, Frank Neville, Allan Ladd, Ted Thompson, Wesley Barry, Jim Thorpe, Pick a Star, Roach.
C. Henry Gordon, Lost in Morocco, Darmour.
Dorothy Christy,
20th-Fox.
Anthony Martin, Miles Mander, Douglas Fowley, Wake Up and Dream, 20th-F.
Harley Wood, Jack reenhalgh lensing valley of Terror, Conn.
Marek Windheim, Stepping Toes,
Betty Furness, Ted Healey, William Henry, The Old Soak, MG.
Leyland Hodgson, 'Call It a Day,' WB.
George Bricker scripti 'Seal

George Bricker scripti Poacher, WB,

TITLE CHANGES

Hollywood, Jan. 'Bullets vs. Diamonds,' changed to 'The Devil Diamond' by Maurice Conn. 'Coast Patrol' at RKO becomes 'Rough, Ready and Handsome' for release.

27 mins. Rel. Nov. 13. Rev. Dec. 2.

Mister Cinderella. Ambitious boy sets into society. Jack Haley,
Actiun Treacher. Dir. Edw. Sedgwick. 75 mins. Rel.

Old Butch. Wallace Beery as the town tramp who comes into a fortune. Eric
Linden, Ceclia Parker. Dir. J. Walter Ruben, 78 mins. Rel. Sept. 25.

Our Sev. Dec. 9. aurel and Hardy in a full length. Dir. Harry Lachiman.
mins. Rel. Oct. 30. Rev. Nov. 18.

Piccadilly Jim. Based on a P. G. Wodehouse story. ric Blore, Robert Montgomery, Madge Evans, Billie Butke. Dir. Robt. Leonard. 98 mins. Rel.

Aug. 18. Rev. Sept. Sorgenze. Norms Shearer: Fredric March. Dir.

Cukor. 130 mins. On State rights release. Rev. Aug. 28.

Suzy. Herbert Gorman's novel of the girl who helped capture Mata Harl. Jean

Harlow. Franchot Tone, Cary Grant. Dir. George Fitzmaurice, 95 mins.

Swent. July S. Rev. Suy. 2012

Swent. July 3. Rev. Suy. 1012

Swent. July 3. Rev. Suy. 1012

Tarzan Escapes. Another adventure in the junige. Johnnie Weismuller, More.

Tarzan Escapes. Another adventure in the junige. Johnnie Weismuller, More.

Tarzan Escapes. Another adventure in the junige. Johnnie Weismuller, More.

Froil Casgari. 60 mins. Rel. July 31. Rev. Sept. 2.

Studio: Sist Martchon St.

Studio: 5851 Marathon St., Paramount

Studio: 585i Mafathon St., Paramount : 1501 Broadway, New York, N. T. Hollywood, Hollywood, St. Paramount : 1501 Broadway, New York, N. T. Accusing Finger, The. Girl controverts circumstantial evidence to save her employer, convicted of murdox. Paul Kelly, Marsha Hunt, Kent Taylor. Dir. 15a Hogan. 61 mins. Rel. Oct. 23. Rev, Nov. 18.

Alonar, York Chas. Startett. 2011 All St. C. 15 Rev, Nov. 18.

Alonar, York Chas. Startett. 2011 All St. C. 15 Rev, Nov. 18.

Big Broadeast of 1536. Comedy in a broadeasting station. Jack Benny, Burns and Allen, Bob Burns and many other known names. Dir. Michael Leisen. Champing Marshall St. Comedy in a broadeasting station. Jack Benny, Burns and Allen, Bob Burns and many other known names. Dir. Michael Leisen. Champing Marshall St. Champing Marshall Marshall St. Champing Marshall Marshall St. Champing Marshall Mar

Bowl. College story with football background. Eleanore Whitney, Bown, Larry Crabbe. Dir. Chas. Barton. 75 mins. Rel. Oct. 30.

Son Comes Home, A. Mary Boland in her first dramatic role on the screen. Mary Boland, Donald Woods, Julie Haydon. Dir. E. A. Dupont. 74 mins. Rel. July 31. Rev. Sept. 9.

Spendthritis. Fenniless sportsman stages comeback as radio commentator. Henry Fond. Fat Paterson, Mary Brian. Dir. Raoul Walsh. 80 mins. Rel. Straight from the Shoulder. From Lucian Carey's story. Vohnay Gest His Guristrates gangsters, but not a gangster yarm. Raiph Bellamy. Katherine Locke. David Holt. Dir. Stuart Heisler. 66 mins. Rel. Sept. 28.

Texas Banger and Machineray Jacker. Jen. Jensey. Texas Banger and Market Start Star

R.K.O. Radio

: R.K.O. ldg., Radlo City.

All Scarlet (tentative). Racing melodrama. Ann. vorak, Hatry Carey, Smith
Hallew, Frank M. Thomas, Berton Churchill, Ray Mayer. Dir. Wallace
Fox. Rel. Jan. 29.
Big Game, The. Exposing the evils of football gamblers.
Gleason, June Travis, Bruce Cabot, Andy Devine.
Jr. 75 mins. Rel. Oct. 9. Rev. Oct. 28.
Bride Walks Out, The. Matrimonial adventure of a man who insists that
two can live on \$35 a week and his fiances who doesn't think so but is
willing to try. Barbara Stamyck, Gene Raymond, Robert Young, Not
Sparks, Helen Broderick. Dir. Leigh Jason. 80 mins. Rel. July 10. Rev.

Balley Web. Historical edvontures.

July 15.

el Boone. Historical adventure of great frontiersman in expedition across Cumberland Mountains and settlement of Kentucky Valley. George OBrien. Heather Angel John Carradine, Ralph. Forbes. 7 mins. Rel. Ct. 16. Rev. Oct. 28.

Turn 'Em Loose. Inspired by the lax functioning of State par-let boards. Lewis Stone, James Gleason, Betty Grable, Frank M. Thomas. Dir. Ben Stoloff. 68 mins. Rel. Sept. 18. Rev. Sept. 30.

(Continued on page 81) Don't

(Continued from page 60)

Miles. The famous oid play. Anne Shirley, John Beal, Guy Kibbiee, Moron Oisen Dir. George Richols, Jr. 66 mins. Rel. July 171. Rev. Aug. 12. Mother: Carey's Chickens. Fatherless family's efforts to preserve its identity and happiness. Ginger Rogers, Fred Stone. Ir. Dorothy Arzner. Rel. July 171. Rev. Aug. 12. Mother: Carey's Chickens. Fatherless family's efforts to preserve its identity and happiness. Ginger Rogers, Fred Stone. Ir. Dorothy Arzner. Rel. Minmy's Boys. Wheeler and Woolsey on an archaeological expedition to Excypt. Bert Wheeler, Robert Woolsey, Barbara Pepper, Dir. Fred Giulo. 68 mins. Rel. Oct. 2. Rev. Dec. 16.

Night Waltress. Night waitress exposes illegal activities of gang of highlackers posing as George and the Commission of the Commission

Republic

Bar Z Bad Men. Johnny Mack Brown and Loiz January. Rel. Jan. 20
Beware of Ladles. Douald Cook, Judith Allen, Russell Hopton, Reginald Denny,
Si mins. Rel. Dec. 11,
ig Show, The. Gene Autry, Smiley Burnette,
John Miss. Rel. Nov. 18,
John Miss. Rel. Nov. 18,
John Miss. Rel. Sob. Livingston, Heather Angel, ig Rumann. 71 mins.
Rel. Jan. 11.
Border Phasin. Bob Steele, Harley Wood. Rel. Dec. 28,
Buildog Edition. Ray Walker, Evalyn Knapp, Regis Toomey.
Charles
Lamont, 57 mins. Rel. Sept. 21, Rev. Oct. 14.

Rei. Jan. 11.

Bob Livingston, Heather Angel, ig Rumann. 71 mins.
Border Phantom. Bob Steele, Harley Wood. Rel. Dec. 28.
Buildeg Edition. Ray Walter: Evalyn Knapp. Regis Toomey.
Charles Cavalry. Bob Steele, Frances Grant. 60 mins. Rel. Oct. 14.
Country Gentlemen. Olsen and Johnson, Lila Lee, Joyce Compton. 68 mins.
Rel. Nov. 3.
Follow Your Heart. Musical. Marion Talley, Michael Bartlett.
Scotto. 52 mins. Rel. Sept. 5. Rev. Oct. 28.
Forblidden Heaven. English workman.

Country Gentlemen. Olsen and Johnson, Lila Lee, Joyce Compton. 88 miles. Follow Nov. Reart. Musical. Marion Talley, Michael Bartlett. Aubrey Scotto. 82 mins. Rel. Sept. 5. Rev. Oct. 28.
Forbidden Heaven. English workman adopts a wait. Chas. Farrell, Charlotte Hearty. Dir. Reginald Barker. 88 mins. Rev. Sept. 86.
Gentleman from Louislana. The. Eddie Guillan. Rev. Sept. 86.
Gentleman from Louislana. The Kodie Guillan. Rev. Sept. 86.
Ghost Town Gold. Bob Livingston, Ray Corrigan. Max Terhune, Kay Hughes. 55 mins. Rel. Oct. 86.
Gun Manger. The. Bob Steele, Eleanor Stewart. 49 mins. Rel. Nov. 18.
Auppy-Ge-Lucky. Finl Regan. Evelyn Venable, Jed Frouv., 86 mins. Rel.

Dec. 16.
to 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 Dunn, Mae Clarke, Charlotte Henry, David Manners. Dir. Lew Ayres. Rel. Aug. 15. Rev. Oct. 21.
the Marines. Paul Kelly, June Travis, Warren Hymer, Purnell Pratt. Rel. Jan 18.
race Bradley, Willard Robertson. Rel. Enty on the Alt.

Larethy on the Air.

race Bradley, Willard Robertson. Rel.

Lawless Land. Johnny Mack Brown. Louise Stanley. 55 mins. Rel. Nov. 22.

Man Betrayed. A. Eddie Nugent, Lloyd Hughes, Kay Hughes. Rel. Dec. 23.

Mandaria Mystery, The. Eddie Quillan, Charlotte Henry. 63 mins. Rel. Dec. 20.

Mindaria Mystery, The. Eddie Quillan, Charlotte Henry. 63 mins.

Old Corral. Gene Autry, Frances Grant. Rel. Aug. 20.

Old Corral. Gene Autry, Hope Manning. 55 mins. Rel. Dec. 21.

Mind Mystery, The. Based on a suggestion by F. D. Roosevelt. Henry

Willow Mystery, The. Based on a suggestion by F. D. Roosevelt. Henry

Willow Brader, Mystery Furness. Dir. Phil Rosen. 81 mins. Rel. Oct. 8. Ray

Ct. 210., Ranger, Ride. Gene Autry.

Burnette, Kay Hughes. 89 mins.

Burnette, Kay Hughes. 59 mins

Oct. 21.

Oct. 21.

Ranger, Ride, Gene Autry, Burnette, Kay Hughes, 89 mins, Rel. Sept. 30.

iders of the Station Skull. Bob Livingston, Ray Corrigan, Max Terhune, Roarin' Lead. Bob Livingston, Ray Corrigan, Max Terhune, Christine Maple. 33 mins. Rel. Dec., 35 mins. Rel. Dec., 10.

Raumd-Up Time in Texas. Gene Autry, Maxine Doyle, Cabin Kids. Rel. Peb. Sagebrush Troubadour. Western. Gene Autrey. Dir. Jos. Kane. 37 mins. Rev.

States and Total Advances. The Research State St

20th Century-Fox Offices: 444 West 56th St. : Fox Hills. New York, N. Y. . H. Bruce Humberstone

; Fox Hills, 20th Century-rox New York, N. Y. Hollywood, Across the Alsie.
Rel. July 28.
As You Like It. Elisabeth Bergner, Laurence Mr. H. Bruce Humberstone.
Rel. July 28.
As You Like It. Elisabeth Bergner, Laurence Mr. H. Bruce Humberstone.
Back to Nature (Jones Family). Jed Prouty. Shirley Deane, Dixle Dunbar.
Back to Nature (Jones Family). Jed Prouty. Shirley Deane, Dixle Dunbar.
Back to Nature (Jones Family). Jed Prouty. Shirley Deane, Dixle Dunbar.
Back to Nature (Jones Family). Jed Prouty. Shirley Deane, Dixle Dunbar.
Dir. John Cromwell. Rel. Dec. 11. Rev. Dec. 18.
Bandota Farrolman. Geo. O'Brien western. 38 mins. Rel. July 3. Rev. July 1.
Can This Re Dixle? Jane Withers, Silm Summerville. elen Wood. Dir. Geo.
Marshall. Rel. Dec. 4.
Career Woman. Rival lawyers unite. Claire Trevor. Michael Whalen. ir.
Career Woman. Rival lawyers unite. Claire Trevor. Michael Whalen. ir.
Career Woman. Rival lawyers unite. Claire Trevor. Michael Whalen. ir.
Career Woman. Rival lawyers unite. Claire Trevor. Michael Whalen. ir.
Career Woman. Rival lawyers unite. Claire Trevor. Michael Walen. ir.
Career Woman. Rival lawyers unite. Claire Trevor.
Oland, Borls Karloff, Charlotte Henry. Dir. H. Bruce Humberstone. 63
mins. Rel. Jan. 8. Rev. Dec. 18.
Charlie Chan at the Race Track. Warner Oland, Helen Wood. Alan Dinehart.
Implif. H. Bruce Humberstone. 70 mins. Rel. Aug. 7. Rev. Aug. 18.
Maiden Lame. Jewelry racket below the old crooks' deadline. Claire Trevor.
Glins Dotmitory. Herbert Marshall. Ruth Chatterton, Simone Simon. Di.
Glory Jane Darwell, Delma Byron. Dir. Frank Strayer. Rel. Dec.
15 mins. Rel. July 17. Rev. July 15.

Tension, Glenda Farrell, Rel. July 17. Rev. July 15.

Holy Lie, The, Jane Daweil, Seiler, Rel, Aug. 28. Seiler, Rel. Aug. 28,
ing of the Royal Mounted, Zane Grev western. Robert.
Bretherton, 58 mins. Rel. Sept. 11. Rev. Sept. 30.
Ladles in Love, Janet Gavnor, Constance Bennett, Loretta
Simon, Don Ameche, Paul Lukas, Dir, Edw.
Gri th.
Sept. 28, Rev. Nov. 4. Howard

Sept. 28. Rev. Nov. 4. Lloyds of London. Historical Madeleine Bartholomew. Dir. Henry King. 112 ir Guy Standing, Dec. Rev. Dec. 2.

CALENDAR OF CURRENT RELEASES One in a Million. Debut of Sonja Henie, champ figure skater. Adolph Menjou, Jean Hersholt, Ritz Bros, Dir. Geo, Marshall. Rel. Dec. 27.
Pepper. Syn, of a walf. Jane Withers, Irvin Cobb, Slim Sumi

One in a Million, Debut of Sonja Henie, champ figure skater. Adolph Menjou, Jean Hersholt, Ritz Bros. Dir. Geo. Marshall. Rel. Dec. 27.

Pepper. Story of a walf. Jane Withers. Irvin Cobb. Slim Sumi ir. Jas. Timling, 61 mins. Rel. Sept. 11. Rev. Aug. 12.

Pisskin Parade. Stuart Erwin, Johnnie Downs, Arline Judge.

Pisskin Parade. Stuart Erwin, Johnnie Downs, Arline Judge.

Poor Little 16. Gier. So mins. Rel. Nov. 18. Rev. Nov. 18.

Poor Little 16. Gier. So mins. Rel. Nov. 18. Rev. Nov. 18.

Poor Little 16. Gier. So mins. Rel. Nov. 18.

Ramona. In technicolor. Loretta Young, Don Ameche. Dir. Henry King. 84.

Ramona. In technicolor. Loretta Young, Don Ameche. Dir. Henry King. 84.

Reumins. Rel. Oct 23. Rev. Oct. 14.

Reumins. Rel. Oct 23. Rev. Oct. 14.

Reumins. Rel. Oct 23. Rev. Oct. 18.

Road to Glory. Thin Me. Re. Nov. 13. Rev. Dec. 2.

Sing, Baby. Sing. Adolphe Menjou. Alice Faye, Patsy Keily. Dir. Sidney. Sing. Reb. Mort. 13.

Sing, Baby. Sing. Adolphe Menjou. Alice Faye, Patsy Keily. Dir. Sidney. Song. 2nd Dauce. Man. Rel. Aug. 21.

Sing, Baby. Sing. Adolphe Menjou. Alice Faye, Patsy Keily. Dir. Sidney. Song. 2nd Dauce. Man. Rel. March 13.

Rel. March 13. Rev. March 18.

Sar for a Night. Claire Trevor, Jane Darwell, Arline Judge, Evelyn Venable, J. Edw. Bromberg. Dir. Lewis Seller. 76 mins. Rel. Aug. 28.

Rel. March 13. Rev. March 18.

Sar for a Night. Claire Trevor, Jane Darwell, Arline Judge, Evelyn Venable, J. Edw. Bromberg. Dir. Lewis Seller. 76 mins. Rel. Aug. 28.

Rel. March 13. Rev. Sept. 23.

Thirty-Six Hours to Kill. Racket story. Brian Donleyy. Gloria

Elegent. Force. Sc mins. Rel. July 24. Rev. Aug. 19.

Miller Sare Force. So mins. Rel. July 24. Rev. Aug. 19.

Miller Sare Force. So mins. Rel. Aug. 10.

Rel. Dece. 25: Rivey Sept. 23.

Rel. March 19. Rel. Nov. 10. Rev. Dece. 20. Rel. Dece. 20.

Bredberton, 37 mins, Rel. Nov. 7, Rev. Dec. 9.

Studio: 1841 No. Formosa Bird, United Artists offices: 1725 Seventh Ave., Bollywood, Cailf.

Bicloved Enemy (Goldwyn). Story of the Irish revolt of 21. Merie Oberon, Brican Artene, Dir. H. C. Fotter, 50 mins, Rel. Dec. 25. Rev. Dec. 30.

Come and Get H. Goldwyn's production of Edna Ferber's novel about north-west lumber tritie. Edward Arnold, Frances Farmer, Dir. Howard west lumber tritie. Edward Arnold, Frances Farmer, Dir. Howard west lumber tritie. Edward Arnold, Frances Farmer, Dir. Howard west lumber tritie. Edward Arnold, Frances Farmer, Dir. Howard west lumber tritie. Edward Arnold, Frances Farmer, Dir. Howard west lumber trities. Arnold and Hower Rev. Sept. 30.

Bodsworth. Goldwyn's production missian while Nov. Rev. Sept. 30.

Garden of Ailah. Romance in the Sahara Mariene Dietrich, Charles Boyer. Routweed David O. Sekralek in technicolor. Dir. Richard Boleslawski. Sept. 30.

Garden of Ailah. Romance in the Sahara Mariene Dietrich, Charles Boyer. Routweed David O. Sekralek in technicolor. Dir. Richard Boleslawski. Sept. 30.

Garden of Ailah. Romance in the Sahara Mariene Dietrich, Charles Boyer. Routweed David O. Sekralek in technicolor. Dir. Richard Boleslawski. Sept. 30.

Garden of Ailah. Romance in the Sahara Mariene Dietrich, Charles Boyer. Routweed Carrillo. Pickford-Lasky production. Ir. Rouben Mamoulian. 30 mins. Rel. Oct 2. Rev. Oct 14.

Last of the Modienas (Reliance). Randolph Scott.

Man Who Could Work Miracles. Based on an original by H. G. Wells. Roland Young; Joan Gardener and Ralph Richardson Dir. Lothar Mendes.

Rembrandt (London Films). Story of the artist. Chas. Laughton, Gertrude. Eawrence. Dir. Alex. Korda. 81 mins, Rel. Dec. 4. Rev, Dec. 9.

Studio: Universal City, Calif. Universal Offices: 30 Rockefeller Co New York, N. Y.
Dir Les Selander, 60 mins, Rel. Nov. 1.

Studio: Universal City,
Calif.

Boss Rider of Gun Creek.

Boss Rider of Gun Creek.

Boss Rider of Gun Creek.

Crash Donovan. Jack Holt. Dir. Ed Laemmle.

Rev. Dec. 18.

Crash Donovan. Jack Holt. Dir. Ed Laemmle.

Rev. Bryly Saddles. Buck Jones. Rel. Dec. 20.

Empty Saddles. Buck Jones. Rel. Dec. 20.

Empty Saddles. Buck Jones. Rel. Dec. 20.

Flying Hostess. Judith Barrett, Wm. Hall

Nov. 22. Rev. Dec. 18.

Four Bays' Wonder. Jeanne Dante. Kenneth
60 mins. Rel. Dec. 20. Rev. Dec. 20.

Gomins. Rel. Dec. 20. Rev. Dec. 20.

Henry Hunter, Polly Rowles Dir. Lois R. Foster, Milton Carruth. 66 mins.

Rel. Nov. 15.

Love Letters of a Star. Murder mystery from 'The Case of the Constant God.'

Henry Hunter, Polly Rowles Dir. Lois R. Foster, Milton Carruth. 66 mins.

Rel. Nov. 18.

Lucki S. Rev. Dec. 20.

Lucki S. Rev. Dec. 20.

Lucki S. Rev. Dec. 20.

Mary Hunter, Polly Rowles Dir. Lois R. Foster, Milton Carruth. 66 mins.

Mary Hunter, Polly Rowles Dir. Lois R. Foster, Milton Carruth. 66 mins.

Mary Hunter, Polly Rowles Dir. Lois R. Foster, Milton Carruth. 66 mins.

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Mary Hunter, Polly Rowles Dir. Lois R. Foster, Milton Carruth. 66 mins.

Mary Hunter, Polly Rowles Dir. Lois R. Foster, Milton Carruth. 66 mins.

Rev. Dov. 19.

Mary Hunter, Polly Rowles Dir. Ralph Murphy. 79 mins. Rel. Nov. 1.

Rev. Nov. 10.

Mary Hunter, Dulle Whalen. Dir. Ralph Murphy. 79 mins. Rel. Nov. 1.

Rev. Nov. 10.

Mary Hunter, Dulle Whalen. Dir. Ralph Murphy. 79 mins. Rel. Nov. 1.

Rev. Nov. 10.

Rev. Nov. 10.

Mary Hunter, Dulle Whalen. Dir. Ralph Murphy. 79 mins. Rel. Nov. 1.

Rev. Nov. 10.

Mary Hunter, Dulle Whalen. Dir. Ralph Murphy. 79 mins. Rel. Nov. 1.

Rev. Nov. 10.

Mary Hunter, Louis Preschance Rev. Roy 10.

Mary Hunter,

Studios: Warner Brothers

W. 44th St., New York, N. T.

Anthony Adverse, Based on the international best seller by Hervey Allen. Fredric March, Olivia de Havilland, Anita Louise, Claude Bains, Donald Woods, Edmund Gwenn, Louis Hayward, Gale Sondergaard, Steffi Duna, Billy Mauch. Dir. Mervyn Le Roy. 139 mins. Rel. Aug. 29. Rev. Sept. 28. Bengal Tiger. Circuis locale, Burton MacLane, June Travis. Dir. Louis Kinbee, Warren Hull, Alma Lloyd, Dick Foran. Dir. Frank McDonald. Swinss. Rel. June 27. Rev. July 8.

Can and Mabel. A muscal extravaganza about the prizefighter and the lady, from H. C. Witwer story. Marton Davies, Clark Gable. Dir. Lloyd Bacon, Lallfornia Mall. A western thriller. Dick Foran, Linda Perry. Milton Kibbee. Dir. Noel Smith. 56 mins. Rel. Nov. 14.

Charge of the Light Brigade, The. Based on Annuyson's immortal poem. Errol Fyrm. Olivin de Havilland. Pater Chaoses, Henry. Milton Kibbee. Dir. Noel Smith. 56 mins. Rel. Nov. 14.

Give Me Your Heart. Based on the international stage success. Sweet Aloes, Kay Francis, George Brent, Roland Young, Patrick Knowles, Frieda Inescourt. Dir. Archie Mayo. 88 mins. Rel. Sep. 28. Rev. Sept. 18.

Green Fastures, The. From the Pulltzer Prize play by Marc Connelly, All-star Joseph Cawthorn, Paul Graetz. Dir. William McGann. 88. ins. Rel. Sur. July 28.

Rev. July 29.

Rot Money, Fast moving comedy-romance. Ross Alexander, Beverly Roberts, July 18. Rev. July 29.

Rot Money, Fast moving comedy-romance. Ross Alexander, Beverly Roberts, July 18. Rev. July 29.

Rot Money, Fast moving comedy-romance. Ross Alexander, Beverly Roberts, July 18. Rev. July 29.

Rot Money, Fast moving comedy-romance. Ross Alexander, Beverly Roberts, July 18. Rev. July 29.

Rot July 29.

Rot Ju , Warner Brothers W. 44th St New York, N.

Miscellaneous Releases

Aces and Eighte (Syndicate). Tim McCoy as a benign gambler. Tim, McCoy, Luana Walters. Dir. Sam Newfield. 62 mins. Rev. Aug. 12.
Caryl of the Mountains (Marcy). Western: F. X., Bushman, Jr., Lola Wild. Rin-Tin-Tin. Dir. Bernard B Ray, 61 mins. Rev. Sept. 30.
Cavalcade of the West (Diversion). Western: Dir. Harry Frazer. Omins. Rev. Sept. 30.
Dir. Harry Frazer. Omins. Rev. Sept. 30.
Loss Fatlo (Purltan). G men in chaps. Tim McCoy, Dir. 38.
mi. Rel. Aug. 3. Rev. Sept. 16.
Last of the Warrens. Western. Bob Steele. radbury. 59 mins. Rel. May 10. Rev. July 8.
Loss Frazer. The McCoy Lear Woodbury. East, West Stary, Tim McCoy, Law Woodbury.

Lion's

East-West story, Tim McCoy, Jean Woodbury, ins. Rel: July 6. Rev. Sept. 2. (Continued on page 64) . The (Puri Newfield.

'36 AMUS. STOCK **FADEOUT SET NEW HIGHS**

Intensified interest in picture company stocks produced

end rally in the entire amusement list on Wednesday (30), which carried five issues to new pears for 1936 and highest levels in four or five years. All three Paramount shares hit new peaks while Loew common and General Electric were the other

and General Electric were the other igh toppers.

Brief two-hour session Saturday.
(2) brought few changes and little activity. An exception were Uni-versal issues, common advanci nearly 3 points and preferred.

point.

Most sensational gain was scored by Paramount first preferred, which roared forward 16% points to new high ground at 174. This was approximately 100 points higher than the close for the same day in 1935. These high ground at 174. This was approximately 100 points, higher than the close for the same day in 1935. These shares had been limping along considerably below previously established peaks, a natural reaction after the good news of a \$12 divvy declaration was out. Run-up definitely proved to the bears that there is plenty of dynamite contained in this situation. Paramount common climbed 2% points to 25, while the second preferred advanced 2½ to 22%, both prices being new peaks.

Loew common, aided by the fact that it was the final day for stockholders to get on record for the 50c, quarterly payment and the \$1 extra, pushed upwards 3½, points to 67. Stock sold ex-dividend on the following day, final trading session of 1936. Columbia Pictures issues, which have been lagging behind other film stocks and apparently were heading for new lows, did a complete aboutface. The common soared 2% points, and the preferred pushed forward 2½ points.

Radio Corp. of America preferred climbed 2 points to within striking distance of its old peak. Both 20th Century-Fox stocks were up about a point, appeared the preferred of the common of the latter also lifted nearly a point.

Technolor climbed 1¾ while

Ps

point,
Technicolor climbed 1½ while
Pathe and RKO were up nearly a
point each.
Incidentally this rally provided one
of the strongest finishes in December
for the amusement list in many years,

16 MM. HAYSITE ORG. GETS CHILL FROM BIZ

Proposal to form a 16-millimeter Motion Picture Institute, as outlined by F. H. Ellioft, thus far has been given the cold shoulder by representatives who would become active participants in such organization. At the one get-together luncheon methoding, to which were invited officials of 16 mm. equipment and material manufacturing companies, the only definite action taken was to arrange for another contab. This second session has been delayed pending more auspicious circumstances, with present talk centering on the possibility that the original plan to form an organization modeled after the Hays office may be modified to include only leading 16 mm, equipment manufacturers, Understood that these would be Bell-Howell, Victor, Ampro, DeVry and possibly Eastman Kodak.

CONTRACTS

Philip Rapp tied to RKO writi ract. epublic picked up William Now-

Republic picked up william con-

Mamo Cas pacted by uname National. F. K. Lauren field to setting paces at RKO. Leon Barsha, who recently washed up his first directorial job on Columbia's 'Raiding Guns,' termed by

ge 12.

Ann. Jr. Lola Wild.

Morrian Burnsti Robin Harris,

Morris Musselman and Alfred Gol
der given writing contracts at 20th
Dir. Harry Frazer. Fox.

STORY BUYS

Hollywood, Jan. 3.
Columbi purchased screen rights
to Avery Strakosch's Satevepost
story, I Married an Artist.



The Dancing Divinity

JESSIE MATTHEWS HEAD OVER HEELS IN LOVE

Directed by Sonnie Hale . Song Hits by Gordon & Revel



Based on the play "The Nelson Touch" By Neil Grant Directed by Herbert Mason



4 FOR JANUARY-TO OPEN

Sylvia Oscar
SIDNEY* • HOMOLKA
THE WOMAN ALONE

with John Loder Desmond Tester Directed by Affred Hitchcock • From the novel by Joseph Courad • Courtesy of Walter Wanger Productions, Inc.





RIVER OF UNREST

with John Lodge · John Loder · Antoinette
Cellier Adapted from the play "The
Trouble" · By Dudley Sturrock and Noel Scott
Directed by Brian Desmond Hurst and Walter
Summers · An Alliance Production · A GB Release

1937-WITH A FLYING START

(Most of these available with English titles)

Ahyssiata (Russ) (Amikino). War record. 63 mins. Dec. Rev. Dec. 16.

Alia en Rancho Grande (Sp). Mexican musical. Tito Guzar. Dir. Fernando de Tuenties 190 mins. Ret. Nov. 15 Rev. Dec. 2.

Amour's de Tuenties 190 mins. Rev. Nov. 18.

Amour'de Tonis. Red. July 15. Rev. July 22.

Amour'de Tonis. Red. July 15. Rev. Vily 22.

Amour'de Tonis. Red. July 15. Rev. Nov. 18.

Anna (Russ) (Amkino). Love and intrimins. Rel. July 11. Rev. Nov. 18.

Anna (Russ) (Amkino). Love and intrimins. Rel. July 11. Rev. July 22.

Anna ind Elisabeth (Ger) (Casino). Heavy drama. Heritha Thiele, Dorothea Wiecke. Dir. Frank Wysbar. 70 mins. Rel. June 1. Rev. July 1.

Asi Es La Mujer (Sp). rothy romance. Dir. Jose Bohr. 70 mins. Rel. oct. 18.

Az Uj Foeddeser (Hung). Semi-historical Dir. Bela Gaal. mis.

Rel. Sept. 15.

Baratsasgos Areot Kerek (Hung) (Danubla).Romantic farce. Szoke Szakall. 70 mins. Rel. Oct. 1.

Barbler de. Seville, Le (Fr) (Franco) Rossini's opera. Andre Bauge. Ir. Baratsagos Areof Kerek (Hung) (Danubla) Romantic farce. Szoke Szakall.
minis. Rel. Oct. 1.

Barbler de Seville, Le (Fr) (Franco) Rossini's opera. Andre Bauge.
Jean (Kemm. 89 mins. Rel. Sept. 15.

Barcarole (Ufa) (Ger). Offenbach's opera. roehlich.
Neusser. 83 mins. Rel. Oct. 13. Rev. Oct.
18 efeth! sit Befehl (Ger) (Casino). Army farce. Welss Ferdl.
19 mins. Rel. Nov. 15.

Betterstudent, Der (Ger) (Ufa). Millocker's opera. Marikka Rokk,
Jacoby 78 mins. Rel. Dec. 15. Rev. Dec. 30.

trobidihar (Russ) (Amkino). Life in Soviet's Jewish colony.

(Sabilit., 94 mins. Rel. Oct. 1. Rev. Oct. 21.

Bolsk Rad Lokek (Pol.). Musical comety. Dir. J. Rosen. 87 mins.

Dec. Chardient (Pol.). ric lling . Georg . Korsch Dec. 1 Rety Dec. 16.

Calandria La (Sp), Romance of a singer. Fernando de Fuertes. 80 mins Rel. Oct. 1. Calvario de Una Esposa, El (Sp). Mèxican sentimental drama. Dir. Juan Orol. 70 mins. Rel. Sept. 15. Carvare, se Unar 1990 st. 21 (1917) Mexican sentimental crama. Dir. Juan Orol. 19 mins. Rel. Sept. 13.

Campe Di Maggio (11) (New World). Story by Musolini about Napoleon. Dir. G. Forzano. 108-mins. Rel. Sept. 1. Rev. Sept. 16.

Capello a Tre Funte. II (18) (New World). Farce. Dir. Mario Camerini. 70 mins. Rel. Sept. 15. Rev. Sept. 30.

Ciboulette (Fr) (Tranco). Operetta.

Clead il. Sorrento, (II) (Nuovo Mondo). From Mastriani's classic. Nunzio Malasomma. 72 mins. Rel. Aug. 1. Rev. Aug. 5.

Clitto Lindo. (Sp). Mexican made romance.

O'Quigley. 80 mins. Rel. Nov. 14.

Mostoba (Hung). (Danubla).

mms, Ref. (Nov. 15. Acc., Dec. 2.

Fahrt in die Jügenig. (Ger) (Casino). Farce comedy. Carl Boese mins. Ref. Sept.

Voluntas, Del. (Ht). (Nuovo Mondo). Talky comedy. Angelo Musco. Amleto Palerini. 30 mins. Ref. July 1. Rev. July 15.

ir Vollmas Bet. (17). (Nuovo Mondo). Talky comedy. Angelo Musco. ir. Amielo Palenini. Son mins. Rel. July F. Rev. July 15.
Priessander (Ger). (Nazi propaganda: Dir. Werner Kortwich. mins. Rel. Gaure Well Deet: Chekum Liebe, le (Ger). Mystery-romance. Charlotte Gaure Well Deet: Chekum Liebe, le (Ger). Mystery-romance. Charlotte Gusta. Sposa Garibaglina (Rt). Italian Joan of Arc. Dir. lassetti. 75 mins. Rel. Oct. 15. Eev. Nov. 18.
Gueckapilze. (Ger) (Cagino). Drama of adolescence.
Grengteur, (Ger). (Zwicker). Intrigue in the Alps. ir. Hans Beck-Gaden. 85 mins. Rel. Dev. 15. Rev. Dec. 30.
Gypsier (Russ) (Amkino). Saga of collective farms. 5 pr. Evgenl Schneider, M. Goldhilatt. 85 mins. Rel. July 15. Rev. Dec. 30.
Gypsier (Russ) (Amkino). Saga of collective farms. 5 pr. Evgenl Schneider, M. Goldhilatt. 85 mins. Rel. July 15. Rev. Dec. 30.
Gypsier (Russ) (Amkino). Saga of collective farms. 5 pr. Laszlo Vajda. 98 mins. Rel. Dev. 15. Rev. Dec. 30.
Goldhilatt. 85 mins. Rel. July 15. Rev. Aug. 30.
Goldhilatt. 85 mins. Rel. July 15. Rev. Aug. 30.
Goldhilatt. 85 mins. Rel. July 15. Rev. Dec. 30.
Goldhilatt. 85 mins. Rel. July 15. Rev. Dec. 30.
Goldhilatt. 85 mins. Rel. July 16. Garacter. 40.
Goldhilatt. 85 mins. Goldhilatt. 80.
Goldhilatt. 85 mins. Rel. July 16. Garacter. 40.
Goldhilatt. 85 mins. Goldhilatt. 80.
Goldhilatt. 85 mins. Goldhilatt. 80.
Goldhilatt. 85 mins. Rel. July 16. Garacter. 40.
Goldhilatt. 85 mins. Goldhilatt. 80.
Goldhilatt. 85 mins. Goldhilatt. 80.
Goldhilatt. 85 mins. Goldhilatt. 80.
Goldhilatt. 80.
Goldhilatt. 85 mins. Goldhilatt. 80.
Goldhil

Sept. 16.
Irma, La Mala (Sp). Marital 80 mins, Rel.

ich Schulen Mich Dir. Johannes Riemann. Rel. Sept. 1. Rev. Cambridge. Hort. 90 mins. Dir. Johannes Riemann. Rel. Sept. 1. Rev. Sept. 18.

Irma Ja. Mala (Sp). Marital Sept. 1. Rev. Sept

CALENDAR OF CURRENT RELEASES

Schlussakkord (Ger) (Ufa), rama, Lil Dagover, 109 mins, 1.

Rev. Sept. 18.

Rev. Rev. Dec. 23.

Rev. Rev. Dec. 23.

Rev. Rev. Dec. 18.

Rev. Rev. De

REMEMBERING WHEN

By Sid Silvers

Hollywood. "Tremember when" ... these three words are music. What's more pleasure than reminiscing, especially when you're ham actor and your favorite subject is yourself? Why you can't use up even the first wind on the present.

on the present.

I remember when ... now how far back should I go? I don't remember when they called me for work this morning. I've been sitting in my dressing room for four hours and haven't made a shot and they call me an actor!

But to go back a little farther:

I remember 1921 when a Paul Jones turned me from a soprano into a rival for Popeye the Sailor Man. I was a song plugger, working for Jack Robbins. Turned up at the fifty Club at the Astor one Saturday night (I wore my usual checked suit, though eyeryone else was in dinner clothes) and asked to plug Old Fashioned Girl, Buddy de Sylva and Lou Silvers' hit of the year. Sure, they said, I could sing the next number. What they didn't tell me was that the next number was a Paul Jones. I'll bet that or-chestra played the 'chorus of 'Old Fashioned Girl' 900 times. They play loud in the Paul Jones. Thus, I went in a tenor and came out a bass. I was still a bass in 1922 when I got a job with Phil Baker. Phil didn't hire me, but the guy who sang the fade-out song in his act came down with laryngitis at the last minute, and I was the only singer he could find in time to go on for the first show. The way Baker worked his act, he played accordion solos and gabbed on the stage. For the last minute, and I was the only singer he could find in time to go on for the first show. The way Baker worked his act, he played accordion solos and gabbed on the stage. For the last number he announced that the young man who had written a song and dedicated it to him was sitting in the box. He would like him to sing it. All this was supposed to be impromptifu. When the spotlight went on the box, the singer was supposed to stand up, embarrassed, and sing to Baker's accordion accompaniment. I was embarrassed, all right—but not half so much as when Baker started to play. In the excitement, he had forgotten to ask me what kind of a voice I had. The squask came out.

"What's the matter? Baker groaned from the stage.

Too low,' I told him.

Just where do you. Baker he the addience was is les. We finally got through the song, but nobody listened. Everybody was still laughing at the discomiture of 'the man in the box. By the time I got backstage Baker had decided to change his act, to a comedy and he kept me on as st

I was the original stooge, but 1 wasn't the only one.

I remember 1923 when President Harding became a stooge. We were playing Washington, and the President and Mrs. Harding had the box right in back of the one I used to work the act. He was a swell audience. Laughed out loud all through

the show. I guess Phil was encouraged by that. Anyway, he shouted at me.

'Who is that man sitting back of

at me.

Who is that man sitting back of you?

I looked around and with the nerve of a new-born ham. I said:

I dunno, but his face is familiar. This got a laugh, so I went on. 'My hame is Silvers, what's yours?' I had met Harding through Al Jolson during the presidential campaign. He was one of the straightest shooters I had ever met. He played straight that night, all right.

'My name is Harding.'

And then came one of the biggest laughs in history.

Tm glad to know you, Mr. Harding.' I said. 'What's your racket?'

It was the next year we went to Palm Beach to entertain at a party Jimmy Walker gave at the Alba suite, a whole floor, with balconies. A lot of important political problems were solved that night and everybody was very happy. Paul Block, was so happy he gave me a pair of diamond curil links.

The next day Irving Caesar and I become collectors. We collected.

The next day Irving Caesar and I became collectors. We collected Coronas.

Fall of the Coronas

It was at a party given in celebration of Old Man Stotesbury's 72d birthday. Caesar was there to enterai so were Baker stooge. Caesar and I were waiting around in a side room (they took one look at me and told the entertainers to go ahead and get drunk, but not to mingle with the guests) and happened to stumble onto a closet piled to the ceiling with boxes of rare old Coronas. I was glad then that my checked suit had pleats. I could have carried Phil Baker's two accordions inside it. It took me just 4 trips to get those Coronas into the car. When I came back from the last one. Caesar, had found where

cordions inside it. It took me just 24 trips to get those Coronas into the car. When I came back from the last one. Caesar had found where they kept the champagne. But I balked at that. 'After all, I'm a man of honor,' I told Irving. 'You've gotta stop some place.'

It was at that party for Stotesbury that we made Irving Berlin'a hero. He had just married Ellin'a hero. He had just married Ellin'makekay, and was there as a guest—but standing around on the outside just the same. It was as if they had dared him to come—and Berlin with more talent i is little finger than the lot of them could pile up! To-day, they'd like to get into HIS circle. Baker and I took one look at Berlin's gloomy face, and rounded, up Caesar and Harry Rosenthal and, his orchestra, and staged a medley of Irving Berlin's songs. Right then, Berlin became the belle of the ball.

I remember in 1929 when Phil Baker lost \$4,000 it wo rolls one night at Cokeley's. Al Boasberg and I were with him. After watching that bloody sight, we walked across the room just in time to Nick the Greek shoot, \$250,000 to 'Arnold Rothstein and lose, get his hat and clear out without a filcker of expression.

I remember when I took one look at the bouncer in the Roosevelt Rotel in Hollywood and became a

ideas. Rented a suite at the Roose-velt. The morning that I saw that bouncer's face, my hotel bill over 100 bucks, and I had 48c in my

pocket.

The first person I ran into on the boulevard was Bill Perlberg. He's a producer at Columbia now, but then he was in the William Morris agency and I had helyed him land the job. I halled him, but he didn't have a minute to talk. Was on his way to Paramount, he said. The studio needed a sketch for Chevalier. studio needed a sketch for Chevalier, and Al Kaufman was yelling his head off. As soon as Perliberg went on I hopped on a phone and spent se of my remaining 48c "call Al Kaufman. "This is Perliberg, in the William Morris office," I said. "Think I have just writer for that Chevalier skit. Name is ilvers, One of the best musical comedy minds in America. (I had written a in my life. Necessity the Mother of the state of the second of th

Necessity the Mother of-

Necessity the Mother of—
Kaufman works.
Silvers was out here on a vacation, I explained, and might refuse to go to work for any dough. But he was the man they wanted. Bill Periberg nearly dropped dead when Kaufman told him to that man Silvers, at any price. But I got. job. The sketch I wrote—I had to write one, didn't I, with that bounter hanging around—was. The Birth of the Apache Dance, and it was one of the hits of 'Paramount on Parade.'
I remember in 1929, when the old-

Apache Dance, and it was one of the hits of 'Paramount' on Parade.'

I remember in 1929, when the oldest gag in the world worked agai Paramount assigned me to write a second picture for Ed Wynn after Paramount on Parade' rang the bell. That was just swell, except that Ed Wynn didn't make a second picture. So Silvers, screen writer, was out of a job in New York. I didn't have much more than the original when I went to ask Walter Wanger for job in, Paramount's. Astoria studios. But I spent the wad on limousine and chaufteur to drive me to the place. I paid off the driver when we arrived, but asked him to wait until I called out to him. 'Going to keep me long, Walter?' I asked Wanger, as soon as I was ushered into his office.

'About half an hour,' said. I leaned of the window yelled to the driver. 'You can go home now, James,' I bellowed. 'Ill call you when I need you.'

Wanger was so impressed that he

belowed. The cart you when I need you.'

Wanger was so impressed that he gave me the job.

My first assignment to write a script for George Burns and Graci Allen. Now, George and Gracie had the stuff all written, so all I did was draw my check and say it was very good. Guys' get \$3,000' week for doing that out here, you know, but I didn't know. I was worth that ki of money in those days.

It was along about 1932 that I became a ham. After the Astoria si I joined Buddy de Sylva in writing a musical show. It was a pretty fair script, but we were in a panie when

script, but we were in a panic when -four days before the opening-we four days before the opening—we didn't have a man to play the leading comedy role.

Buddy is a brave man.

'I'm going to take a chance. You're going to play the part.'

A Ham for Life

A Ham for Lite

That was show, Take a Chance, and it made me a ham for life. I'll never forget the opening inght i Wilmington. Buddy buoyed me up with all of the usual stimulants, and still had to push me out on the stage. I was in a panic. Fortunately, I didn't have anything to say when. I first got on—just had to stand there with my head down, while tough guy gave me a terrific bawling out.

You—YOU—told could be trusted.

YOU!!. YOU!! he wound up.

Why, another actor broke: Til bet she's a virgin.

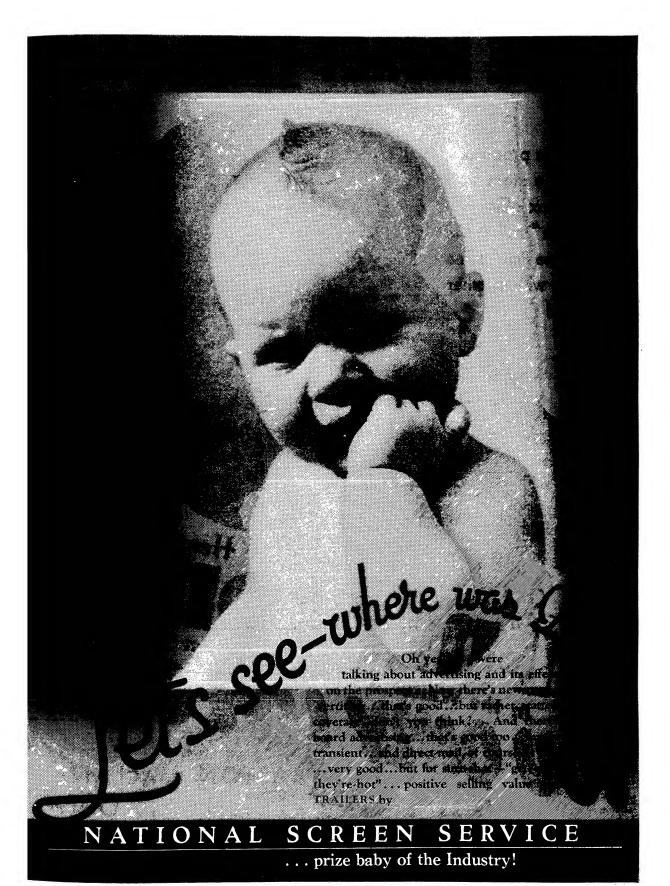
Then came my first line.

Then came my first line.
There 'I id. 'Always belittling.'

GOOD EARTH' FOLLOWS **LLOYDS' INTO ASTUR**

I were with him. After watching that bloody sight, we walked across the room just in time to Nick the Greek shoot \$250,000 to Arnold Rothstein and lose, get his hat and clear out without a flicker of expression.

I remember when I took one look at the bouncer in the Roosevelt Hotel in Hollywood and became a writer. After I left Baker's act I came to Hollywood to be a sensation in pictures. A lot of people had told me I was funny when I had a job, but now that I was broke nobody wanted a comic. I'd had big



ON THE MONEY TRAIL AGAIN!

The same producer...
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through with another
big one!

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SIDEY-FORDA

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GRAND NATIONAL

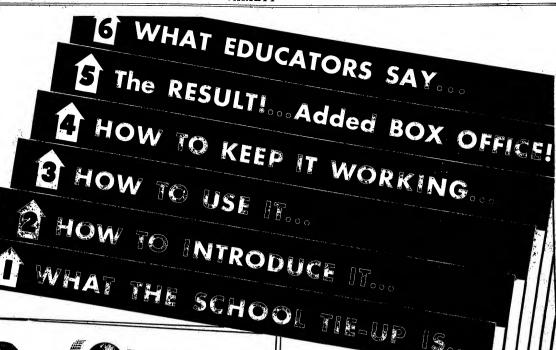
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loyment Agencies Overrun by Applicants h Averago Wage of \$17.50, City Worke Must Budget Nickels, Live Sparingly



China's Ten-Year Drive for Nation-alism Halted by Kidnapping of Chiang Kai-shek

of the World, Shanghai Today I W Enterprise, in Sharp Contrast of Occidental Domination

Chiang Kai-shek's Crisis in Far East

THE PHOTO REPORTER is a newspaper, published during the academic year by the MARCH OF TIME. Written in news-story form, it is used by students, teachers and others interested in the study of contemporary times. It combines material from many sources into concise, easy reading.

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DIRECTOR

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AND HIS ORCHESTRA AT LA RUE, Y.

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Mack Goodon Hann Perel

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20TH CENTURY-FOX

John W. Considine, Jr.

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A W. S. Van Dyke Production

"Benefits Forgot"

ALL STAR CAST

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"The Emperor's Candlesticks"

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WILLIAM POWELL LUISE RAINER

"Arsene Lupin"

STARRING

WILLIAM POWELL MYRNA LOY SPENCER TRACY



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With George Brent
Directed by - William Keighley "ANOTHER DAWN" With - Kay Francis Directed by - William Dieterle (In Production)
"THE KING AND THE CHORUS GIRL" With - Fernand Gravet and Joan Blondell Directed by Mervyn LeRoy

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LEW AYRES

ACTOR - DIRECTOR

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"SHOW THEM NO MERCY"

"MESSAGE TO GARCIA"

"CRIME OF DR. FORBES"

In Production
"Nancy Steele Is Missing"

Under Contract to
20TH CENTURY-FOX

JANE FROMAN

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from

The HIPPODROME

WESLEY RUGGLES

DIRECTED
"THE BRIDE COMES HOME"

"VALIANT IS THE WORD FOR CARRIE"

IN PREPARATION
"I MET HIM IN PARIS"
PARAMOUNT



EUGENE FORDE

DIRECTOR

20TH CENTURY-FOX

DAVID BUTLER

DIRECTOR

20TH CENTURY-FOX

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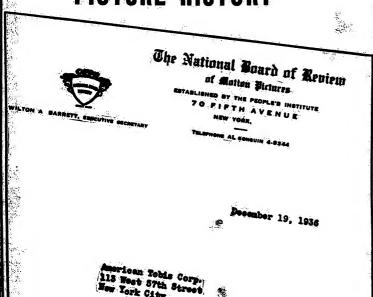
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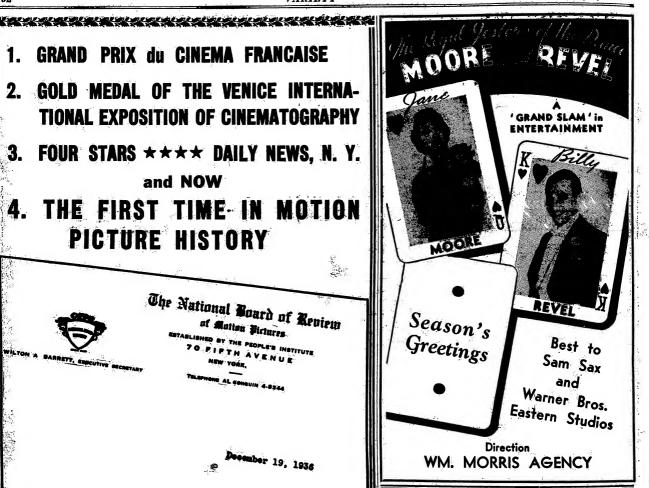
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1936-1937

"THREE MEN ON A HORSE"

"THE KING AND THE CHRORUS GIRL"

"DEATH IN THE DEEP SOUTH"

"THE GREAT GARRICK"

WARNER BROS. PICTURES

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DIRECTOR

In 1936

"MAGNIFICENT BRUTE"

UNIVERSAL

"LITTLE MISS NOBODY"

20TH CENTURY FOX

"GREAT GUY"

GRAND NATIONAL

RICHARD BOLESLAWSKI

"THREE GOD FATHERS"

for

METRO-GOLDWYN

"GARDEN OF ALLAH"

• SELZNICK-INTERNATIONAL

"THEODORA GOES WILD"

for

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IN PRODUCTION "LAST OF MRS. CHENEY"

for

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NEW YORK CITY

Season's Greetings

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CONTRACTOR OF STANCES

GREETINGS

MILTON SCHWARZWALD

RADIO CITY,

SEASON'S GREETINGS

ADA BROWN

East, Rep.: MARTY FORKINS -- West, Rep.: GUY PERKINS

The Usual Greetings to All

The Usual Greetings to All

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20th Century Fox

Season's Greetings

CHARLES BUTTERWORTH

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EDMUND GWENN

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"LABURNUM GROVE"

Associated Talking Pictures

CURRENT ASSIGNMENT

"PARNELL"

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Management IRVING LANDE

DECEM

THE EVENING STAR

WASHINGTON, D. C.

'Short" Steals the Honors On Earle Theater Bill

"Give Me Liberty" Outshines Feature Film and Vaudeville Performers as Real Entertainment.

BY ROBERT B. PHILLIPS, Jr.

N A screen short subject, "Give Me Liberty," at the Earle this week, John Litel plays the part of Patrick Henry and delivers the famous "Give me liberty or give me death" oration that flery gentleman once spoke in the interests of inciting Virginia to rebellion against King George III. By the simplicity of his performance throughout an unadorned narrative, and the great power of his delivery in one of the most impassioned harangues ever heard by man, Mr. Litel lifts this?

relatively unadvertised "short" to the status of the most important and pleasing item on the Warner Bros. theater bill.

Once or twice Mr. Litel permits himself the liberties and explicit man-

Done in technicolor, the short is on the whole in excellent taste, al-though obviously inaccurate in its representation of Mount Vernon and somewhat liberal in granting Patrick

Greater Studio Facilities, Greater Stars, Greater Story and Production Values, for

* 'Give Me Liberty' is released in the 2-reel 'Broadway Brevities', seri . The cast: John Litel (as Patrick Henry), Nedda Harrigan, Carlyle Moore, Jr., Robert Warwick and others: The Directors B. Reeves Eason. It is filmed entirely in TECHNICOLOR.

Congratulations to

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Congratulations

SAM SAX

JOSEPH E. HENABERY

Director

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Assistant
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Jüles E. Brulatour

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Continued Success

To SAM SAX

from

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To SAM

DAVE APOLLON

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AND BEST WISHES FOR HIS CONTINUED SUCCESS

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To SAM SAX

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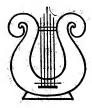
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EDGAR BERGEN



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7

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EDDIE FORMAN

Writing Comedies for-and Congratulations to

SAM SAX

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Congratulations to SAM SAX

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On Your Twentieth Anniversary

JACK

Not an Overnight Sensation, BUT A SOLID FOUNDATION Which I'm Sure the New, WARNER BROS.' New Eastern Studios Will Always Have Season's Greetings

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Thanks to Sam Sax and Warner Bros., They Have Been Great for Me

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S E A S O N'S GREETINGS FABIAN THEATRE CORPORATION

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NEW YORK, N. Y.

Theatre Map

(Continued from page 8) felt at all times in that Coast setup. George Skouras is head of Skouras Theatres, in the east, operating the greater part of Metropolitan Play-induces, side by side with Frisch & Rinzler, operators of the balance. These operations are highly success

Metropolitan is a subsidiary of United Artists Theatre Circuit. Keith Albee Cypheum, principal theatre subsid of RKO, owns 20% of Met. Herbert Bayard Swope, formerly chairman of the K-A-O board, sawket the control of the control of

elements in that setup. Nate Blumberg is chief operator of the RKO houses, and under Leo Spitz, new president of RKO, the K-A-O chain has boomed.

Theatres, in the east, operating the greater part of Metropolitan. Plays, the same of Metropolitan Plays, side by side with Fisch & Rinzler, operators of the balance These operations are highly successful;

Metropolitan is a subsidiary of United Artists Theatre Circuit. Celth. Albee Orpheum, principal heatre subsid of RKO, owns 20% of Met. Herbert Bayard Swope, fornerly chairman of the K-A-O board, ask to that.

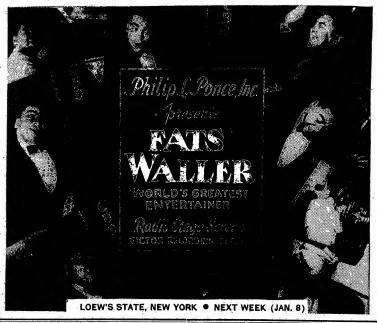
K-A-O's Comeback

K-A-O's Comeback

K-A-O has come back, since whope took charge to harmonize the large of the subsidered armonize the large of the subsidered armonize the large of the K-A-O are Malcolm. Tingsburg, vice-chairman and the subsidered armonize the large of the K-A-O are Malcolm. Tingsburg, vice-chairman and the subsidered armonize the large of the K-A-O are Malcolm. Tingsburg, vice-chairman armonize the large of the subsidered armonize the large of the K-A-O are Malcolm. Tingsburg, vice-chairman armonize the large of the subsidered armonize the large of the K-A-O are Malcolm. Tingsburg, vice-chairman armonize the large of the subsidered armonize the large of the K-A-O are Malcolm.

NEW YORK

PATATATATATATATATATATATATATATATATA



of K-A-O, and Leon Goldberg, treas-urer. Meehan recently suffered a scrious breakdown, plus other busi-ness complications.

whether the RKO reorganization, which is now pending before the Federal Court, may bring about any personnel changes in K-A-Q, can hardly be noted here. It is fairly certain that Nate Blumberg will continue to operate and that in the new scheme of things might be elevated to v.p. in charge of theatre opera-tion for RKO, additionally. He is v.p. and general manager of K-A-O, presently.

Paramount's theatres under part-nership operations, in the field, are estimated to show around \$7,000,000 for 1936.

This kind of Par operation has served to bring back S. A. Lynch to active theatre operation in Miami. Lynch reorganized Par's theatre set-Lynch reorganized Par's theatre set-up and conceived the plan which took that tremendous chain from brankruptcy and put it on the road to recovery. In Texas, too, Par's theatre operation has been extended under the partnership arrangement to include approximately 100 houses in that territory today. One of Par's outstanding theatre operators to sit on the company directorate is E. V. Richards.

Warners' Strength

Ri ing on top of the theatre fold currently is Joseph Bernhard, head of Warner theatre operation. Bernhard can take the bows for the return to recovery of the Warner theatres, and which operation he has headed from the time that they; agan to slide along with the rest of show histiness. w business

Show business.
Warner operations have been aided considerably by the legalizing of Sunday performances in Philadelphia. Warner theatres for years was the one chain which suffered mostly from a ban on Sunday shows. With close to 100 of the Warner houses in the Philly area, that Sunday show thing has been a tremendous boost. Herschel Stuart, one of the leading showmen of the trade, is now general manager of Consolidated, metropolitan New York neighborhood chai

Loew's theatres continue to rise Loew's theatres continue to rise along so smoothly from year to year that there is little to comment about in that direction except to bring attention to the men who operate that circuit, from top to bottom, as one of the authority of the property of the property of the content of the conte

LEO MORRISON

INCORPORATED

HOLLYWOOD

Heliculture that circuit, from top to bottom, as one of the outstanding organizations, of its kind that the business has seen. Charles C. Moscowitz, Ed Schiller, Joe Vogel, L. K. idney, Billy Downs, Marvin Schenck, et al. make the Loew theatre wheels go round.

The Pôli chain in New England, formerly belong it to the old Fox company which Loew's took over, is also back in the running under the Loew banner, another tribute to the kind of manpower which operates that outfit under Nicholas M. Schenck, J. Robert in and David Bernstei. The Pôli group of houses had been in receivership prior to the Loew association.

Unfinished tasks which remai in the trade include several items, one of which is that recurring talk about

the possibility of RKO turning over the operation of its northwest spots to Paramount.

In the meantime, RKO reorganizes In the meantime, RKO reorganizes with an agreement having been reached between RKO and the Rockefeller Center, Inc., whereby RKO is to be associated again in the operation of Radio City Music Hall and the . C. Center theatre. This agreement is part of RKO's pending reorganization plan. reorganization plan.

reurganization plan.
The remetieth Century-Fox, Si Fabian and Warners are bidders for the Roxy property. Whoever obtains control of this key house on the main stem can alter considerably the destiny of Broadway's film theatre situation.

The reorganization proceeding on the Roxy, N. Y., is still pending in Federal Court.

There is the slightest chance only that the house can remain under independent control because no house can run without a proper supply of qualified product.

One of the additions to the Broadway theatter citimizing during the product.

One of the additions to the Broad-way theatre situation during the past year was the opening of the Criterion by Harry Charnas (War-ners) and B. S. Moss. This is the new film house erected on the site of, the old Criterion. Product short-age problems beset it almost from the start, and lately the house has been forced into slough duals.

been forced into slough duals.

Badio City
The R. C. Center, which shifted from films to legit more than a year ago, is still in the legit column, although chances are that in the future, under RKO's irection, the Rockefellers may permit this smaller of the two Radio City theatres to revert to films. That depends, or course, on the future supply of product or whenever that change should be desirable.

Certain differences only 2014.

uct or whenever that change should be desirable.
Certain differences split 20th Century-Fox and the Rockefeller Center people so that 20th Century-Fox sold away from the R. C. Musser Hall to the Roxy. The 20th-Fox product has made the Roxy theatre highly successful of recent months. All the majors, excepting United Artists, Columbia and Universal, had been mentioned at various times as being interested in getting control of the Roxy.

During the year, also, RKO withdrew from theatre operation in Canada. N. L. Nathanson now operates RKO's Canadian theatres. He is the operator also of Par's dian chai

dian chai

RKO's product situation in Canada
and underlying commitments on the
theatres in Canada are understood
adequately protected by that deal.
Fanchon & Marco today has an
undisputed monopoly of theatre
operation in St. Louis, from metropolitan deluxers to surrounding
nabes. & M. has withdrawn

from Salt Lake City, and additionally has turned over to National Theatres (Skouras) certain Calicertain California spots (Arthur).

Theatres (Skouras) certain California spots (Arthur).

There have been some minor poolings around the country during the year. But on the whole 1936 has been a pleasant one, excepting for that protracted St. Louis argument between the Government and Warmer Bros.; with F. & M. (Harry C. Arthur) as the relator.

Päramount seems to have decided definitely on decentralization policy on its theatres, although there had been discussions for a time relative to the Par firm's reassembling its vast chain once again under centralized authority.

Warmer's went in for some new construction, notably around Washington, D. C., but while all the chains have gone in for face-fifting, renovations, etc., a theatre building booms is still practically in embryo.

niversary is proud to an-nounce for release in 1937 the following Sovi

"REVOLUTIONISTS" "PRISONERS" "THE LAST NIGHT"

"PETER Y" "RETURN OF MAXIM" "BEJIN MEADOW"

"PARIS COMMUNE"

A. PTUSHKO'S Puppet Cartoons in 3 Colors

AMKINO

Holiday Greetings from the Pacific Coast JIMMY NEWELL SEASON'S GREETINGS FROM

LEW

SIDNEY

POLLACK and MITCHELL

"SING, BABY SING"
"PIGSKIN PARADE"
"ONE IN A MILLION"
"SEVENTH HEAVEN"



CHARLES

UNDER CONTRACT TO THE NEW UNIVERSAL

W. P LIPSCOMB 1936

SCREEN PLAYS

"Phantom of the Opera"

(UNIVERSAL)

"National Velvet"

(PARAMOUNT)

"Garden of Allah".

(SELZNICK-INTERNATIONAL)

"Under Two Flags" *

(20TH CENTURY-FOX)

In Collaboration.

CARROLL EARL

Associate Producer

"STOWAWAY"



Fan Mags Boom

By MURPHY MCHENRY

Hollywood fan mag delegation went through a major plastic opera-tion during the past year during the past year, emerging hardly a trace of its former

self.
On the whole, the fan mag field was bolstered by the general unfreid in business and free-lancers why get their beans and coffee from the occasional story sale noticed a general increase in revenue to keep up with the increased income noted la, mag advertisi

in mag advertisi
full down circulations
showed substantial increases. This is
credited by circulation experts to
two factors. The first, of course, is
the general business condition. The
second is the fact that Hollywood
has been turning out bigger and
better pictures, and more of them.
Creation of new starring talent by
all, major studies, introduction, of,
new faces and similar factors have
given the reading public an appetite
given the reading public an appetite an an major success into access have given the reading public an appetite for information and blab stotics about their new favorites.

The trend in the fan mag business today toward concentrated owner-

ship. The day of the single magazine enterprise seems, to have faded, principally because major advertisers seem to favor mass circulation buy-

se Small

This has had the dual effect of building up the more substantial magazines and easing out the smaller books. Studios too, generally incline towards the bigger combines, thus fishing it harder for the lesser out-

making it harder for the lesser outiffs.

For the most part, the fan mag
advertising drives have been aimed
at women's products. This has resulted in creation of two outstanding
units, Fawcett's Women's Group.

Bolstering the circulation afforded
by the fan mags alone, each of these,
two outfits has tossed into its respective group other magazines with
large circulations among women.

The Women's Group is sold
to national advertisers on a basis of
a 2,000,000 monthly circulation guarsarite. The list of books includes
Trive Conclessions, Movie Classic,
Motion Picture, Screen Play, Screen
Book, Hollywood, Romantic Stories

and Romantic Movie Sfories.

Macfadden Women's Group has the same circulation guarantee and encompasses these mags: True Romances, Movie Mirror, Radio Mirror, mances, Movie Mirror, Radio Mirror, True Experiences, and Love and Romance. In addition to the group, the Bernarr Macfadden outfit also publishes Photoplay and sells advertising it is book on separate guarantee of 425,000 copies per month. True Story and Physical Culture, the other, two Macfadden publications, are sold separately. The Dell mags are sold under the standard of Modern Magazines and the group includes Modern Screen.

standard of Modern Magazines and the group includes Modern Screen, Radio Stars and Modern Romances, with a circulation guarantee of 1,300,000. The Screenland unit, com-posed of Screenland and liver Screen, guarantees its advertisers 617,000 copies a monthi Screen Guide, the Annenberg fan mag, is a new-comer and Picture Play, the Street 61,511 francer, gets little advertis-ing play.

The significant factor, from the

ing play.

The significant factor, from the viewpoint of interest in motion pictures, is that each group is selling copies in "excess of, the guarantees, giving advertisers a substantial circulation bonus at extra cost. The general increase in sales during the past two years is estimated at approximately 331-3% the heaviest gains having been shown by Fawcett and Macfadden. Both publishers maintain their own distribution organizations and have men in the field constantly fighting for better newstand displays.

Trom the business viewpoint, the

newstand displays.

From the business viewpoint, the studios have two direct tieups with the fan mags. The first is a direct advertising appropriation which approximates a full page monthly for each group from each studio, which means that each magazine has a basic grant of six or seven pages of good paying advertising each month.

Advertising Tie-Up

Advertising Tie-Up
The second factor is the advertising tie-Up. The latter has become a highly specialized part of the business. First, the publication interests the advertiser in space, then shows that si readers are primarily interested if film personalities, they will undoubtedly respond to endorsements. These the magazines undertake to get and in many instances, where the copy is clean and the article of a standard, approved nature, the studio co-operates. Where the studio co-operates. Where the studio co-operates where the inducement to the latter is a widespread circulation of the advertisement itself, and additional editorial support in the matter of pictures and stories from the magazines getting the ads.

The larger magazine groups have

getting the ads.

The larger magazine groups have expanded their. Hollywood forces during the past year. Most of them have added tieup contact men who do nothing but arrange the advertising endorsements. More and more the editing of the news matter is being moved to the Coast from New York, where it was formerly concentrated, giving editors a more intimate contact with players and studios. This fact has raised new problems which the studios have met during the past year.

Until a year ago, for instance, all

ing the past year.

Until a year ago, for instance, all art was distributed in New York. When the late Ray Long became editor Photoplay, he tried to jump the gun on his competitors by copping art right in the studios. This didn't work at first, but it led to many important changes.

The first of these changes came when Fawcett Publications moved four of its major books, Hollywood, Movie Classic, Screen Play and

Screen Book directly to Hollywood the two remaining Fawcett mags, writers.

Motion Picture and Romantic Movie Stories, were kept in N. Y. but western editors were instructed to pick up att on the Coast. This meant break ling down of the New York at delivery and, after some trouble, it was accomplished. Pictures are now dished out right from the studios on a first come, first served basis and with the different intors fighting for the breaks.

More Editor Daty

a mrs come, nrst served bass and with the different itors fighting for the breaks.

More Editor Duty.
Ruth Waterbury, who did an outstanding job of editing Movie Mirror for Macfadden, had her duties extended to editorship of Photoplay and concentrates her time and energy within Hollywood studios.

The Modern group and the Screenland unit still edit in New York, but with active staffs in Hollywood. When the Annenbergs started Movie Guide, they took Carl Schroeder from Fawcett and put him in charge of editoria and advertising tieugs in Hollywood. Picture Play, the Street & Smith book, only recently jumped from the mail route and opened a Hollywood office, with the active work of editing and makeup being carried on in New York.

Most significant event in the fan mag, business during the year followed the death of Capt. Roscoe Fawcett and resumption of active managerial direction by his brother, Capt. W. H. (Billy) Fawcett founder of the firm, who had been more or less in retirement. Fawcett immediately installed Harry Hammond Beall, a motion picture publicity vetern manager of his organization. Beall swept house and installed several new editors, broke down merous studio barriers and began an active campaign of competition with the whole field.

the other half east.

The growth of the fan mag field has also caused expansions in the studio publicity offices, Most of them maintain fan mag contacts, each with an assistant, and on top of this there is someone in charge of art planting, Increases in number of interview requests have necessitated more wor on the part of departmental workers, since most studios require that publicity representatives be present dury ing interviews of contract players. An added proviso is that all manuscripts originating from such interviews must be submitted to the studios for an okay before publications, restrictions arose from

views must be submitted to the studios for an okay before publications,
restrictions arose from
series of incidents two and three
years ago, when several mags tried
to outdo one another in sensationalism. The Hays office stepped into
the breach, threatened advertising
appropriation reprisals to the offending magazines, withdrawing credentials from offending writers and letting the freelance field understand
that it would have to behave or be
denied interviews. The threats
worked almost overnight and the fan
mags toned down their contents, the
studios expressed satisfaction and letit go at that.

METRO'S 'MARRIED' BUY

Hollywood, Jan. 3.
Harry Ruskin's 'You'll Be Married by Noon' bought by MetroDeal set by Richard Landau.





DAVID WARK GRIFFITH DAVID WARK GRIFTITI

The SEASON'S GREETINGS

METROPOLITAN

MARP SCOLLY SQUARE BOSTON

SEASON'S GREETINGS

GEORGE ARLISS

CATHARINE TURNEY and WALDO SALT

WRITING FOR
METRO-GOLDWYN-MAYER

CONGRATULATIONS ON YOUR 31st ANNIVERSARY

ADELE COMANDINI

WRITER

"THREE SMART GIRLS"

NEW UNIVERSAL

GLAD TO BE BACK

CHARLES F REISNER

PARAMOUNT

SEASON'S GREETINGS

ARTHUR FREED and NACIO HERB BROWN

The Coronation Should Help London's Show Biz

By Charles B. Cochran

Despite recent istory, the matton year is going to be a great one for the theatre in London. It look forward 1037 ith the greatest confidence and am embarking of a more elaborate program than I have done for two or three years need.

wears past.

rears past.

In Vanery early last year expressed doubt whether the Jubilee festivities would do the theatre any good—or indeed a better year than any ordi proved to be right.

In the proved to be right, was not supporting the theatre very strongly. But a very different late of affairs prevails today. The season of 1936–1937 finds people here most anxious to go to the theatre.

mevans today. The season of 1936-1937 finds people here most anxious to go to the theatre.

Despite some spectacular itures this autumn, there are far more plays making money this year than usual. Messrs. Keith Prowse, the chief London ticket tell me that theatre taki up 20% and last year. For the past few years show people have complained that the Motor Show id not help the theatres. But this yea it certainly did. The theatres were packed not serely with London people, but also country, Continental and American yislions. One heard helf dozen languages poken at the boxoffice window. This is a good omen, and what is happening now ill be repeated, thousand-fold next May. The Jubilee was not so much a cause for rejoicing the Coronation will be. The public wanted last year to pay deep, respect to a much loved monarch. They wanted express thanksgiving, and to reflect quietly and peacefully, on a good and wonderful reign. Next year belongs to a new cra. We are making a big step forward and we have good confidence in the future. We anticipate a way of prosperity, in which the theatres will have a modest share.

Everything points to London being nacked, with people. Accommoda-

modest share.

Everything points to London being packed with people. Accommodations in hotels are premium, the seamships coming across the Atlantic are now filling upsteadily. Those controlling traffic are making their plans on the most calborate and extensive scale. It is guitte certain that many, if not all of these visitors will want to know what the London theatre for offer.

what the London theatre to offer, During the past year the provinces have displayed an important revival of interest in the theatre. The demand for good shows and first class players on the road cannot be satisfied today. No particular, type of play is preferred, but if a show is good, it will certainly be successful in the country theatres. That is all to the good in view of Coronation pear, for the new theatregoer in the country will be coming to London and, will want to see if the theatre there is any better than i is own tows.

bows.

I believe that light and amusing abows will command very big audiences, but the demand for good and group plays will be equally heavy. It behoves every London manager to put his best foot forward and go out to give to the utmost of his nawer.

his power.

The worst fault in the London theatre today is underestimating the public's mind. iving the public's mind. iving the public's mind. iving the public's mind indicates that the giver has a poor opi ion of the public. In my career as a manager and a producer I have always been tsometimes painfully) aware that

Col's 5-Day Week

London, 27,

Columbia is the first distributing arganization here to establish a five-day working week.

To Friedman, managing director the London exchange, announced at Christmas staff party that from Jan, I on, the offices would close on day evening, giving a clear week.

Korda's 'Slander'

Alexander Korda has bought Mary Borden's latest book, 'Action for Stander, for the screen. Story is based on a celebrated at it which an army officer started an action when accused of cheating at tards,

the public want somethi better than I can give them.

We must not, therefore, imagine that production in London in Coronation year means easy money. It doesn't. It means good money for the good show, assuredly, but merely to fill the stage with any ind of show, just because it is Coronation year, will be very ill-considered policy.

show, Just because it is Coronation year, will be very ill-considered policy.

The day and week of the Coronation itself will not, I think, be very profitable. There are too many outside attractions and it may not always be easy to reach the theatres, owing to crowds and traffic diclocation. It was the same Jubilee week, ut both before and after week, ut both before and after the main festivities, the public ill flock to the theatres and a bumper flock to the theat season will result.

Calcutta a Cut-Rate **Spot: Mediocre Niteries**

As far as live talent is concerned, with the exception of a few mediocre is town might as well not a be non-existent, There

Calcutta

single vaudeville or legit show to be seen. Only flesh around that found cabarets, which employ only line girls, bands.

Employment in the cabarets boils down to mostly reom and board for actors. There is a slight cash com-pensation, but the mainstay bedpensation, but the mainstay bed-room and buns. Bands get long contracts, sometimes is meagre here

year, also.

also.

There were quite few spots around last year, but it has dwindled down to two and they are none too good.

BRITISH TECHNICIANS

By George H. Elvin, A.C.I.S. (Secretary, Association of Cine-

London, Dec. 24 ritish technicians have now fol-lowed the example of their Ameri-

can colleagues and are properly ganized association. 1,200 members of the Association of

Cine-Technicians almost every studio and newsreel technician and a large number of laboratory workers. It has taken three and a half years to achieve this position and establish the Association as an

important part in ritish film industry sponsore in the state of thousands of persons in its various branches. Equally important has been the work, unsing

important force in the industry,

but supremely necessary, of the persons engaged in laboratory processing. Very long hours are frequently worked and a 70-hour week or even longer has been worked uncomplainingly by studio technicians, while Sundays and bank holidays are often spent on production. Whilst while Stindays and bank holidays are often spen on production. Whilst fully appreciating the vagaries of flim production, A.C.T. feels that just as, for example, the American industry has done, the British film industry must now stabilize and safeguard the working conditions and salaries of the people who, after-all, do actually make films.

and salaries of the people who, afterall, do actually make films.

Consequently, A.C.T. has recently presented draft agreements to almost every studi newsroel pany and laboratory, to be followed later by the few outstanding companies. In making these proposeals we have been greatly helped by the existing technicians agreements in Hollywood upon which many of our proposals are based. Most employers today realize the benefits and advantages of organization—i fact, employers in many industries have trade unions of their own—and are happy to negotiate with a reasonable organization on behalf of their employees. The film industry is no exception and most studios have agreements with the izations representing the electrici carpenters, plasterers, and so on.

Demands

Demands

The main conditions which associ is endeavoring to stabilize are: A normal working week of 48 hours; payment of overtime and extra remuneration for Sunday work for alternatively time off) to technicians in the lower grade of earnings; a fortnight's holiday, with Day. Der annum navnert of salary pay, per annum; payment of salary during illness; payment of 50% to the technician concerned of such

the technician concerned of such profit as may be made in the letting-tout of is services, and insurance for hazardous and dangerous work. In addition the 'A.C.T. is demanding screen credits for the technicians actually responsible for the production of a picture. There has been, occasionally, practice of only giving credit to the heads of departments and ignoring altogether the technicians who work on the actual production.

The association is the a minimum of the control of the c

production.

The association is ing a minimum salary for juniors of £1 15s (\$\$.75) per week. An increasing number of compani have recently adopted the practice of bringing i junior persons as 'learners', giving them ither no salary at all or merely a nominal few shillings, and in this way lending to deprive competent and trained technicians of employment. Companies do not generally take any responsi illity for the training of these 'learners', with the resulting tendency to flood the market with persons who have worked on one or two pictures and have obtained no proper training.

Minimum salaries have been asked

Minimum salaries have been asked for technicians in the sound, camera stills, editing and cutting, floor and production (assistant directors and floor secretaries) and art Depart-

imilar demands, with few al-terations, are being made for news-reel technicians laboratory terations, are being made for newspeel technicians laboratory, workers. The position in the laboratories is even more chaotic than i other branches of the industry. For some jobs certain employers pay as little as about one-third of the wages which other employers pay for exactly the same type of work. Wages generally in the laboratories are very low and compared unlavorably with many industries outside. Although admittedly the proposals of the association will mean asking for increases for certain types work in some of the laboratories, no cases are the demands unreasonable. With two exceptions the highest wage demand is £6 10s per week while the average wage asked is just over

The question of the forci nician is one that still cause cern. Whilst having no objection to the employment of leading Hollywood and Continental, technicians, provided they do not deprive qually expert British technicians of employment, we do not like persons coming over here to make good. It will not be denied that; the work of leadi British technicians who have had the opportunity to work on big productions, bears a very favor comparison with that of technicians from other countri. Today, we have 120 mombers unemployed while rrom other countri Today we have 120 members unemployed white there is probably an equal number of foreigners working in the lish industry.

Show Biz Down Under

By Eric Gorrick

Sydney, Dec.

With the of 193 managers from Brisbane to Perth heaved rather a sigh of relief, expressing at the same time the hope that 1987 would bring forth more consistent b. Dusi-

ness.
Past year has been so-so-because
managers were, in the main, unable
to judge the taste of the public sufficiently to bring them in continuously. Ace city theatres experienced many weeks of good biz, and
many, many weeks of lean bo.
Summed up. 1936 was by no means sensational

Metro stood out about the strong-Metro stood out about the strong-est of the distri and the b.o. re-turns in its own ace theatres placed the company at the top. Universal moved along splendidly with 'Mag-nichent Obsession' and 'Show Boat' which, incidentally, moves into its seventh month in Sydney. Other distribs struck some good rums but also experienced many quick floppos, despite the high quality of product offered.

Locals

Surprise of 1936 was ig success scored in Sydney by three locally-made pi Thoroughbred (Cinesound), The lying Doctor (National) and 'Uncivilized (Chau-

vel).

First of the locals was scored by Zane Grey's White Death.

From now on the locally-mades will have to measure up to standard if their sponsors expect to make the

.o. grade.
Although in operation almost one Although in operation almost one year, the quota in New South Wales and Victoria has not been successful. In fact, the big men in the production field admit that the quota is not working out.

Quota

not working out.

Quota

Whether the government of each State where the quota law is in force will tighten up the law in 1937 remains to be seen. Americans insist they will not produce locally unless absolutely forced to do so. Government has been approached several times on the question of forcing hem, but up to the present nothing of the sort has been done.

It been rumored that the government will the Quota Act shortly and make it compulsory for assistance to be given locals men by the foreign distribs operating in Australia. This kind of chatter has been going on for months now without any action being taken. Chatter also has it that the Federal Government will bring in an Imperial Quota to protect British producers against the alleged incodes made by the foreign distribs in this territory. So far, it's just chatter.

Year started off with great promise. Australi old soon take its place as a second Hollywood, it was felt. Year swung out with Hollywood having nothing at all to fear.

roducers

started the ball rolling by importing Helen Twelvetrees for the lead in a local. Also imported her husband and ran into all kinds of trouble before the pic was completed. Doyle's butch decided that the next pic listed for production would carry only locals, their first taste of Hollywood turned them away Irom importations.

rell, Miles Mander and Jock Orton.
This group made 'The Flying Doctor,' but the production cost mounted so high that it is regarded as doubtful whether its overhead will

mounted so high that it is regarded as doubtful whether its overhead will be returned.
Following the introduction of a quota in New South Wales, F. W. Thring, of Efftee, decided to move his studio across the border from Victoria. Directly Thring made this decision the Victorian government decided to bring in a quota but plans had already been set for a move and Thring went across to America to arrange for the importation of players. He died before his plans reached consummation and the plant was sold to Mastercraft.

Next big production move came from Columbia which, in assistation with National Studies, decided to make a story by Zane Grey titled Rangle 'iver.' Clarence Badger was imported to direct, and Victor Jory came to play the lead. Pic is completed and will be released here as at Xmas attraction

as an Xmas attraction.

During 1936 Sir Ben Fuller cided to interest himself in pic production and joined the board of Atlanta Film Prods. with Ernest C. duction and joined the board of Atlanta Film Prods, with Ernest C. Rolls in Melbourne. Company, however, was unable to secure sufficient capital to allow flotation and the scheme was sunk without a pic ing on the floor.

About this time, Zane Grey, out a fishing vacati, decided to take a fling in the producti field and made White Death. Pic did not go in Sydney, but may do better in the smaller centers.

Charles Chauvel then broke into the field again for films and turned in 'Uncivilized,' This stands a

Charles Chauvel then broke into the field again for films and turned in 'Uncivilized.' This stands a good chance abroad and might even make the American market—the dream of every producer operating in Australia.

At present there are two or three indie-producers with pix in the making, and perhaps in 1937 more capital will be gotten to allow further pix to go on the floor.

Of all the producti its in Australia, Cinesound out the strongest under Stuart Doyle's direction,' Pi already completed are 'Thoroughbred,' Orphan of the Wilderness,' Isn't Done, with Tall Timbers, Robbery Under Arms,' Pearl of Great Price,' Yellow Sands' and 'Half Caste listed on the 1937 schedule. Company controls three studios and is the only producing unit here maintaining a continuous production schedule. Has an outlet in Great Britain, and hopeful of crashing i the American market.

Major Activities

Major moves made by the big local men i 1936 included Stuart Doyle's British ital hunt Greater men i 1936 included Stuart Doyle's British ital hunt Greater Union Theatres; introduction of the C. M. Woolf Associated Distributors' product into British Empire Films through Doyle; iff action of 20th-Fox in sending rnest Turnbull, Alan Williamson and Elton Wild to and ran into all kinds of trouble be. Alan Williamson and Elton Wild to it is frankly admitted that America for the pic was completed. Doyle's bunch decided that the next pic high state for production would carry only locals, their first kiste of Holl is tributors with a ling vaude and . From the tank lywood turned them away from importations. Charles Munro with Roy Purvis product can be seen and heard all allowing General Theatres an importation of Charles Far- a 50% interest in the Moodabe New that's how it was in 1936, and with the importation of Charles Far-

Zegland chain by Fox-Hoyts; ar-rival of Walter Hutchinson for a probe into the 20th-Fox and Hoyts interest here statement that the present agreement covering General present agreement covering general Theatres would be broken by mutual consent at the end of the year; arrival of Joe Hummel and the rumor that Warners would break into hibiting field here in 1937; swift

Warners would break into hibiting field here in 1937; swift moves made by Charles Munro on behalf of Hoyts to erect new theatres to keep out opposition; formation of a Film Board of Trade to settle disputes in the industry away from governmental intervention, and the quick growth of indie theatres in nabe spots. All these moves have kept the trade newspapermen on the jump all year.

Year was a slow one for legit, Wil-liamson-Tair got by mainly on re-vivals and Gilbert-Sullivan. Next year W-T plans to introduce bigger attractions and may itd another theatre in Sydney. Biggest importation during year was the Russian Monte Carlo Ballet. Sir Ben Fuller broke into the Mel-pourne legit field, with revivals and

bourne legit field with revivals and is now operating a troupe in New Zealand. Knight is also on the look-out for a site for Sydney legit.

Frank Neil brought back vaude and vaude-revue successfully in Australia. Neil operates ite a healthy circuit and is importing artists all the time from England and America. Sir Ben Fuller is very America. Sir ben Fuller is very much interested in this type of en-tertainment and has a unit playing in New Zeoland. rant Mitchell, indie, intends building up a vaude-revue circuit in Australia next year.

Radio

Year saw very little advancement in the radio field. Air stuff takes in mostly American wax, with flesh shows introduced at intervals as a

A-class units stuck to their high brow programs and the publi turned to the commercials for popu lar entertainment.

Station 2 U.W. advanced rapidly toward the end of the year under the management of Frank Marden, and now ranks as one of the leaders in the commercial field.

in the commercial field.

Racetrack descriptions still retain their popularity, and next comes American recordings of dance bands and so forth. Probably 1937 will see the same routine used by both Aclassers and commercials. Right now, the most popular feature on the air is the ball-to-ball description of the cricket test matches between England and Australia.

Television has not reached beare.

land and Australia. Television has not reached here commercially, although, certain organizations are cover; is new entertainment for introduction throughout Australia at the earliest possible moment. Major excess feel that it will be years before television comes in over here, however, Affer a survey around Australia.

After a survey around Australia it is frankly admitted that America provides the populace with majority of starting and a survey around the survey of the su

Dovle's inesound

The International Show Biz Scene

By Wolfe Kaufman

The gent who figured out that nifty about 'coming events cast their shadow before them' might have been thinking of the shadow on the motion picture screen. Because certainly film biz in its international sense has been a constant harbinger of world events for the past few years—if only the signs were read correctly.

And that, of course, is the gimmick—if only the signs were

And that, of course, is the gimmick—it only the signs were read correctly.

Several years ago, in odd corners of Germany, there were outbursts and occasional riots in cinemas. That, had the signs been read correctly, was later to spell the emergence of a gent named Hitler. Not, of course, that cinemas were the sole indicators. By no means, But they were an trinsic factor.

of a gene indicators. By no means, But they were an trinsic factor.

Similarly, during the past year, things happened in another sector of Europe. Early in March, 1936, Vasigry carried, a couple of short paragraphs, buried away, from Spain. There was some minor trouble there, it seemed. A couple of cinema performances were broken up by Fascists, Nothing serious, perhaps, but there you were. That, take February. And on July 13 of the same year that same Madrid, in the interim apparently (on the surface) calm, became the center of one of the darkest eras in modern civilization, one of the bitterest man-to-man, brother-to-brother conflicts in history.

And the world goes on, and show business goes through the years. And through the world. Because show business, restricted as it in various corners, hampered and hemmed in by lingual and local problems, curtailed here and there by nationalism and economics, remains international nevertheless.

Of the various sectors of show films is still tops internationally, Radio is coming up fast, but is still thrid to vaude, while legit is daily losing its grip.

For films, internationally, it was another hectic and difficult year. Trouble, trouble, everywhere. And a few bright spots here and there.

England's Over-Expansion

England's Over-Expansion

England held the center stage a longer time than usual, England was i a boom mood, a hangover boom from theyear before. More studios. More production. More theatres, More money. And, as usual with that kind of a setting, a lot of backstage carping.

Building of theatres on all sides, and not a few cries of over-building. Redundancy made its debut. That's a word figured out by the British film trade to stand for two theatres where there's custom enough for only one and a haltor one. A natural result of a building theatre rage—as America, to its sorrow, found out several years previously. Gaumont-British and British International (Associated British Cinemas, Ltd.) both enlarged their theatre chains and several strong indies spriang up out of nowhere, via the merger route. Leaders among these were Union Cinemas and the Deutsch circuit.

Productionally there were a lot of films made, though less than were promised the year before, when things looked even stronger. Gaumont spent a lot of money on pictures and so did Alexander Korda. John Maxwell, with his BIP, went along in his usual quiet Scotch way, making cheap pictures and so did Alexander Korda. John Maxwell, with his BIP, went along in his usual quiet Scotch way, making cheap pictures and so did Alexander Korda. John Maxwell, with his BIP, went along in his usual quiet Scotch way, making cheap pictures and the Deutsch circuits.

The G-B Situation

Gaumont-British had a hectic year.

-expansion (did he American film commanies have some experience with that

\$1,000.000 picture, an H. G. Wells film, The Shape of Things to Come.' And wasn't any too happy at the results.

The G-B Situation

Gaumont-British had a hectic year:

Gaumont-British had a hectic year:

de American film companies have some experience with that several years ago?') and growth, both in a theatre and production way, got the company to the point where it needed money. Then several mad weeks and months of jockeying. As early as March 31 Vaniery carried a story that C. M. Woolf might buy his way back to Gaumont- ritish and take over control of the company. Many denials. Nobody's taking over Gaumont, On June 3, 20th Century-Fox found it necessary to issue a statement saying that it was not interested in buying any part of Gaumont-British. That was official. It was supposed to scotch rumors that, there was a deal on. On June 24 Isidore Ostrer arrived in the U. S. and immediately announced that there was no thought of a deal with 20th-Fox. Fox agreed. Nothing to it.

But towards the end of July both sides admitted a deal was practically set to go through. Then that it was all set to go through, with Metro participating. And then, of course, trouble really started and it hasn't stopped.

What the outcome will be, of course, is still a mystery. One thi is certain. Gaumont-British will have to be completely reorganized. And maybe that story, printed in Vaniers in mid-year and generally laughed off, that all the major British film companies will be united into one, wasn't to fantastic. Because whenever and however Gaumont-British finds the answer, one certainty is that John Maxwell, head of Associated British Pictures Corp. will be somewhere in the picture. Up to this past week Isidore and Maurice Ostrer, having deferred at the last minute, sailing back to England, were still in America trying to get together on an understanding with 20th-Fox and Metro.

That quota bogey is beginning to rear its head in England. Mostly talk and official reports and non-official reports to date. There will be no new law in

Italy's Hurdle

Italy was trouble spot No. 1 for U. films until only one week ago. American films were out of the country and having a hard set-to with the Italian government.

For years Americans had hard time there but

week ago. American films were out of the country and having a hard set-to with the Italian government.

For years Americans had hard time there but have continued doing business. It is one spot which has consistently refused to permit films in any but the native language. That meant enforced dubbing and the U. S. films went for it. Then it was ordered that the dubbing must be done right there, on the home grounds. And Americans said okay. But during the post year Mussolini got even tougher. Passed out some new regulations to the effect that very little, if any, money could be brought in and these on a schedule made up by the Italian films was the langle and the Americans figured enough was enough. This is the second time in history they've stuck together in a walk-out on a country. First time was Czechoslovakia and they stuck it out two years before winning. This time it took only six week

before a compromise was reached. As this goes the Americans are getting ready to move back in.

Maybe Italy can get along without American films gether some time. Russia can. There have been only about a half dozen U. S. films in Russia in the entire period si the revolution. Last year, as it happens, saw one of these, Charles Chaplin's new film, 'Modern Times'.

Russia doesn't worry a terrible lot about U. S. films. makes its own pictures. Last year it announced it will make more. A new Hollywood is being built on the Black Sea, Millions of rubles it will cost. And 700 films per year will be turned out. At least, so the prospectus says.

Italy is a bit more modest. Italy, too, is building a new Hollywood. This one on the Mediterranean. Government voted it \$1,400,000 to start with. More coming. This one will only turn out some 300 pictures a year. Again, so the prospectus says. Carlo Roncoroni came all the way from Rome to Hollywood to tell us about it, and, incidentally, to pick up some ideas. That trouble in Italy broke out just as soon as he got back to Rome. Maybe it was a coincidence.

its bundle of trouble.

its bundle of trouble. country's biggest film company—and one of the bi Natan, got too big. Over-expansion, it's generally called. Bankruptey is the usual answer, and that's what happened. Industry there hasn't recovered from the shock yet. It's a country of indies now. More film producers there than in any other country in the world. None of them makes more than three or four films.

American relationshi with the French biz are comparatively called and at the moment—an unusual situation. The quota headache has been an annual worry there. Every year there's been a newer and tougher law and much fighting and politics, and maneuvering. This year, however, the U. S. film biz is protected—for the time being—by a treaty between the French and U. S. governments. Commercial treaty signed in Washington was careful to insist that there would be no changes over the period involved in the life of the agreement. Meaning that, for once, the industry can settle down to peddling its product without worrying about whether or not the law would be changed next week.

Mexico was in the news frequently. No one seems to realize that Mexico today is probably more labor-minded than even Russi. There are 36 unions in the film production business alone, all organized and active. That meant automatically, frequent outbursts and trouble because the producers, too, have union which tries to insist on its rights as against the workers.

Down Under Wakes Up

In far-away Australia a quota law was finally passed, but couldn't make much difference because of so very little local product. There was a lot of trouble with a 28 rejection clause. But Americans haven't worried about either that or quota. The law was worded to say that, for so many films distributed, so, many locally-made films must be 'acquired' for distribution. That's the out the Americans found. If the films weren't there they couldn't be 'acquired'. Nothing was said about enforced production. So that market remains one of the few really profitable ones in the field.

There was s

Americans Journal. A transport of the few really profitable ones in the field.

There was some attempt at Anzac producti. Half a dozen films were made with some imported talent from the U. S. But money was hard to get for production and, when the first batch of films didn't exactly burn the box-offices down, coin became even scarcer. Right now it's practically at standstill. Perhaps the fact that the imported talent from Hollywood turned out to be no stronger than Helen Twelvetrees, Victor Jory and Charles Farrell had something to do with it. Maybe next time the Australi ill be able to find some names with bo. pull.

There's a theatre situation down under, some years ago, when things got tough, the two bi ins—Greater Union and Hoyt's, of which 20th-Fox owns a big hunk—were told by the banks that they must merge. Resultant company was General Theatres, a virtual monopoly. Business has been fine, debts have been cleared up; there's a biof profit around, and the boys are getting tired of each other. As this is being printed the announcement is being made in Australia that the two compani will henceforth go their separate ways.

Hoyt's got a bit ambitious in anticipation during the year. One of its executives and one of the 20th-Fox executives from their own, mind you, not for their respective companies) bought heavily into the Moodabe chain in New York it's hard to realize the spread involved. But geography books distinctly state that New Zealand. After the split-up it's quite in the cards that they may turn their shareholdings over to their bosses, That will spread Hoyt's quite a bit. Way off here in New York it's hard to realize the spread involved. But geography books distinctly state that New Zealand is 1,600 miles away from Australia. It's a small world.

The Nais Will Be Nazl

Australia. It's a small world.

The Nasis Will Be Nazi
In Germany film biz is still under a cloud. The Third Reich is finding it harder to make films without talent than it had suspected. When all the Jews were told to move out there was practically no one left in the studios. Then some of them were tinvited back until the local blonde-haired lads could learn something about the job. They stuck until the Nordics learned. But not, it seems, enough. The pictures are nowhere near as good quality as they used to he

tures are nowhere near as good quality as they used to be.

Export, business dropped way off to nothing and there has been a lot of intra-trade worry in Germany about this. Uf a tried to spread out by buying a new theatre in Brussels and pushing sales in the U.S. and South America. But without much actual result. Government tried to get some pressure deals, with other countries. One such was pushed through with Austria. No films made in Austria canbe shown in Germany unless complying with the German racial laws. Since Austrian films must in Germany to break even, it means that practically all Austrian films fit these German 'Aryan' laws.

Some production deals were made with Italy for production via versions, but nothing much resulted. Hungary got very annoyed and protested officially against German attempts at spreading propaganda. Ditto Czechoslovakia, Ditto Holland. And in far off South Africa two German, Strictly propaganda films were bood off the screen and, eventually, officially banned.

South America.

South America got film production but accomplished very little beyond a few pictures of strictly local strength. Paramount and Columbia have made deals to finance production in Argentina, however, and something may come of this during the year.

England discovered two or three new color systems.

Germany discovered a new color process. France discovered a new color process. Italy discovered new tradimensional process. Ditto France. Ditto Chile.

Switzerland announcement. We picture syet.

There were some tragedies around the world due to the Nazi thing. Herman Fellner, once successful Germany, hanged himself: in London. Couldn't get started on new ground. Werner Krauss (producer, not the actor by the same name) committed suicide i Vienna. Same reasons, Not to mention the untold tragedies unheard.

Censors socked away furiously everywhere, as usual. The lague nixed 'Show Them No Mercy (20th) and 'The Black Room' (Col). Australia banned 'Klondike Annie' (Par). Japan banned 'Captain Blood' (WB). Germany banned 'Country Doctor' (20th), 'Shark, Island' (20th), 'Give Us This Night' (Par), 'Message to Garcia' (20th), 'Trail of Lonesome Pine' (Par), 'Tale of Two Cities' (UA), 'Rossfarie' (MG), 'Manattain Melodrama' (MG), 'Prizefigher and the Lady' (MG), 'Stamboul Quest' (MG), 'Train Man' (MG), 'Men in White' (MG). Haly banned 'Night' at the Opera' (MG), China nixed 'Ghost Goes West' (UA), Vienna banned 'Tale of Two Cities' (MG), Holland vetoed 'Frisco Kid' (WB). France refused to permit one of its own ', 'La Garconne' to be shown outside of France.

Vaudeville Bullish Abroad

Vaudeville around the world continues to be comparatiety bullish. 'It's not as strong as it was so course but it is seen

Tag Garconne, 'to be shown outside of France.

Vaudeville around the world continues to be comparatively bullish. It's not as strong as it was, of course, but it is seen and heard and is a definite part of the community.

Paris, at one point during the past year, had seven music halls play! Dig-time acts on a two-a-day basis. In Berlint the Wintergarten and Scala continue bucking each other, Copenhagen has vaude. Capetown, South Africa, has vaude, Sydney, Australia, has vaude. And London, of course, is the best spot in the world for vaude, from an American standpoi Town is full of Americans. Two or three American acts on every bill in every theatre. And there are plenty of theatres.

New gag in vaude is production. Palladium, London, goes for it, and so does the Alhambra, Paris, and the Scala, Berli Acts are grouped together into units and some production thrown around them, including original music and routines for line. It's clicked big abroad and, recently, the Victoria Palace, London, opend with a set, policy of the sort—shows to stay 8 to 12 weeks—and over solid.

Sydney, Australia, uses nothing but units. Can offer about 12 to 20 weeks of work on two-a-day six-day-a-week basis. A pleasured Units are all imported from either Work or London.

Rio de Janeiro had a bit of a vaude boom during the year, but dight; quite make it. Not enough playing time. Tried importing some heavy units from New York (an N.T.G. units did well down there) but it proved to costly a venture for the limited playing time, Buenos Aires it seems, dight; especially care for vaude and wouldn't form part of a chreuit. The vaude in both S. A. capitals is merely an adjunct to sumptious gambling casinos.

In Russia there was another angle. Couldn't get acts to sumptious gambling casinos.

Cavitar in payment. So the government sent out an official statement doing away with the Music Hall. Too lowbrow, Radio Beoming Too

statement doing away with the Music Hall. Too lowbrow, Radio Booming Too

Radio is moving on and up around the world, but with peculiar dots and dashes. Europe, for instance, is so interested in television that it isn't bothering much with radio. All sorts of experiments and claims the television line, but nothing really outstanding. And, in the meantime, radio is slowly moving backwards as a commercial proposition. Due, largely, of course, to the political set-up and the fear and danger on the parts of governments using the radio lanes for propaganda.

That way, politically, and for news dissemination purposes, radio has been gaining strength on the continent. In South America, on the other hand, commercial radio is booming by leaps and bounds, with a number of powerful stations and a lot of good experimental work along showmaply li

South America, on the other hand, commercial radio is booming by leaps and bounds, with a number of powerful stations and a lot of good experimental work along showmanly li

Legit is still fairly strong abroad, but spotty and not as international as it once was. Vienna, city of operettas, in the happy enough these days to fashion much song-and-dance stuff. Budapest still is the most voluminuous factory for new plays but nothing of much strength or importance is coming out. Same is true of France and Italy, Prague, curiously enough, is doing the most interesting experimental work in legit. And Moscow is, as always, Moscow-minded, Few American plays were seen abroad. Russi saw 'Desire Under the Elms,' but 'Ah Wilderness' flopped in London. Sydney saw 'Anything Goes' and 'Three Men on a Horse.' Petticoat Fever' flopped in London, but 'Three Men on a Horse' Petticoat Fever' flopped in London, but 'Three Men on a Horse' of the contract business. London saw 'Pride and Prejudice' and liked it. Berlin saw 'Tovaritch,' a French play later to click in London and now doing right well in New York. London wasn't very crazy about 'Boy Meets Girl' clicked in Vienna and Paris tinkered with 'Children's Hour' for a while. The Hague liked the British play, 'Call It a 'Day,' before New York did.

That's not such a bad record as compared to the year before, but it is as nothing, of course, compared to the good old days. Playwrighting on the continent these days, in fact, is so weak that the Theatre Guild in New Yor' for instance, dismissed its reader of foreign plays, figuring it a waste of time. France has only one dependable playwright, Henry Bernstein. Bourdet and Deval are in-and-outers. That's better, of course, than the rest of Europe. Especially since Molnar in Hungary, hasn't done much in the past couple of years, irandello died during the year and that's a loss to the world drama as well as Italy.

—And Tin Pan-Alley

There remains to be talked about only music—and that's sad situation, internationally. Last year saw a com

French Film Biz Is a Series of Headaches to Americans

By Hugo Speck

By Hugo Speck

Paris, Dec. 20.

Year 1936 has been a jittery one for American film interests in France, and 1937 promises to be just as bad.

Until the Franco-American trade treaty became effective on June 15. American films were dogged by one discrimination after another. Even since the terms of that treaty came into force, doubts and fears have often arisen that some means to get around it will be found by the section of the Franch industry that is hostile to foreign films.

Year opened with an unfavorable

tion of the French industry that is hostile to foreign films.

Year opened with an unfavorable aspect looming for the American industry. At that time, numerous threats which were hangovers from the year before menced to prevent the Americans from entrying on business in a profitable manner and on a basis that augured prosperity. One of the first big folts came with the elections, which caused not only American but French faces in the film industry to wear a more than perturbed look. It was because of the success of the polls of the Radical-Socialist. Socialist and Consumist parties. These three parties, reaching from left center to extreme feet, combined to form the Popular Front government, most radical France has had since the war.

During election campaigns

Prance has had since the war.
During election campaigns more than one Left Party orator announced that if the Popular Front government was voted into power the key industries like banks, munitions, manufacturers, etc., would be nationalized. Although no direct reference was made to films.

American Fears

American Festra.

American Festra.

American fest that if the time evertame when the government contabled the film industry it would
mean choking off all American business in France. These festra were
augmented by the knowledge: that as
body attached to the Frime Minister's cabinet had drawn up as
serret report recommending government control-of-films. Further inside dope revealed that the report
also recommended placing such control in the hands of a board, twothirds of whose members would be
drawn from French producers.

With that, it was also feared would
come an increase in duty on Imported films coupled with a heavy
tubbing tax and a drastic reduction
in the number of dubbed foreign
films which could be distributed.
Under that plan the money thus coltected would have been used to subsidize the French government-controlled industry.

Further sore spot offered by the
recort was that the group which

trolled industry.
Further sore spot offered by the report was that the group which would control the industry would also have power to pose on all films before they reached the censor. In that way a super-censorship would have been set up which would decide whether a film was of the right quality to be submitted to the censor proper.

quality to be submitted to the censor proper.

On top of this came a blast during the month of May which made it appear as though it had, been expressly planned so it would become effective before the ferms of the treaty became known. Whatever the terms of the treaty became known. Whatever the terms of the treaty had been to the treaty became known applied which gave the censors practically absolute control over all films distributed in France. Measure also strengthened the control the government had regarding foreign films and gave the censors, if they chose to use it that way, power to reject almost any foreign film they pleased regardless of merit.

Not Used Much

Happily, although the censors have been given these drastic powers, they have not so far used them to the detriment of American films. But the clause still stands and could become an extremely irritating and troublesome factor for Americans at any given moment.

Curiously enough, it was a hidden preserved in the same decree which

Curiously enough, it was a hidden paragraph in the same decree which caused many headsches and monetary losses to the Americans for a number of days. I stead of the one giving the drestic powers to the censors. Stating that all films being exported from France, must obtain a visa, the poragraph added that the control commission governing, such exportations could refuse such a visa to any individual or company submitting a film, the presentation of which in a fareign country would be prejudicial to French national interests.

No sooner had this matter been

No sooner had this matter been

settled than the terms of the new treaty were made known. They came as a surprise, for, while the negotiations were in progress, not one inkling was given to film interests here as to its contents. Representatives from the United States, headed by Paul T. Culbertson and Harry C. Hawkins, came here to iron out differences that had arisen in the discussions, but six weeks later, when they returned, anything definite was still lacking. When they left it was believed the negotiations would be quickly wound up and the treaty would become effective by June T. That guess missed by 15 days. Effective since June 18 it remains in force unit? July I of next year and incidinately thereafter unit six months after, either of the signatories signifies his wish that it become inoperative. settled than the terms of the new

At Least a Year

Although American illm interests did not hall it as the beginning of a new era for that particular industry, as did the representatives of some American concerns, treaty does guarantee at least one year wherein no further discriminating measure can be pushed through against the Yanks.

Keynoter of the treaty for pic biz

Keypoter of the treaty for pic biz reads:

The rench government will take no new measures which would baye the effect of placing. American files in a position, comparison to the French films or those of any other foreign country, less favorable than that which they now enjoy. This clause furmly established and consolidated the position of American films interests here, but it fell far short of outrightly pleasing, Under the treaty the number of dubbed films which can be shown in France remains the same, 94, each dubbed films which can be abown in.
France remains the same, 94, each semester. Ten of this number was allotted to Germany, the remainder being open to any foreign country. In the most recent years an average of 140 to 150 American films have been dubbed here each 12 months and there is nothing 4 the treaty to prevent continuation of this. Treaty also held the number of houses to which original versions may be sold in Paris to 5 and 10 in the provinces. may be some the provinces. Strike

A strike walked in in June to rub the wool the wrong way was for both the Yanks and the French Many French studies were occupied by strikers and production stopped while all American companies, with the exception of Paramount, which has its own printing plant, had their production schedules thrown haywire.

Even with the acceptance of the 40-hour week by the companies, the workers were not satisfied and struck for increases. Distribution workers' salaries were raised by 5 to 25%, while production employes

workers' salaries were raised to 25%, while production employes

took a 5-10% jump before peace was

took a \$-10% jump before peace was restored.

American concerns had to go through a tremendous amount of readjusting and, at the same time, there was a great deal of talk of transferring the Continental distributing centers to London. When it was finally iround out the Americans stuck, rather than go to the expensive formula of vast rearganization schemes which such a move would mean.

As a result of the success of these strikes engineered by the Evench Contederation of Lahor, an old plan the C. G. T. had drawn up the year before for the reorganization, of the French industry was revived and given serious consideration. Had it ever bec adopted the Americans could have packed up and gone home. It was eventually approved by the National Economic Council, a government body, but did a fade officially. However, it stands out as a good indication of what will happen the more radical elements ever cantrol things in this country.

Bevalution

Bevalution

Next thing that caught American interests a joiting left to the head was the devalution of the French franc. Everyone had eried well so long regarding the lowering of the gold content of French currency that the actual act came as a bit of a surprise. With this piece of legislation rushed through by a specially surmoned Chamber and Senate came more aches and pains for the Americans. Hardly any angle from which devalution may be viewed does it spell anything but added expenses.

No sooner had the readjustments

No sooner had the readjustment No sooner had the readjustments from this operation been completed than more threats bouned to disturb the Americans. By the end of the year they had swelled to make it appear as though something was going to be done to get around the terms of the treaty at all costs.

This has not been done yet, but Yanks are not at all happy as to the consing year.

Yanks are not at all happy as to the coming year.

Marcaus Pivert, in his position as head of the government radio and fim propaganda, let it be known that the government intended to issue a decree doing away with double feature programs. Of course, this could only be interpreted as a violation of the treaty, but the authoritativeness of his position gives plenty of weight to the belief that such a move is ir mind.

And the Future?

And the Future?

And there is a rumor in informed circles that the enemies of American films, who have been waging a merciless campaign against the treaty since it was signed, have manged to get a bilt drawn up which would greatly reduce or her all subbed films. Nothing that can really be chewed upon has come out in the open about this, but the desire to pass such a bill is certain.

The treaty is without doubt the one and only safe harbor offered to the Americans attempting to keep from being sunk in turbulent French waters. From what side will come the mammoth wave that will, swamp them is yet to be seen.



LEON

HELEN

PAGE KIMBERLY and TWO AMERICANS FROM ENGLAND

SEASON'S GREETINGS care VARIETY, London

JAPAN CATCHES UP

By Burton Crane

Japan foday is the second greatest producer of motion pictures in the world. Three years ago it was first, turning out 452 subjects. In the following year, making a tardy, change-over into tallers, the number of features turned out drepised to 468, while American output rose to 480. But Japan is calculaing up. Last year Japan's production was 470 and the U.S. boosted its emput to 525.

to 525.
These figures, of course, deal with completed negatives, not with positives. While the United States averages 200 prints of each subject, the Japanese get along with but a small fraction of that figure. There are but 1,718 theatres in the Empire are but 1,718 theatres in the Empire are but 1,718 theatres in the Empire are but 1,718 theories in the United 15,578 wired houses in the United States. The theatres in Japan aggregate about 20,000,000 paid admissions a year and the price of a ticket averages, about 10c.

How can Janah do it? How can

How can Japan do it? How can it turn out 470 features for 1,718 theatres and still make money? After all, the market is all at home. Except for Manchukuo, where these After all, the market is all at home. Except fir Manchukuo, where there are about 300,000 Japanese residents, there is no foreign market for Lapanese pictures. And yet Japan has year was the second greetest fam producer in the world, bettering the Soviet Russian figure of 300 features, and the British figure of 198.

The answer is organization. More than 1,000 of the Japanese theatres are controlled by Shochiku, Nikatsu and Shinko, the last a subsidiary of Shochiku.

sidiary of Shochiku.

The procedure is as follows: the company with agree to supply complete programs for a year in return for a percentage of the gross. Each has its own producing department to supply the demand. Last year Shochiku turned out 96, Nikhatsu 82 and Shinko 85 kims. Since all theatres, in Japan play at least two features on each bill (some of the third-run spots give as many as four) is evident that none of the three companies is supplying all its product needs. All buy the best of the independent product to fill in, the independent product including foreign releases i Japan.

It should be obvious that a concern

It should be obvious that a concern be obvious the last year which knows almost to the last yes the amount of revenue it can expect from film rentals is in an envisible position. It can operate the produc-ing end of its business on a budget. And that is exactly what the Jap-aness companies do. Molios picture producing in that country is on an industrial rather than a gambling hasi

\$60,000 Maximum Cost

Bit budgets are small and that means that Japanese films are turned out much more cheaply than anywhere else in the world. There is nothing lavish about them. Superproductions are occasionally given budgets running as high as \$60,000 but most taikers are made for less than \$1,000. Salaries are low. Know of no star who gets more than \$1,000 a week. The producers are in position to keep, these payments down, for they hardly ever take a player from any other branch of show business. Most performers are trained in the studio schools and broken in in the studio stock compani. The only kind of acting they know is picture acting. This means that they can get jobs only with other film companies and, si all companies have the same need to keep salaries down, there is very little contract sniping.

keep salaries down, there is very little contract sniping.

From the foreign point of view, American film audiences have been spoiled. Producers here give the effect of speed by continual changes, cutti back and forth from one camera angle to another and using three or more such little scenes a minute. In Japan there are seldom more than two cameras grinding at a single scene and there is accordingly much less cutting back and forth. Sometimes angle will be used for two or three angle will be used for two or three ingly much less cutting back and forth. Sometimes camera angle will be used for two or three minutes, against an American maximum of, say, 40 seconds. In American studios raw stock is hardly considered as a factor in production cost. It is about the cheapest thing in the making of a picture. In Japan it is a major factor.

The same principles of cost.

it is a major factor.

The same principles of cost counting govern Japanese script writing. Scenarists manage to tell their stories in many fewer sets than are used in Hollywood. The net result of this is that the Japanese fitm, while pleasant as a novelty for 20 or 30 minutes, soon begins to tire the

foreign eye. We have been spoiled by Hollywood. We like more

farrigh eye, we nave near sponted by Holdywood. We like more change.

Back in the days of silent pictures, one Japanese company set what is believed to have been an all-time recard. It shot a six-reet feature in 35 hours. Twenty-four hours hours have it had been ent and titled and was running on a Tokyo screen.

Pertable Projectors

In an earlier paragraph the state-ment was made that about 859 Jap-anese theatres are wired for sound. In practice, however, the studios consider that all are wired, for the consider that all are wired, for the distributing ends of their businesses maintain organizations for lending partiable equipment to the smaller houses which have not yet been able to afford the change-over.

Japan is now going sound with a vengeance; but for three or four years there was steady resistance to the new deal in pictures. The annunced reason was 'that Japanese producers and theatre owners wiched producers and theatre owners wished to wait for talker production to be perfected, so that they would not buy equipment which later would have to be junked. The actual reason was that imported sound equipment was too expensive for the Japanese producers and theatres.

The change-over did not start in cornect until Japanese inventors had been able to borrow and adapt the been able to borrow and adapt the main features of foreign sound systems and put out devices of their own. In 1933 only 38 of 452 features seems and sever talkers. In 1934 the total had risen to 72, and last year there were 14th, puts 142 with musical sound tracks added. This year nones of the three big companies is making any silent product, leaving the field almost exclusively to Dailo Eliga. Production, an independent quickie maker which has been supplying the smallest and cheapest of old-fashioned houses. However, the writing is on the wall for even this business, as the big companies, with their portable sound sets, have been invading the littlest houses and the public would rather see a talker than a silent. In another year it is probable that production of silent little will end. The foregoing gives no idea of the position of American and other foreign films in the Japanese market. The truth is that American pictures are in favored position. All the best and briggest houses play little else, for the public with money, which can afford to pay de luxe prices, likes speed, flash and expensive productions. The result is that ouly Japanese super-super-specials ever get a chance to play the Nippon main features of foreign sound sys-

likes speed, flash and expensive productions. The Fesult is that only Japanese super-super-specials ever get a chance to play the Nippon Gekijo, Imperial theatre and Hibiya Biga Gekijo, which are the three big first-run houses of Tokyo. Last year Japan absorbed 265 American features, and releases of European films brought the total of foreign pictures up to 346. That means that 816 films were distributed in Japan in 1935, against a total of 766 in the U.S.

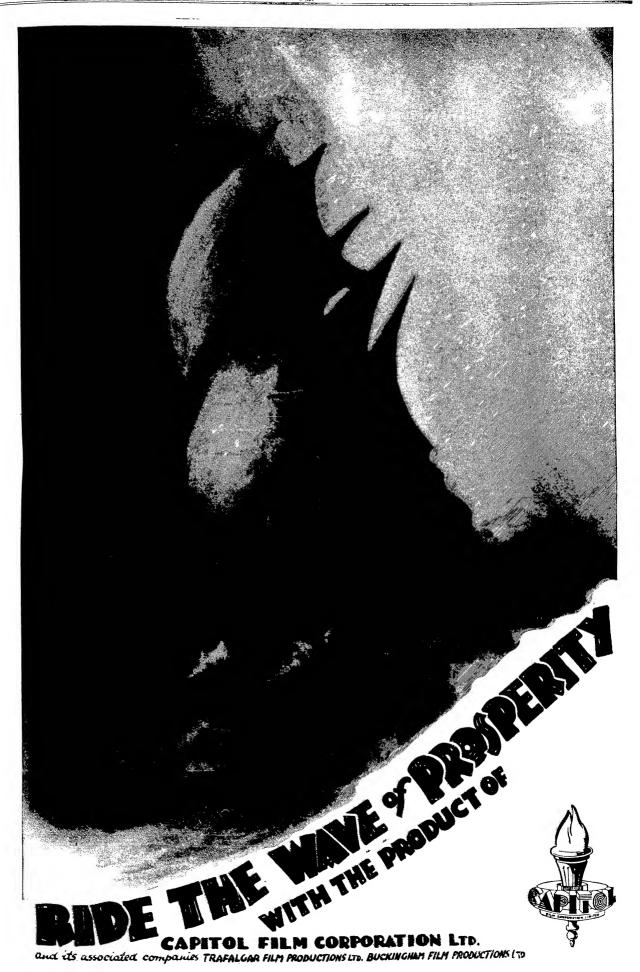
Ne Dubbing

No Dubbing

There is practically only of Japanese sound onto onto American or other foreign product, Some years ago Fox tried ith The Man Who Came Back' and enjoyed a pronounced success. The lim is still being rented in the small towns, principally because of its unconscious humor. Fox had the dubbing done in Hollywood, using the Japanese available there. But most of those are from farming stock and the language they use is atrocious to a modern, educated Japanese The Man Who Came Back' was cordingly packed chockfull of uni There is practically

a modern, educated Japanese
The Man Who Came Back was
cardingly packed chockfult of uni
tentional laughs. Later the PhotoChemical Laboratories and Paramount cooperated in dubbing Japaness soundtracks onto three or four
silent Harold Lloyd comedies, such
as 'Feet First' and id very well at
it. Most films, however, are such a
gamble that 'dubbing' has been given
up and distributors are depending
solely on super-imposed titles in
Japanese. The now
thoroughly used the
written dialog and there seems to be
no reason for heavier investments.
What kind of pictures do
like to see? Strangely enough
tastes seem to be just about the sam
as those in the United States, except
that jungle pictures are always
favorites. The following list:
ade
up of the two best boxofice pictures
released during 1935 by each of the
(Continued on page 134)

(Continued on page 134)





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Elisabeth in her greatest role

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michae

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fascinating lover, Sinister schemer.

Directed by Rowland V.Lee.

A Trafalgan Film



Budapest Gay — Very!

By E. P. JACOBI

Budapest, Dec. 20. In the naughty '90's the 'gay night life of Budapest' was proverbial. Men over Europe exchanged nowing winks if any one mentioned going on a business trip to Budapest. They spoke of the Prince of Wales—the later Edward VII—predilection

the later Edward VII—predilection for this city.

The predominant element the gaiety of those times was the music-hall, and the entertainment provided after the show the ladi who look part in it.

Today Budapest is once more the gayest city in Central Europe, notably at night. Once more, a Prince of Wales ex-Edward VIII — has ably at high. Once more a Prince of Wales — ex-Edward VIII — has done much towards putting it on the world's amusement, map. The type of enterthinment, however, has single music hall, waudeville theatre, or any show where Variety program is offered on a stage, in ence. All aftempt: to re-establish this kind. of entertainment have failed disastrously in recent years. This may have something to do with a change in the public's taste, but is mainly due to the rivalry of floor shows in night clubs, bars, and small. and small.

and small.

The schedule of making a night of it is somewhat different in Budapest from what it is in countries further west. Theatres open at 7,30 p. m., or thereabouts. You can't get any dinner for love or money before the theatre, the principal meall being eaten in the middle of the day. After the theatre, between 10 and 11, is supper time. The smart restaurants all have Tzigane bands, as have the eafes. Gyps music of course is the great attraction for foreigners and also for provincials, but your sophisticated Budapester is not as keen on the seed to be. Gypsies, in Hungary where they are indigenous, are not dressed up either as organginders' monkeys or as hussars, but grinders' monkeys or as hussars, but wear white man's evening dress.

wear white mans evening dress.
There is no dancing in any of the
ig gipsy-band restaurants, but, a
good many have bars grill rooms or
special localities, where you can
dance to good jazz and drink hard
liquor. You drink wine and less frequently champagne with taurant supper.

Quality of food, specialities, and wine-all native-are far more instrumental in making the reputation of a supper place than the entertalsment offered. Foremost are the takeries of the big hotels—Dunapaiota, Gellert, Royal, Hungari Matyary, world-famed girsy band leader, who looks if he might be Paul Whitewood the control of the property world and the property world and the property world and the property world and the property world water who looks if he might be Paul Whitewood the property was the property of the property when the property was the property of the property was the property of the p eader, who looks if he might be Paul Whiteman's twin brother, plays it the last-named restaurant. Little loyal and Kakuk on the Bude bank of the Danube—it's the right bank, ut in atmosphere it is somewhat like the left bank in Paris—Tarjan's it the St. Lucas Baths, started in as a the St. Lucas Baths, started in as immer places, but have become, so oppular that, in spite of their disance from theatres, they enjoy year-ound patronage. All these belong to the most expensive category. Picadilly on Margaret Island, Gundel's a the Town Park, Bellevue on the auda side, are summer outdoor ateries that belong under the same eading. Cover charges, however re a thing unknown, and to sight dollars will go a way wards paying for two person's sup er, drinks — in moderation — tips

and the music plate in any of these mart restaurants. A great feature of Budapest nights a summer are the little open-air ateries of Buda and of more distant uburbs, in the gardens and court-ards of little tumble-down

uburbs, in the garcens wards of little tumble-down ouses, with good gypsy music, good ood, and good wine—cheap—everywhere. Their fame rises rocketli, nostly from the fumes of some pecial The word-of-mouth eputation of a puprika fish or a transylvaniam mixed grill is all that a needed to park scores of dars in ansylvanian mixed grill is all that is needed to park scores of dars in he narrow lanes that lead to these title places, to which the Buda-ester, a food fan if ever there was comes to gorge, while the light tourist comes for atmosshere.

here.

If you don't want to dress—this, y the way, is not absolutely neces-ary, even at the smart restaurants—ind if you don't want to spend too nuch money, you sup at one of the lig cafes. The New York, famed as I literary cafe and very smart as a upper place, boasts a non-gypsy or-hestra; Spolarich and Patria have weellent gypsy bands; Japan is the

haunt of artists, authors and actors; film people frequent Bucsinsky's and New York. Cafe Ostende is famous, for its musical attractions (gypsies again), and has lately gained importance by sponsoring the Gypsy Kids Orchestras. First of these bands, the members of which are gypsy boys of eight to fourteen, was introduced by Cafe Ostende. They play, like their elders, without sheet music, and with the same extraordinary musicality, verve and temperament. Lende, by the way, is the onty place where there is no plate for the music near the door by which you leave; in all other places, a tip for the band is so bligatory. This, together with cloakroom charges, adds to the expense of evening out; food and drinks being, in every type, of restaurant and cafe, considerably lower in price than in Paris, London, Berli, or even Vi

All hundred people in a pinch. They serve regulation suppers, but if you don't mind irty look from the head waiter can sit all night over confee, listen to the music read all the expensive meagazines weeklies the

music read all the expensive magazines weeklies the bargai After supper, about midnight, is at last the time for the real niteries—although you can cut out the restaurant and go straight on to a night club or a bar to eat your supper, if you're not too keen the gypsies and don't mind paying higher prices for a few more drinks. Foremost among Budapest's ight clubs is Arizona, with really first rate floor. shows, good foreign attractions in every program and a stu'nning collection of hostesses. Mr. Rozsnyay, proprietor of Arizona, excels as his own composer and planist, and his wite, Miss Arizona, sings the hits. Farisien Grill is almost on a par with it, so is Moulin Rouge, under the same management. Chief attraction. here is nightly appearance of Hacsek and Sajo, a pair of funny idiots who comment on current events. Atelier is a new night club which sprung to the foremost category in 1936, also featuring firstrate shows. Chapeau Rouge and a few-other have cheaper prices and cheaper programs. Parlsien Grill moves to Margaret Island during the summer, the others are closed for a month or two.

moves to Margaret Island during the summer, the others are closed for a month. or two.

Converts Dropped
Si ight clubs agreed to scratch entrance fees and cover charges, two or three years ago, business has in reasked very noticeably. Foods and drinks are expensive, but not exorbitantly so frompared with prices in other countries, especially when you remember that a first-rate show is thrown in. A cafe not costs 40c. a glass of brandy or vermouth twice that amount, a bottle of native champagne 33 or \$4. Add cloakgoom, music tips and a 15% tip for the waiters and you will see that one need not be a glady millionaire to indulge in. a night club once in a while. Hostesses, lee, dancers in the first-rate places, have style and, since it has repeatedly happened of Jate that-young—very young—scions of aristocratic Hungarlan families have-chosen wives from among their ranks, they all behave like counof aristocratic Hungarian families have chosen wives from among their ranks, they all behave like countrants, they all behave like countrants of the state of the

down at your table. When you have sometimes don't.

For the last two years or so, the intimate little cafes and bars, the petites boites, where people are crushed together like herrings, and a torch singer or dissues is featured, have gained enormously i popularity. There was a short-lived epidemic among society women, but that is happily over. Professionals, actresses of repute, now take their places and a new program of Janka Solyom, for instance, is attended by her fans with as much interest as a first night in a theatre. Terry Felegis is another very popular crooner. She features French, English and American songs, her experience dating from years spent in America as leading lady in Hungarian theatrical companies. companies.

A number of these little cafes are A number of these little cafes are crowded, into the few blocks along the Dariube Embankment, where most of the big hotels are. Mignon, Prince of Wales, Negresco, Dubarry are some of the places that have sprung like mushrooms within the last year or so. The hotels also have their little cafes or bars, mostly ith the same type of entertainment; Bristol's is, the best among them. Elysee, Etoile, Capri are some of the others.

Saturday night is, of course, the It

great time for night clubs, cafes and bars. Whereas theatres and even pleture houses are made to feel modern youth's recent strong trend ward outdoor sports and sking or river weekends make heavy inroads lupon box-office takings, the nitery public appears to be recruited from less athletic ranks and most places, are packed, on Saturdays. During the season, it the local custom, after big public bal or private dances; to finish up with bean or cabbage soup at a cafe. Starched shirt fronts and dazzli evening gowns rubbing shoulders with earlygowns rubbing shoulders with early-morning breakfasters at an all-night cafe give a distinctive note of local color.

color.

It would be difficult to say what has made the light entertainment business pick up so noticeably during the last year, or two. General busic conditions certainly have busi conditions certainly have not; although the depression shows slight signs of relaxing, this is too slight to warrant such far-reaching consequences.

onsequences.

Making foreign tourists Budapestconsequences.

Making foreign tourists Budapestconscious may have something to do
with it; price cuts and a sane policy
of giving people their money's worth
has greatly improved matters. The
chief reason, however, is the Hungariani-Jack-in-the-box temperament.
It won't stay quenched for long, The
minute the lid is lifted ever so littleup jumps your Hungarian and is off
to drink and be merry, not because to is determined to live,
above all, to be entertained.

Paris Nite Life Perking

By HUGO SPECK

Paris, Dec. 20. for the most par The aw a Gay Paree missing in a grea deal of the gay. It was rather a sad town for a great many months, failing to live up to maintain its rep. as the hottest spot in Europe.

But, if the bright lights and galety that got into swing with the fall openings and gained momentum with the coming of the winter season still keeps pace during the comi Paris will be back on

the illuminated capital where wor-ries are forgotten and prices don't Many causes combined to bri is accelerated activity to the wee hour spots, but of them all, two, and possibly three, seem to take suf-ficient lead to merit a written word

the election of a Left government during the first bracket of the year, which at first caused more glooms in the hangus than blown later unknow-ingly and certainly unintertionally came to the rescue of the same haunts by devaluating the franc. That little monetary operation came

too late in the year to affect the flow of tourists to a degree worth special mention. But it brought fit results where many foreign spenders are, toncerned and even gave the Frenchmen reason spend their money. Many of these profited because of their investments abroad, while whispers further devaluation made others want to spend their money, before its value again decreased.

To turn to the serious si To turn to the serious si of It for a moment, prognosticators state that if the present government stays in power the only way it can stretch the French currency to cover all budget costs will be by a further devaluation, Also, they point out that the time of the scheduled opening of the Exposition next May is not far distant and the bi show can only be a success by lowered gold content of the currency here.

Waiting for the

Watting for the
And that brings up another reason,
why many new spots have opened
and why the old ones are putting
on better shows send hanging on,
hoping to reap a rich harvest from
the thousands of foreign and provincial suckers who will come to
Parls to attend the ballyhooed blowout.

It's a certainty the year-end saw more niteries open and doing a fab amount of busi than this towards has seen in a long time. Whether it be in the exclusive little clubs where champagne corks jump out to the time of \$10 to \$15 a pop, where the cream of the foreign and native trade keeps visil until the dawn; or on down to the little cabarets and dance halls where the middle-class Frenchman takes his func the closing of the year saw these places taking in the coin on the upgrade of the graph.

In all of the three di tinet districts where nitelife flourishes in this town, towards, the end of the year new

where nifelite flourishes in this town, towards, the end of the year new signs and new names flashed and flared to begken the gink with a few ingles-in, his nocket, the up-town swanky Champs-lysees district, osephine Baker stepped out front of the established spots by pening a place of her own. Called

i front of the established spots by opening a place of her own. Called Chez. Josephine Baker, a different type of comeon from that usually offered in this town; is shed out there from midnight-onwards. Besides acting as hostess, she is the chief attraction; singi dancing and leading the band.

In the same district are the Lide the Villa d'Est, Chez Ray Ventus a little place called Boite a Sardine the Bagdad and Johnny's Bar.

the Bagdad and Johnny's Bar.

The Lido, formerly one of the top
nothers in this district, catches
more French than foreigney
Franch entertainment is used mostly
with sprinkling, of American aedamong like latter who appeared
there during the year were Delia
and Brits Mack, Short and Long
Geraldine and Joe Bryant, ins and
Young. Place reportedly ran in red
during shaller part of year unit
darkened in June because of waiters
strike. Understood
since is opening, however.

The Yirk dist has Charley John.

since sell opening, however.

The Viffe d'Est has Charley Johnson's negro band swinging Harlem music to catch a somewhat similes following with sprinkling of circangers at a slightly higher score of prices. Chez Guerney's, in the same district, shuttered early in the year because of the mysterious murder of the operator of the spot, Louis Leples. With that came a new type of menace in Paris to the bright spots.

Murder Uncovers Racket

Murder Uneovers Racket

It was a racket modeled after the
American' protective' shakedows
gag. His being rubbed early
one morning in his luxurious apartment revealed to police that more
than one club was being terrorized
but all of this was short-lived. special police beirgade to combar
racketeering and clean up the bright
spots was quickly formed and went
to work. Chez. Jean Tranchant,
owned by Mme. Regina Boquin, was
the only other cabaret known to
close as a result the racketeeria.

Ray Ventura is running the place

Ray Ventura is running the place Hay Ventura is running the place bearing his name in what was for-merly Chez Harry Pilcer. But the out for tea dances, so gets no cut in the evening takings in this part of town. Down the avenue near the town. Down the avenue near the Place de la Concorde is the Restaurant des Ambassadeurs, which

(Continued on page 134)

Berlin's Weekend Nite Life

Berlin, Dec. 20.

With the hectic days and nights of the Olympiad just a sweet memory, the Berli iteries have settled down to business as usual, which means crowds Saturdays and Sundays, but taking it easy for the rest of the week. Enormous biz still reigns on such nights, mostly Saturday, when special trains from the provinces on behalf, of the Kraft durch Freude (Strength Through Joy) organization bring thousands of yokels though it's naturally the cheaper places that benefit. The swank spots are not affected.

though it's naturally the cheaper places that benefit. The swank spots are not affected,
Most popular of all the Berlin niteries is still the Haus Vaterland, and largest of 'em Since there was a change in the management of the Europia House, two blocks away, the Vaterland is elicking by policy of moderate tariff, although in spite of all its attractiveness, it's more or less a pop vaude now. There is still 'an amazing atmosphere around this building, with the hour ty thunderstorm over the Rhine; including real rain, the many different cabaret's and barg all under one roof, and it's a sure bet' with the relatives from the provinces. But the foreigners come, too, if any are to be located these days, and they agree that the thunderstorm is mighty effective the thunderstorm is mighty effective the thunderstorm is mighty effective and that the American bar should get more homey. With the expen-sive Palm Court closed, vaude goes on twice daily and enloys good pa-tronage. Bill is changed ice monthly and has a show budget of around \$800 weekly, acts numbering eight or more.

Europa House cannot compete, es-Europa House cannot compete, es-pecially since new management con-sidered it a smart move to up all charges plenty. Swing bands in there seem to hold on to the contention that swing music played in 1900, except with more rhythm and less brass. Europa spends a good deal on salaries to acts and bands, yet biz is on the decline.

A great spot remains the Femi In size the largest, it's also the m A great-spot remains the Femi In size the largest, it's also the most up-to-date, with hundreds of table telephones, tube postal service and oodles atmosphere. House was dark for years until three breweries came along with the dough, to operate the different entertainment spots in the building, ithe big dancehall, the cate, the bar and the Bavarian restaurant. Usually spending \$600 weekly on acts, Femina decided to forego specialties last month-and had Bernhard Ette, Germany's Paul Whiteman, double from the near-by Whiteman, double from the near-by Scala. Ette band (22) furnishes good swing stuff and is rated okay. Femina is the magnet for provincials, and on those special excursion nights, house displays the s.r.o.

displays the six p.m.

Casanova Still Dark

Casanova, the swankiest of all erlin niteries and often pronounced the
finest nitery on the Continent, is still
dark. Angels are scarce these days,
It was supposed to open for the

Olympiad, when all biz was terrific, and even a few weeks ago it was whispered again that the Casanova would throw its portals. Just

would throw its portals a slight mistake.

The Roxy is the meeting place of the sport celebs. Anybody wishing to handshake a champion can be served here. Far more entertaining to those not so keen on the big chests is the Kakadu, a charming dancing-cabaret with the largest bar in Germany. Kakadu has 10 acts, all terpers, and pays around \$800 weekly in salaries, plus two good swing bands.

salaries, plus two good swing bands.

Delphi caters more or less to the
smarter set who prefer a good swing
band. Admish free, but no checks
less than 80c, in the afternoon and
\$1.25 at night.

Nitery Novelties

Nitery Novelties
The Resi, on far away Alexander
platz, with its light and water effects,
is similar to the Femina except in
clientele. Here too, hundreds of
table telephones, the dames and the
atmosphere, only more boisterous
and perhaps more expensive. No acts
here, all the fun comes from the
customers. customers.

. Casaleon features dancing on glass an old idea but efficiently exploited in smart surroundings. It's the only night spot in the Hasenhaide sector and does well with a good swing

night spot in the Masenhaide sector and does well with a good swing band. Casaleon goes with the times and features Malian settings. Exclusive pots are Rio Rita, Koenigin, Casoade, Quartier Lati, Ciro and Sherbini. These personality spots find the few dozen customers they can house easy to take, but the drinks are got so costly any more, and champagne grows in the Fatherland, too.

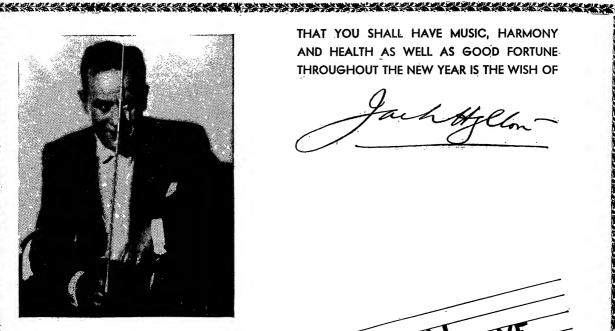
land, too,

My Sister and I is a cozy place
along the stem, so is the Greiffi Bar,
Budapest at Night and the St. Pauli.
The Jungle is all the name implies,
and the Trolka caters to the Russian
element. Other Russian might places
are the Medwied and the Savari

are the Medwied and the Savari rinzing is known and everybody from the Vienness films. It is an Austrian nitery, reflecting the old Vienna wine gardens. Similar to the Grinzing is the Rheinische Winzerstuben (WIn Grower's Home), a jovial place with lots of singing going on in accompaniment to the brassy band.

Atlantis, the former swanky Palais de Danse, is now a cabaret with pop Atlants, the former swanty Palais de Danse, is now a cabaret with pop prices, and an enormous dance floor, with the effect of a huge wine village. Dancing goes on in the market. two bands in peasant costumes delivering the music. Very moderate charges, wine 20c. a glass and champagne 30c.

The former Eidorado, opposite the Scala, now houses the Golden Horse Show, Joint with horse ri ing at 20 cents a throw and some cheap vaude acts. Great fun also at the Alte Ballaus; a kind of Lido, with swimming and diving plus horse ri the dames and so on. A German cowboy is the m.c. and he does make ings lively.



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Paris Nite Life

(Conti

from page 129)

opened in May for a grab the evening trade for a little over two months before closing. Clifford C. Fischer had the sole booking rights,

rank hi in the attractions topped by Glover Compton, Negro ist of the few places that has kept its and singer. Chez Suzy Soll is doors open over a long period of another spot off the beaten track not too far from Harry's; but this is strictly a mitery, and Suzy the chief attraction.

chief attraction.

A conglomeration from high to low is there to choose from when one starts up the hill towards the Montmartre, the real center of night life in this town. First up the Rue Figalle is Fred Paync's Bar, another-drink house, where Norma Davis plays piano and si In the upper-price brackets (Casanova, where Reva Reyes is still the chief attraction; Au. Don Juan, Harry, Pilcer's new Montmartre spot, where American entertainers usually get a Fischer had the sole booking rights, Tank performers got another break. Spot did not open this fall, but understand management is planning big things for the coming year during Expo.

Maxim's with a following all its own. Maxim's with a following all its own. Not strictly in aby night life district is Harry's New York Bar, near the Opera. A great hangout for American tourists as well as Yanks living here, it is another spot where drinks of casanova, and Chez Florence, old

Another spot just as well liked, but of a different calibre, is the Bal Tabarin. Almost an institution by now, Sandrini always gives Tabarin. Almost an institution by now. Tabarin. Almost an institution by now. Tabarin. Almost an institution by now. Sandrini always gives his customers a good show for their money and keeps them comit The present revue has been running since June and is still going good. Another spot which offers color and amusement is Melody's, just up the Rue Doual from the Bat. American Negro acts are employed a great deal here. Back on the rue Pigalle is found the Caprice Viennoise, where Al Brown made his Paris night club debut, and just opposite is a new one called Pile, ou Tace, where nude revues are in order.

Two more sizable places of this type are in Montmartre. Chez les Nudistes and Eve. Both have survived several seasons and are seeing which can outstrip the other.

The other nitery district is almost at the opposite side of town in the heart of Montparnasse. Although this secti of town has made a strong bi the late hour coin, it has never succeeded in causing Montmartre a great deal of competition.

Le Monacle offers a bit different

Le Monacle offers a bit different Le. Monacle offers a bit different type of amusement for women guests who may wish to dance with other women dressed in stiff shirts and white ties. Venus is a nude-show spot. Then there is La Villa, where Joan Warner used to flourish her fan; The Jockey and Au Lati But none of these places are as well known or as well organized as those in Montmartre.

Japan Catches Up

(Continued from page 122)

seven leading American picture exchanges in Japan:

'G-Men,' 'Devil 'Dogs of the Air,'
'Lives of Bengal Lancer,' The
Crusades,' Night of Love,' 'Love
Me Forever,' 'Public Hero No.','
'Manhattan Melodrama,' 'The Cat's
Paw,' 'Baboona,' 'Son of Kong,' 'Gount of Monte Cristo' and 'House

Manhatam Melotrama, "The Cat's Paw," Baboona, "Son of Kong," "She," Count of Monte Cristo' and 'House of Rothschild."

"Modern' Themes:
With public taste obviously in tune with foreign pictures, is only natural that Japanese producers should be trying to copy Hollywood technique. More and more 'modern' pictures are being sturned out and fewer and fewer costume dramas of old days in Japan, which used to dominate the field. Last year the former accounted for 257, the latter for 213 of the features.

The tendency in the modern pictures is to ape the U. S. as closely a possible. Often the Jot is merely a half-way adaptation of a Hollywood strip with Japanese have seand actors doing things and thinking thoughts which no Japanese varieses and actors doing things and thinking thoughts which no Japanese varies and actors doing things and thinking thoughts which no Japanese catter. Any stretch of the imagination would ever do, or This is particularly true in films dealing ith loves and marriage, for Japanese customs are not the same as those in the United States by several city blocks. Thus the young men and women of the screen seem to be a race apart. They are not Americans. Look at them. Anyone can tell that. And yet they are not Japanese, for Japanese don't act that way. There has been a good deal of good-natured

criticism in the Japanese press
this type of film, but the public
seems to like it and producers accordingly continue to turn it out.
Thus Hollywood is proving responsible, both directly and indirectly,
for implied criticisms of the Japanness way of doing things. leven
years ago, when we first went to
Japan, only a few uninfluental
bodies of social workers sever dared
raise their voices in criticism against,
a system under which the life had
to be faithful, but which placed
restrictions on the husband. It was
considered normal for the husband
to spend the night at a bordello and
to spend the night at a bordello and
to find his, wife patiently waiting up
to greet him on his return.
But now, under the impact of
Hollywood films and Japanese pictures on the Hollywood model, thing
tures on the Hollywood model, thing
are changing. A bill has been introduced to the Japanese Diet providing that the keeping of a concubishall be grounds for divorce—u
the wife gives permission!

G-B Pacts Techs

Claimed to be the first agreement between British studio and its technicians, a deal has been signed between the Association of Cine Technicians and Gaumont-British as Technicians and Gaumont-British as regards salary, rates and working conditions at the Shepherds Bush studio. Signatures to the undertaking, attached to documents this week, ratify negotiations, which have been proceeding a long time. Agreement covers regulations restaing to overtime, locati work, travelling expenses, termination of employment, sickness, and so on, Minimum rates are established for camera, sound, editing, stills and contility department;

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From the amazing story published by "Cosmopolitan" Magazine: Written by Dorothy Cottrell (author of "Singing Gold"). Starring "Chut" the world-rehowned Boxing Kangsroo-Hailed by critics as even more unusual than "Sequoi".

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A Modernistic Musical Romance.

Ben Lyon AND Bebe Daniels IN **MURDER IN THE STALLS** America's great vaudeville team in their first British picture.

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Station Relations—A Chronic Headache

having the task, the station relations department of NBC and Columbia are in agreement on one point and that is, the day of being able to dissipate an affiliate's griev ance with a handshake pretty well Adoption of more business-like approach the per-senal problems of the associate sta-tion has not yet materially lessened the traveling diplomats' need for as-

the traveling diplomats' need for as-irin.
Station relations, when divested of the fancy trimmings of 'service' and whatnot that accrue to the conver-sation of the average contacteer, re-solves itself down to the function of keeping, or better, trying to keep, the stations satisfied. It is a job solves itself down to the function of keeping, or better, trying to keep, the stations satisfied. It is a job which requires constant treatment from two angles, the economic and the human. As has happened with the development of other industries, the inter-relation of these two factors has undergone a marked change. The economic side of the relations scale has gradually moved downward, with business trying hard all the time not to appear as cold as it's trumped up to be, if only for old time's sake.

the time not to appear as cold as its trumped up to be, if only for old time's sake.

This evolutionary shift in station relations promises one of the more colorful chapters i the history of broadcasting. That chapter should be more than a story of trial and bushes in the limit of the more than a story of trial and made timid by possible outcries of monopoly, left the way wide open for opportunistic littleness to hack away and build for itself, and how this same bigness moved to abandon old methods of dealing with affiliates only when its status as No. 1 in the field, if not its very existence, was threatened.

Only in the last couple of years has NBC seen any reason for swerving from the old course of letting personality and convival companionship do the job exclusively of keeping the stations in line. While NBC clume to the backlapping method Columbia was around tying up one important station after artother on five-year contracts or clinching, the strategic points by buy-in, lease or outright takeover.

NBC Evererse Tactics

Change in NBC's policy on station relations followed the numbriston of

ing. the strategic points, by buy-in, lease or outright takeever.

NBC Everress Tactics

Change in NBC's solitey on station relations followed the submission of a report made by an outside survey organization. This report contended that the networks manner of dealing with its affiliates was basically and-economically unsound and proposed a plan which NBC eventually adopted as the remedy. This plantoutlined what it described as an equitable and workable scale of station compensations; it extended the term of contract cancellation notice to a year and it provided a definite series of hours of the day which the stations could call their own.

It was the exempt or local station option time that later developed into a serious style-cramper for Columbia. Every time that a renewal of contract has come up since NBC put the new plan into operation CBS has had to contend with this same argument from one of its affiliates. Columbia stations argue that NBC has been considerate enough to guarantee certain periods of the day and night; for local sale and it wants, to know why CBS can't do the same thing. It has made the going touth, Columbia admits. Never before had this issue come up. If NBC hadn't mentioned it, the idea might never have occurred to indie broadcasters. To argue the stations out of this dewand CBS has had to do some glib talking. One frequent rejoinder in the Columbia kit involves pointing out that the exempt time in the NBC contract favors the stations in the eastern time zone. WSM Precedent

By Ben Bodec

an alliance with the Nashville 50.

an alliance with the Nashville 50600-watter.
Columbia's contacteers claim that
they have effective ways of meeting
the exempt time headache. They
do more than try to exercise diplomacy and salesmanship on their affiliates. They create local option time
for ividual cases. After a CBS
advertiser has picked what stations
he wants for hookup the network's
station relations department checks
off what outlets are open and then she wants for noothly the networks station relations department checks off what outlets are open and then goes into a huddle with its own sales department. From the latter the relationers try to find out whether, there is any chance of selling this open time on a network basis during the next 13, 26 or 39 weeks, and, if the salesman on going back finds that he can't get these outlets included in the sponsor's requires, the station relations department acts. It informs the open stations that they are free to dispose of the stipulated spot in any way they wish for so many weeks. CBS figures that its stations thereby get more choice exempt time than is made liable under an NBC contract.

These Financial Statements

lis stations thereby get more choice exempt time than is made under-an NBC contract.

These Financial Statements
Among the things that makes life for the network relationeers no bed of tulips is publicity about a web's operati profits. Affiliates read about it and want to know why, they can't take a bigger slice of the rate collected by the network.

NBC thinks that if has the economic angle pretty well solved by the standard uniform scale of compensation it gives affiliates. Even at that, NBC's station relation men figure that their Columbia counterparts have an edge on them in salving the palms of associated outlets. Included in a goodly percentage of the CBS contracts, it is pointed out, are clauses guaranteeing the stations a certain amount of network income over a period of years. In the CBS fold it has become no infrequent matter for contracts to be forn up and rewritten in mid-term. This revision operates either way. A broadcaster broaches the plaint that the deal isn't working out as smoothly and profitably as the had hoped. It then becomes the job of the station relations department to find out why. If it's okay with the deal isn't working out as smoothly and profitably as the had hoped. It then becomes the job of the station relations department to find out why. If it's okay with the did pomery tries to induce the station and a study is made of his methods, if after that the demand is found justified, the network raises the ante. Network also, sometimes discovers that it went haywire on a guarantee and by argument and diplomery tries to induce the station into rewriting the agreement.

Network relationeers aver that working with an affiliate to better its local sales condition is no small item in the regular functions of their department. Engineers are frequently sent out by the web to lend a hand in the strive for better efficiency. Another service contributed by the network ir an effort to lift local sales for the complaining af-

filiate is that involving a specialized and concentrated study by the web's own sales promotion department.

RADIO

The Human Element

The Human Element
Where the rub is felt most by the
station relations men is in dealing
with the human element. Boys
would like to continue the old
formality but with growth of business there's been increased duties.
Broadcasters come into New York
with about 20 minutes worth of network business and instead of disposing of it and doing a fadeout they
deposit themselves in the laps of the
relationeers. Out-of-towners want
to play and they feel grieved become four-telephone and constant
conference-buddling execs. Despite
the pressure of duty, the station relationeers are expected, to time out
to dig up football or fight for
hard-to-get theatre tickets or whatnot fer new the result of the resonal, financial, and tax problems
and ask the network contacteer to
see what he about solving
them. Where the rub is felt most by the

them.

A squawk that many visiting NBC affiliate used to voice had to do with the difficulty i getting to an NBC exec. i the New York offices for a talk. They didn't like the idea of being told that they could't be seen for a day or two. This situation has been largely corrected under Major Lohr, with NBC making it a point to exercise informality without letti it seriously jam up the routi

One angle of station relations that

mainty without letti it seriously jam up the routi.

One angle of station relations that CBS has always envied about NBC and which the former is intent upon overcoming is the zoning arrangement. With CBS it has for years been a centralized job, with all contacts originating in New York, while in the case of NBC the task has had localized authority. Miles Trammel, Chicago v. p. and general manager, serves as the headache soother in the midwest area; while Don Gilman, holding a similar post on the westcoast, has always had the added duty of spreading peace and satisfaction among the NBC affiliates in the Pacific area.

Even with the increasi

the Pacific area, "Even with the increasi ill-zation of the broadcasting industry, station relations experts have no hope of the job ceasing to be a chronic headache. All they can hope for, they say, is that the headaches will become small ones.

No Rhumba Football

Cincinnati, Jan. Cincinnati, Jan.

Presi change in Cuba put kibosh on scheduled broadcast of New Year's Day Villanova-Auburn football game by Red Barber, WLW sportscaster, for the Mutual web, from Tropical, Stadium, Havana.

New regime refused to fulfill agreement of Miguel Mariana Gomez, custed prez, to share in expense of wire charges.



Ky. Radio Yogi's 1937 Forecasts

Miami, Jan.

L. B. Wilson, the Kentucky vogi and horoscopist, following a practice now venerable in radio—three years—gives out his annual, exclusive, all rights reserved, Varury prophecy. Poking his finger in among the ceramels, the radio mystic from WCKY can see only sugarduring 1937. He paused while playing a no-trump hand here to

redict:
That the smaller stations will be in the money.
That the networks will be in the money.
That the transription boys will be in the money.
That L. B. Wilson, the horse, will be in the money—he hopes!

With Baker Through Darkest Radio Gags

By Phil Baker

steals."

The gag is then shipped out practically intact to the sponsor. As soon as that proud and austere gentleman gets a gander at the quip, one word hits him like a sore thumb. It seems that he has been trying to

By Phil Baker

A comedian's life is no bed of goldenrod, although I will admit its not to be sneszed at. The average lives in Scranton. So that's out. The notion of the sneszed at the average lives in Scranton. So that's out. The source state is pushing himself-away from the table three times: a day and lifting agas. It is really heartrending what happens to a gag from the time it leaves the cutting room till it reaches the cutting room and the father steals. Well, farst of all the room and the father steals is the columnists to say. What well should reaches the cutting room and the father steals. Well, farst of all the room and the father steals. Well, farst of all the room and the f

r fill in your own society.

GOOD WILL ERA ARRIVES

Kansas City Star Gives WHB

Kansas City, Jan. 3.

Unpredictable KC Star, which owns radio station WDAF, has beamed graciously on station WHB. Latter station has long had a non-existent entity rating with the Star. Since the Cook Paint Co. station has become a Mutual affiliate the Star has increased WHB's program listings, used a nice story on the affiliation and on New Year's day carried a front page box giving mention of WHB's broadcast, via MBS, of the East-West football game.
East is east and west is west and WHB and the KC Star have met.

Alexander Off WMCA

. Alexander has resigned as chief announcer of Station WMCA,

chief announcer of Station Wilder, New York. Action follows of Good Will Court' which he originated at the station and subsequently con-ducted for Chase & Sanborn.

Phil Regan on 'Hotel'?

S SKINNER
of 1935. On the Jergens program
to on the Fletschimann hour with
ingle exception of her appearance
all of Miss Skinner's material is
1430 Broadway, New York City

Brill Bacher, producer of the
Campbell Soup airshow, is in New
York Conferring with excee of F.

WORLD NAMES HOPPES AS STATION CONTACT

William L. Hoppes is new station relations manager for World Broad-casting System. Hoppes went into new job Friday (1), succeeding Stephen R. Rinfoul, resigned.

Charles Lauda, production executive, who has been with World since

elected a member of the board of directors. He is now in charge of all studi and recordi activities in N. Y. for WBS.

Czechs' Television

Washi Washi
Czechoslovakia will joi the group
of mid-European nations tinkering
with television, accordi to the
latest Department of Commerce report (electrical division).

port (electrical division). Bulletin lists some into sent in by Acting Commercial Attache Jule B. Smith, of Prague, stating that, a television transmitting station been skedded in Prague and that programs will be issued by the end of this year.

Adolph Deutsch Relaxes Adolph Deutsch, Paul Whiteman's arranger, goes to the Pacific Coast for a three months' loaf Jan.

for a three months' loaf Jan. Will be accompanied by wife and

Radio's 'Cute Kid' Days Are Over

By Bob Landry

Some day broadcasting may reach a point of saturation, and it will be said; 'thus far may radio go and no farther.' Some day also there may be television. But in 1936 it was impossible to see ahead to a possible date when the first might happen or the second could happen. Those who predict a speedy dawn of television seem too partisan to be endicted; and in any event the faithful prophets, are the best of them—deplorably vague as to the nature of television when it does arrive.

It was 10 years in 1936 si the first big network beame a reality. There was in consequence of this anniversary a good deal of retrospection and a few Jules Verne peeps into wonders to come. On the historic and safer si it was possible to gain perspective and to realize not alone in terms of dollar volume, but i terms of problems solved and acceptance achieved what long road has already been travelled. There is today little requirement to prove that radio does selling job. Both as advertising medium and as an entertainment, radio is years and the sell of the se

ing agencies, special programs to not buyinto a distance and institution, but themselves as outstanding technical examples within the scope of a now widely-accepted and well-proven mechanism, for influence preferences and controlling ion.

Radio's plebe days are and it is now an upperelassman in: the society of other advertising media and amusements. There may always be an argument as to
whether radi is an advertising medium superimposed upon
showmanship or showmanship adjusted to the requirements
of an ique kind of advertising. Either way, and making
due allowance for all other factors and problems of management, it is now generally conceded, as the events of 1936
amply reaffirmed, that showmanshi is no more 'forced'
inport, but grim reality of competition.

The Check-Up
| sewhere this special edition appears Vanery's an
anual check-up on the showmanship of the leading advertisfing agenci. This list is longer than ever before. It is reyealing no trade secrets, certainly, to remind all and sundry that serious attention to radio by certain agencies is a
development of only a year or two. Probably in February,
if by then data has been assembled, Vanery will agai
stick its chirr out by making its survey of community showmanship among stations in competitive radio markets. Meanwhile it is worth a foot-note that 1936 represented a year of
mercurial spreading out of showmanship. There was a distinct tendency to standardize certai acts and practices in
a show-producing and show-selling (merchandizing) sense.
formething of this is suggested in the article 'Sponsors AreFinding Out' on another page.

Radio seemed to come of age in several respects duri
1936. rowing spurts are not-always easy to identify or
supplial Nor has enough time elapsed for perspective. Yet
the does seem in checking up the details of the year that
radio all of a sudden was wearing long pants. A particufairly in the view of the read of the year that
radio all of a sudden was wearing long pants. A particufairl

Radio passed through two ordeals by forensic fire during the year. First, the N. A. B. convention in Chicago. Second, the reallocation hearings in Washington. Convention was widely advertised in advance as a mighty display of pyro-

wonders, but as an explosion it turned out to be a pop-gun. The big bad wolf yipped a couple of times at the heels of Powel Crosley, Jr., but otherwise the parade of respondents before the F. C. C. in October did not turn out to be another 10 days that shook the world. Further reallocation hearings are scheduled for Jan. 18, 1937.

The elaborate ceremonies staged at considerable expense in order to guarantee Mai and Vermont their constitutional right to dissent from a majority opinion caused radio stations and radio networks something more than the ordinary amount of nuisance. It started early when William S. Paley and Edward Klauber of CBS in clear unmistakable terms declined to allow a political party to dictate the hours and terms under which CBS should meet its lawful requirements to provide equal opportunities for partisan debate. From then on there was constant puddle-splashing all around. Historians will doubt be writing solemn treatises in decades to come on the affair of the phonograph record described discreetly by the Yankee network as the of 1932, with which Senator Vandenberg conducted llateral forum.

Radio and Folitics

What radio means in modern politics and propaganda has long been realized. It was made a little clearer in 1936. Enormous prestige of radio as a means communication has tended to underline the importance of keeping its supervision above criticism. As the year closes and 1837 opens there is inside gossi from Washington—for what it's worth—of an administration look-see into the way ings are done.

Requests for radio stations are being filed from all sections. Newspapers are conspicuous among the petiti One prophet expects 2,000 stations not too far away with the opening up of new bands. A problem of immense complexity confronts the government on radio regulation and the presumable need to at least partially reform and halt the worst aspects of the trafficking widely suspected—and occasionally indicated—in radio wavelengths and licenses.

Such embarrassments as the Black River Cancel

power and the six months license is succeeded by a long term franchise.

Radio stations have, of course, developed a good deal of shrewdness i protecting themselves against actual or potential attacks. But always they are haunted by the feat that their political connections may be second-rate against a rival's superior conduits to the sources of authority. Always there is the broadcaster's dread that his case will not be decided entirely on a basis of merit.

Current and growing prosperity of the broadcast industry overshadows these Washington menaces, however. In a remarkably short span of existence broadcasting has achieved a considerable degree of stability. While problems and changes demand further attention it is now possible to map the industry with some assurance.

Station Buys

During 1936 some record prices were paid for stations.

the industry with some assurance.

Station Buys

During 1936 some record prices were paid for stations.

Notably the buys by Columbi of KNX, Los Angeles, for around \$1,200,000. Values and income are reflected in various developments, such as the extra dividends declared by WJR, Detroit, and other big-earners; the earmarking of funds for a Radio City of its own by CBS, heretofore not property-minded; the extensive number of salary bonuses at Yuletide to the employees of stations and networks; the growing amount promotional advertising representi available funds plowed back into the business, ig events in 1936 certainly included the long-drawn-out gift between Warner Brothers' music houses and ASCAP. That was covered in infinite detail, column after column of it, in VARIETY, ASCAP won the fight because the film end of Warners could not stand the gaff its musical films being shut out from network song plugs.

Mutual

Important, too, during the year were the numerous maneuvers of the Talleyrands in charge of NBC and CBS, station relations and the steps taken to frustrate, cramp and

discourage. Mutual. Latter has been building toward its transcontinental dream. Its outcome will be disclosed in the

cuscourage annual Latter has been building toward its transcontinental dream. Its outcome will be disclosed in the year just beginning.

Mutual's fate possibly has a lot of bearing on the future of the structural nature of broadcasting. It is the first attempt to give individual stations the long end of the bookkeeping percentage, 70-30, as between network overhead and station compensation.

John L. Clark was hired away from WLW, Cincinnati, by a Warner-financed outfit given the polysyllabic title of Transmamerican Radio & Television Corp. Behind this was the possibility, still alive, of an eventual tie-in by Warner with Mutual. This is only one of a variety of complex sidelights on the birth and growth of Mutual as Fred Weber has planned, conferred, travelled and hoped.

Don Lee regional's joi ing of Mutual, the formation of a McClatchey-Hearst six station package in California, the takeover of KNX, and the integration of KFSO, San Fran, in this connection has jazzed things up on the western slope. Pacific area has been cited as the lost horizon' of the broadcasting big with that sector but little known to eastern advertising agencies.

Films and Radio

advertising agencies:

Films and Radio

Against the obscurity of the rest of the West Coast is the glitter of Hollywood in the radio picture. By now it apparent that films and radio have and will have much i common. Radio's overlapping with films is new and specacular but not surprising. Radio overlaps all branches of amusement more and more each season. Opera, concert, vaudeville, legit—radio interests itself in all of them.

Film exhibitor opposition to radio appearances of cihema stars and personalities fizzled out. The Hays office discreetly stalled until the tempers of the exhib agitators cooled. The whole rumpus proved pretty important as affecting radio. Newsy happenings of the year included:

Designation in France by Cardinal Verdier of a saint for radio.

aint for radio

saint for radio.

Aunt Jemima's successfully sustained jury award of \$115,000 damages for plagiarism against General Foods.

Hearst, one of the biggest individual station owners,
barring radio publicity of his own stations in his own papers.
(later this was forgotten).

A bomb that blew out the front porch of Morris Ruben's
Cleveland residence and ended a series of underworld
poses on Ruben's station, WJAY. (WBNX. New York, ran
exposes of insurance companies, but nobody has been
hombed.)

bombed.)
The false alarm of Muzak, or wired radio which sprayed publicity over the skies and then was silent.
A bitter strike at the RCA plant in Camden in which over 60 arrests were made for violence.
The income of Major Bowes exceeded \$1,000,000 annually.
Over 224 stations received news from the Christian Science which we are already.

Over 234 stations received news from the Christian Science Monitor regularly.

Scott Howe Bowen and Edward Petry in a fist fight aboard the 20th Century en route to the N.A.B, convention.

Gov, Talmadge of Georgia buying time to call WSB, Atlanta, names over the air and Station Manager Lambdin Kay waiting to broadcast a rebuttal as soon as the Governor finished.

finished.

Ralph Rogers of the Business College at Boston University calling the advertisi agencies in that city 'dumb and

incompetent.'
Canada excited by unethical political program; Mr. Sage.'
that still couldn't keep the Conservatives in the saddle,
Rudy Vallee de-yeasted, after seven years, in favor of Royal

tting up of Air Features, Inc., with a monopoly to pro-e all Blackett-Sample-Hummert shows. Claimed to be

duce all Blackett-Sample-Hummert shows: Claimed to be independent of agency.

WGR-WKBW, Burfalo, perplexed by one of its sponsors offering to sign an 'if and when' contract for television at three times current radio advertising rates.

Entrance of E. Katz, Branham and Kelly-Smith, newspaper reps, into the station representation biz.

Campaign to stop broadcasting of phonograph records carried on by a group of name orchestra leaders who saw disc royalties hurt.

A precedent-establishing jury decision that affected the financial claims of discharged salesmen was returned in favor of Harold D. Porter against KMO, Tacoma.

Advertising Agency Exec's View of Radio Showmanship

By Thomas A. McAvity Director of Radio

Asking a man to analyze showmanship, whether in radio, stage, creen or in the mere act of livi to ask the impossible. If show anship were a science or a course college, a sum of knowledge that Rew out of experience, or just some-ling that hung on a tree, it could analyzed then taught to bhers. But showmanship is

finet tinct, such is beyond analysis and beyond teaching. To analyze howmanship in radio is to measure the bones of a ghost.

Many advertising men today talk showmanship as though it were a brand new Many make

today, with entertainment mixed up with advertising, the term showman-ship seems suddenly to have become

ship seems suddenly to have become a new and vital ingredient.

Radio is a dual personality. Entertainment gives it living. In the early days of radio, advertisers bought this new medium it a packaged product. Because someone was using a dance orchestra, a quartet and a soprano successfully, that formula became a guide to others. A famous blackface team took to the air, and instantly the dials swarmed with imitators. Originals of these types are still with us. Imitators have faded. It takes more than mere imitation to create a successful radio program. It takes showmanship. In our own circles of acquaintanees, one person will tell a joke and get a big hand. Same story retold by another will fall flat. Showmanship becomes a part of ur daily lives, even though we may not realize it. I have seen a popular program turned down by three four big advertisers, and yet, when the sales approach to a fourth advertiser was made properly and attractively, that advertiser had no hesitation in buying the program. He was sold on the presentation. Thus, the first use prand new

Many make even though we may no teamer the mistake of trying to analyze it I have seen a popular program that use it by rule of thumb in their radio programs. They seem not to know that they have been dealing a phomeship since the early days made properly and attractively, that are advertising—salesmanship in print, Hopki , Kennedy and other old masters' were showmen. But the presentation. Thus, the first use

Top Songs of 1936

To comply with numerous requests received from advertising agencies, Varierr has summarized the musical hits—i. best sellers—of 1936. Weekly and monthly compilations of this character are regularly published through the year in the music dept. of Varierr, with many advertising agencies, radio stations, leaders, etc., making a of clipping, and filing same.

same. Necessity for making a separate year-long tabulation (not a merger of the monthly reports) arises from the fact that the monthly charts accumulatively need interpreti Certai months have many hits other months have few Some songs survive longer, sell in steady, small volume rather than in sharp peaks of brief popularity. List appears in music dept.

of showmanship is in selli gram to a client.

gram to a client.

Too many advertising men blame a 'tough' client for the failure of their program ideas to click in the proper manner. This ils, of an easy way out. Two things only are needed. Idea must be good for product. It must be properly presented to the sponsor. It might be said on the basis of this that show-

manship is good salesmanship. This is not entirely true. But whoever heard of a great salesman who wasn't a great showman?

heard of a great salesman who wasn't a great showman?

We have it with us in our working days, in our home, in our offices, and even in our hair, this problem of showmanshi We know that emotion is at once a man's strength and his weakness. Good showmanship capitalizes the use of all the emotions. Every really great radio program on the air today, or for that matter, since the birth of radio, has had some definite appeal to some definite emotion. Majority of radio failures are due to an insincere appeal or a lack of genuine appeal, or some basic emotion. From this, one would be almost led to say that all a radio producer has to do is to play on the emotions and he will be successful.

True! But the difficulty is that as

True! But the difficulty is that as yet no one has found a formula for manufacturing over night a radio program with sincere emotional appeal. This is the hardest part of a radio producer's work. But there are programs, ideas, new acts, scattered throughout the length of the country, which, properly spotted, exploited and presented, will become the outstanding radio shows of tomorrow. In looking back, the casual observer will say they were overnight discoveries. However, it will take some radio man with a keen sense of the fundamentals of any successful radio program—the emotional appeal—to recognize in True! But the difficulty is that as

these embryonic programs the out-standing hit of tomorrow. What then are the qualifications for a radio showman? He must have patience. Like any showman on the patience. Like any showman on the stage or screen he must know a good act when he hears it. He must nurse it along and he must sell it to someone, an advertiser for whom he believes it will do the most good. And above all, he must keep in step with the changing needs of radio audi-

the changing needs of radio audiences.

Once upon a time a singer alone was a program. Not any more. A singer needs help and backing. Good orchestra, several stars. Like everything else that is given in quantity to the public, the public slowly demands less of it and better. We are educating the public the while we are trying to keep ahead of them. Because of its very nature radio is of the moment. What's good today may not be good tomorrow. And what's good comorrow may be no good today. Only thing we can do is keep our minds solid on the known fundamentals. Deviating from them only with caution. And with the odds on our side that we are right.

Salesmen on Straight Wage But Percentage op Talent

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'Rivals But Not Heels' Best Rule for Station Managers

By John F. Patt

leveland, 3.

My friends at Vakurry tell me that there used to be managers in show business who got more satisfaction from stopping the other fellow from making a dollar than separate in a function. Naturally all of us keep close watch on one another. That's a first necessity, but I think today we manage to be rivals without being heels. Our four Cleveland stations, WHK, WTAM, WIAY and WGAR, managed to cooperate in a number of matters for the good of all.

of all.

VARIETY has asked me to comment
frankly and candidly on 'How Much
Should. Other Fellow's Actions
Affect a Station Manager?' That is, Affect a Station Manager? That is, to comment the competitive phases of station operation. While the ground on which I am about to tread may offer a few pitfalls, I shall, nevertheless, yield to this request and speak as frankly as I may, In the larger sense, competition in broadcasting is important to the success of our so-called American system as competition in other fields. The successey of the other fellow, his 'itiative and enterprise, is succeeding in making sale, his institution of a new idea or plan, make us all the more alert and put us on our mettle to try to score the next 'scoop'.

next 'scoop'.

Suicidal Ends
Competitive tactics in radio can, however, lead to somewhat suicidal ends. I can truthfully report, however, that from my observation we have all learned to be much more cooperative in this business of ours and that is well. The early days of radio were fraught with considerable bitterness and dissension on the part of broadcasters because of lack of confidence and understanding. It used to be that broadcasters would go to any ends to obtain the accounts, talent and personnel of a competitor.

go to any ends to obtain the accounts, talent and personnel of a competitor.

At one time, i Cleveland radio, Gene and Glenn were tops and as a local attraction there were few radio programs anywhere that could touch this program for the hold it had on the entire community. At that time, all of the stations in the city tried to outbid each other for the business of the sponsor who employed them. Special inducements of several kinds were initiated in the then immature brains of station managers and, brains of station managers and finally, one station offered to carry

brains of station managers and, finally, one station offered to carry the commercial program free of charge in order to get the Adventures of Jake and Lena, Fortunately for Cleveland radio, they did not get the business.

In those days, not too far passed but that we still remember, there frequently came to this and other cities representatives of various national advertisers who went from station to station seeking the best possible deal they could make. In one instance, where the practice, perhaps, reached its worst example, the sales manager of a station underbid his own station manager, not knowing that it was at the same station the advertiser had gotten his lowest price on the day previous.

Day of percentage, per-inquiry and contingent deals has long cince

Day of percentage, per-inquiry and contingent deals has long since gone in Cleveland, but competition still exists and zeal for a scoop or a sale continues. When an advera sale continues. When an adver-tiser buys radio in Cleveland today, he knows that the rates and dis-counts on the rate cards apply and every Cleveland station knows that counts on the rate cards apply and every Cleveland station knows that its competitors live strictly up to the rate card. All stations have been agreed there shall be one rate to all advertisers – national, regional and local alike—and, in most cases, the station rate is the same as the network rate. There is still some disparity in values, in my estimation, in the use by stations of special features, time, weather, sports reports, ruisical clocks and across-the-board buys, to earn for one advertiser a lower rate than that usually charged for time within the same classification to other advertisers using ordinary commercial programs. I, for one, still rail against this practice loss is some cases the disparity is formed to the competition of the competition of the competition of the competition of the program Departments is, I think, healthy. There is not one program man or woman

in Cleveland who does not keenly watch the latest edition of each daily paper and, may I say, his weekly copy of Vantery. He does not want to be outdone in his particular field by the man or woman having a similar job at the other stations. Great Lakes Exposition furnished many opportunities for Cleveland program staffs to compete and vie with each other for attention, for unusual programs and for advantages in the form of microphones at important occasions and for doing programs of an unusual character first. Opening day of the Exposition found all three major Cleveland stations attempting to put on the first comprehensive an unusual character Brst. Opening day of the Exposition found all three major Cleveland stations attempting op the on the first comprehensive program covering the entire Exposition grounds, the blimps, the boats, the Streets of the World from the entrance gates and from cruising mobile units. Whether NBC or Columbia or Mutual was to have the Great Lakes Symphony Orchestra, the band, the dance orchestras, etc. was largely up to the enterprise of their Cleveland outlets. WGAR and WTAM indulged in a season-long race to see which could carry the most programs from the Exposition and I think it ended in nearly a dead heat since my last count toward the end of the season with two or three weeks yet to go was 197 to 194.

There is still much petry gossip permeating radio stations, but it is lessening. It used to be a matter of every-day happening for program directors to meet program directors, sales managers to meet sales managers, general managers to meet seneral managers to meet seneral managers to the street of the control of the season forth about the other fellow's activities, then return to the home studios to report to everyone what the other said, Criticism of the other fellow's mistakes by the columnists found ready assent Praise of our own accomplishments in the same journals was receited with an air of 'we got that one.'



JESSICA DRAGONETTE

Starring the new Palmolive Beauty Box Radio Program, via CBS, every Wednesday evening at

WTAM to sign off shortly, which would permit us to say we were the last station on the .r. Election nights have always been a hobby of mine since my days in the newspaper business. While continuing with program until the hours of dawn and broadcasting the straggeting returns coming in petative to with program until the hours of dawn and broadcasting the straggling returns coming in relative to various county and state office races, we kept a radio set turned on to WTAM to find out whether they were behind us, ahead of us, keeping up with us just what. I know darn well, although he has never told me, that my good friend, Vern Pribble, was listening to us and wondering when we were going to sign off, because we did the same thing. The result was that both WGAR and WTAM stayed on continuously without interruption and went into the morning programs at 7 o'clock. Both stations rated a pat on the back in the next day's papers for election night service—an example of where competition breeds enterprise.

greeted with an air of 'we got that one.'

Recent election night programs gave an example of friendly rivalry which I hope will always continue to exist. Stations tried to outdo each other by having reporters at various campaign headquarters, at the Election Board's office, in the telection Board's office, in the the complete of the the complete out the state, etc. When WHK signed off, at 2:00 a.m., we fully expected the President spokel

Sponsors Are Finding Out Showmanship Is No Cinch

time element program trends—the season of 1936-37 seems to be characterized by the following broad movements:

1. A follow-the-leader race to Hollywood.

out-of-this-joint

wood.

-agency romance with John Q. and Jane Public.

Put it all together and it spells Put it all together and it spells—
talent costs. They went to Hollywood for talent. The talent went
up. They—some of them—scrammed
follywood. Gagging at the salaries
of stars—which aren't gags—sponsors
strad of personalities. It's all pretty
confused and confusing at the mement because sponsors are finding
out there aren't enough easy brass
rings on the showmanship merry-gosings on the showmanship merry-goings on the showmanship merry-go

leanwhile radio is cross-breeding Meanwhile radio is cross-breeding amateurs with vox pop and producing community sings, visits to your home, interviews with your Finnish maid who just wrote a novel, parlor games in which you get excited and cuss, contests between barbers and hairdressers as to which knows the most about current events, and tournaments between high school debates.

naments between high school debaters.

Behind all these 'i programs—whether national, regional or local and whether spensored or hopeful—there is a single goal—a show that will get listeners and yet not cost too much. For talent costs on hit programs are running up to 40%—the highest ratio of production cost to total budget of any of the several advertising media today. A majority of sponsors are sold on radio—the prestige of broadcasting needs no elaborate defense today—but get goosepimples at the outlay for comedy, music, royalties, direction, etc., on top of the appropriations for the casual items of station time and line charges.

Desperation for programs that will do a real job yet not undermine the sanity of ordinary business men has, sanity of ordinary business men has, however, already produced in a couple of notable cases a reverse result to that deserved in the idea program market. Later tends more and more to go up in cost along with the stars and personalities that seem so prohibitively high to some sponsors. It is again being demonstrated —as it has been repeatedly and under varying forms and conditions of show business for years—that good talent and genuinely popular entertainment always command big premiums. Every effort to reduce showtainment always command bi miums. Every effort to reduce manship to a pat formula and turn outchap shows on a factory basis fails. Where an occasional exception results and a cheap show becomes a hit, the value skyrockets, imitations follow, option time becomes a headache:

Probably in no phase of advertising does the buyer get outsmarted by others and by himself often. Needless to report, the buyers don't fancy this dilemma at all. Buyers are not accustomed to taking beatings. manship to a pat formula and turn

In the 'idea' field—supposed to be In the 'idea' field—supposed to be a safe haven from the dizzy economics of the personality market—there have been recent examples of scure programs shooting up over night into the demand class under competitive bidding. Such an instance occurred at KFWB, Hollywood, where 'Do You Want 'Do Ban Actor?' was demanding \$4,000 a couple of weeks after the program first attracted national attential though on a local station.

though on a local station.

Radio's Needs

There appears to be several obvious future radio needs in a showmanship sense. New personalities are a first necessity. And some method to facilitate both the discovery and the development of promising talent seems in order. That will be difficult as nobody is now prepared to pay talent even carfare and room rent pending arrival of a sponsor. CBS tried a talent farm idea with station WHM but it flopped. No cash for acts and no follow-through.

talent farm idea with station with test but it flopped. No cash for acts and and no follow-through.

So long as stars are expected by some magic of their own to become tick stars ith little aid from radio in two

At the moment—the only reliable the process, radio will pay heavily to the few who make the grade, with the possible exception of Bob Burns, Fibber McClee and Molly, and no or two others, it is impossible to name anybody who owes present or miminent fame and entertainment wood.

A. we've-been-robbed-let's-get-the-fibility of the possible very make the grade, with the possible and build-up within the walle to a radio build-up within the last year or two. All others had a considerable measure of fame before radio picked, them up.

Azencies have been and still and the process, radio will pay heavily to the few who make the grade, with the possible to the few who make the grade, with the possible to the few who make the grade, with the possible to the few who make the grade, with the possible and process.

radio picked them up.

Agencies have been, and still are, ga-ga over names. People that were even faintly eligible as celebrities get a tumble where experienced performers of no current reputation can't get a kind word even from thesecretary—much less an interview with the boss. In the course of time a good many names have messed up the air with atroclous performances and stammering demonstrations. But that was okay—they were names and in the logic of radio they attracted listeners. One new listener for every 10 tune-offs is evidently reckoned a fair exchange.

Meanwhile, the receptive attitude

oned a fair exchange.

Meanwhile, the receptive attitude
to 'idea' programs does represent a
ness as Several new avenues have
been opened up. Even in the guest
star routine there has been a widening range. H. J. Heinz, for example,
is using literary, academic, and offthe-beaten-path personalities.

No Mere Bway Sneers

No Mere B'way Sacers
roadway no longer sacers
io. Broadway makes too much from
radio for that and has too profound
a reverence for four-figure checks.
Indeed the old hostility between
show biz and the boys in the Grand
Central zone has been blown away.
Agency boys aren't so snobbish about
Broadway's tailors and Broadway is
trying to be indulgent about those
bver-size Phi Beta Kappa keys. Both
sides share the same worries now,
A quarter-point shift in the Cross-A quarter-point shift in the Cross-ley survey echoes just as loudly to-day in Times Square as in the Cloud

But roadway still wonders a lit-tle about radio's bad record on first nights. Nightmares! It's common-place for a program that may subse-quently right its keel and sail on smoothy, to present a miscrable travesty on its own possibilities on the inaugural broadcast. Something needs to be done about this situation because lots of damage is done to business reputations, not to mention talent by bungled radio premieres. Among the showmanship problems of the immediate future must be listed these opened-by-mistake pro-grams.

They're Finding Out

Sponsors are finding out that catch-as-catch-can epoch is terminated, that it takes skill and judgment of theatrical values to bring a winner and later to keep the winner from having a relapse. It would be wrong to argue that radio is under a cloud and that the advantages at acked in favor of other advertising media because of talent costs. At the same time there may be advertising agencies that just can't get he idea, just can't savez showmanship, picking the wrong people, grabbing, their ideas and their stars on the downbeat, missing them on the upbeat when a certain clairvoyance is necessary.

upbeat when a certain clairvoyance is necessary.

Meanwhile radio piles u stories and the leaders rade—Benny, Bowes, Burns len, Cantor, Lux Theatre, etc., are counted a cheap buy regardless of price. Because what those programs deliver in sales impact cannot be diplicated for a like sum in other advertising fields.

RADIO HERO BOUNCES BACK TO HOOSEGOW

Detroit. For the second time in a month, Milton Ross, 19-year-old winner of a recent Kate Smith radio award for heroism, is behind bars in Fli

a recent Kate Smith radio award for heroism, is behind bars in FII Mich., on theft charges.

Shortly after Ross had won the \$500 prize for rescui two women and two children from a river near FIInt, he was arrested on auto their charges but released after being returned from IIII

A Filat citizen sympathized wil Ross and took him into his ho when Ross disclosed he was penniless. Soon afterward a \$40 overcoat and Ross disappeared simultaneously. Arrested last week, Ross is said police to have admitted stealing articles from 10 autos here in the last two weeks.

Los Angeles On the Upbeat By JACK HELLMAN

Transcription boys in this sector didn't do so badly, either. Although never given much of a tumble, their output grossed better than \$1,000,000 output grossed better than \$1,000,000 during 1936 and the outlook is even more roseate. Their cause was considerably enhanced when phonograph recording societies started cracking down on small stations. Rather thair risk the consequences of legal copyright action, latter tossed off the spinners and substituted non-in-fringing dises.

spinners and substituted non-in-fringing discs.

Wax outfits have concentrated in Los Angeles due to the availability of talent and have given the indus-try here front rank in the nation. Only Chicago's custom-made shows are turned out in greater number. Fly-by-nighters, the bane of many another biz, have afflicted the local industry and means are being deanother biz, have afflicted the local industry and means are being devised to thin their ranks. Preying on the pretext that they are waxing an audition for 'a big sponsor.' Coast in is not worrying about when, prosperity will turn the corner. As far as it is concerned, he came out in the open more than a year ago. And a great buy, too. Stations in this sector prospered, too, and every last one of them

year ago. And a great Duy, too.
Stations in this sector prospered,
too, and every last one of them
hopped over to the black side.
gest event to cross the horizon in
southern California was the sale of
KNX to Columbia. Guy Earl, long
the smartest operator in these parts,
hung out a price tag of \$1,250,00
and CBS called it a deal. Donald W.
Thornburgh came out from Chicago
to head the setup, which also ties in
KSFO, Frisco, Charles Vanda, a seasoined campaigner, took over the
duties of program director and on
Dec. 29 Columbia defected from the
Don Lee chain.
Not to be caught napping, Tommy
Lee, in the meantime, had closed a
deal with Mutual and the baby chain
spread to the Coast for the first ti e.
The four Lee spots were put on the Edwards take over Lochner's work.

Mutual web. To the north the Mc-Clatchy group pulled away from Don Lee and cast its lot with National Broadcasting Co. Dick Richards, WJR. Detroit, owner, made his Los Angeles entry by-buying KMPC in Beverly Hills from the S. A. Scherer estate. Big-gest stir among the indies was made by KFWB and KEHE. Harrison Hol-liway. long a Frisco bigrie with the by KFWB and KEHE, Harrison Hol-liway, long a Frisco biggle with the Don Lee crew, came to L. A to head the combined KFI-KECA for Earle C. Anthony. KFVD, the Cord station, passed to a newspaper publisher of Santa Ana, Cal., J. F. Burke.

Carnation Keeps Engle

Chicago, Jan.
Carnation Milk company, though pulling out of the Erwin-Wasey agency with the local E-W office closing, is retaining Holland Engle, who was radio chief of the agency here, as producer of the weekly Carnation ether program.

No decision yet been reached by the canned milk firm as to its new agency, though it had been can-yassed by practically every ad agency in the country for its account.

ADVERTISING AGENCY SHOWMANSHIP

Network broadcasting has never had as many agencies to deal with as it did in 1936. None of the newcomer agencies did anything to distinguish themselves i production or showmanship. Most of them showed themselves as being far from equipped to contend with the medium and nothing tools the stery more pointedly than the run record for their programs, the initial 13-week cycle and out.

Even for the vets the picture hado's changed.

programs, me initial 13-week cycle and out.

Even for the yets the picture hadn't changed much. The agencies which were leading the way in 1935 continued to the the dominant element through 1936. Others, it a healthy bankroll became available, still resorted to the old system: take over the successful fellows idea and raise the ante on the talent payroll.

How the agencies resolute.

the agencies stacked up in showmanshi duri 1936

poliows:

Bet Andersen: Agency bought from CBS a package coningting of Charles Hanson Towne, Alexander Gray and Mark
Warnow and the result for Chrysler turned out to be one of
those ansemic things. It was a '28 radio and the end
came in 13 weeks.

came in 13 weeks.

F. Wallis Armstreng: Has done an exceptionally dett job in keeping 'Rollywood Hotel' consistently in the higher popularity brackets, with showmanly treatment by ill Bacher, preducer, providing the quickening touch for a so-so formula. Also due a plaudit for letting Burns and Allen run clicksome course, without interference from iladelphia.

clicksome course, without interrerence from iladelphia.

Asbrey, Meere & Wallace: A Chicago outfit that has kept a couple dramatic formulas going successfully for a long time. In both First Nighter and 'Grand Hotel' (Campana) it's been shrewd production treatment and merchandising. Agency last year also did a chore for Fresh Milk Industries, 'Stars of the Milky Way,' but with no special self-commendation.

dation.

N. W. Ayer: Loss of account climaxed eight mad weeks of Seattest. Had merely a so-so package of entertainment in the 'Atlantic Family,' with consensus in trade being that Bob Hope and Honey Chile never really got a chance to show their possibilities. It was Hope's second air try, but the steering was no better than he had received while working for Bromo-Seltzer (Mathes). Programs which the past year have given Ayer prestige in production and showmanship are the Kellogg and the Ford Concert holdovers.

are the Kellogg and the Ford Concert holdovers.

Batten, Barton, Durstine & Osborne: Had 15 networks programs during 1936. Held its own on showmanship prestige. Has Guy Lombardo selling Bond Bread in place of what had been the perennial Crumit-Sanderson duet and continued to make this inning one of the brighter merchandising conceptions. Another effective selling job is the one it's doing for Pittsburgh Plate Glass & Paint through the Sunday matines session of the Pittsburgh Symphony and guest artists.

lew: Merchandising that this agency has done in the selling of Philip Morris over the air is regarded by the agency trade as the top. Program with Leo Reisman has been on four years and has done steadily effective job. Agency's other network effort, the Krueger Brewery show on NBC with Ray Block, Jerry Cooper and Sally Singer, is

Strictly stock.

Raites & Bewles: This agency's top achievements are Maxwell House Showboat and the Palmolive Beauty Box theatre, but each of these got there before '36. Agency tried hard last year to repeat on the latter with a show it tagged Zieg-tils Follies of the Alr' and what followed, together with the bad breaks, proved a stumbling hodge-podge, with Raity' Brice and Benny Fields among the victims. With the opportunistic Phillips Lord, whilom of the McKeesport, Ma, psalm singers, B. & B. has consistently smacked out a nest parade for cops-and-robbers shockers for the selfsame Palmolive under the banner, Gang Busters. In Goose Greek Parnon, a buy from KNK, Los Angeles, it had a carbon of the Seconyland sketches and aided by Homer Rodeheaver, the agency's been in on the community sing fad si July Goose Creek' folded without doing much.

Blacketi-Sample-Hummert: the agencies strive for the

The search of the community sing rad si Sully. The search of the signanes and the elaborate production but B-S-H clings to the signanes and the elaborate production but B-S-H clings to the formula it set before itself from away back. The I. Q. of your listeners is below the 10-year level and no matter what it is, make it familiar to everybody. That the formula has been successful, and eminently so. Itself by the southned growth of the agency in radio. Showed that the lower bracket consumers can be sold on the glamour of old stags favorites, if the thing is properly flavored and dished up, as evidenced by the success of the 'Hammerstein Music Kall,' It proved that radio can go the newspaper boiler-back serial one better and keep them interested in romantic Yavadile, domestic pish-posh. Witness: Rich Man's Darling,' John's Other Wife,' 'Plain Bill,' 'Painted Dreams,' Toyld Harum,' Romance of Helen Trent' and 'Mrs. Wiggs of the Cabbage Patch.'

Lass, Aces impresses as the best creative iece of writ-

Cabbage Patch." Tasy. Ace: impresses as the best creative iece of writing of the lot.

Backman: Everything this agency's had on the air during 39 was of Procter & Gamble fostering. In 'Home, Sweet Home,' Vic and Sade' and 'The O'Neills,' it has well established line of the aforesaid domestic pish-posh and each highly salable. 'Gospel Singer', speaks for itself.

Baker: American Radiator's 'Fireside Recitats' is the only one this agency is accountable for. Sunday evening creates the mood for an uninspired mixture of front-parlor vocalizing.

the mood for an uninspired mixture of front-parlor vocalfing.

B. P. rother .: This agency went out to Hollywood
to find a downsouth idea for Oldsmobile. 'Irvin Cobb's Paducah Plantation' its moniker, with the of the
eatertainment furnished by the colored MBC's
follywood contingent has Isashioned a fairsome pi
duction but that's where the showmanship stops.

Rewn & Tarcher: Trade and Mark seem content to have
their laryngal popularity fostered by one of those stock bits
of melody plugging. Plug for Smith Bros. cough drops and
strup is pretty much of the same cut as the entertainment,
Melody Matinee', NBC, Sundays.

Les Burett Os: Agency took Jack Hylton and his crew
off, the branett Os: Agency took Jack Hylton and his crew
off, the hands of Standard Oil of Indiana and found that the
buyers of Real Silk Hosiery did not have the anticipated
cosmopolite taste and so it borrowed a leaf from 'The March
of Time' and went 'Behind the Headli
Harry Sosnick, Still doing shrewdly by the sales palaver.

Campbell-Ewald: General Motors' Sunday might concerts
continues to be this agency's topper. Has another cli
the Chevrolet stanza on CBS Sundays with Dave Rubinoff,
Jan Peerce and Virginia Rae.

Cecil, Warwick & Ceell: Most-of the attention garnered
by this agency the past year has been due to the advolt

handling of the parior game, 'Uncle Jim's Question Bee,' Washington Coffee: Agency has nursed the idea up from WJSV, Washington, where it has been known as Professor Quizz.' 'Metropolitan Opera Auditions' is now in its second season and doing an acceptable and di ified job of good ill baiting for Sherwin-Williams Paints.

For five consecutive years has given Sloan's li iment users Warden Lawes. Put Trommer's beer ick Mee-han's football forum over Matual.

nans nootball forum over Matual.

Clements: In network radio is agency had for time Tastyeast and Thrive's Dog Food. For the latter if has series telling about 'Dog Heroes,' but the agency's real success story revolves around what it has done with the 'American youth is given a chance to strut before the mike and exercise its tonsils in ensemble singing and the showmanshi has reflected itself in mounting sales,

Erwin, Wasey: Arthur Kudner walked out with a number of programs and Hecker decided to fold Bobby Benson' after five years of it. Voice of Experience and the lamplighting Jacob Tarshish ri ing for Wasey products, represent skimpy agency showmanshi

william Estry Major air interest in this agency is Camel show from Hollywood. With Jack Oakie replacing Hughes, the program should be quit of the stuffed-shirt atmosphere and become its real self. Production angle of the Camel stanza has shown nice improvement ever since the second or third week.

Agency is also responsible for Ted Malone's reading of poetry to the housewives daily in behalf of Hinds Honey and Almond Cream over CBS and for the likewise daily dramatizations of the 'Life of Mary Southern' on Mutual. In either case it was an important package.

Donahue & Coe: Agency without previous radio experi-ence picked a tartar in the Mary Pickford show for National Ice Association. It lasted a little longer than was indicated by its consistently woozy progress. Anyway, some of the dealers liked it.

dealers liked it.

Federal: For six years this agency kept the Sinclair Minstrels in the moderate popularity brackets, while sophisticated show business shook its head in amazement. Same
agency has been pounding the drum effectively for Knox
Gelatin with Ed East and Ralph Dumke as the chief culprits.

agency has been pounding the drum effectively for knoxGelatin with Ed East and Ralph Dumke as the chief culprits.

Albert Frank-Ganther Law: Air fortunes of this one the
past season have been placed squarely on the shoulders of
M. H. H. Joachim, who, for the past seven years, has been
bobbing up at all points of the industry with ideas of oriental mysticism and whatnot. For the Beneficial Management
Joachim is doing "Your Unseen Friend" over NBC,
while for Purity Bakers over Mutual he's spinning the tales
of 'Omar the Mystic.' In either case it's so-so tabloidia.
Faller-Smith-Boss: American Can and Ben Bernie.
duction and the selling are both workmanlike.
Gardner: Replaced Madame Sylvia, the avoidupois slapper-downer, with Marion Talley and accounted for an expertity contrived Sunday matinee musicale. Ry-Krisp is the
product. It's the fourth season for Tom Mix's Straight.
Shooters' (Ralston Purina) and there's been no letdown in
keeping the kids interested. Agency has a slapdash whodunit, Inspector White of Scotland Yard' (Mutual) for Gumpert's Butterscotch Creme Dessert. Everything from Chinamen to Cockneys to precocious kids tossed into the broth.
Stirling Getchell: Wound up the year without a single

men to Cockneys to precocious kids tossed into the broth.

Stirling Getebell: Wound up the year without a single network show. Tried hard to make a go of Socony-Vacuum's Flying Red Horse Tavern, with the frequent shifting of talent and production mood making it a dizzy whir! all around. Series lasted from Jan. 1 to Sept. 25, skipping from Beatrice Lillie to Joan Marsh and with the cast engaged for a goodly part of the half hour in playing 'Knock,' Rhock.' Also had Ed Wynn on for Plymouth, 26 weeks, with steadily sliding results.

sliding results. Hanff-Metsger: Aside from has been represented by Royal Typewriter (Ed Dooley's sportscasts). In one year the Texaco career has included Ed Wynn, Billy Rose's Jumbo, Eddie Duchin and Eddie Cantor. Jumbo alliance the agency would like to forget. With Cantor on the bridge account seems to be sailing right side up agai

account seems to be sating right side up again
Hays McFarland: Has helped make Horace Heidt and his
aggregation a standard act for radio and at the same time
done well by Stewart-Warner.
E. W. ellwig: Confined itself the past year to an inexpensive and minor musical item, with Corn Products the
account. Last swathe it cut was for Li it with Phil Spitslove all-girl outfit. alny's all-girl outfit.

amy au-giri outnt.

M. W. Kaster: Still plugging the virtues of Welch's Grape
Juice in telling fashion with Irene Rich playing the role of
The Lady Counsellor. In 'Pleasant Valley Frolics' (Crown
Overalls). the agency is catering to the hillbilly trade and
in the accepted manner.

overlais the accepted manner:

Joseph Katz: In Maybelle Jennings the Baltimore agency has one of the more resourceful sidewalk quizzers. Laco Products gets the ad-credit, and the hookup is confined to the eastern seaboard. Other account during the past year has been Cox gelatin, with Jack Berch-crooning to the houseives as they did their a.m., chores.

Kiesewetter: For those who it legal calisthenics thi agency has provided interesting. "Pamous Jury Trials," with Mutual the network and Mennen the bill payer. Arthur Kudmer: Both shows it has kept going this past year were taken away from other agencies. Pick and Pat (Dill's Best) was originated by McCann-Erickson, while Court. Human Relations was a takeover from Erwin-Wasey, sold Goodyear Tire on the idea of airing what turned out be the political laugh of the century, the Literary Digest poll, and made Buick a consistent backer of fight broadcasts. fight broadcasts

hight broadcasts.

Lennen & Mitchell: Has nothing that the agency itself, created in the upper popularity brackets. Distinguished itself during the past year by catching the amaleur germ and sequestering part of the Paul Whiteman 45-minutes (Woodbury products) for the intrusi of a kiddle show. It may have done the kids some good, as well as Uncle Don, but it's a questi whether the idea fitted in with the Whiteman presti Agency snatched one over on, the craft by bringing Dr. Dafoe in do a serial talk on the Dionne ints for Lehn & Fink. Also is responsible for the same firm's temp the The Gumps,' one of comic strip dulleroos, and the Dell Co.'s dramatizations, 'Modern Romances.'

Lord & Thomas: Showed consistent enterprise and keen sense of showmanship fldup it gave the Lucky Strike's Hill. Parade' and in the weekly treatment of RCA's Sunday

mati Not so easy has been ith the Radi Guide's stanza, with Shep Fields, McCama-Erickson: Of the old network lineup Pacific Borax's 'Death Valley Days' is the lone survivor. Curious policy manifest by this agency is the use of the same talent on two of its programs, National Biscuit and Consolidated Gas Co. Has moved biscuit show to Hollywood.

J. M. Mathes: Has Jimmy Fidler gushing Hollywood gossip for Luden's coughdrops and the 'Treasure Adventures of Jack Masters' doing kid service in behalf of Maltex, Fidler inni gets the breaks by comi immediately after the Packard-Fred Astaire show.

Maxen: Network list in this agency is headed by italny and his all-femme contingent, with the latter deing yeoman service for General Electric. Heinz Magazine of the Air (CBS) in the mornings bri literary and lecture platform people to the mike.

Neesham, Louis & Brethy: Undertook 'We the People' idea with Tom Powers the interlocutor and participant in the dramatization, but the amateurish handling soon resulted in Fibber McGee and Molly (Marion and Jim Gordan) plus Ted Weem's band doing sole duty for Johnson's floorwax. Latter is growing in popularity.

Newell-Emmett: In addition to holding the network (CBS) fort for Chesterfield with Nino Martini and Andre Kostelanetz this agency has taken a dip into dramatic fare. It's 'Snow Willage,' which takes up where the 'Soconyland Sketches' left off but with more excitement.

Persts & Peart & & P program rated a click for the coffee bankroller on Kate Smith-Ted-Collins work.

Peshar & Ryan: Relied on giveaways for Melo-Roll Ice Cream assignment which had Tom Howard, George Shelton and Frank McDonough's swing' it. Under the agency's wing is the daytime serial about misdirected youth, 'Pepper Young, with Camay and NBC the release.

Frank Fresbry; Lipton Teas is this agency's only air worry. Program is one of those crooning passages with Ralph Kirbery the s.a. and Al and Lee Reiser furnishing the piano support.

L. W. Ramsey Ce.: A Davenport, Ia., agency with . W. itch the reason for i

support.

L. W. Bamsey Co.: A Davenport, Ia., agency with . W. itch the reason for its being in radio. Once it had Wendell Hall appealing for jingles to the tune of 'It Ain't Goi 'to Rain Anymore,' and now it has the Morin Sisters and Ranch Bros. mixing sentimental tunes on NBC. Sums up as catchin both entertainment and sales appeal.

Bros. mixing sentimental tunes on NBC. Sums up as catchin both entertainment and sales appeal.

Roche-Williams & Cunnyngham: Agency's major alliance is the showmanly-maneuvered stanza which Dick Himber does for Studebaker. Directs also the wayfaring of Lowell Thomas for Sun. Oil and a women's page gimgack. Batch-Children,' for Oid Dutch Cleanser.

Rohrabaugh & Gibson: Has done an effective job with the radio version of 'Popeye the Sailor' for Wheatena. Looks as though it will stay quite a while longer.

Ruthrauf & Byan: Brought Joe Penner back on a Cocomalt ticket and to insure that all would be okay signatured Harry Conn, former scriptist for Jack Benny. Entertainment value of this series, however, has been rated poor. Appears to have done well by Ken Murray-Joswald combo in piloting around the rocks, despite the substitution of Al Jolson in the spot (Rinso-Lifebuoy). Murray is regarded as a cinch to be snapped up.

In Gillette's Sunday night, session agency has developed the curious mixture of a fil. sophisticated comedy (Milton Berle) and warbling of Mauve Decade, heart throbbers, 'Dalsy, Daisy' and 'She Was Only a Bird in a Gilded Cage,' by the invited studio audience.

Stack-Goble: Besides helping to make a perennial of Wayne King for Lady Esther and develop this cold cream into one of the top sellers, the agency has proved itself adept in selling the sidewalk interview. Took over Parks Johnson and Jerry Betcher and their 'Vox Pop' act the year before for Molle shaving cream and with a neat knack for showman-ship has kept it above the 'here stunt level. Another show out of, this agency is the Thatcher Colt mysteries (Packer Tar Soap), which is okay as productions of the type go.

Tar Soap), which is okay as productions of the type go.

Sweeney & James Co. Has made a hardy perennial of the
Firestone series without any time period capturing major
attention. Always pleasantly institutionalized.

J. Walter Thempson: Had a number of dubs and near floperoos to its credit last year. Coast end credited with confecting polished, informal diversion via the Kraft stanca
with Bing Crosby and Bob Burns. Still among agency's
achievements are the Rudy Vallee Hour,
Lux Radio
theatre and the Bakers' Broadcast (Bob Ri
-Ozzie Nelson).

theatre and the Bakers' Broadcast (Bob Ri -Ozzie Nelson).

Ploughing along nicely with Husbands and Wives (Pond's Cold Cream). Is trying to save Shell Chateau from becoming a complete washout by moving the show east. Among its questionable offerings of past year are the Elgin Revue it Eddie Dowli and Ray Dooley, Dr. West's Celebrity Night, which featured George Olsen and Ethels Shutta and the Nash-Lafayette Speedshow with Floyd Gibbons and Vincent Lopez.

Topping & Lloyd: Best known for its practice of auditioning by the dozen and winding up with one of those puny-packages. Manipulated much and frequently in the case of, the Lifesavers show, but none of it helped. For Pompelian Cream it combined a dance unit headed by Ted Royal with Cherio (NBC) with Sonotone.

Wade: No. specialist in hillbilly appeal, as attested by what it has done by Alka-Seltzer through the WLS Barn Dance (in its sixth year) and Ezra's Radio Station.

Young & Rubicam: Started the current season with

what it has done by Alka-Seltzer through the WLS Barn Dance (in its sixth year) and Ezra's Radio Station.

Young & Rubleam: Started the current season with a proclivity to corner the name comic market and become the No. 1 agency in network billing. Indications are that the latter will be accomplished by March. After a wobbly start, due largely to sponsor intrusion, the Packard hour found groove and rapidly developed into one of the smarter_and more diverting periods on the networks. Show has made a smoothly blending combination of Fred Astaire and Charles Butterworth, and is particularly on the way to making the latter comic one of the outstandi gasets in radi Showmanship insight has accounted for the strides taken by such items as Phil Lord's 'We the People' and the Phil Baker show. Stoopnagle and Budd have clicked best, while on agency's payroll. In another field, dramatics di nicely with Helen Hayes. Agency still has Jack Benny and Fred Allen up in the uppermost entertainment and popularity rating brackets. After a fumbling premiere. Ed. Wynn's presentation for Spud cigarets is apparently straightenin itself, out.

Physical Value of Equipment All That Stations May Sell **Under Sensational WOAI Rule**

Whole Texas situation is back where it was before CBS started the purchase negotiations. KTSA, San Antonio, whose contract with CBS has two years to , had recently closed a tentative deal with NBC and was slated to switch over Feb. 27.

NBC and was slated to switch over Feb. 27.

If Seward's report is upheld by the commish in principle, the day of trafficking in wavelengths be considered to be over. As interpreted by the trade, Seward contention is that no station should be permitted to carry any such item as goodwill on its book and, above all, it any material value. Those contacted in New York broadcasting circles doubt that this stringent angle will be adopted as a policy by the commission, with dominant belief being that the specific circumstances of the WOAI terms were largely responsible for the treatment given the WOAI plea by the commission. What made the FCCs reaction to the WOAI plea by the commission was the commission to the WOAI plea by the commission to the WOAI plea by the commission sideregard for a similar set of circumstances which obtained in the case of KNX, Los Angeles, and more recently that of WIRE, Indianapolis, which went across the counter for \$300,000.

CBS officials will take several days to decide on next move

ons, which went across the counter for \$300,000.

CBS officials will take several days to decide on next move in. Texas. If, it can't buy, the may try to work ou't a leasing arrangement. The deal as worked out with WOAI had to be a 1936 transaction, principally for tax purposes. Hugh 'Half's brother, Meyer Half', a New York attorney, who had been delegated to signature the papers in the former's behalf, was around the CBS New York offices Thursday (31) with his fountain pen all set for action.

his fountain pen all set for action. Washington, Jan. By refusing to act before the purchase contract expired, Federal Commission Thursday (31) thwarted sale of WOAI, San Antonio, to Columbia Broadcasting System at a cost of \$4825,000.

Transaction was declared off, for time being at least, after Broadcast Division failed to reach a decision following receipt of the most sensational examiner's report on a license transfer in the history of government regulation of the industry. Contract, which had been extended three times, expired at noon Thursday (31) before the special Broadcast Division meeting on the proposition adjourned.

Whether any future attempt will Whether any future attempt will be made to revive the transaction was a matter of conjecture. Commish fillibuster, in this respect, was tantamount to denial. Likewise, by implication, the Commish agreed with Exampler P. W. Seward, who declared the transaction involved interestions of the Commissions and fractions of the Communications Act. fractions of the Communications Act, breach of government policy, disregard for the rulings of Federal courts, and disrespect for the declared intention of Congress.

Examiner's report, filed late Wednesday (30) after Columbia reps had

nesday (30) after Columbia reps had tried to hurry the case, was probably the most critical ever handed the F.C.C. or its predecessor, Federal Radio Commission, in such a matter, Mincing no words, Seward blasted the agreement between CBS and Haiff on numerous points and set forth several ideas which, if sustained by the Commish and the would result in promulgation of significant new policies.
Salients of Seward's 19-page report were:

1. Sale price of broadcast stations cannot cover value of the franchise and must bear a direct relationship to the actual worth of the physical

2. Potential profits are not a yard-stick with which to decide the rea-sonableness of the price.

s. The WOAI-Columbia deal involved sale of a radio franchise, specifically prohibited under the Communications Act and by Federal policy.

4. Standards for regulating and judging newspapers and broadcasters are not identical, since radio strong the sale price, the Exami id

Texas Got 8 of Yr.'s 38

Washington, Jan. 3.

Jon's share of new broadcast transmitters authorized by the Federal Communications Commission during fiscal year 1936 went to Texas, according to F.C.C. annual report made public today.

Eight of the 38: stations awarded during the year were copped off by the Lone Startstate, report disclosed, with Flori running poor second with only three. Transmitters were distributed to 23 states in all, but 15 states received only one apiece.

government and are vested with some characteristics of public utili-

5. There was no showing public service would be improved by put-ting WOAI under the CBS banner, but, on the contrary, listeners might be deprived present broadcast

service.

Summing up his long discussion of involved legal issues, Seward told the Commish:

"The right of any person operating a business predicated a license issued by the government to attach any value for the purpose of sale to goodwill or going-concern value by reason of holding license is challenged as amounting to a domination over such license equal to an assertion of ownership and to the sale of a government gratuity, which

assertion of ownership and to the sale of a government gratuity, which is not in the public interest and, in this case, in violation of the Communications Act of 1934.

"All of the acts of Congress and the decisions of the (Supreme) court negative the idea that a licensee of a radio broadcast station should ever be permitted to place a value on the license, frequentcy, or channel, or be permitted to traffic in radio facilities or, to assert or exercise ownership thereof.

To permit a corporation engaged

To permit a corporation engaged in broadcasting to purchase the conin broadcasting to purchase the control of a licensee corporation, which has been authorized to a given frequency, at a price which is based upon the use of said frequency for a period of time in excess of the then extent of said license, would carry with it implied promise of the Commission that the license for the use of sai frequency is to be continued. This is the same as giving a license for an unlimited time and amounts to the creation of ownership of the frequency by the holders of a license and transferee and is unlawful.

lawful.

In his preliminary discussion, Seward arraigned Halff of WOAI and took sharp issue with legal contentions of attorneys for both the network and the present owner. He dismissed as beside the point a host of legal cases cited as compelling the Commish to approve the transaction, declaring this sort deal cannot be justified by cases found in the law books.

Contention that Halff was not seling—and CBS was not buying—a license, frequency, or franchise drew bitter criticism from Seward. Declaring the record showed tangible object worth the difference between the set price and the actual

claring the record showed carried between the set price and the actual present value of equipment, he set forth the idea that broadcasters have no 'good will' to swap and insisted that prospective earnings are not an adequate standard for judging the reasonableness of the price placed on broadcast properties.

Only important thi Hal was selling, aside from equipment withreplacement cost of \$222,819, present value of \$141,053, and book value of \$282,421; Seward asserted, was the right to operate a radio station. This privilege, he declared, is not perpetual and the licensee has no property right in his authority to engage in broadcasting. In this connection, he stressed the fact that the property involved in the \$825,000 deal is accorded the fact that the property involved in the \$825,000 deal is seen that the property involved in the \$825,000 deal is seen than \$23,201 the hook erty involved in the \$825,000 deal is taxed at less than \$28,421, the book value ing to Halff's records.

Good Will—\$700,000



Greeti

ROY SHIELD

Musical Director,

the 'good wi could not be valued at \$700,000 because part of the 'good will' includes the license, frequency, and call elters which cannot be sold under the law, important point of Seward's discussion was the flat, statement that newspapers and io stations do not share the same position under the law. Bashing broadcasters' ambiti become a fifth estate, the Examiner emphasized that radio stations operate by government sanction, using public resources, while newspapers are private enterprises. The press has none and needs no authority from the government' to engage in the publishing business, he declared, while broadcasters cannot operate without 'government' to engage in the publishing business, he declared, while broadcasters cannot operate without 'government' to engage in the publishing business, he declared, while broadcasters cannot operate without 'government' to engage in the publishing business, he declared, while broadcasters cannot operate without 'government tonsent. The comparison, he id, 'goes far afield and requires no further comment other than that it is more than useless.'

The tax angle of the deal—which was the reason for the \$1,387,000 gross price and the agreement under which Halff would repay nearly \$600,000 to the metwork—was not mentioned in detail. Seward merely touched on this phase, remarking that Halff expected to slice \$150,000 of the amount which would be due the government if he sold the broadcast properties directly.

Although he passed over this part of the question, in his summary, Seward was very critical of Halff's attitude toward the transfer. He remarked ironically that Halff enjoyed privileges of 'a government gratuity, and that 'after reaping immers profits and establishing fortune therefrom,' the owner of WOAI asked the government to give its consent to 'a further capitalization of the gratuity and a charge on the future of the frequency volved.'

the question public convenience the Examiner pointed out that NBC program service to the San Antonio area may be reduced in the event Columbia grabs WOAI. At present WOAI is a NBC outlet, while KTSA, other San Antonio transmitter, takes CBS programs. There was no assurance, Seward said, that KTSA would become a NBC station after the Columbia contract expires in February and, as a said, that KTSA would become a NBC station after the Columbia contract expires in February and, as a consequence, the variety of programs available in this area might be reduced. Already, Columbia is supplying si issting Texas stations, the Examiner added, while there are only four outlets tied up with NBC. Profit phase of the transaction, which Columbia stressed as justification for a net price of \$925,000, with Columbia stressed as justification for a net price of \$925,000, did not meet with Seward's approval. Record showed WOAI earned \$68,447 if fiscal year 1834, \$73,879 in 1935, and \$89,494 1936, with 1936-37 earnings estimated at \$155,603, before tax deductions and salary payment to Halff. Columbia estimated the profit, under network management, would be between \$100,000 and \$110,000, with night rates being jacked up \$50 an hour.

ite KNX Precedent'

ite KNX 'Precedent'

Besides questioning the anticipated 1936-37 earnings, which he said were overestimated and could not be considered normal view of the pooverestimated and could not be considered normal "view of the political campaign, Seward denied the Commish was committed to approving prices 10 times potential earnings. Columbia claimed that by proving sale of KNX, Los Angeles, \$1,250,000 when profits were only about \$100,000, the Commish had set about \$100,000, the Commish had set a precedent. This idea left Seward cold, the report saying the KNX de-cision shows the contrary. The Ex-aminer added that sale price and potential earnings of KNX were

Advertiser Must Use Showmanship Tactics

By CHARLES M. PRITZKER Gillette Safety Razor Co.

(This is a restatement by the Advertising Manager of a large user of radio time of his belief in the importance of showmanship. Several years ago, when it was more audacious than it may now be, Pritzker told business men that when they used radio they were in show business—and why pretend otherwise.)

The moment an advertiser signs a radio contract. show busiwhether he realizes it or not, the enters the ranks of showmen as such must use showmen tactics he is to sell his attraction with the greatest possible results.

results.

Until recently, roducers of radio shows believed that the task of preparing and presenting a radi program involved only the following steps: (1) Buying time on a network; (2) buying talent for their program; (3) using the time to present their talent; (4) waiting for the customers. This is tantamount to a Broadway producer's hiring a theatre engaging

This is tantamount to a Broadway producer's hiring a theatre, engaging talent, buying his script, opening his play—and stopping. Unless he has a freak 'Abie's Irish Rose, 'the chances are 100 to 1 that the production will have done.

be a flop.

Obviously, these outlined steps are merely the skeleton of a successful producing job. It is the flesh that covers these that makes for

merely the skeleton of a successful producing job. It is the flesh, that covers these showmanship.

Unfortunately, many radio advertisers have failed to realize that not only are they in show business but that they must use every lesson that that craft has to teach on how to clothe the skeleton.

That the methods of the Broadway producer, and show busi have a great deal to offer the radio advertiser is a fact that has been proved irrefutably by the successful results of the intensive merchandising drive with which the Gillette Safety Razor Company last fall launched its sponsors of the weekly Sunday night of Commonity Sing program.

First production step was the determination not to forget at any time that we had entered show business; that our problems and approach were identical with those of any successful Broadway producer; that, like him, we must ballyhoo our show and use every available method to focus attention upon it.

focus attention upon it.

In the first place—still bearing in mind the analogy of the skeleton—we borrowed one of the theatre's most successful practices by arranging for an out-of-town try-out for our production. -still bearing in

Community Si ' was to have its Community Si was to have it. CBS network premiere on Sept. 6 Ten weeks before that date, we be gan a series of test programs on a few New England stations. We real ized that a radio program was a valuable property and that should uable property and that should have passed beyond the experimental stage when it was finally presented to its first-ni network audience. The try-out was the only solution to the problem of how best to present as the three best to pre-

the try-old was the only solution to the problem of how best to present—as in the theatre—a polished and well-knit show on the night it had its hetwork premiere rather than shooting in the dark and wasting time and money.

Those 10 weeks in New England were invaluable. Our entire cast—with militon Berle, Jones and Hare, Wendell Hall and the rest—worked before and broadcast to a small test audience, an accurate cross-section of what we might expect in September. Like all producers, we discovered that early ideas had to be changed, that the elements of our show had to be rearranged.

During the period from July to September, our promotional cam-

taken into account 'only collaterally.' Commish spent nearly two hours wrangling over the application for transfer of control of Southland Industries before deci ing that a matter with so many major issues could not be settled hurriedly. Two members appeared resentful that they were expected to act speedily merely because the sale contract was due to expire within a few minutes, and insisted time should be afforded for mature deliberation and thorough debate. taken into account 'only collaterally

paign got under way we began to fill out a different part of our skeleton. Publicity was organized. A heavy schedule of national advertis-ing with radio tie-ins was placed.

At the end of the try-out, we had evolved a show that was ready for the 101 stations from which we had bought time and for which our advance campaign had

A Quickie

A Quickle

To center attention
miere of the series, we presented
what was then the greatest news feature the week. Mrs. Beryl Markham, the first aviatrix to fly the Atlantic solo east-to-west, arrived in
New York at 8 p.m. Sunday At 10
o'clock that night, she was in
playhouse ready to give over the air
the first interview that she granted
to any one.

Policy of obtaining the news and stunt headliners of the week been continued from time to time. That it is showmanly and pays divi-

been continued from time to time, That it is showmanly and pays dividends in listener attention has been conclusively proved to us. Perhaps the outstanding stunt of this sort was that produced for the program Dec. 13.

In cooperation with the agency, our national publicity representative, and the sales and station relations departments of CBS, we arranged to dedicate our entire program to the Community Chest and Christmas charities throughout the country by asking the mayors or chief officials of every city carrying the show to speak over their local station. G. Bennett Larson, production handled all arrangements.

Mechanically, all that was necessary was that each of the 101 stations cut in at the cue from New York. To strengthen the idea even more, Kate Smith offered to donate her services. Miss Smith made the introductory, armeal and introduced the icitals.

Smith offered to donate her services, Miss Smith made the introductory, appeal and introduced the icials; who were headed by Governor Landon and two other governors. Advance work began long before, the program itself. We secured the cooperation of the local station man-

cooperation of the local station man-agers who, in turn, could concentrate on their own localities. As a result, the idea received the response and aroused the interest that had hoped it would. Extensive local pub-licity was created, because of the appeal and the manner it had been handled.

had been handled.

All this, I believe, falls
category of the showmanshi
sary to promote successfully
program. But, as advertisers,
must go a bit beyond showmanshi

must go'a bit beyond showmanshi alone.

Not only have we a radio program to sell, but that program must sell good will and, through it, razor blades. A program may have the greatest listening audience—but if it doesn't sell the sponsor's roduct, it is completely valueless.

With that axiom in mi grogram was built with one pri jple in mind: create a friendly feeling among the public toward Gillette and the dealer who handles the Gillette products.

With the further realization no advertiser can expect radi vertising immediately to drive the listener to the nearest selling counter, we have used every other possible advertising media to capitalize on the good-will built by the program.

gram.

Recently we compiled a collection of favorite songs into a booklet titled 'Official Songbook

of favorue sous titted Official Songbook
Origi Community Si books are sent to anyone ing anempty carton from Gillette blades.
Every announcement (so far, three in all) has brought back a flood of requests for the songbook. This enterprise is natural off-shoot of the type appeal of

requests for the songbook. This enterprise is natural off-shoot of a program with the type appeal of ours. It is a final and necessary bit of exploitation.

We of Gillette with our Community. Sing' radio, program are show business. There can be doubt about it. According to B. O. (Blade Orders) our show business is beginning to show busi

Post Seript to 1936 Shows Good Points of Sales Reps

By EDGAR A. GRUNWALD

It begins to look now as if the meat move in the sales rep. situation should be coming from the stations by the reps described of not plowing enough coin titially in stations relating the stations of the sales of next move in the sales rep situation should be coming from the stations accused of not plowing enough coin deservedly get a double dose of the same medicine. Most 'em have rate cards that look like a drummer's sheet. Others think that after their national biz, with the aid of the

eve sheet. Others think that after their national biz, with the aid of the reps, has been built up strongly, e reps should get a cut in that 15% commission to something like 8% or 18% for gigolos whose function jacked their reps for gigolos whose function is showing visiting firemen hot spots after dusk.

Despite threats of various stations to set up their own peckets, it looks as if the exclusive; station rep. like calking pictures, is here to stay. The threat of the stations to kill the reps because they relied too much on the transom might have sounded more convincing if the stations themselves had cleaned house. But too much on the ransom might have sounded more prosperity prevents this.

During the past year, the various lales rep houses wrote history in about the following terms:

Zeward Fetry: biggest money-taker in the biz, and still has the liggest and longest list of clients halled down with long term conacts. Frequently accused of ighest the state of the state of the state of the fill of the state of the state of the fill of the state of the s plied by read and the collaboration of agencies. Petry has modified metallicipate in recent months to meet inticipate and capitalize recent de velopments and criticisms.

polivies in recent months to meet; initicipate and capitalize recent developments and criticisms.

With John Shepard 3rd he collabgraded on a five-year contract for the Yankee-a maneuver that on the furface looked more like a publicity grab than a biz deal, whatever its internal workings. But in offering the up the proposed free assessment land from \$16,000 to, \$60,000, Petry howed a sense of ironically humor-us shownanship that the biz didn't werlook. Currently he is working that is still not smoothed out nor anal, but which earmarks Petry as saving, his eyes in front of the boat and ready to drive for smaller stations as the opportunity comes up-bry has been accused things, ut not of fossilizing prematurely.

John Murray Grabhorn, heef of the New York office, ponsible for leadership toward junking adolescent trade jealousies and atting down to brass tacks. House I Blair on the whole talks strictly it and probably opens fewer both at than any competitor. Brought ut visual market data that showed considerable showmanshi, and lead comment.

Blair lost KNX, Los Angeles, durch

Blair lost KNX, Los Angeles, dur-ing the year, but this was purely ecause of the CBS purchase. Rest of KSTP, St. Paul, went to Raymer. by simultaneous dickers Blair WHIO, Dayton, WLS, Chicago,

but by simultaneous cickers beam of WHIO, Dayton, WLS, Chicago, WSPD, Toledo.

Paul Raymer: Most sember of the rep biz. Raymer constently refused to stick foot any of the many trade on dickerings, although he was not disinterested, and thereby saved limselt any miscue. Raymer grabs or less personal publicity than any-ody else. Lost KRID, Dallas, to Tranham, but got all of KSTP. t.

Paul. House is nicely in the black Free & Peters: Had turbulent ourse during 1936. F. & P. started the annum as Free & Sleininger, but blaininger, later quit. (eventually with the property of the property

Free & its subsiding and successfully related to start office of the filled properties. AMBC, Kansas City, for a shile threatened to start office its, own, ut later re-signed. HO, Des Moines, a bulwark of review, could not be pried away by ybody else, although there was planty of camping on its doorstep. Major attempt at the spectacular guring the year nt askew when tree offered to revive a campaign of spot promotion that only six months previously had been a flasco.

irade matters, rated ekay in agency opinion, and acquitted itself practically in stations' relati

Joe Weed: of newcomers in the biz, Weed. showed himself, strongest. Once the paid salesman of the old ikew England web (now absorbed by Yankee) Weed went on his own ardy in year, and sewed up a flock of New England stations. This assures enough revenue to keep the welf away during infancy, and meanwhile Weed is slowly driving for stations elsewhere.

Weed pulled some brass tack manauvers after he got started that carned trade respect. He got himself a publicity agent for a while to issue blumbs on all his stations. Later he got into a scrap with John Shepard and all the dead of the was early joiner of the Roundtable group (limited trade association.) Outif is characterized by agencies as shrewd and alert on data.

**Embeau: steered a stable course. Lost the Chicago end of WOR. New York, when the Bamberger outif decided to open an office of its own, but shortly before that annexed the Don Lee web. Rambeau's list of clients is short, but fairly potent; and the house is one of the hardest workers in selling special programs. Rambeau is the grand-daddy in years of experience of the reps.

E. East: historically a newspaper rep, Katz has for year early since workers in selling special programs. Rambeau is the grand-daddy in years of experience of the rays.

E. East: historically a newspaper rep. Katz has for year represented one or two radio stations owned by client papers. This year Katz took on still more, becoming the first inwo definitely regarded as a money-maker within limits. Katz issues probably as much, and as useful, promotion as anyone, and is proud of it.

Joseph Hershey McGillvra: Mc

of it.
Joseph Hershey McGillvra: McGillvra has over 30 stations. About half are in Canada, while the rest are medium-sized U. S. vintage. Shorn of some of the Storer stations during the year, McGillvra launched a driv and bobbed up with replacements.

dri and bobbed up with replacements.

McGillvra's market data is generally acceptable, and by way of showing the long-pull view he made one suggestion toward curing trade ills that had merit on the whole—k.e., creation of a special spot setup similar to Outdoor Advertising, Inc.

Hibbard Ayer: there are a lot of stations, which have since migrated to other reps in the course of khe tumuit, that got their backbone straightened out for 'em by Ayer. Works tirelessly, heads up the Roundtable, and made a study of station rates that the ANA subsequently ac'ed for. Ayer during the year had one tie-up with Cliff Sleininger which terminated when the latter went to Transametican. New tieup giving Ayer national offices through affili in now pending. Station list is: small, but generally dependable.

anii - now pendang. Station list is small, but generally dependable.

Wilson-Dalton-Rober opened in New York this year when Graham Robertson, head of the WLS New York office until the Prairie Farmer shut it down to go. it Blair, came in as partner. Station list is largely of farm vintage, but reaps plenty for its size, especially out of Chicago and Kansas City. New York setup is coming along steadily, and has an ace-in-the-hole via a raft of stations in Texas where Robertson originally hailed from. Belongs to Roundtable.

Furgason & Aston also new to New York this year, where duo with the rhythmic names of Wasser and Wade holds forth. Stations are medium-sized, get the bulk of their revenue out of the midwest, and do tair in New York though this branch has only been in operation a short time. New York end issues standardized information of good grade, has lately moved into new quarters, and belongs to the Roundtable.

Craig & Hollingberry: consolidated at the NAB convention this summer into the current single firm. Represent a lengthy list of medium-sized stations, and generally keeps on level keel.

ranham: a newspaper rep who followed Kats into the biz. Radio

The Year's Worst

Washington, Jan. 3.
Doubtful honor of being the most annoying and puzzling cases to come before the Fed-Communications Commission 1936 should go to the called Brooktyn cases and the 640 cases, Commiss decided in its annual report, just made-public.

Brooklyn tangle, involving 18 conflicting applications by exist-ing licensees and applicants for new stations, was unanir voted the toughest headach suffered during the year '640-cases'—i which 13' cants have kept up a conti scuffle for berths the 640-kilocycle frequency — gave broadcast divisionites their second most painful problem.

Revealing that during past fiscal 296 heari were held in broadcast cases; Commish identified only the

were field in broadcast cases, Commish identified only the Brooklyn and '640' cases name. These were referred as 'probably the two lost com-plicated.'

Everything Is Different Now On West Coast

Revamp transcontinental letworks, appearance of a third, and debut of a state chail changed the Coast radio picture last week. Columbia took on two new outlets, KNX here and KFSO, Frisco-Oakland, and the Den Lee web severed a seven-year affiliation with CBS to cast its lot with Mutual, reaching to the Coast for the first time. McClatchy-Hearst chain of six spots today took its first bow. Revamp transcontinenta

day took its first bow.

As '36 takes its final fade another state net changes over. McClatchy group of Central California spots move bag and baggage to two locations, affaliations having been formed with 'National Broadcasting and the beau Hears's setup.

Mutual-Don Lee collection will include the four Lee-owned sites and si affiliates signed by Owens Dresden before he checked out as manager of KHJ. Basic spots are KHJ. Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB. Santa Barbara. In the optional setup are KFWM, San Bernardino; KPMC, Bakersfield; KDON, Monterey; KTDM STORES вакетянеіd; KDON, Monterey KGDM, Stockton; KVOE, Santa Ana and KXO, El Centro.

and KXO, El Centro.

McClatchy array, which will share their facilities ith both NBC and California Radio System (Hearst), is KMJ, Fresno; KFBK, Sacramento; KWC, Stockton, and KERN, Bakersfield, KEHE, Los Angeles, will be the key station, presided over by Ford Billings, recently imported from Pittsburgh.

Only executive change attending the switching of lines is the appoint-ment of Lewis Allen Weiss as gen-eral manager of the Don Lee group. He returns to KHJ after serving as assistant general manager of WJR, Detroit.

saved its two-hour Columbi Columbi saved its two-hour dedication to send east night of Jan. 2. Every CBS artist now performing on Coast participated it. C. B. DeMille ringmaster, Eddie Anost of others did turns. Charles Vanda. Coast program director, framed the local splash.

CBS AIRS LEGISLATURE

Sacramento, Cal., Jan.
For the first time broadcast of the opening day of the state legislature will go out from the capitol.
Columbia will air the proceedings over KNX, Hollywood, and KSFO, Frisco.

following a strong selling campaign ith special events inly spor) as bait.

ith special events as bait.

Transamerican: following the joint of Reiter & Jaeger, Transamerican's rep end is bolstered with a couple of mighty stations that are good for plenty. Other reps gape at this outfit, and wonder what it's all about. Maybe this year they'll get their answer.

Pay Smaller, Publicity Greater For Talent on English Radio

By Eric Maschwitz

irector of Variety Programs, British roadcasting Co.

British roadcasting Co.

London, Dec.

Almost the first American artists to work for us at the B. B. were Burns Allen; they broadcast from London before they broadcast from London before they broadcast in America, and their success (so the legend runs) won them a radio contract in New York. Since those days hundreds of your best performers have worked in our studios, including Eddie Cantor. Sophie Tucker, Ruth Etti Morton Downey, the treet Singer, Duke Ellington, Lou Holtz, Bebe Daniels, Ben Lyon, Hildegarde, George Beatty and Edward G.

We welcome American visitors, though, for reasons stated below, we cannot afford to import them ourselves, and nothing would please me better than that every American artist arriving in England with material suitable for broadcasting should call me up and come to the office.

Your in artists are more for tunste than ours. On the sponsored hours they have an opportunity of hir peaks on the weeks on end whereas over here, where all programs 'virtually to suit ing' and there are only two

for weeks on end whereas over here, where all programs virtually sustai ing and there are only two main programs to carry all the radio entertainment the country, payment is comparatively low and the chances of a series of engagements comparatively small. Regular contracts at high pay enable your stars to work exclusively for radio, to rehearse continually and hire important writers to prepare their mato rehearse continually and hire important writers to prepare their material. In Britain there is scarcely such a thing as an exclusive radio star; we have neither the money nor the work to offer, ith the result that most of our broadcasters look on radio as being very secondary to theatre, vaudeville and screen work.

This state of affairs, as you can guess, does not help us in our work of providing light entertainment programs. Give us the unlimited financial resources of commercial sponsors and the air-time to contract artists for program series and we

sponsors and the air-time to contract artists for program series and we would guarantee to manufacture as many stars as our good friends of N. B. C. and Columbia. As it is we are compelled to find our material where we can, from among artists who busy making their real living elsewhere that they can afford to devote only small part of their time to the B. C.

American Pay

American Pay
thi about British broadcasti that strikes most American
visitors is the low rate of payment
for star material, which works out
roughly at one-fifth or even less of
the American rate. At one time this
unavoidable fact was the cause of
much isappointment and indignation but nowadays it is pretty generally known and recognized among
American artists and very seldom erally known and recognized, among American artists, and very seldom proves a barrier to their broadcasting for us, I hesitate to drag, in the word 'publicity' but the fact remains that to broadcast in this country is even more valuable as publicity than to broadcast in America, with infinitely smaller choice of stati a more leisurely mode of il ritish public is a more attentive and receptive body of listeners.

the public across the Atlantic.

attentive and receptive body of listeners. the public across the Atlantic.

For the benefit of VARIETY, who may be coming over to London shortly with theatre or film contracts, allow me to explai that the Department of the B. C., which I direct, handles all programtime devoted to vaudeville, cabaret, musical comedy, operetta and dance music. It has at service two production orchestras—the. Theatre Orchestra (35 pieces) and the Variety Orchestra (16 pieces)—a dance orchestra (directed by Henry Hall) and, as a most recent addition to its forces, the most ultra-modern unitorgan in the world.

forces, the most ultra-modern unitorgan in the world.

ief executives of the department
are Charles Brewer (assistant director), Mark H. Lubbock (musical
director), John Watt and Gordon
McConnet (musi comedy and
revue), John Sharman, ryan Michie
and Ernest Longstaffe (vaudeville),
Archie Campbell and Max Kester
(revue and cabaret), Reginald Foole
(organ music), Bill Hanson (special
lorgan music), Bill Hanson (special
l

Harold Lowe (conductors) Mungo Dewar (general

epartment handles approximately executive). Department handles approximately fifty programs of various kinds weekly, the programs into which dimerican artists are most likely to fit being. In Town Tonight' (muxed 30 minutes of interviews and ical material: 7:30 Saturdays), 'Musi Hall' (all-star vaudeville hour with a large audience: 9:20 Saturdays) and 'Entertainment Parade' (40 mi utes' devoted to utes devoted to

utes devoted to alties of the show busi alternate Mondays).
British broadcasti so very different after all from American radio and that the American visitor is likely to find not only a huge and appreciative audience but a production service that sets itself out to give him every possi facility for an artistic broadcast.

Economy or Hoax By John Shepard Seen in Hoey Case

Boston, Efforts of John Shepard,

Efforts of John Shepard, to replace Fred Hoey after nine years with a cheaper-priced sports aunouncer for the next baseball season drew such public and newspaper protests that Shepard had to give in to the clamor. Hint of 'economy' at the expense of one of the public's prime local favorites stirred up' a hornet's barracks.

Public squiwks probably wouldn't have registered except that the Boston sports writers intensely partisam. Hoey and took pot shots. Some of the wiseacres thought the whole thing a publicity stunts by Shepard but latter is unlikely to admit that as it would make the press plenty peevish if they thought their campaign to save a friend was a hoax. They doubt that Hoey would rend himself to such a stunt.

General Mills and Socony will co-

such a stunt.

General Mills and Socony will cosponsor the play-by-play of the
major league games here duri
1937.

Re: Twin Cities

Minneapolis, Dec. .

Minneapolis, Dec. Editor, VARETY:

In the last issue of VARETY there was reference to Minneapolis as the 17th market in the United States. It has been a practice to group St. Paul-Minneapolis as one and on that basis ours is the eighth retail market. Especially from a radio standpoint this the logical and realistic rati

Ray C. Jenkins, General Sales Mfg., KSTP, Minneapolis-St. Paul

Hash's Hour a Day

Jan.
of the biggest spot ether campaigns sold around here was averanged last week by George Hollingberry of Craig-Hollingberry when the same than the same t ranged last week by George Holling-berry of. Craig-Hollingberry when Illi is Meat Co. (roadcast Corne Beef Hash) signatured for 60 min-utes daily on a six-a-week b WWJ, the Detroit News station, which starts Jan. 11, will be modeled after program now on WOR, Newark, for the same com-pany. Set on the show are Frank and Ernest, on WWJ present.

Luise Blocki's 2 Scripts

Chicago, Jan. locki, local ether actress, has corralled the leads in the two ra io script serials in Chicago, get-ting the top role in both 'Hope Al-

CALIFORNIA REGIONAL SALUTE 90 Mins.

CALIFORNIA REGIONAL SALUTE 90 Mina. Taes. 7:30 p.m.

KEHE, Los Angeles

Big splured us System (four McClatchy, two Hearst) a far flung collection of low wattage stations. Hearst has KEHE, Los Angeles, and KYA, San Francisco. Others making up the web are the McClatchy four some: KFEK. Sacramento: KMJ. Frence: KWG, Stockton, and KERN, Bakersfield. except Bakersfield and Stockton gave out with everything they had to make the dedicatory night one to be remembered in their respective localities. Maestros were on parade. with their choicest or-chestrations and one. Warne-McClung. KMJ. commogee a cossol. Regional's biggies in L. A. and Frisco. went completely gala and contributed their full complement of talent. Opening fanfare came out of L. A. by Salvatore Santaella's auxmented ork and the network was officially launched. Mayreid Ksylvander of the salvander of the s

is did from a station that up to cow had to be stumbled across to stay but.

Only marring note to the whole proceedings was that necessary evil. He introduction of and speeches by the various mayors. Politicians selfour show any imagination. They all had the same thing to say. Governor Frank Merriam was ploed in mento and was a carbon copy of the mayors. No one stock for the McGlatchys. Freene and Stockton made the occasion a double header by unveiling new studios.

Sticking out in the mad melange of specially orchestrated music was the work of George Breece of KFBK. His arrangements smalched of big dition of T Got Rhythm! He did a bangup job with 14 men. He'll bear watching, as will his soloist. Ruth O'Kane, a bromising bluester.

KEHE uncorked some nice singing voices in the bersons of Dorothy Studebaker, Midred Stone, Tampara Shavrova, Lawrence King and Nick Angelo. L. A. Junior College Octations of Junior Studebaker, Midred Stone, Tampara Shavrova, Lawrence King and Nick Angelo. L. A. Junior College Octations of Junior Studebaker, Midred Stone, Tampara Shavrova, Lawrence King and Nick Angelo. L. A. Junior College Octations of Junior Studebaker, Midred Stone, Tampara Shavrova Lawrence King and Nick Angelo. L. A. Junior College Octations of Junior Studebaker, Midred Stone, Tampara Shavrova Lawrence King and Nick Angelo. L. A. Junior College Octations of Junior College Octations

massed for good resuits. Santaella's backup was showmanly and restrained.

Noticeally was showmanly and restrained.

Noticeally was the lack of talent and the state of the st

JACK FROST

JACK FROST
5 Mins.
STATE PUBLICITY BUREAU
WGY, Schementary
(B. B. D. &-O.—Leighton & Nelson)
New York State is plugging its
winter sport attractions with this
small-outlav program. BBD&O has
charge of State's summer and winter
recreation promotion of \$100,000
but Leighton & Nelson agency produces 'Jack Frost' in Schenectary.
Biggest gun was fired on opening
salvo: an address by Governor Herbert H. Lehman. Conservation Commatione. Littingow, Osborne.
Superstanding and cher outdoor
sports experts will guest from time
to time. Otherwise, it is a straight
information and instruction broadcast.
While timeliness of data furnished

information and instruction broad-cast.

While timeliness of data furnished assures program of an audience among the army taking to snow sports, a name or an authorititive voice would make Jack Frost char-acter standout sharper.

Information is on skil trails, their condition (recent searcity of snow has been bemoaned off the air) snow trains and buses, road routes, they of the sports, leading out-door events scheduled, etc. Jaco.

skiing and other sports, reach of the recommendation of the recomm

NBC-McCLATCHY STATIONS SALUTE 2 Hours Tues; 9 p.m. KECA, Los Angeles

Tieup of the four McClatchy sta-tions in Central California with NBC Coast web called for a celebration. Everyone itched in and the result was entertaining. Of such gala shows too much cannot be expected.

They can be nothing more than a conglomerate mass of talent, each teking his turn and giving out with a specialized of what they

A timely break for the L. tici was the coronation of the Tournament of Roses queen in Pasadens, which was sent out to the new affiliates for their first taste of an NBC special event. Other than that

NBC special event. Other than that the KFI-KECA combo contributed little to the general run of the evening's entertainment. Phil Ohman's ork, with Dorothy. Paige as soloist, was remoted from an eatery, and Elza Schallert had George Bancrott on for an interview to highlight the southern transmitter's confection. Charlie Hamp and the Four Blackbirds obliged, and then the control shot north to KMJ where Vice Prexy Don- Gilman spoke about the new members of the big NBC family. Quaint note to the proceedings

memoers or the big NBC family. Quaint note to the proceedings was struck by Ohman's ork, which stuck to its themer. Lost.' Seemed out of place considering that NBC found four new spots in the state to augment its Blue.

augment its Blue.

Frisco's NBC-owned KPO and KGO bore most of the evening's burden. Talent in abundance paraded before the mike and it afforded the bay stations a neat showcasing of their catalogs.

Day stations a neat showcasing of their catalogs.

Music section was taken in hand by Meredith Willson and Jack Meaki On for their specialties were Knickerbocker Quartet Ray Harrington, Irving Kennedy, Williams Sisters, John Steele, Ricardo and his Caballeros. Betty Kelly, Johnny, Orbrien, Southern Harmony Four, Argentine Trio, Armand Girard, Jean Cowan, Charlie Marshall's Mavericks, Bob Stevens, Three Cheers and George Dixon. Sacramento's George Breece came through with dandy arrangements of 'Hallelujah' and 'Rose Marie.'

lujah and Rose Marie.

Broadcast: from Pasadena was marred by bad spotting of the mike. Most of the activity was faintly distant and at times Kenneth Carpenter turned to describe the beauts and his voice trailed off. Ray Herbeck's ork had the music assignment. Dedication ceremony was luckily spared the droning eulogies of the mayors of the various cities. They had their say on the Hearst chain salute and called it a night—a break for the dialers. Helm.

PAUL DOUGLAS
Sports Talk
15 Mins.
ATLANTIC REFINING
TR-Thu. 7:15 p.m.
WABC, New York

A week's delay in the introduction of a new serial script by Charles
But of a new in this sponsor
Florida and Douglas took over the
Florida and Douglas took over the
two periods still on contract prior to
the Ma and Pa entertianment.

Douglas can talk entertainingly on
sports. He brings in a lot of sidelights and personalities on the sports
toppers and others. On the broadcast caught, he developed the recent
growth in popularity of basketball
size of the audience, the accommodation one sports can be accommodation one sports can be accommodation one sports
But of the serial script
But of t

Douglas handles his material and himself with snap and authority.

Land.

ETHEL BARRYMORE COLT

ETHEL BARRYMORE COLT

Song EYNOS TOOTHPASTE
Tuesday, 8 pm.
WARG New York
(Blackett Sample-Hummert)
Great improvement observable in
the work of the daughter of Ethel
Barrymore. It was a good showmanship angle to use her not as an
actress—the expected—but as a
singer—the unexpected. And listeners must have been pleasantly started to hear the gal go to town on
'I'd. Sing a Thousand Love Songs.'
She's developing not only a voice
of considerable melody and some
sinews, but a song stylist technique
of her own. No felling how the voice
may register in an auditorium, but
the mittorion is definitely congently the congently the conmay register in an auditorium, but
the mittorion is definitely congently the conman and the

MILTON DOUGLAS

MILTON DOUGLAS
Bartione
KOLYNOS TOOTHPASTE
Tuesday, 8 p.m.
WABC, New York
(Blackett-Sample-Hummert)
(Blackett-Sample-Hummert)
(Blackett-Sample-Hummert)
Douglas
from the theatre and shows it in his work.

where they need one. A candi

DON LEE SALUTE TO MUTUAL WICTOR MOORE, HELEN BRODE-With Courad Nagel, Edward Arnold, Mary Brian, Mase Clarke, Hugh Herbert, Disto Dunbar, Thomas Lee, Robbin, Don Wilson Fred Weber, Arthur Longar, Early Connedy, Music, Songa Jones, Music, Songa Wilson, Don Wilson Fred Weber, Arthur Longar, Early Connedy, Music, Songa Jones, Music, Songa Wilson, Wils

Wed., T. pm. PCT

Hill, Los Angeles

Don Lee's 90 minute show was an answer to a long series of salutes as the Mutual network went coast-to-coast. Mustering a lot of talent, production staffs in Los Angeles and Frisco showed that the Coast is resourced in the Coast in the Coast

gave out with selections from 'Carmen' and the scene shifted back to
Los Angeles.
Another musical highlight was
medley of songs by Warren and
Dubin by Brockman, winding up
with Alma Lou Barnes warbling
their newest tune, 'How Could You',
for the first time on the air.
Dramatic portion of the show was
saved for the finish, with Edward
Arnold, Paula Winslow and Norman
Field previewing a scene from John
Mead's Woman. 'Frisco section
closed with Edward Emhouse giving a rousing basso, rendition of an
aria from 'Pagliacci.
An outstanding musical contribution: was Brockman's trranscener
ling bits of the control of the control
space, the maestro, turned in an
ori inal job that was slick. Helm.

RAKOVS ORCHESTEA

BAKOV'S ORCHESTRA Music, Talk 30 Mins. I. J. FOX WEEI, Boston

JE MINS.

I. J. FOX
WEEL, Boston

Hodge-podge half-hour lacking lustre on the production end. Idea is about as novel as bread and butter. A 'chief trapper' as m.c. sits in with a bunch of the boys, introducing musical numbers and guest Goorge. Trabert made best use of his brief time by singing Schubert's Serenade. Trabest Truex doing a guester waxed very personal and did a blah-blah about his soft spot for Boston. Attempted comedy in telling his tale was pitfull.

Rakov's band is OK, the chorus is adequate, and the Rhythm Boys have got something on the ball even though still small-time team. Sound like comers.

Ken Ovendun, announcer, handles the plugs defliy; and shone on this program, caught Dec. J, was reading the company of the still small-time team. Sound like comers.

Mc. unbilled, speaks with nasal twang, introduces guest stars haltingly and generally gums up the running pace of the show; but if the producer intended to carry out the backwoods atmosphere he has certainly injected realism into the program. Chief trapper is a radio daxidermist.

program. Chier, trapper is a Fadio taxidermist.

JOAN CRAWFORD, CLARK
GABLE
Love on the Run'
18 Mins.
WHALZ, Troy, N. X.
WHALZ, Troy, N. X.
M-G-M studio in Hollywood issues these platters as exploitation for feature films. Stations play them for name value of the stars. After all it's something for WHALZ, Troy, to tell its listeners, we now bring you Joan Crawford, Clark Gable and Franchot Tone. Do the listeners of WHALZ know the difference between wax and any other kind of program? It may not greatly matter that the excepts, taken right off the sound track and given continuity by the publicity writers, are ierky and disconcerting and not calculated to increase the word of the sound track and given continuity by the publicity writers, are ierky and disconcerting and not calculated to increase the word of the sound track and given continuity by the publicity writers, are ierky and disconcerting and not calculated to increase the word of the sound track and given continuity by the publicity writers, are ierky and disconcerting and not calculated to increase the word of the sound track and given or the sound of the sound track and given the sound track an

Comedy, Musse, 30 Mins, NATIONAL BISCUIT Friday, 9:36 p. m. WJZ, New York (McCann-Erickson)

WIZ, Now York

(McCann-Erickson)

This one should have little difficulty in diverting to itself a substantial hunk of the Friday night radio audience. On first hearing it possessed a lot of entertainment and possibilities.

National statistic Co. retains its billing wints to the control of the control of

up the garging was tit for tat and olderice. Than-average quality. Onter the control of the cont

Follow-Up Comment

Al Joison program for inso showed improvement on its second broadcast over CBS. There was still a question mark, however. Martha Raye seemed less out of control. Her raucous style was used more as an obbligate to a natural manner of singing—a comedy offshoot. As such it may have its practical purposes, its potentially the kind of stuff that makes a hit with kids. But it needs to be brought into a more compact capsule. Like other parts of the program tally.

It was faint in the first program. It was faint in the second of the first program. It was faint in the second of the first program. It was faint in the second of the first program. It was faint in the second of the first program. It was faint in the second of the first program in the second of the second of

intended and offered as humor.

Would seem that the program setup is inelast! In model, doson is ringmaster a night of the program and the program and the program as a night of the program as it limits the support. Jolson is versatile so that it doesn't have to be just that and nothing else. While it's a mythical night club action, it cen't be much but interputions if they insist on continuity. Fither that or straight specialties. And on a basis of the first two samples, the continuity might well be slipped into the incinerator.

As stands, the organity might well be slipped into the incinerator.

As stands, the program is J singing and Victor Young pla with uncertain and sometimes welcome intrusions by others.

Easy Aces, without Jane and Good-man continues for Anacin while the cornedy man and wife teems down in Florida supporting the book-makers. Pattern worked out by Ace before his departure on vacation is nicely—albeit somewhat talkily— carried on by the pinch-hitters. Homer and Ethel are chiseling in-laws of the Aces who have taken charge of their home (and exhausted their credit) while the latter are away. Listeners are kept reminded of the protagonists by a series of wires and messages from them. Jane (Continued on page 143)

JACK OAKIE
With George Stoll, Benny Goodman,
Wesleyan College Students
60 Mins.
R. J. REYNOLDS (Cameis)

Westeyan College Students
60 Mins.
R. J. REYNOLDS (Cameis)
Treesday, 9:30 p.m.
WABC, New York
(Estay)
Camel hour Tuesdays undergoes a complete change with the advent of Jack Cameis and the street of Jack Cameis and others. It's an okay arrangement on paper, but one that will take lots of doing in reality. In augural broadcast, was uneven, with the production detail askew at points and the general tempo and ensemble of the street of Jack Cameis and the seneral tempo and ensemble of the street of Jack Cameis and the seneral tempo and considerable of the Jack Cameis and the seneral tempo and considerable of the Jack Cameis and the Jack Cameis and Jack Cam

gallop a special appeal for the thousands of danisapation-conscious class-roomers.

Alice Faye was on the opener and sang very pleasantly. Seems to be picking up a softer vive and more than the seems of the picking up a softer vive and more of the seems of the seem

DUDLEY Singing, Music 15 Mins. Sustaining WWJ. Detroit

Sustaining
WWJ, Detroit
Back home to finish their high
school education after considerable
etherizing, the Dudley Brothers have
been signatured for a series of, 15minute shows over WWJ, Alded by
dever continuity, the four Negro
lads a la Mills, rothers' harmonizing got over well on debut.
The Dudleys, who were formerly
known as the Lincoln-Northeastern'
quartet; have appeared at WSYR,
Syracuse; WHAM, Rochester, and
the NBC Blue. For more than a
year they were with Henry Santrey's
Soldiers of Fortune!
Hailed as the 'Royal Family of
Rhythm,' the boys have plenty on
the ball for local act and make good
use of it.

YIG.

HOT DATES IN MUSIC' Transcriptions
15 Mins.
KROGER
CO.

Tues. and Thurs. WJR. Detroit

WJR. Detroit

(Ralph H. Jones)

Tagged Hot Dates in History for about a year after its origi, this lib-minute recorded program recently was reconstructed and titled Hot Dates in Music. Under its present setup, program presents better possibilities and should profit accordingly.

seting program presents better possibilities and should profit accordingly. Whereas formerly an historical
event was dramatized for listeners
of the state of the state of the state of the state
of the state of the state of the state of the state
of guess at and win a silver spoon,
the new program dramatizes some,
seene which is supposed to suggest
the title of a song. The same prize
prevails for, the correct answers,
written on carton of sponsor's 'holdated' coffee.

Other than the shift in dramatization, program contains virtually the
same stuff. An unnamed ork, which
same stuff. An unnamed ork, which
small was the state of the state
and soprano, also untagged. The
male warbler clicks with his endition of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
inverse. Consumes about seven
minutes and is meritorious.

Reconstruction of program di
affect the commercial blurb, which
continues to be over-abundant. Details of the contest, at least, have
been tr mmed advantageously. Pets.

F.C.C. RECORDS **DURING 1936**

Washington, Jan. 3.
Proof that the Broadcast Division
of the Federal Communications Commission and its staff kept their noses
to the grindstone during 1936 was
offered today (Tuesday) in the annual report of Commish Chairman

in the grindstone during 1936 was offered today (Tuesday) in the annual report of Commish Chairman Anning S. Prall.

Reporting to Congress on complishments of the three divisions of the F. C. C.—broadcast, telegraph and telephone—Prall submitted a breakdown of finished and unfinished bir for the last fiscal year.

Major changes during the year-ending June 30, 1936, included reappointment of one Telegraph-Division Commissioner, George Henry Payne, resignation of Commiss Secretary Herbert L. Pettey and setting up of a new field office in New York, emilying 10 accountants.

Important broadcast policy changes included the adoption of a complete rules governing practice and procedure and the abolishment of quota units.

Applications designated hearing by the broadcast division totaled 605 during the year. Prall reported. Petitions and motions handled added up to 492.

Other distribution made of pleas received by the division was as fol-

Petitions and motions handled added up to 492.

Other distribution made of pleas received by the division was as follows—Applications dismissed, 132; applications, denied as in default for failure to file appearance, 27; pleas reconsidered and granted without hearing, 38; cases on which preliminary orders were written, 245; statements of fact and grounds for decisions published, 120; cases on which oral arguments were held before Broadcast Divisionites, 132, and cases heard before the division, 24.

Total number of broadcast stations in the U. S. was increased during the year by 38, according to the Commist report, but five transmitters were vanked off the air. Figure now stands at 656 commercial stations, though, counting all amateur, avia

stands at 656 commercial stations, though, counting all amateur, avia-emergency, experimental and other transmitters, 53,480 were in existence last June 30.

istence last June 30.

Five That

Five deleted, stations were KPJM,
Presscott, Ariz., whose license Commish. refused. to renew. WBHS,
Huntsville, Al., license dismissed with prejudice; WCAC, Storrs, Conn.,
license surrendered woluntarily; voluntarily; wCOS, Jefferson City, Mo., hours of operation voluntarily released to KFRU, Columbi, Mo., and WRDX,
Roanoke, Va., which re-leased its hours of operation to WHIS, Blue-field, W. Va.

Applications received during the year were 85. less than in the pre-lous year, but higher than the figures for 1932, '33 and '34. Broadcast division received 3.567 requests for construction permits, licenses, permits, to change equipment, power, frequencies, etc., and an additional 1,905 informal applications asking small favors with regard to changes in hours of operation, exension of equipment and program test periods, etc.

Authorizations for the year added

Authorizations for the year added up to 3,407 formal and 776 informal (consisting of letters, telegrams and roved deviations from time-shar-

WBBM Nut Club Back

Chicago, Jan. 3.
Revival of ori inal WBBM Nutty lub started on Saturday (2), running from midnight to closing, with the Charlie Agnew orchestra nd former presidents Charli Garland, now a WBBM salesman, and Bolbby Brown, Columbi -WBBM program chief.

chief.
Iso on show will be original Unwashed Baritone, Earl Babcock;
president-elect and m.c. Harold Isbell, Kitty O'Neil and Charli WilWBBM will try to get guesters
on the show, despite long-standing
opposition to guest appearances on
the part of the local vaude theatres
ight clubs.

McMurtie's with Ayer

urt McMurtrie is producing the two new Ford shows for N. W. Ayer. He Joined Ayer last week. McMurtrie was last with the Len-nen & Mitchell agency.

publicity for WATR, Water-does so in addition to his regu-chores. Stati ined-lty Jan. 1.

Television's Future

Washington Television is still a long way around that corner, in the inion of Comdr. T. M. Craven and Federal Communications and Federal Communications.
Commission engineers. It is still
in the laboratory with manutechnical hurdles to be mounted
before the art can be exploited
on a sound basis.

Nevertheless, the rate of
is rapi and the enthe laboratories of the

country are being concentrated on the technical development of televisi Commish expert de-

Facsimile transmission

Follow-Up Comment

(Continued from page 142)
is in Des Moines (in the script) and
Ace is in Detroit. Through a maze
of misunderstandings they have been
crossing each other—always missi.
Flot mechanics are ingenious as a
device for providing a vacation-for
long-oth radio actors. It writes them
in the complete of the continued of t (Continued from page 142)

Ted Hammerstein keeps his Kolynos music hall program going at a zingy speed that more costly revue programs might well emulate. Music is reversely to the pick-ups, free form the programs might well emulate the program of the pick-ups, free form the program of the pick-ups, free form the pick-u

Cheerie (Charles K. Field) in signing off Sonotone's quarter-hour atternoon program over the NBC red rim indicated that it would be resumed later, but gave no date. Feature used NBC payrollers, including, as director, Harrison [Es (leader of orchestra on Cheerio's every morning sustainer); John Winters, organist, Benny Baker, trumpeter, and vocalists, with Ben Grauer as announcer,

James J. raddock, heavy-weight champion, made a morning appearance with the Ida Bailey Allen program over WHN, New York, Dec. 30 and was introduced over the air as present by the courtesy of his sponsor. Tastyeast. Braddock and the sponsor are at odds because of a switch of programs that eliminated the champ. Latter handled himself well under questioning by Mrs. Allen and gave the kids in the audience toys.

Jack Fulton sings and ranklin Jack Fulton sings and ranklin McCormick reads poetry for Wrigley's. It doesn't sound like much on the program listings and it's unlikely that it can reach a wide audience. But for the folks who take it slow and easy and like their enter-tainment mellow and sentimental, this one is tastefully and agreeably dished out. With light and inobtrusive commercials.

Ida Bailey Allen morning hour for WHN, New York, remains a slick example of uniting many elements. A participation program, the hour last Wednesday (30) had the Zieg-feld theatre full of ids. Latter got free foys from champion Jimmy Braddock and free tootsie rolls from the candy company.

Braddock and free tootsie rolls from the candy company.

Method of handling the program is adopt. Commercials are clear and punchy and there is plenty of selling, yet the spiels are not allowed to run along. There is frequent recourse to Don Albert's music. Cookery is related to the practicalities of housekeeping. Thus the day before New Year's eve there was extended discussion (and trade-mark tie-ins) sitems for buffet suppers, etc.

the list of basic august of the list of th

John Shepard, 3rd, revealed on the occasion of the Mutual-Don. Lee ballyhoo marathon that he has a radio voice like Popeye. Its in layers—one basso below another with a marble rolling between 'em. It's an odd example of what the r io mike does to some voices.

Roake Carter took hi entire period one night last week to blast the exporter (by name) who ship the sporter (by name) who ship the Spoutsh belligerents despite the request of the U. S. State Department Thursday (7).

Not the Streamlined Furniture But the Manager Is What Counts

Chicago, Jan. 3.

Beautifully colored and printed sales promotional brochure's on stations; customarily describe in great and glorious detail the splendid wavelength, the ifty wattage, the especially constructed microphones, the chromium-treated control board, the advanced design of the transmitter, the hots-totay towers the the chromium-treated control board, the advanced design of the transmitter, the hotsy-totzy towers, the plush-covered studios and the ump-teen-zeroes electric organ, the cream-colored desk for the blonde receptionist, and the trick pants for the West Point instruded page boys. The brochures are full of prettly drawn circles in red, blue and pink to describe listening areas, and there is much type spent in discussing the listening habits of the audience the station serves.

In short, these beautifully printed pamphlets devote their entire space to discussing everyth the most important factor in the entire station serve.

station set-up: its showmanship and its management.

its management.

in the entire story of the success of stations there always the story, not of the transmitter, the market and the fancy couch the lobby, but the man or the men who direct the affairs of the station. Any simple survey among the sponsors; the advertising agencies and the actual buyers of radio time reveals the basic fact that the station marger is along the property of the station are results.

the basic fact that the station man-ager is alone the greatest single fac-tor in the success or failure of the enterprise. Managers have made great successes out of stations in hopeless situations and poor mar-kets, and the wrong kind of manage-ment has failed to make a click with stations in the most advantageous situations. For the basic story of radio busi-ness is the fact that 99% of it is done

that he (the exporter) refrain from exercising his technical privilege. Teari into the exporter's explanation and defense. Carter poured scorn and contempt on business men who cause wars. It was sledge-hammer stuff and an employment of radio propaganda that students of sociology ought to jot down in their note-books. It was a cinch to keep listeners riveted to the Philco quarter hour.

quarter hour.

Fred Waring whispered good-bye
to the Ford paycheck in a program
that, anticipating new year, contained a mention of the bandsman's
yen for another sponsor. It was,
however, nice valedictory that he
gave. Was gracious in wording and
delivery. Al Pearce follows for Ford.

gave. Was gracious in wording and celivery. Al Pearce follows for Ford.

Fanny Holemann, film lawyer, painted an idyllic picture of home life of the glamour girls, in a guester on Heinz's Magazine of the spart and fan-magazine stories, she said, the parties of marquee mandarins, are simple; quiet affairs—with bridge, backgammon and, ping-pong the most popular games, with talk concentrated on babies, etc.—women are women the world over—and departing hour fixed at 11 p.m., due to 8 a.m., raporting time on well of a ann. raporting time on well of the same proporting time on the world over—and departing hour fixed at 11 p.m., due to 8 a.m., raporting time on well of the same proporting time on the world over—and departing hour fixed at 11 p.m., due to 8 a.m., raporting time on well over the same proportion of the same p

with a trace of Southern accent.

Kolin D. Hager, manager of WGY. Schenectary and station's original ice, made one of now-infrequent appearances before microphone when he led off a New Year's greeting broadcast by men of the staff, with Bill Mecnam, as employed and the staff, with Bill Mecnam, as employed as a constant of the staff, with Bill Mecnam, as a constant of the staff, with Bill Mecnam, as a constant of the staff, with Bill Mecnam, as a constant of the staff, with a staff, with

Polesie Escapes

Hollywood, goodbye after 10 Herb Polesie

By DAN GOLDBERG

on trust. Clients who buy spots around the country must rely on the

on trust. Clients who buy spots around the country must rely on the good judgment, the honesty and experience of the individual station manager. Those managers who have built up reputations for square dealing, smart showmanship and good radio operation are gather in the bulk of the spot business because of this faith and trust.

Most agencies insist on affidavits of broadcast from stations carrying their programs. In most instances this is strictly a routine matter, with the stations sending them out in a batch at the end of each month, But the affidavits, even if they are correct (and often they are not), do not tell the whole story.

These affidavits may carry not arized statements that a certain disked commercial program was carried every day, and this will be the truth—but it will be cheating at the same time. Example: Station in Arkansas has five-a-week serial platter series for client in Chicago. Station gees a request to move one of the periods for Joe McGurk, who is running for local sheriff. Station moves one of the disked programs, ing it 15 minutes earlier or later. Station manager figures that the Chicago agency and client will never know the difference. And he's right, They never do learn about it in Chicago.

But that station manager has hurt that show. He has broken up a

Chicago.

But that station manager has hurt that show. He has broken up a listening habit which the client has worked hard to build up. Has broken up the continuity of the story.

Other stations work in much the same way. They get recordings mixed up and run them out of se-

quence, so that they make no sense at all to the listeners, so that they soon have no audience at all, hurting not only the client, but the startion itself. The monthly affication itself. The monthly afficates that the discs were broadcast every day, at the right time even; but that isn't the whole story.

Showmanship Way

but that isn't the whole story.

Showmanship Way

Sometimes a disc gets lost in transit. The smart manager will fill in with a sustaining show and make an announcement that due to unavoidable circumstances, the show is lacking today, but will be in on its regular time the next day. And the following day will take five minutes of his own time ahead of the show to give a resume of the previous day's episode, which he had gotten from the client. The not-so-smart manager will be too smart and just slag the disc on without any such resume and explanation. The too-smart manager gigures: Why should the station give five minutes of free time to the sponsor? He doesn't realize that by giving those five minutes he's helping build up his own audience.

And it all goes back to the individual manager. It's the way he handles the clients and agencies that counts where his station is going. He may be out in the wilderness, with nothing but coyotes as an audience, but smart handling has gotten such stations the breaks over more advantageously situated transmitters.

Throughout the country the story

mitters.

Throughout the country the story of the click of stations usually coincides with success story on the part of the sales and station manager. And in these many instances it's usually the station manager who is known even better than the station itself among the buyers and ithin the trade.

Agencies—Sponsors

Bayer-Semesan (seed treatment made by a Du Pont subsid) testing adio through Thompson-Koch, Cin-

Webster-Eisenlöhr cigars contemplating use of time signals, either one or two per eve. Start of campaign tentatively set for two weeks hence. Through N. W. Ayer.

Golden State Co., Ltd., has can-celled its 'Menu Flashes' on KPO. San Francisco, after more than two years of twice weekly morning quarter-hour broadcasts. Agency is N. W. Ayer.

CHB Studio Party, bankrolled by California Conserving Co. Tuesday nights on the Pacific Coast NBC-Red web east as Denver, adds three new outlets in Texas—WBAF, Fort Worlt: KPRC, Houston; and WOAI, San Antonio—and WKY, Oklahoma City, Okla, on Feb. 16. Quarter-hour shows, which feature a guessing game, Who Am 17; with merchandise prizes for correct answers, handled by Emil Brisacher agency and ired from the NBC San Francisco studios. swers, handled by Emil E acher agency and ired f the NBC San Francisco studios.

Joseph Magnin Co. has moved its Hollywood Reporter program from a Wednesday night spot to a Sunday afternoon period on KPO, San Fran-cisco. Agency is Sidney Garfinkel.

Pacific Gas & Electric show, Tales of Californi 'on KGO, San Francisco, has moved to 900 p.m. PST Sundays, to make way for the California Chai tores Association program, 'Cali ia's Hour,' which switched from Don Lee to the NBC-Blue outlets last Sunday (3),

Coolidge agency (Des Moines) placing 5-min platters for American Popcorn Co. Platterized program, designed to run once weekly for 52

spot skew under-going some revamps through Mar-schalk & Pratt. Moments You Never Forget' stanza switches from WHK. Cleveland, to WTAM; also from CKLW to WJR in Detroit. Oh KNX. Los Angeles, the running time shifts from Thursdays to Sundays.

Keilogg, through N. W. Ayer, and Penn Tobacco, through Ruthrauff & Ryan, interested in sports commen-tators and similar material for the spring. Tobacco outfit has lately been adding ether schedules as dis-tribution rounds itself out.

SCHOOL FOR RADIO OPENS IN ITALY

Rome. Dec.

New center of radio trai just been opened near Rome's broad-casting station. Center will give instruction in all kinds of work connected with io broadcasting. It will institute io me-

chanics, radio announcing, and radio entertaining porti

To the courses in radio entertainment only members of the theatre and of the Academy of Dramatic Art will be admitted. those who have experience in newspaper work will be allowed to study radi

work will be allowed to study radireporting.
When the center was inaugurated a speaker at the ceremony called attention to the fact that in 'all Italy there were to date only 600,000 that there were to date only 600,000 that that number was small in comparison to other countries' registrations of radi

It is hoped to increase the number of Italian radio listeners by decreasing the price of Italian radios,

Here and There

Harry Algus, asst. io editor of the New York American, has just qualified as a lawyer by passing the

Olive Sharman, performer at WJR, Detroit, back from trip to England.

Hunt, pres. of WMBC, De-troit, off for Florida visit,

Hodges will solo for another 13 weeks on the Joe Penner show.

Guest stars for four weeks of Ben Bernie's Coast broadcasts will be Ethel Waters, Ruby Keeler, Julius. Tannen and Mary Boland. Set by Herman Bernie.

Rush Hughes readying a sports broadcast for Kelloggs.

Claudette Colbert and Fred Mac-Murray will do 'Gilded Lily' for Lux Jan. 11, a radio adaptation of the pic-ture starred in for Paramount.

Ralph Kan , long ailing, back as announcer at WELL, New Haven.

Craven of F.C.C. Calls Dailies' **Reallocation Yarns Extreme: Put Stations in Six Groups**

VARIETY

First installment of engineering nestions will report on reallocati he handed to Federal Commu tions Commission within short time, but no definite recommendations will be forthcoming for several more

Waiti blanketing and interference matters, Commish experts have reached for-mal conclusions some the broader issues raised last October.

but, contrary ress yarns. are still looki variety of ticklish uestions related

to super-power, horizontal wattage raises, duplication of clear channels, and modernization of technical standards. These headaches will be

raises, duplication, of clear channers, and modernization of technic all standards. These headaches will be taken up later this month at i formal round table talks with industry representatives before decisions are made.

With bulk of the hot potatoes still smoking, Comdr. T. A. M. Craven, chief, engineer, last week knifed printed tips he has made up his mind on all of the principal topics retuitlated last fall, members of the Broadcast ivision added there is little likelihood of any major decisions being reached for weeks to come. Craven put the daily ress yarns—which visioned a chain of 25 500 kw transmitters—in the category with stories of Mark. Twain's death, They are that premature.

rincipal Proposals

Principal proposals engineers will lay before the broadcast rulers are:

ruleis are:

(1) Removal

(2) Removal

(3) Removal

(4) Removal

(5) Reduction at this time concerning

super-power grants, however, as en
gineers feel each application should

be considered individually.

(2) Reduction in number of pres
ent clear channels. Experts will

point out that approximately 15 ribons, now are only theoretically ex
clusive, recommending Commish

recognize facts and remove the

recommending Con facts and remove recognize facts broken-down stripes from the clear

broken-down stripes from the clear category.

(3) Emphasis will be placed on economic and social considerations in making future grants of all varieties. While engineers have not agreed on set standards, they will urge divisionites to give these, factors as much consideration as has been accorded engineering phases of allocations.

(4) Classes of, stations will be increased from four to si. New groupings, will be A, clear-channel with minimum strength of 50 kw; for limited group of transmitters on broken-down clear frequencies; C, high-power regionals, ith probably more waitage than at present, possibly up to 50 kw; D, ionals, with power of 1 to 5 kw; as currently; E, high-power locals; using from 250 to 1,000 waits, and F, locals, ith 100-250 waits.

Commish experts have virtually agreed these according to the clear condensation of the clear case for the clear condensation of the clear co

100-256 watts.

Commish experts have virtually agreed there are few valid engineering objections to higher power all olong the line, but will point out that effect of horizontal wattage

KARK's Quiet Change

ittle Rock, Jan

Without fanfare, radio station KARK, Little Rock, went on a split NBC web today. There were no special announcements or programs, nationally or locally, in honor of the new Jink, the only mention being a salute during the National Farm and Home hour.

salute during the National Farm and Home, hour.
Formal opening originally planned for today by Colonel T. H. Barton, owner, and Ed Zimmermann, manager of Radi Enterprises, Inc. owners of the station, has been postponed unit's later date and will be iven downtown, probably after the new governor inaugurated on Jan. 22.

Jan. 12.

KARK upped its power to 500 w nighttimes and 1000 w daytimes with the inauguration of NBC service. Statisty also plans to operate from 6 and to midnight, being the only statist, in the state to operate until middight.

Re: Super-Power

Washington

Clear-channel operators re-ceived support for their con-tentions that maintenance of at least limited number of exat least limited number of ex-clusive ribbons necessary when Chief Engineer T. A. M. Craven turned in his annual re-port to Federal Communica-tions Commission today (Tues-day)

Reviewing results of Commish inquiry into listener preferences, which was hotly assailed by regional broadcasters at inquiry into listener preferences, which was holty assalled by regional broadcasters at October reallocation confab, Comdr. Craven informed his bosses that data collected shows very clearly dial-twisters rely upon secondary of clear-channel stations for acceptable programs. At the same time, gave an indirect endorsement of superpower. Remarking that WLW, Cinci has operated satisfactorily with 500,000 kc since installing directional antenna, Craven pointed that effectiveness of high wattage in extending coverage and providing better service to farm areas was demonstrated by popularity of Crosley

farm areas was demonstrated by popularity of Crosley station in the F.C.C. Re-marked that W.L.W. first choice of knob-turners i 13. states from Michigan to Florida and Virginia to Arkansas, as well as second choice in si other distant sections.

jumps might be adverse to many transmitters. Accordingly, they will urge the Broadcast Division to look closely at every application for more juice, registering objections against any compulsory lifting of strength. What will be done about opening up new channels, either by extending the regular band beyond 1500 for or by narrowing the separation space between adjacent stations, mains uncertain, These subjects will be treated later, with recommendations on reduced mileage and spations on reduced mileage and spectrum separation being withheld until after the informal talks with private and commercial technical sharps on the 18th.

Weed & Co. named sales reps for WCOP, Boston, 500-watt indie. Weed firm simultaneously ceases to be reps for WHDH, another Boston in-die, previously on its list.

reps for WHDH, another Boston indie, previously on its list.

Acquisition of WCOP gives Weed both stations in which Ardg Bulova holds a big block of stock. Other is WMEW, New York, added to the rep's list about two week

RENT SLASH IS **NEXT ABC MOVE**

In a further move to economize the Affiliated Broadcasting Co. regional net is negotiating for stu ios and offices in the Stevens hotel. At the present time, located as they are, with the whole 42d floor of the Civic Opera building as the base of their operations, this change would cut coats considerably, the new negotitions calling for two studios and two offices, possibly on a due buil basis or publicity exchange.

Two weeks ago the hours of broadcast were sliced from 16 to nine, and the staff also lopped plenty. Also, many. Chicago-produced programs were discontinued, being replaced by programs of various local stations.

rograms of various local station fed to the entire web.

Scripps-Howard Looks Out Of Luck on Ohio Desires; Examiners Unfavorable

Washington, Jan. 3.
Supplemental reports regarding Scripps-Howard applications for permission to construct new stations at Columbus and Toledo, Ohio, last week were rendered by two Federal Communications Commission examiners, but no change was recommended in a former decision that proposed service was not needed.

needed.
Request of Continental Radio Co.
—owned by Scripps-Howard newspaper chain—for a station on 1310 kilocycles with 100 watts, at Columbus, and a Toledo station, to be operated daytimes on 1200 kc with 100 watts, looked out of luck, when Examiner's Robert L. Irwin and P. W. Seward suggested to the Commish that the original recommendations for denial 'be not changed or altered in any respect.'

Inside Stuff—Radio

All differences between Chicago radio stations and the two baseball teams, the National League Cubs and the American League White Sox, were finally ironed out last week and the stations signatured the new broadcasting contract which, for the first time in Chicago ether history, calls for a cash payment to the ball clubs for play-by-play privileges either on a commercial or a sustaining basis.

Only holdout at first was WGN, the Chicago Tribune station. WGN did not object to the coin angle but was a bit worried about the terminology of a couple of clauses regarding the stations, liability on the broadcasts and the classification of the broadcast news as property. Rearrangement of the wording of these clauses smoothed the Tribune's brow-wrinkle.

'All stations planked 50% of the total coin named in the contract right on the line, with the other 50% to be paid during the season. Prices for the broadcast rights range from \$7.500 for the 50,000-wast stations down to \$3,000 for the secondary transmitters and \$2,000 for the bottom group.

Indications are that the same stations that used baseball will repeat in 1337; WGN, WBBM, WCFL, WIND, with the possibility that WMAQ, WJJD and WAAF will be added to the list.

WGY, Schenectady, led all NBC stations for 1936 in smallness of operating time lost through failure of technical facilities or personnel, the Schenectady 50,000-watter being off the air for a total of only six minutes in 5,500 hours. This represented a reduction of 50 per cent from WGY's 1935 figure. Goal set for 1937 by Willard J. (Bill) Purcell, chief engineer, is another halving of time lost.

Considerable conjecture in radio throughout country as to the successor to Lew Weiss as manager of WJR, Detroit, following Weiss' shift to the Don Lee web. Several men under discussion for the Job, which rates among the top positions in the radio industry. Understood Leo Fitzpatrick and Dick Richards are really cudgeling their heads trying to figure out this problem.

With the shifting of the Tastyeast account from J. Muller agency to Peck the status of James J. Braddock, heavyweight champion, is up in the in. On advice Braddock has been showing up at rehearsals. Where, it is said, he is nicely ignored by the cast, the agency and everybody. Braddock's contract direct with the sponsor.

Ictograph Products Corp, which now markets its own 'silent radi, plans, ultimately to license the 'silent' feature to all manufacturers of radios. Firm isn't inclined to engage in radio set manufacturing if getting enough licensees to use its patented acousticon feature.

E. K. Cargill, president of WMAZ, Macon, Ga., sang a solo over his slation for 12 cans of pork and beans and treasurer Wilton Cobb threw discretion to the winds and vocalized for 50 pounds of potatoes. All part of the station's campaign to help welfare work i community.

Weed Reps WCOP, Boston Yankee Medicine Show Biz Moves In On South America

By EDGAR A. GRUNWALD

Sponsor interest in foreign radio as a medium for peddling commer-cial wares is again markedly shifting from the Eastern to the Western hemisphere. While Europe and enremisphere. While surops and en-virons are generally more populous, more literate, and better known in a marketing sense than South America, etc., the economic and po-litical setup across the pond is slowly litical setup across the pond is slowly squeezing out commercial radio as a sales' possibility. There is, still Radio Luxembourg, with its world's highest per-hour rate of about \$2,000, and its line of customers waiting for a chance to procure time, but Luxembourg is the last stronghold in a waning situation.

waning situation.

Within the past year Europe once more titcked in its belt as regards commercial broadcasts. England's stand against blurbing is adamant. Spai in the throes of a civil war, is out. France, meanwhile, in deference to England, has slapped a 48% gross tax on foreign broadcasts. And the stations can't absorb this, either. It's got to be charged directly against the sponsor. What the tax will mean in terms of clipped revenue (if any) hasn't been determined yet, but at least it's an ominous straw indicating the direction of the will Europe, in short, continues to find

Europe, in short, continues to find radio better suited to the 'cultural' and propaganda purposes of its various governments than to the benefit of merchandisers. Kultur is being sprayed by high-wattage stations for around-the-globe consumption; and that's about the extent of advertisi done via the ether urope.

done via the ether urope, ite this wever, U. S. sponsor expenditures in foreign radio are on the upbeat (and this doesn't count Canada, which has some integral part in U. S. io via the chains and the station reps). Increases in appropriation over the previous year are generally igh, and show the fastest gains in the following tries: Argentina, Brazil, Colombia, Venezuela, Cuba, Hawaii and the Philippine Islands. Those countries have a combined total population of 95,000,000. It Canada is added, it means, 11,000,000 more.

Set-Buying Brisk

Reason for this upbeat in the West-ern hemisphere is pretty obvious. The natives down at the equator are The natives down at the equator are buying sets—a lot of them. Foreign stations are building better transmitting plants, and improvi programs. And while the U. S. sponsor is still harassed by the whimsies of foreign exchange, lack of coverage data, and the intermittent upheaval in trade treaties, he's nonetheless beginning to be wised up in a small way about radio areas outside his homeland.

During the past year the boys with

OKLAHOMA 7 IN REGIONAL

Oklahoma City,

roup of seven Oklahoma stations has teamed together for a state web to start sometime this month. Maroup of seven Oklahoma stations, has teamed together for a state web to start sometime this month. Majority of, the member outlets are 100-watters, and most of, them are newspaper-owned. Include KGFG, Oklahoma City 100-watter, recently acquired by Harold Hough (long identified with Amon Carters), KADA, Ada 100-watter; KVSO, Ardmore 100-watter owned by the Daily Ardmoreite; KBIX, Muskogee 100-watter owned by Muskogee Phoenix and Times-Democrat; KGFF, Shawnee 100-watter, owned by the Shawiee Morning Star and Evening News; KCRC, Enid 250-watter, owned by the Enid Morning News and Enid Eagle; and WBBZ, Ponca City 100-watter.

Ross Porter Shawnee is prexy

Ross Porter Shawnee is prexy of the new Tams. Bixby, Muskogee, is v.p. Joe Lee, Ada, is secretary, while Ivan R. Head, Oklahoma City, is treasurer. Glenn Condon, Tulsa newsman, ill be managing discours. aging director.

aging director,
Outfit expects to get going with
four hours of programing daily. Programs may be started from anywhere in the loop, and e.t.'s are on
the verboten list, though members
may take them as individuals.

the biggest bankrolls for seas ether spending were, not unexepectedly, those eternal opportunists, the proprietary medici and the drug crowd. This fraternity isn't finding the sledding any too casy is many places because of copy control, registration and health department approval. But this is old stimulation to the proprietary medicine crew, Until they partially got the gate on U. S. radio they were one of the cash till's greatest assets her (the drugs still are by a good margin), Now they're a big asset elsewhere as well. No. 3 on the list is food and food

No. 3 off the list is food and food products. Notable spenders in this category are Borden (Klim—a milk product) and Nestle.

And No. 4 are the radio manufacturers. Latter are plugging own wares hettily since there is a boom in foreign set markets. During the first nine months this year manufacturers assembled for export 521,000 sets, 6,282,000 tubes, a quarter million loudspeakers, and 54,000,000 worth of parts,

milion Joudspeakers, and \$4,00,000 worth of parts,

Inside or Outside Spi rom the program angle, foreign radio shows a trend towar live talent. This is accentuated by two factors: (1) live talent is thought to produce better results, as a matter of experience; (2) live talent generally is no more expensive than way. Discs have import duties on them is most countries. Mexico, for instance, socks each platter either 50 pesos pesos, depending on whether it unspools from the inside or the outside. Nobody over here understands why inside or outside unwinding should have anything to do with the duty scale, but, anyhow, the tax amounts to \$14, or \$7 per head, depending.

OUTSTANDING 1936 SHOWMANSHIP STUNTS

(Index of special radio exploitation tirups and other activities picked by Variety each week during the year just ending.)

just ending.)
Ielei Ciub. WGST. Atlania,
Lava Autograph. 1714.
City Council on Wax. W. Cincinnas.
City Council on Wax. W. Cincinnas.
City Council on Wax. W. Cincinnas.
City Service, Quiz. KRRD, J.os. An
1/28.
Line Cuis. WGST. Allania. 2/
Wan Who Was Hanged, Bluder show, 2/4.
Burial of Hit Song, WFSL, Syricins.
2/11.

None, 8/25.
Traffic Patrol Awards,

Traine Fattor Awards,
Pittsburgh, Recover
Pittsburgh, 4.76.
None, 4.74.
Factory-Station
Ion, Ont. 4.721,
None, 4.721,
None, 4.721,
None, 5.62.
None, 5.62.
None, 5.62.
None, 5.72.
None, 5.72.
None, 5.72.
None, 5.72.
None, 5.72.
None, 5.72.
None, 5.73.
None, 5.74.
None, 5

6/17.
None, /24 to 7/22.
Garden Party Inaugural. 7/2 Fighting Edito

Fighting built 8/4. Panelmen's Musical Francisco, 8/11. None, 8/18. None, 8/26. Behind Fil

9/1. None, '/ Andy's Infant, Peters, 9/18, Amos 'n' Andy's Infant, Peters, 9/18, Junior Vox Pop, WGAR, Cleveland, 9/18, Pieter Resums for New Listener, Calewall's Pepting, 9/22, WHR.

well's Pepsin; 8/22.
Season, Opener Show, WPHR,
Season, Opener Show, WPHR,
Michigan Speaks, WVR, Detreit, 6/22,
Michigan Speaks, WVR, Detreit, 6/24,
Michigan Speaks, WVR, Detreit, 6/24,
Michigan Speaks, State Show, KQW, Season, 10/13,
Conkery, In Theatre,
Monthly
Monthly
Monthly
Morthly
Morthl

11/3.
Crop Feativals
phis, 11/10.
None, 11/17.
Local Mayors TieRazor, 11/24.
Organized Heckling,
12/1. Christino. ourt of Current

Court of Curren 12/1. Call Letter City, 12/1. Christmas Knoxylle, 12/ None, 12/15, Rooster Show, 12/22. None, 12/29, nxux, Kanen

WNOM. Cintie)

THE GREATEST SALESMAN THAT EVER LIVED...





PLYMOUTH, DODGE,

MAJOR

EDWARD

BOWES

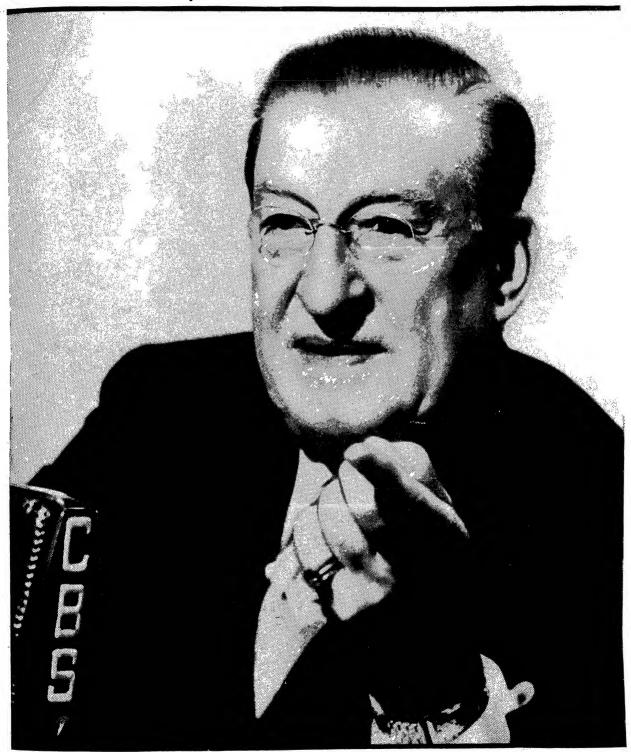
and his original

AMATEUR HOUR

9 to 10 P.M., E.S.T. OVER COLUMBIA NATION-WIDE NETWORK

_Sponsored by

DE SOTO, CHRYSLER..



Chrysler Corporation



RY CIRCUIT

Amateurs on Tour-ST. PAUL MONTREAL

4WEEKS



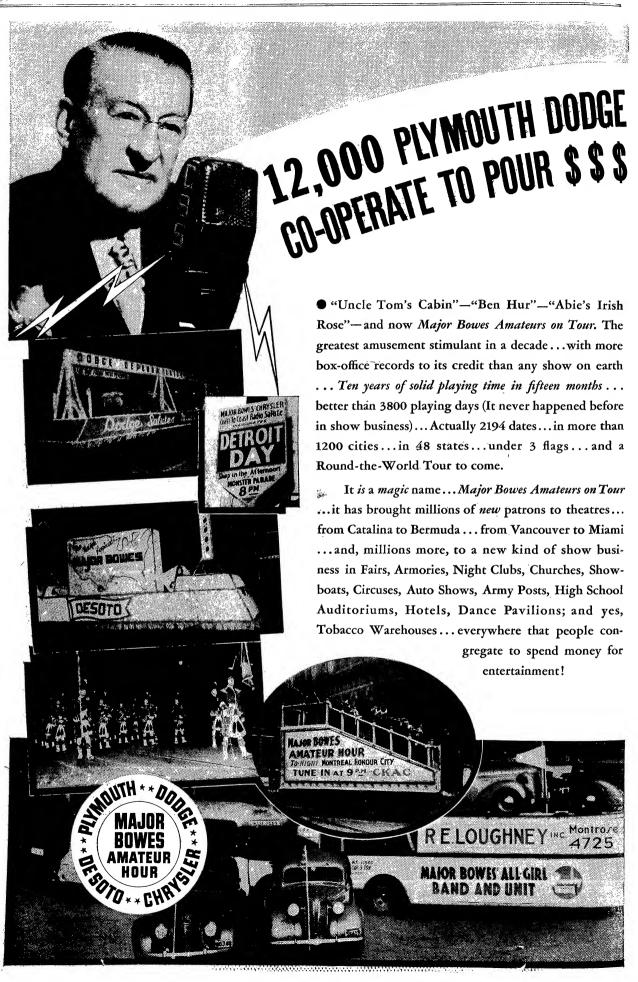


Spousored

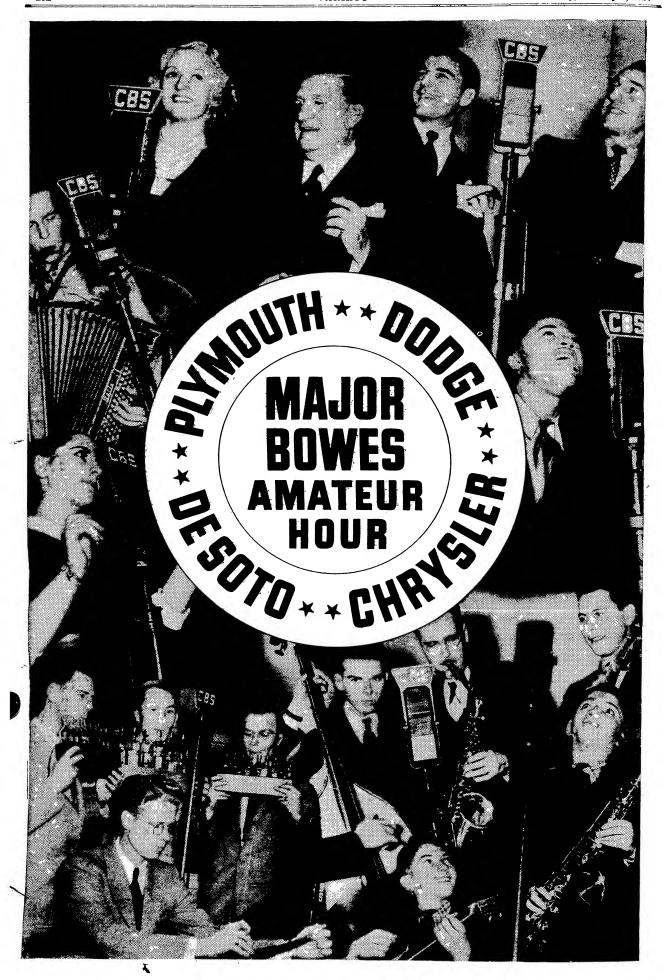
NDEPENDENT EVERYWHERE

DETROIT 24 WEEKS CHICAGO 8 WEEKS PITTSBURGH 8 WEEKS WASHINGTON INDIANAPOLIS BALTIMORE 7 WEEKS 6 WEEKS 6 WEEKS CLEVELAND COLUMBUS 5 WEEKS CINCINNATI 6WEEKS 4 WEEKS BOSTON 4 WEEKS TORONTO SAN FRANCISCO 5 WEEKS MINNEAPOLIS 5 WEEKS 4WEEKS

Showmen Everywhere







Edward MacHugh

*Blackman (Ivory) 9:45-M-Th-F-WJZ Capt. Tim Healy *Blackman QUAKER GATS CO.

Marion Valley

Gardiner

Gardiner

Gardiner

Grander

Jane Webb

Gardner

Jane Webb

Gardner

Jane Grander

Jane Grander

Jane Grander

Jane Hebelt

Gardner

Jane Hebelt

Gardner

Jane Hebelt

Jane Webb

Gardner

Jane Hebelt

Ja

'Behind the I lines' Edwin C. Ill Harry Sosnik "Burnett

*Burnett
REGIONAL ADV.
II:30 am.-Tu-SaWEAF
'Mystery Chef'
*McCann-Erickson
SHELL.
(Petroleum)
9:30-Sa-WEAF
Joe Cook

NETWORK SPONSORS

WEEK OF JAN. 6-12

(ALL TIME EST)

Commercial programs are listed alphabetically under the advertiser's corporate name. Asterisk indicates advertising agency handling program. Where sponsor has more network program they 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

ACME 5:30-Su-WEAR lome Harmonies' niling Ed McCon CARNATION MILE 19-M-WEAF
Lullaby Lady
Maud Muller
Frank Black
Ruth Lyon
*Erwin, Wassy
Offices Service
5-F-WEAF nell Irma Glen Palmsr Clark Oro • H. McDonald

H. H. McDondal ALLEGERANY ALLEGERANY ALLEGERANY ALLEGERANY ALLEGERANY ALLEGERANY ALLEGERANG ALLEGER Rosario Bourdon Or Revelers *Jord * Thoms* LAMONT CORLISS (Pond's) :30-Tu-WJZ 'Husbanda & Wives' Allie Lowe Miles Sediey Brown *J. W. Thompson FORD Fri-9:00-W-IZ

Tri-9:00-W3Z
'Universal Rhythm'
Rex Chandler, Dir.
Caroleers
Frank Baker
'N. W. Ayer

FIRESTONE Richard Crooks Vocal Ensemble Sweeny-James

*Sweeny-James FITCH 7:45-Su-WEAD Morln Sisters Ranch Boys *L. W. Ramsey

GENERAL
ELECTRIO
4-M-WEAF
Hour of Charm'
Phil Spitainy Ore
Maxine
Evelyn Kay
3 Little Words
Lola & Rocchelle
Glee Club

Glee Club *Maxon GENERAL FOODS (Calumet) 5-Su-WJZ

'We, the Peeple'
Phillips Lord
Mark Marrnow Or

Young & Rubicar
5:30-Su-WJZ

Young & Ruucan.

5:30-8u-WJZ
(Taploca)
Stooppagle & Budd
Don Voorhase Oro.

Young & Rubleam
(Sanka)

\$ p.m.-M-WJZ
Hambl'
Helon Huyes
Helon Huyes
Vera Adams
Laura Bowman
Mark Warnow Oro

Young & Rubleam
(Syrup)

Syrup)
Sp.m.-Tu-WJZ
Log Cabin Dude
Ranch

"Log "Cabin Dude Ranch"
Louiss Massey Westerners & Westerners & Westerner & We

(Jell-O)
7-Su-WEAF
Jack Benny
Mary Livingston
Kenny Baker
Don Wilson
Phil Harris Ore
*Young & Rubicam

*Blackett
BETTER SPEECH
3-Sn-WJZ
Your English
*Anspitz-Lee

Anspitz-Lee
BOWEY'S
5 p.m.-Tu-ThWEAF

While the ity
Siseps.
Finney Briggs
Forest Lewis
Velan Fridel
Jes Pugh
Sam
Charle Bam
Charle Bam
Charle Nelson
Ratie Nelson
Fauline, Hopkins
James Goes
**Comer Goes

*Comer
BRISTOL-MYFRS
(Sal Hepatica)
9-W-WEAF
(Ipana)
Fred Alien
Portland Hoffa
Petar Van Steedar
Orc

Portland Hoffa
Peter Van Steedan
Or
BROWN &
BR

CAMPANA D.m.-F-WEAR

Pirst Nighter
Don Ameche
Barbara Luddy
'Aubrey, M. & W.
3:30-Su-WEAF
Grand Hotel'
Anne Seymour
Lester Tremayne
Betty Winkler
*Aubrey, M.

(Diamond Salt) 'Adventures of Capt Dlamond' Alfred Swanson *Benton & Bowles

*Benton & Bowles
GENERAL MILLAS
5:30-M to F-WEAF
5ack Armstrong,
All-American Boy
Jim Ameche
John Gannon
Wm. Myers
Jane Malkanus
James Goss
Gilbert Douglas
*Blackett-S.-H.

GEN'R'L MOTORS
10-Su-WEAF
Gen. Motor Symph.
Grace Moore
'C'inpbell-Ewald

Cimpbell-Ewald
HOUSEHOLD
FINANCE
:SO-Tu-WJZ
Edgar A. Guest
Bernardine, Flynr
Sidney Elletrom
Gaillicchios Oro
'C. D. Frey
HORLICK'S

(Maited Milk)
M to F-7:30-WJZ
Lum & Abner
Chaster Lauck
Norris Goff
*Lord & Thomas "I.ord & Thomas
HUDSON COAL
2-Su-WEAF
Boneath the Surface
Landt 3 & White
Col Jim Healey
Laiphton-Nelson

HUMPHREY'S
5:45-Su-Tu-Th-WJZ
Sweethearts of the
Air'
Breen & DeRose
Andy Sannella
*Blow

INT'L SILVER
4:30-Su-WEAF
'Musical Camera'
J Cherniavsky O
Willic Morris
'N. W. Ayer

JEL SERT

(Maple Mix)
Sa-11:15 a.m. WJZ
'Melody Romance'
Chas. Sears
Harry Kogen Orc
•Rogsr & Smith

Rogsr & Smith
JERGEN
JERGEN
JERGEN
JERGEN
JERGEN
JOHNSON & SON
(Floor Wax)
8 p.m.-M.WEAF
Fibbar McGee &
Melly
Marion & J. Jordan
Charles Laveer
Tod
Tod

Charles Laveer Ted Wesms
*Nsedham, L. & B.
HELLOGG
5:50-Dally Ex. SaSu-WJZ
Singing Lady
freene Wioker
Milton Rettenberg,
planist
N. W. Ayer

BRAFT-PHENIX 10-Th-WEAF

KRUEGER BREW 10:30-M-WEAF 'Krueger Musical

LADY ESTHER 8:30-Tu-W-WEAD Wayne King Ore Stack-Globe

Vane Aing Ore

Stack-Globe

LOOSE WILES

9-Sa-WEAF

'Snow Village
Sixetches'
Arthur Allen
Parker Fennelly
'Newell-Emmett

LUDEN'S

10:30 p.m.-Tu
"H'wood Gosslp'
Jimmy Fidler

"J. M. Mathes

MAGFADDEN.

MACFADDEN

9:30-E-WEAE

Court of Hum Relations

Relations
Bill Pringle
Ned Wever
Wilmer Walker
Alice Reinheart
Rita Johnson
Helen Spring
Vera Allen
Fred Felkel
Lucille Wall
Allyn Joslyn
*Arthur Kudner
Manhattan Sos

Wife Saver

Allen Frescott

Preck

DR. MILES LAB'S

(Alka-Seitzer)

(Alka-Seitzer)

100-Sa-WJZ

Nat'l Barn Dance

Uncle Ezra

Lulu Beile

Maple City

Tils M-W-F-WEAF

Linden Ezra

Radio

Extra

Ex

Bing Crosby
Bob Burns
Grete Stueckgold
Jimmy Dorsey (
*J. Walt Thom

10:30-M---'Krueger Musica
Toast'
Sally Singer
Jerry Cooper
Ray Bloch, Dir,
Debonaires 3

Henry Busse Orc Baggolsy, H. & H. NAT'L BISCUIT 9:30-F-WJZ *Blow

11:30 a.m.-Su-WJZ

'Dress Rehearsal'
Joe Rinss

Mabel Albertson
Morton Bowe
Pinky Lee

*Maxon

9:30-F-Wez-Twin Stars' Victor Moore Helen, Broderick Buddy Rogers Or-McCann-Brickson NAT'L DAIRY (Sealtest Lab) 8-Sa-WEAF Saturday Night CELLUCOTTON CELLUCOTTON
(Kleenex)
(IS-M thrn FStory of Mary
Marlin
Joan Blaine
Bob Griffin Fickert
Blatte Harriot
Harvey Hayes
Judith Lowery
Isobel Randolph
Frank Pacelle
*Lord & Thomas

(Mor-O-Oll)

9:30-SawWEAS
9:30-SawWEAS
10c Cook
Ernie Watson Orc
Joe Cook
Ernie Watson Orc
Johnny Welssmuller
Babe Ruth

PACIFIC BORAX 8:30-F-WJZ

8:30-F-WJZ
Death Vall'y Days'
Edwin W. Whitney
Lonesome Cowboy
Jean King
John MacBryde
Jeff Bryant
McCann-Erick

McCann-Erick
PEPSODENT
Daily-M-ThWEAF
Amos 'n Andy
Freeman Gosden
Charles Correll
(F. Minetrel Show)
Lord & Thomas
PHILIP MORRIS
8-TH-WEAF

8-Tu-WEAF
Phil Dues
G. B. Enters
3 Sweethearts
i.eo Reisman's Ors
Eton Boys
Charles Martin
*Blow

Charles Martin
*Blow
*FILLSBURY
Todave Children
*10:45-Deliy-wEAF
*Irma, Phillips
Walter Wicker
Bess Johnson
Ireans Wicker
Lucy Gillman
Fred Von Annon
Jean McGregor
*Hutchinson
*PRESSERVER
**Hutchinson
**PRESSERVER
**Hutchinson
**PRESSERVER
**PRESSERVE

PRINCESS PAT
6:30-8u-WEAF
A Tale of Today
Joan Blaine
Harvey, Haye
Laurette Fillirandt
Willard Farnum
Harriette Widmer
Frank Pascelli
lasbel Randolph
*McJunkin

*McJunkin
P'CTR & G'MBLE
(Crisco)
3:30 Dally Ex. SaSu-WEAF-11:30
a.m.-WJZ
'Vio & Sade'
Art 'Van Harvey
Billy Ideison
Beruardine Flynn
(Ivory Soan)

Bernardine Flynn
(Iyory Soap)
11:00 s.m.-M te FWZ; also at 3:45
p.m.-M, to F-WEAF
The O'Nellis'
The O'Nellis'
The O'Nellis'
The O'Nellis'
Jane West
Jane West
Joint Dunn
Jimmy Donelly
Jack Rubin
Chester Stratten
Jimmy Ransey
Jimmy Tansey
Jimmy Tansey
Jimmy Tansey
Jimmy Tansey
Jimmy Tansey

*Blackman
*Oxydol)
3:15 Dally Except
8a & Su-WEAF
Na Perkins
Virginia Payne
Marjorle Hannan
Chas Egelson
Charner Batson
Conta Daevh
Rutler Mandeville
Ken Griffin
Blacket

*Rinckett
(Chipso)
:45-M to Th-WEAF
11:15 a.m. M to FWJZ Waz 'Personal Column of the Air' 'Blackmanny' 'Blackmanny' M to F-10:39-WJZ Pepper Young Curtls Arnall Botty Wragge Marion Barney Jack Roscleigh 'Pedlar & Byan 11:48-mp Dally Ex Su & Su-WJZ Gospel Singer'

I Lucky Strike Cigst
10-Sa-WABO
Your Hit Parade
and Sweepstakes
Harry Salter's Ore
Buddy Clark
Edith Dick

Hilda Graham Henry Saxe Forrest Lewis Norman Gottschalk Alice Patton *Blackett-S.-H.

Jan Peerce Virginia Rea How to Be Char ing Beatrice DeSylvera *Blackett-S.-H. (Bayer's Aspirin) 5:30-Wed-WJZ Ethel Barrymore *Blackett

QUARER OATS CO, 'Kaltenmeyer's Rin-dergarter' 5:30-5a.WEAF Bruce Kamman Martin Jordon Johnsy Golf Thor Ericson Merrill Fugit Harry Kogen Ore RALSTON FURINA (Ry Kright) Josef Koestner's Or 'Gardino Pursna' (Bayer's) 9:30-Su-WEAF 9:30-Su-WEAF
American Album
Frank Munn
Lucy Monroe
Arden & Arden
Gus Haenschen D
Bert Hirsch
(Phillips Mog)
9-F-WEAE Dr

Grands of the control of the control

Andy Sannella Or.

**Riacket*

(Phillins More)

**Seed of the Seed of the Seed

Su-WABC
Renfrew th
Mounted'
Laurie York
kins, Au.
House Jameson
Chester Stratton
Joan Baker.
Hanley Stafford
Benton & Bowles
THOS COOK & SO
(Travel Service)
2:45-Su-WABC
Malcolm LaPrade

2:45-Su-WABC
Malcolm LaPrade
Lew White
L. D. Werthelmel
CORN PRODUCTS
(Karo and Linit)
1-M-W-F-WABC

Kenneth Webb. Au

Hour'
Betty Jaynes'
Jose I turbl, Cond.
'N. W. Ayer
Cond.

GEN, BAKING

5:30-Su-WABC
Guy Lombardo and
His Orchestra
BB.D. & O.
GENERAL SHLLS

GENERAL MILLS
(Wheatles, Bisquick, Gold Medal
Flour, Softsailk)
10 -M tu
WAB(
Betty and Bob
Elizabeth Relier
Lester Tremayne
10:15 a.m.M to FWABC

...

fowell Thomas.

ARPITALY AST
7.16-TALY AST
7

orr-WIZ

ore Rich

woonvilleys
(fercons)
9-15-So-Wij
Rhopling Rhythm
Shen Fields
Frenk Parker
Indy Canova

vale

fienen & Mitchell
Inn
(fercons)

Kenneth. Webb. Au.
Don Voorhees, Ore
SORD MOTON
9-TB-WAME
9-TB-WAME
9-TB-WAME
9-TB-WAME
Al Pearca
Allene Atheterdam
Harry Foster
Mable Todd
Andrews
Monroe Uplon
Travis Hale
E. J. Derry
Wm. H. Wright
Larry March's Ore
9-5-8-WARD
HOWARD
HOWAR

Jine (Jergens)
4:30-M to F-WEAE
Follow the MoonElsle Hitz
Nick Dawson
*Lennen & Mitchell

COLUMBIA WARC

(Dr. Lyons)
11:15 a.m.-M-Th-FWEAF
'Back Stage Wife'
Vivian Fridell
Ken Griffen

AFFILIATED
(Edna Wallace
HODDE Cosmetles)
12:36-M-F-WABC
Romance of Helen
Trent
Marie Melson
David Gothard
(J.o.cu.r. Kissproof,
Clack Melson
Rich Manis Darling
Peegy Allenby
Ona Alunson
"Blackett

A &

*Blackett

& Ti-WABC

Kate Smith's Band
Wagon
Jack Aller's Ore
Jack Aller's Ore
Jack Aller's Are
Brun Sisters
Ambassadors 4

*Paris & Peart
AMERICA

(Blandol)

(Blandol)

HOME PRODU
(Risodol)
S-F-WABC
B'way Varieties'
Oscar Shaw
Carmela Ponselle
Elizabeth Lennox
Victor Arden's Or
(Kolynos)

(Kolynos)

8 p.m.'Hainmerstein
Music Hall'
Tod Hammerstein
Lucy Laughlin
Jorry Mann
'Blacketi

AMERICAN TOBACCO CO.

Songsmith 4
*Cord Thomas
Lord LANTIC
BELANTIC
BEFFINNG
115-Th-Sa13- And Fo
Farker Fennally
Margaret Des
Harry Humphreys
*N. W. Ayer
Harry Humphreys
*N. W. Ayer
MANAGE COHP.
(Frsonal ionis)
L-Sa-WASE
Friend Bases
Friend Bases
Friend Franker

CAMPBELL

E-WAND

WABC

Nodern Cinderells
Rosemary Dillon
Eddle Dean
Ban Gage
10:30 a.m. M to FBetty WabC
Betty Mac
10:30 a.m. M to ThHymns of All
Churches
Jos Emerson
Fred Jack
10:48 a.m. M to FNews WABC (Soup)
F-WARD
Hollywood
Lobe Winder Girls'
Deanna Durbin
Alice Brady Branger
Ghanie, Barnes
Frances Langford
Anna Jamison
Loudlik Farnons
Raymond Palge Ore
Groff Control
(Tomato Juice)
Side-WARD
Holly Martin
Ken Niles
Control
Tony Martin
Control
Tiso-Sa-WARD

Tiso-Sa-WARD

Tiso-Sa-WARD

Co.

7:30-Sa-WARC
Carborudum Band
Ed. d. Anna, Cond,
Francis Bowman
'B. B. D. & O.
CHEVROLET
MOTORS
6:30-Su-WARC
Rubinoff

GULF 7:30-Su-WABO "The Gasette" Phil Baker Harry McNaughton Beetls Moorehead Agnes Moorehead Artie Auerbach Harry Von Zell Ed Smalle, Ar-ranger Bob Allen Oscar Bradley's Orc

Oscar Bradies 7 G's Young & Rubicam

Young & Rubleam
H. J., HEINZ. CO.
Il a m.-M.-W-FWABC
WABC
Il a m.-M.-W-FWABC
WABC
In Magazine of
the Magazine
Mr. Harrison Eustle
Gretta Paimer
Delmar Edmundson
Elile Mag Gordon
Jerry Macy
Read Kennedy
Read Kennedy
Read Kennedy
Carleton Young
Bita Allyn
Dorothy Lowell
Dorothy Lowell
Ted . Red
E. A. Rolte's

ILLINOIS CENTRAL R. R 7:30-Su-WBBM Headin' South' Rich: Czerwonky Ruth Lyon Chevallers 4 Norman Ross *Caples Co.

*Caples Co.

KNOX GELATINE
11:15 a.m.-Tu-ThWABO

'Quality Twins'
Ed East
Ralph Dumke
Gene Ramey
Dick Ballou's Oro

*Federal
LADY ESTHER
-10-M-WABO
WAYNE KINS's Oro

Wayne Kins's Oro

1-M-W-F-WABC
Five Star Revue'
Morton Bowe
Merl Bell
Bill Johnstone
Ray Sinatra's Oro
*E. W. Hellwig
CUDAHY PACK. CO
(Old Dutch Cleanser)
9:45 a.m.-W to FWABO

LEHN & FINE (Pebeco) 12 Noon-M to WABC The Gumps WABC
The Gumps
The Gumps
Agnes Moorehead
Wilmer Walfer
Jackle Kelk
Hman Brown, Dir.
Lennen & Mitchell
(Hind's Honey, and

12:15-M to WABC Bstween the Book

9:45 a.m.-M to FBacholor's Children's
Fatricia District
Fatricia 11:45 a.m.-M-W-F-WABO

WABO
Dr. Allan Roy Dafe
Evelyn MacGrego
*Lennen & Mitche
LEVER BROS.
(Lux Soap)
9-M-WABO
Radio Theatre
Cecil B. DeMill E I DU PONT DE NEMOURS & CO. 8-W-WABO DeMille.

S-W-WABO
Cayalcade of Am
John McIntire
Jeanette Nolan
Georgia Backus
Ted de Corsia
Fasak Gendlek
Red Wever
Carl Swanson
Sam Repub
Wester
Frank Singlese, Nar,
Arthur Pryor, Jr.
Lur. Radio
Cecil B. Dem...
Dir.s.
The Gilded Lity
Claudette Colbert
Fred MacMurray
Lou Silvers Orc.
Iv Walter Thompson
(Rinse & Lifebuoy) 8:30-Tu-WABO
Al Joison
Sid Silvers
Martha Raye
Victor (Rinso)

Human to F.

11:30 a.m.-M to F.

Big Sister'
Alich Frost
Junior O'Day
Hella Stoddar
Martin Gabel
Lillan Lauferty,
Author
Ruthrauff & Ryan
LIGGETT
LIGG

Chesterfield Cigs)

8:30-W-WABC

Kay Thompson and
Rhythm Singers

Hal Kemp's Orc.

9-W-WABC

Hai Kemps ore

"9-W-WABO
Nino Martini
Kay Thompson and
Rhythm Singers
Ray Heatherton
Andre. Kosfelanets
Ore
Corresponding Cut
Tobaccio
The Town Crier
Alexander Woollcott
Neweili Emmet

NASH MOTORS

Floyd Gibbons
Josephine Antoine
Vincent Lopez O

J. W. Thompson NATIONAL ICE
ADVERTISING
(Ice & Ico Boxes)
11:45 a.m.-Tu-ThWABC
'Homemakers E z-

WABO
Homcmakers Exchange
change
Eleanor Howe
POnnahue & Cos
PHILOO
745 daily ex. SaSu-WABO
Boake Carter
Hutchins

*Hutchins
PONTIAC
2-M-W-F-WABC
News Through a
Woman's Eyes'
Kathryn Cravens
McManus, John
Adams

McCianus, John & Adams
B. J. HEVNOLDS
TOB. CO.
Camel Cineratter)
Job-Car WARE
Judy Carlier
Judy Carlier
Judy Carlier
Judy Carlier
George, Stoil Orc.
Renny Goodman Orc
George, Stoil Orc.
WINEW ART
WARNER
(Alemite)
3-M-WABO
Lysbeth Rughes

Bob McCoy Larry Cottone floracs Heldz Ore Ernie Passoja King Sisters 3 Trumpeteers Jerry Bowne Aivine Rey *Hays MacFarland

Hays MacFarland
SWIFT & CO.
(Sunbrite)
5-M-W-F-WABC
Junior Nurse Corps
Lucy Gillman
Sunda Love
Helena Ray
Donald Weeks Donald Weeks
Fran Carlon
Parker Wilson
Jack Brinkly
Robert Romaine
Jess Pugh
William Amsdell
Stack-Gobie

Stack-Goble
TEXAS CO,
6:30-Sn-WABC
Texaco Fire ChiefEddle Cantor
Harry Einstein
Deanna Durbin
Bobby Breen
Jimy Wallington
Jacques Renard's Or
"Hann-Metzger
TIME, INC.

March of Ti William Geer, Editor B. B. D. & O

& O. OBACCO *B. B. D. & O.
U. S. TUBACCO
(Dill's Beat)
8:30-M-WABO
Plps Smoking Tl
Plok & Pat
Landt 3. & White
Benny Krusger's Or
*Arthur Kudner

7:45 p.m.-Th-WL'
Piensant Valie
Frollo
Charles Beel
Dan Carson
Chas, Dameron
Betty L. Arnold
Florence Golden
Charles Wayne
Devore SigWilliam Greens
Claire Grenville
Joe Lugar Ore
'H. W. Kastor
CERNANTES

CRUSADERS
CRUSADERS
WOB
Sun-3:15 p.m.
Horse Sense Philos
opher, A.F. Kelley
Marschalk & Pratt

Marschalk & Frait
ESTATE STOVE
9:50 p.m.,F.-WLW
Heatrolatowa
'Herald'
'Uqli Chase
Herb'rt Spickerman
Sydney Maton',
Plorvace Goldon
Bass McCammon
Louis Levy
Bob Morrison
Bill Stocss Ore
Bill Stocss Ore
Bill Stocss Ore

FELS NAPTHA

1-46-94-W-F-WGM
Tom, Dick & Harry
Gordon, Vandover
Bud Vandover
Bud Vandover
Carl Heoris
Ed Alien
Young & Rubleam
FENDRUCK
FENDRU

Wallace
GENERAL MILLS
12:45 pm.M-to-FWGN
Love Song
Anne Davenport
Ethel Oweston
Chan. Eggleston
Jess Pugh
Henry Saxe
David Gotthard
Donna Creed
9-8-8-Hummert

VICK CHEM. CO. Vick's Open House' Nsison Eddy Nadine Connor J. Pasternack's Ore

*Morss ... BARING 6:15-M-W-F-WARD ... News of Youth Laddle Seaman *Fietcher & Ellis WHEATENA CORP 7:15-M-W-F-WARD Poneye: the Sallor WHEATENA CORE
THE THE WALL
THE THE WALL
THE THE WALL
THE WALL
THE THE WALL
THE THE WALL
THE THE THE WALL
T

Tr. WARC
Mortimer Gooch
Bob Balley
Louise Fitch
Clair Baum
Al Hallis
John van Crinkhite,
Author
Ouis Jackobson,
Producer

MUTUAL

WOR ARMIN VARADY 12:30-Su-WGN
Perry Como
Elmo Tanner
C'try Washburne
Red Ingle
Plerre Andre
Ted Weems Orc.
Sedlers

HEALTH, PRODUCTS OF THE ALTH AND THE ALTH AN Sedlers ORAZY WATER HOTEL CO. 1-1:15 p.m.-M-W-F-WOR Music from Texas Jack Amiung Ore Mary Hagman Luckey Bowman CROWN OVERALL, 7:45 p.m. Th-WLW Pleasant Valley Erglich

LUTHERAN 1-4:30-Su-WLW *Kelly Stahlman
McFADDEN PBBB
10 p.m.-Tu-WOB
9:30-Tu-WLW
True Detective
Mysterles

Mysterles MENNEN IO-M-WORE Trials Trials Garage Sidney Sid

Chas Deherty
Bess McCammon.
Harry Lang
Richard Kelfig
Color Color Color
Late Color Color
Late Color Color
Late Color
Late

Vanderbee & R.
PURE MILK
CHEESE CO.
11:46 a.m.-To-The
WFIL
'Petticoat Philosophy'
Isabella Manning

phy Isabella Mannin Hewson SSS CO. (SSS CO.) S:30-W-WLW Tonic Time Ellis Frakes Harold Carr Flora Blackshaw, Vanueol Ord WANDER CO. (Coultins).

V Marucol Oct.
WANDER CG.
WANDER CG.
3-M to E-WGN
Talolly of Movies'
Ray Jonss
Henrietta Tedroe
Catherino Campbell
Kirby Hawler
Gene Byron
Blackett-8,-FI
WANEY PROD
Blackett-8,-FI
WANEY PROD
Jacob Tavenino
Jacob Tave

-S.-Hummert GORDON BAKERIES 7:30-M-F-W-WXYZ Lorie Ranger Sehl WPA Ballet Idea

being mulled by Lincoln Kirstei, newly appointed director of WPA dance project, is to present a panorama of U. S. terping in one production, utilizing all dancers on the roster. It would be divided into three sections, 'Frontier,' 'Ballroom' and 'Theatre.' Routines would range from Kentucky reels to Music Hall precision dances: About 130 terpers would be used. Production would strive for more popular favor to draw sturdier patronage.

patronage.
All choreography would be ated within the ranks.

Joe Thompson Joined NBC production staff in Hollywood, moving down from NBC in Frisco.

ADVERTISEMENT FROM ISSUE JAN.

NEW TORK THEFER

NO ARTIST TOO BIG — NO ARTIST TOO SMALL WILLIAM MORRIS

In every field of public entertainment throughout the world, the name of WILLIAM MORRIS has been pre-eminent since the turn of the century... Today and during the years to come, the glorious principles of work, service, helpfulness and integrity instilled by its founder will continue to be the guiding spirit of the organization.



Authors, Publishers, Hotels and Cafes... as well as every other form of public amusement enterprise—executives, sponsors, advertising directors and performers—all are encompassed in the far-reaching activities of the WILLIAM MORRIS AGENCY.



this organization than any other agency in show business ... nurturing their talents, solving their problems, managing their affairs and presenting their potentialities in every direction ... an unparalleled service to the entertainment world.



ESTABLISHED 1898

WILLIAM MORRIS AGENCY

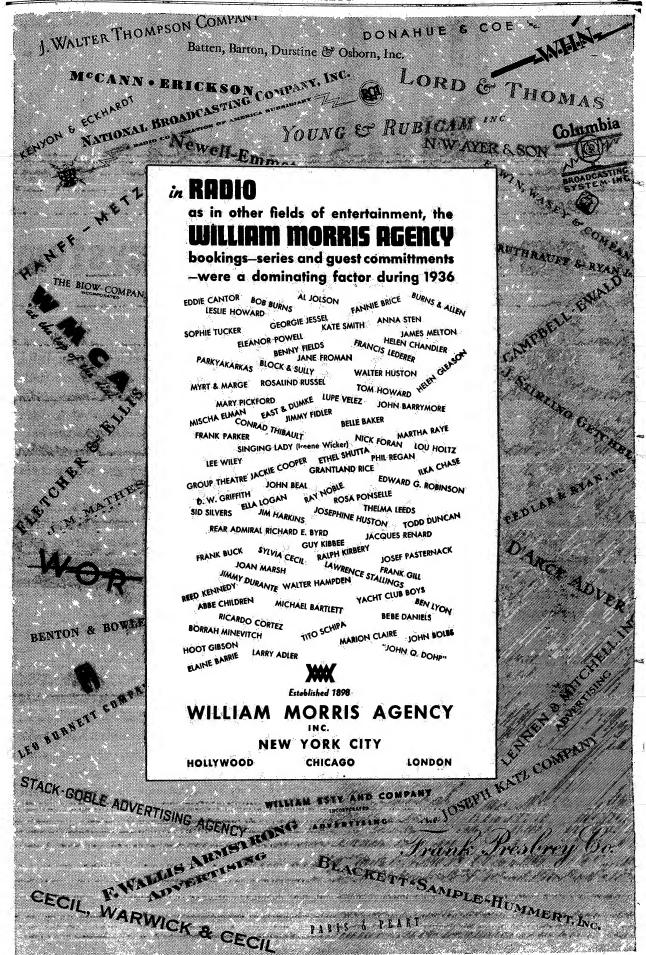
NEW YORK CITY

LONDON

PARIS

CHICAGO

HOLLYWOOD



SNAPSHOTS

of a modern broadcasting system

WITHOUT PATCH OR SEAM-On Monday,

December 7th, Columbia flashed five programs directly from England, one from Canada, one from Rome, and two from Buenos Aires—nine international broadcasts in all—to the radio audience of the United States. World news was breaking in both hemispheres. The British Empire was then in the midst of its unique royal crisis. The Pope was gravely ill. And in Buenos Aires, American statesmen were meeting to bring permanent peace to the people of the Western World.

Our engineers and editors went swiftly to the task of bringing this news with living voice—in authoritative comment—from the very countries in which it was happening while it was happening.

And the smooth succession of Columbia's normal schedule flowed on and around these special programs without an audible patch or seam—though the tense, minute-to-minute arrangements of international radio criss-crossed thousands of ocean-miles.

HOUR-BY-HOUR, DAY-BY-DAY-Multiply

Columbia's activities on December 7th by the days of the year—by a dozen different types of programs—and you get some indication of today's range of a network's program-schedule. In 1936 alone, almost 22,000 different programs were broadcast to the nation through Columbia microphones. More than half of these were created "by Columbia"—well over 10,000 programs produced by the network, itself, to balance its sponsored features. Just to catalogue them, with a brief description, would fill all the pages of this fine, big issue of VARIETY—and even then one would have a woefully incomplete picture of the degree of listener-service inherent in these programs "by Columbia" Instead, we attempt here only snapshots of the hourby-hour, day-by-day job of building, producing and broadcasting the programs which supplement and balance the flow of entertainment provided by Columbia's clients.

SERIOUS MUSIC NEED NOT BE DULL

Columbia discovered long ago that serious music need not be dull music. Symphonies, chamber music, string quartets, vocal and instrumental solo recitals are no longer exclusively heard by the thousands who buy tickets for concert-halls. In 1936 Columbia presented more than 1,000 broadcasts of serious music to the nation's millions—the best works of classic and modern composers, performed by the brightest and greatest stars in the world of music.

Despite the vast proportions of the audiences for these radio concerts, Columbia has found no need to sacrifice quality, in any sense of the word, to assumed levels of "popular" taste. And this year, Deems Taylor, Musical Consultant for Columbia, maintains the rigorous standards of good music which have already won for these programs the applause of music's hardest-to-please professional critics.



40,000,000 VOTES - OVER ONE DESK

The presidential election has been the year's greatest civic event—for the Columbia Broadcasting System as well as for the American people. In broadcasting this year's conventions and election returns, Columbia established the most ambitious set-up in its history. Walking transmitters, Columbia's Demonstrometer (a noise-measuring apparatus), swinging microphones, and photomicrophone-cameras were some of the technical features of its operation. A permanent staff of 8 engineers were on constant duty at Cleveland, and 10 at Philadelphia. Eleven distinguished commentators reported and analyzed each event in those great and significant turmoils.

The machinery for covering the nation's balloting on Election Night was so complex that space to describe it is lacking. The most important fact is that more than 40,000,000 votes were cleared over a single desk in Columbia's New York office for broadcasting to the nation. This operation, which functioned so smoothly in the two and three-quarter hours

of steady reporting on Election Night, was made possible by months of careful planning and preparation, It enabled 84,000,000 potential radio listeners to be simultaneously advised of every new move in this great political drama... enabled America to go to bed long before the final returns were in, vividly, interestingly, accurately informed.

In addition, Columbia's program-builders in 1936 arranged almost 2,000 talks on the air by as many speakers. The list of Columbia's speakers reached far beyond the circle of politics into art, medicine, science, literature and many other fields of social importance—each speaker a recognized authority in his field; each with something important to say.



FOUR R'S OF MODERN EDUCATION

To their three long-reigning R's, the schools of the United States have now added a new R-Radio! In 1936-37, Columbia again presents the American School of the Air-afternoon-classes-by-air for school-children throughout the country. Leading educators make Science, Literature, Music, History, Art and Geography vivid by magic of radio. The marked success of these programs is attested by their audience. More than six million children in schools hear them each season! This year, the American Legion Auxiliary-making its first radio awardpresented it to Columbia for its sponsorship of the American School of the Air. This award was made:

"To the sponsor of a program over the air which would be typically American, which would appeal to the patriotism of our people, which would be a benefit to the children of the nation."



EAR-WITNESS FOR THE NATION

We have already given an example of how Columbia's microphones range wherever there is news of vital importance to be broadcast. In 1936, Columbia brought more than 1,000 individual broadcasts of news-in-the-making to the radio audience-with a vividness and an immediacy characteristic of the medium. These features go far beyond the bounds of mere news reporting and comment. They carry Columbia microphones to the very birthplaces of contemporary history-bringing American audiences the second-to-second pulsation of actual events. The variety of these programs is as many-faceted as the news itselfwhether it be the first arrival of a "Queen Mary" the abdication of a

king, the terror of floods, the fury of a hurricane, or the thrill of major sports. Indeed, little of great importance happens anywhere these days without Columbia somewhere near as ear-witness for the nation.



MORE PROGRAMS - Such brief

reviewing of the programs "by Columbia" tells only a small part of the contributions of CBS program-builders to the development of radio in 1936. Many important individual programs have not been mentioned. In the "Experimental Workshop", for example, the Columbia Program Department has created innovations of technique, form and psychological effect on which many commercial program-builders have begun to draw for their own productions. And one of the programs of the "Experimental Workshop" so impressed government officials that a record of it has been placed in the Hall of Archives at Washingtonthe first time a radio program has achieved this distinction.

The Church of the Air is another Columbia program of major importance. Columbia allows no time to be purchased for religious purposes, but contributes regularly its nationwide facilities for services of all faiths, without cost. Churchmen of all denominations, against a rich and appropriate background of music, bring religious guidance to listeners, and spiritual comfort to invalids and shut-ins in Columbia's Church of the Air. It is now in its fourth year, broadcast twice each Sunday.



AND A BRIGHTER YEAR TO COME

In this abbreviated summary of Columbia's programs, VARIETY readers may have noted the absence of the record-breaking accomplishments of Columbia's sponsored programs in 1936. But this would not be news to most of VARIETY'S readers-many of whom have contributed so much to radio-programming in the year just past.

Nor will it be news to them that Columbia's sponsored programs, this year, have combined into the strongest schedule known to broadcasting. And into the greatest dollar-volume of advertising ever to be carried by one network in the history of radio.

More significant is the fact that the thousands of programs in 1936, presented both by Columbia's sponsors and "by Columbia", have made radio-listening in 1936 a greater delight than ever before. Radio continues to reach new high levels of program-quality and audienceresponse from week to week, month to month. In this is assurance of an even brighter year to come. A brighter year for the country's many millions of radio listeners-and for all who seek their friendship.

THERE ARE JUST TWO JOBS FOR AN

ARTIST BUREAU TO DO



. here's how the Columbia Artists' Bureau does both

The double task of an Artist Bureau is to find the right jobs for artists—and the right artists for jobs. To serve talent—and the buyers of talent—to the best advantage of both.

Consider the story of Miss X. From out of the Golden West, she arrived in New York March 20th, 1935. A Hollywood girl, born and bred, she came to the COLUMBIA ARTISTS' BUREAU, completely unknown—without benefit of publicity. But she had other benefits: an enchanting personal beauty, a deep bewitching voice, and a thoroughly grounded musicianship.

On June 14th, 1935 the COLUMBIA ARTISTS' BUREAU started. Miss X off to fame at a sprint, booking her as star performer on the premiere of the Socony Red Horse Tavern program.

On July 2nd 1935 the COLUMBIA ARTISTS BUREAU booked Miss X in a series of fifteen-minute programs over CBS, that are still being broadcast over the entire Columbia Network.

Booked her into the Hotel Biltmore, the Hotel Roosevelt, the Hotel New Yorker, and the Texas Centennial Exposition.

Placed her in movie shorts for Paramount and Warner Brothers.

Booked her into the Paradise Restaurant for two weeks—where she was held over for four months.

Signed her to a seven-year contract with Samuel Goldwyn.
Inc.—with forty weeks' work out of each fifty-two.

All this in the space of 18 months!

That is the success story of Miss X — better known to you as Virginia Verrill!

There is nothing of the Cinderella in Miss Verrill's phenomenal rise to the top ranks of America's entertainers. It is the direct result of a cultivated, brilliant talent, guided by the efforts of an

intelligent and resourceful Artist Bureau. It is typical of the double job done by Columbia week in and week out throughout the year.

And here are a few of many other typical examples:

w . March of Time	HOWARD BARLOW	
. Zerone	TREME BEASLEY .	
Spry Spry	BILL AND GINGER	
Kreuger Beer: National Democratic Campaign Committee	RAY BLOCK	
Atlantic Refining: Palmolive Ziegield Foliles of the Air	PATTI CEAPIN	
. Lucky Strike "Your Hit Parade"	BUDDY CLAREE .	
Drene; Kreuger Beer; Pompelian	JERRY COOPER	
Atlantic Relining; Chesterfield: Granger Tobacco; Horn & Hardart; Wildroot; Zerone	PAUL DOUGLAS .	
	MORTON DOWNEY	
Philip Morris	ETON BOYS	
. Palmolive Ziegfeld Follies of the Air	BENNY FIELDS	
Chrysler Motors	ALEXANDER GRAY	
. Emerson Drug	TITO GUIZAR .	
	RAY HEATHERTON .	
Atlantic Refining: Camel Cigarettes: Wildroot	TED MUSING	
. Chesterfield Cigarettes	HAL KEND.	
	ANDRE KOSTELANETZ	
Lucky Strike: United Cigar	LORETTA LEE	
"Between the Book Ends" Hind's Honey and Almond	TED MALONE.	
. Chesterfield Cigarettes	MINO MARTINI	
	GERTRUDE NIESEN	
. Chesterfield Cigarettes	LILY PONS.	
Lucky Strike "Your Hit Parade"; Socony Vacuum Oil Company	FREDDIE RICH Luck	
	AL RINKER'S BOYS .	
Chesterfield Cigarettes	DAVID ROSS	
Atlantic & Pacific Tea Company	EATE SMITH	
	LEITH STEVENS .	
NAGLE & BUDD . Minute Topicca	COLONEL STOOPNAGE	
. Chesterfield Cigarettes	KAY THOMPSON .	
	CHARLES HANSON TO	
. Bourjois: Calumet; Chrysler Motors; Sanka	MARE WARNOW.	
OLLCOTT . Granger Tobacco	ALEXANDER WOOLLC	

THE COLUMBIA ARTISTS' BUREAU

MR. RALPH J. WONDERS, MANAGER, 485 Madison Avenue, New York • 5939 Sunset Boulevard, Hollywood, Calif.



Season's Greetings to Everyone!

and ORCHESTRA - Appearing in Concert at CARNEGIE HALL, New York, Tues. Eve., Jan. 19, 1937

Heard Every Saturday, 8:00 to 9:00 P.M., on the "Sealtest Party," Over WEAF and NBC Network CONSOLIDATED RADIO ARTISTS, Inc. ROCKEFELLER PLAZA

NEW YEAR'S GREETINGS from

JOLLY COBURN

ORCHESTRA

FRENCH CASINO IAMI, FLA.

CONSOLIDATED IO ARTISTS, INC.

George Hall and His Orchestra

Featuring Dolly Dawn and Johnny McKeever Just Completed Shorts for Warner Bros. and Paramount

SEVENTH CONSECUTIVE YEAR

Hotel Taft, New York Columbia Broadcasting System

Victor Recordings Dir. Consolidated Radio Artists, Inc. Season's Greetings

KING'S **JESTERS**

nd their "Queen" MARJORIE WHITNEY Walnut Room, Bismarck Hotel, Chicago Icasting Nightly Over NBC—Daily, Fair Store, WMAQ, ommercial and Radio Transcriptions for Sterling Ale

Exclusive Management
CONSOLIDATED RADIO ARTISTS, INC.

"SEASON'S GREETI

HOLIDAY

FROM

GREETINGS

LOU

CHAUNCEY CROMWELL and COMMODORES

Currently Featured at the French Casino, New York

Exclusive Management CONSOLIDATED RADIO ARTISTS, INC.



MARIO BRAGGIOTTI

ian Room, Hotel Pierre (NBC Network Twice Weekly) . RADIO ARTISTS,

RHYTHMS BY RESER

and His ORCHESTRA

iltmore, Provi

Exclusive Consolidated Radi Artists. Inc.

* HOLIDAY GREETINGS

NEW STAR

and His SUNSET ORCHESTRA

Recently Heard over the NBC Network from the Trianon, leveland

Management
CONSOLIDATED RADIO ARTISTS,

SEASON'S GREETINGS

BILLY BAXTER and ORCHESTRA

Hotel Webster Hall, Pittsburgh, Pa.

fanagement CONSOLIDATED RADIO ARTISTS, INC. New York-Cleveland-Chickgo-Hollywoods

CONSOLIDATED

BREESE

ORCHESTRA

IO ARTISTS.

JERRY JOHNSON

and ORCHESTRA Hotel Radi , Minneapoli

"CRA" ATTRACTION

always on top NOW AT THE PEAK OF HIS CAREER

> RAINBOW GRILL - 65th FLOOR Rockefeller Center

OHNN



Mgt.: CONSOLIDATED RADIO ARTISTS

"SEASON'S GREETINGS"

"Four Aristocrats of Rhythm" at the EMPIRE ROOM, PALMER HOUSE,

Management CONSOLIDATED RADIO ARTISTS, I NEW YORK—CLEVELAND—CHICAGO—HOLLYWOOD

"HOLIDAY GREETINGS"

ED FOX Presents

The Sepia King of Swing

FLETCHER HENDERSON

and His ORCHESTRA

NOW ON TOUR FOR

"CRA"

The Colored King of the Ivories

EARL HINES

and His ORCHESTRA

Currently Appearing at Ed Fox's Grand Terrace, Chicago, with Nightly NBC Broadcasts

Management: CONSOLIDATED RADIO ARTISTS, Inc., 30 Rockefeller Plaza, New York, N. Y.

The forty-five thousand
dealers from coast-tocoast, who serve you with
Fire-Chief gasoline and
other Texaco products,
present Radio's outstanding comedian-showman—

EDDIE CANTOR

IN

"TEXACO TOWN"

WITH

- * PARKYAKARKUS
- * DEANNA DURBIN
- * BOBBY BREEN
- * JAMES WALLINGTON
- * JACQUES RENARD

On Columbia Broadcasting
System Every Sunday Night
8:30 Eastern Standard Time
8:00 Pacific Standard Time

Artists on This Page Represented by

NBC ARTISTS SERVICE

SAN FRANCISCO

HOLIDAY GREETINGS TO EVERY MAN'S FAMILY

from

ONE MAN'S FAMILY

J. ANTHONY SMYTHE
MINETTA ELLEN
MICHAEL RAFFETTO
BERNICE BERWIN
BARTON YARBOROUGH Mother Barbour KATHLEEN WILSON.... PAGE GILMAN WINIFRED WOLFE

> PAUL CARSON, Organist WM. ANDREWS, Announcer CARLTON E. MORSE, Author-Producer

AND A HAPPY NEW YEAR

Players PEARL KING TANNER MONTY MOHN BOBBE DEANE EDDIE FIRESTONE, JR.

HAWTHORNE HOUSE

Players OLIVE WEST JEANE COWAN NANCY COLEMAN NATALIE PARK

TED MAXWELL, Author

MEREDITH WILLSON

House of Melody (Bank of America)

AMERICA SINGS

Carefree Carnival (Signal Oil)

JOSEF HORNIK NBC Conductor

JACK MEAKIN

"Dr. John Brunker Meaki"

RICARDO

and HIS VIOLIN

EDNA FISCHER

BUGHOUSE RHYTHM

CHARLES RUNYAN

Organist-Pi ist-Arranger

HAL BURDICK

Author-Narrator

Mondays, 7:15 p.m., EST NBC-Blue Network

ARNOLD MAGUIRE

Producer-Writer "WHO AM 1?" (CHB Food Products)

(Cardinet Candy Company) (Best Foods)

PAUL MARTIN

and

HIS MUSIC

IRVING KENNEDY, Tenor

Dreen, "Who Am (CHB) Carefree Carnival (Signal Oil)

BENNIE WALKER

Editor, Woman's Magazine of the

CKEROO OVER IOWA

ving Vaudeville's All-Time SMACKO'36 GAINS F. C. Spending \$75,000 on New England Date BY IOWA NETWORK

Our imitation of a VARIETY-Our imitation of a VARIETY, style news story is a phoney, of course. But the facts i the rest of the advt are the mc coy. me. takes emand anage-i such issi

WMT - KRNT - KSO Combo Rolls Up Nifty Record in Home State-Rosy Outlook for 1937, Too, with Web Now Linked to All 3 Nat'l Chains, NBC, CBS MBS.

REAL MERCHANDI

Moines ignaturing o ber of important new ac low. Network look to peat bang-up season

HEY-HEY BIZ

161% GAIN-National Spot Business, Iowa Network, 1936.

34% GAIN—Local Business, Des Moines, Cedar Rapids, Waterloo, 1936.

BEAUCOUP SHOWMANSHIP

1936 Food Show and 1936 Auto Show (4th con-

1936 Budweiser Band Contest (yielded 300,364 Budweiser bottle caps as against 185,484 in

Man-on-the-Street (4th consecutive year) traveled over 10,000 miles to interview more than 1,700 people in 64 Iowa towns.

Every hour of every day-good programs from NBC, CBS, MBS, IBS, and three strong local program departments,

WATTAGE HIKES

WMT - 5000 D. - 1000 N. Increase 5 times daytime power

KRNT-5000 D.-1000 N. Increase 5 times day, double night

KSO - 2500 D. - 500 N.

Increase 21/2 times day

4S0

Smart adv agcy time buyers can snag some A.1 spots (spots, stanza or gallop) by contacting the E. Katz Spl. Adv. Agcy now!

Radio Stations of The Des Moines Register and Tribune

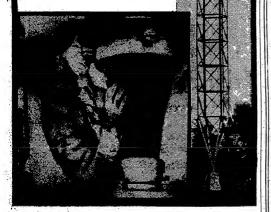
and on a FIRM **FOUNDATION**

UP goes WEBR's new 304-foot vertical antenna tower atop a 112-foot building (...

UP went WBEN's 300-foot vertical radiator antenna, recently placed i operation.

UP goes your sales chart if you take advantage of these stations with Buffalo-built and NBC programs-radiated in the finest

WBEN - WEBR NBC Red - NBC Blue FIRST IN BUFFALO



NEW YEAR'S RESOLUTION **BE IT RESOLVED:**

I will not pay a premium for scattered, thinly populated Rural Coverage

RICHMOND VIRGINIA

COVERING A CONCENTRATED MARKET OF RADIO HOMES WITH HIGH SPENDABLE INCOME

FURGASON & ASTON, Nat. Rep.

Holiday Greetings

GLADYS SHELLEY

RE-STATEMENT

POLICY

JOHN BLAIR

AND COMPANY

AS we look forward to our fifth year in the business of station representafitting that we reiterate those basic policies that have guided our operathe service of the stations we represent.

To continue to maintain a staff of professional, seasoned adver-tising men-WITH RADIO STATION EXPERIENCE.

2

To continue to serve a limited group of successful stations—a list short enough to permit the concentration each station expects and deserves.

3

To continue to create and adopt new and improved methods of service to advertising agencies.

To continue to maintain that confidence and close association which enables us to act as the station ITSELF at the point of sale.

me to keep faith with advertising agencies in maki recommendations only that are o

JOHN BLAIR

AND COMPANY

Representing the following stations nationally:

WLS (NBC) Chicago WRNS (CBS) Columbus WHIO (CBS) Dayton WMMN (CBS) Fairmont Houston Los Angeles Omaha KNX (CBS) WOW (NBC) KTAR (NBC) . KDYL (NBC) Salt I. Phoenix ke City KSEO (CRS) Sau Francisco KIRO (IND) Seattle KWKH (CBS) WSPD (CBS) Wheeling WWVA (CBS)

WWJ

FIRST IN LISTENER INTEREST IN DETROIT

First station in America to broadcast regular daily programs, WWI won a place for itself in the hearts of listeners of the Detroit community, never supplanted by later broadcasting stations. C Recent surveys show WWI first in General Station Popularity, everwhelmingly first in sport broadcast popularity, and first in news commentator popularity. (You must have WWI to sell America's fourth market - the key market in industrial recovery.

New York HARRY BETTERIDGE 247 West 43rd Street Ultra High Frequency



Chicago GEO. P. HOLLINGBERRY CO... 307 North Michigan Original Midwest or N. B. C. Basic Red N

Wishes All His Friends

A VERY HAPPY NEW YEAR

holiday greetings

earle ferris

radio feature service. Inc.

420 madi

new york

Season's Creetings Season's Greetings NANO RODRIGO

AND HIS ORCHESTRA
RAINBOW ROOM, NEW YORK
chestra to Ever Appear for One Consecutive Year
At the Rainbow Room

NAMES OF STREET Greetings from the Sweethearts of the Air

May SINGHI and Peter DeROSE Tuesday and Thursday, :45 P.M., Sunday

Sponsored by HUMPHREY'S

PETER VAN STEEDEN

GREETINGS AND A HAPPY NEW YEAR



N W. AYER & SON, INC.

Washington Square, Philadelphia

New York B

Chicago

San Francisco

etroit London

Montreal Ruence Aire

São Paulo

Season's Greetings

JOE COOK

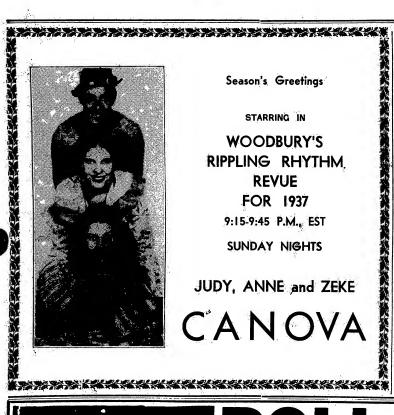


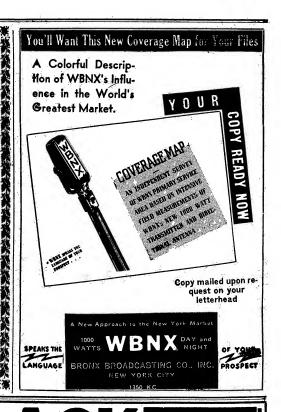
100% INCREASE IN WATTAGE



COSTS DOWN!

GREATER COVERAGE AND RECEPTION AT **NO INCREASE IN RATES**





And His

ORCHESTRA

EXTENDING SEASON'S GREETINGS

Opened — BLUE ROOM, HOLLYWOOD — Dec. 30th

GOOD GULF Season's Greetings



GOOD GULF GAS

BAKER

NDAY NIGHT AT 7:30

A COMEDY IN HALF AN HOUR Conceived and Written by

PERRIN & ARTHUR PHI ADDITIONAL DIALOGUE by HAROLD BLOCK

HARRY MONAUGHTON & BOTTLE

BEETLE"-HIMSELF AGNES MOOREHEAD THARRY TONZELL

Ed Smalle's

7 GLAMOROUS G'S7

and Oscar Bradley's Orchestra Production PETE BARNUM

CBS NETWORK : 7:30 PM.EST

Young & Rubicam Phil Baker's Fourth CONSECUTIVE YEAR ON THE AIR

THE SECRETARY SE

MANAGEMENT A.4S. LYONS, Inc.

To the Following.

JOHN ROY RAINBOW ROOM, N. Y.

FRANK ELLIOTT STEEL PIER, ATLANTIC CITY

HARRY ANGER PUBLIX THEATRES CORP.

SAM SAX WARNER BROS. PICTURES

BILL HOWARD RKO THEATRES

CHAS. FREEMAN PUBLIX THEATRES CORP.

EDW. T. LAWLESS MANAGING DIRECTOR, PALMER HOUSE

MERRIELL ABBOTT EMPIRE ROOM, PALMER HOUSE

W. G. POWER CHEVROLET MOTORS CORP.

STEPHAN TRILLING WARNER BROS. THEATRES

EDWARD SHERMAN ROCKEFELLER CENTER, N. Y.

LOUIS LIPSTONE BALABAN & KATZ THEATRES CORP.

AND

IRMA MARWICK ELSIE HUNTER CORINNE MUER JANETTE HACKETT

We Earnestly and Gratefully Thank You for Contributing to Our Success in 1936

Now Held Over . . . Chicago Theatre Fourth Month, Empire Room, Chicago

LESTER COLE MIDSHIPMEN

Management: HARRY NORWOOD

-+>4 }-+-

GREASON'S SEETINGS

SOME SWITCH, EH?

GEORGE BURNS AND GRACIE ALLEN

EXCLUSIVE MANAGEMENT WILLIAM MORRIS AGENCY, INC.

SEASON'S GREETINGS

MBAR

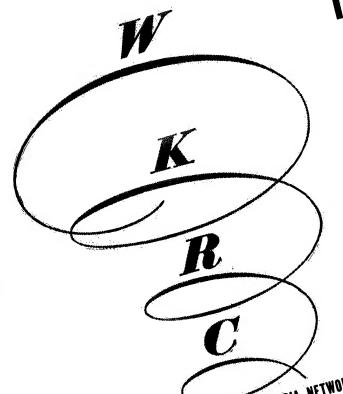
AND HIS ROYAL CANADIANS

NOW PLAYING HOTEL ROOSEVELT NEW YORK CITY BOND BREAD 5:30-6 P. M. Sundays Mutual and CBS Networks

M C A

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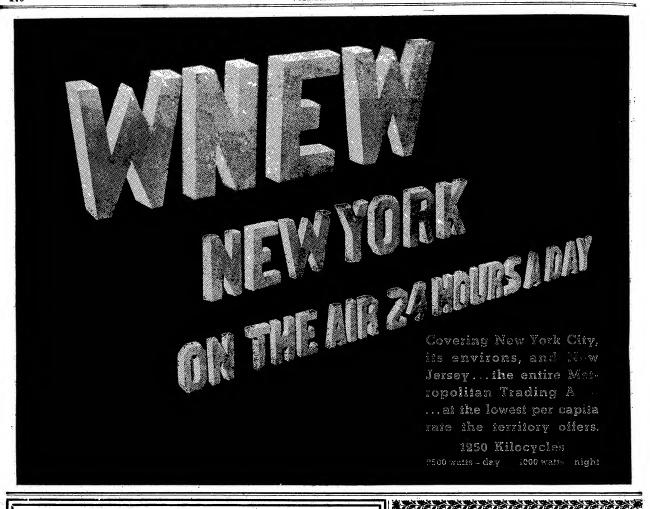
has the LARGEST AUDIENCE of any local cincinnati radio station*



WKRC A BASIC STATION OF THE COLUMBIA NETWORK . 5000 watts, daytime, 1000 watts, night . and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, 485 Madison Avenue, Wickersham 2.2000; • CHICAGO, 410 North Michigan Avenue, Whitehall 6000; • DETROIT, Fisher Building, Thinity 2.5500

CINCINNATI

* a fact discovered in 1936 by Price-Waterhouse; confirmed by 51 local and national spot advertisers (more than on any other local Cincinnati station), and by WKRC's full Columbia Network program schedule.



"DOING *THE* REAL JOB FOR THE ADVERTISER"-L.B.!

"Breezy Sunday afternoon half-hour that gets a good deal out of a modest talent budget. Program represents a neat package of showmanship on an economy basis."

-Land.

That's what "VARIETY" said about the first network radio program of this nine-monthold Advertising Agency.

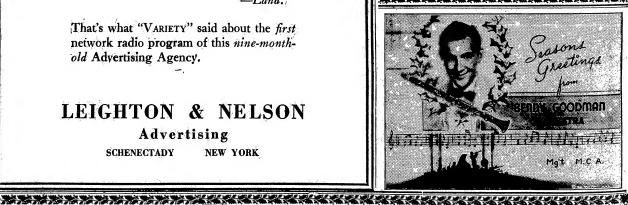
LEIGHTON & NELSON

Advertising

SCHENECTADY NEW YORK Greetings From The Cast of

KALTENMEYER KINDERGARTEN

Sincere Thanks to
THE QUAKER OATS COMPANY
and LORD & THOMAS AGENCY SATURDAY, 5:30 P.M., EST RED NETWORK - NBC



A LOAD OF GOOD WISHES

PERKINS



TRANSAMERICAN'S affiliated radio stations may expect television to become an accomplished fact on a nation-wide basis during 1937.

Facilities for the transmission of television programs are in process of development. The first TRANS-AMERICAN television program is now in production.

TRANSAMERICAN'S important contributions to radio broadcasting in 1936 have served only to foreshadow the revolutionary and far-reaching progress that TRANSAMERICAN has planned for 1937.

Transamerican Broadcasting and Television Corp.

JOHN L. CLARK, President

NEW YORK 521 FIFTH AVENUE Murray Hill 6-2370

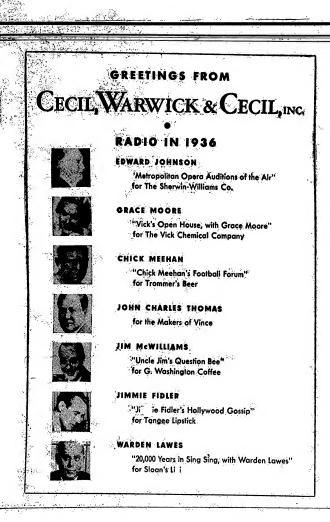
CHICAGO 333 NORTH MICHIGAN AVENUE STate 0366

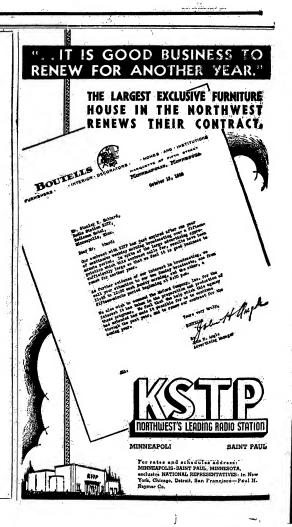
HOLLYWOOD 5833 FERNWOOD AVENUE HOllywood 5315

AT HOME . Mr. and Mrs. Consumer

The latchstring is always out to WLW in those thousands of American homes where they turn first to "the Nation's Station" for consistently fine program entertainment.

Successful radio advertisers appreciate the value of such a favorable entrée for their products they use WLW... year in and year out.







Jensons

PERSONAL DIRECTION

JACK LAVIN 17 EAST 45 5T.

NEW YORK CITY

Investments in Sales!

In 1936, advertisers invested over \$3,000,000 more in NBC Networks than in 1935-and nine times as much as in 1927, our first full year.

Continued and increasing investments by national advertisers in any medium are perhaps the strongest possible evidence of the sales results fit produces. After ten years of test and proof, leading up to the biggest year in broadcasting history, NBC finds itself firmly established as the world's largest advertising medium, with a sizable margin over each and every other single advertising medium, in terms of dollar volume.

NATIONAL BROADCASTING CO. CHICAGO SAN FRANCISCO NEW YORK



'RCA presents the Metropolitan Opera every Saturday afternoon. And "Magic Key of RCA" every Sunday 2 to 3 P. M., E. S. T.

Both on NBC Blue Network.

ROBERT S. TAPLINGER, INC. Publicity and Radio Relations NEW YORK HOLLYWOOD 485 Madison Ave. 8532 Sunset Blvd. PAULINE SWANSON WEST COAST REPRESENTATIVE

Season's Greetings

JERRY COOPER

KREUGER "MUSICAL TOAST," WEAF, MONDAY, 10:30 P.M. DRENE "ROMANCE IN RHYTHM," WEAF, WEDNESDAY, 7:45 P.M.—WJZ, THURSDAY, 7:45 P.M.

DISCRIMINATING SPONSORS DISCRIMINATING AUDIENCE



1000 WATTS DAY AND NIGHT

1550 K.C. — "AT THE END OF THE DIAL"

INTERSTATE BROADCASTING COMPANY New York's Only High Fidelity Station

JACK

:30 P. M. E.S. Mondays

& S. LYONS.

THE LUCKY STRIKE HIT PARADE

EVERY SATURDAY OVER COLUMBIA NETWORK 10-10:30 P.M. EST

Fred Allen

Portland Hoffa

in "Town Hall Tonight" HEPATICA IPANA EAF-Wednesdays 9-10 P.M.



1847 ROGERS BROS.

COAST-TO-COAST Red Network



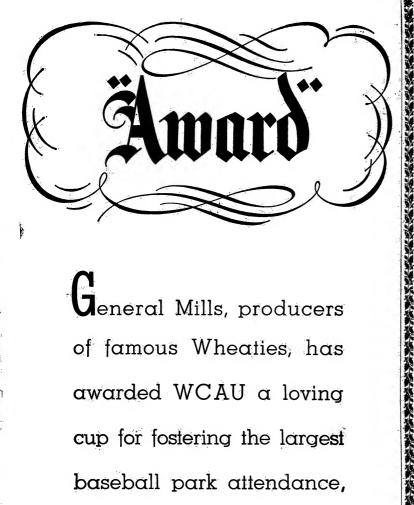
Programs and Sports Broadcasts

Are Now Heard COAST to COAST

Over the Newly Extended Network of

The Mutual Broadcasting System





General Mills, producers of famous Wheaties, has awarded WCAU a loving cup for fostering the largest baseball park attendance, 31 major stations competing.

WCAU

Philadelphia

ROBERT A. STREET, Commercial Manager

and a substantial properties of the substantial properties of the

Season's Greetings

HARRY HORLICK

WILLIAM MORRIS AGENCY

Season's Greetings

JACK

International Comedian

Dec. 28 to Jan. 10 LEVAGGI'S CLUB BOSTON



. and thus Detroit's most popular morning program hits the air—and has been hitting it daily for the past 4 years.

Everybody in Detroit knows 'Happy Joe' and advertisers are constantly testifying to the effectiveness of his program . . e.g. . "tests have proven conclusively that our early morning broadcasts on the 'Happy Joe' hour over your station is the most effective medium of all our adverti ing"-(Name on request).

For clean fun and entertainment "Happy Joe" and hi stooges are tops prod-ucts advertised on his program are, too. Available either participating or exclu-

For full information write

ION.

THE O'NEILLS

NOW RADIO'S MOST POPULAR FAMILY BRINGS YOU MORE

AUGHTER TEARS AND - EART-THROBS

Presented by Ivory Soap - 99 11 100 ' r pure

LISTEN TWICE DAILY

NBC Blue Network, 11 a. . EST
NBC Red Network, Mon. to Fri. 3:45 p.m. EST
COAST TO COAST
Div., BLACKMAN ADVENMENTS

MGT., ED WOLF-RKO BLDG., NEW YORK CITY

JACK ARTHUR

CHEVROLET MUSICAL MOMENTS

over 400 stations

NBC and **COLUMBIA**

Management JACK ARTHUR

JELLO AGAIN

THE BENNYS

JACK and MARY



- **NEW** management and policies
- **NEW** awareness of community obligation
- appreciation of radio showmanship
- **NEW** transmitter and equipment
- NEW program features
- * NEW vigor and enterpri
- * NEW SALES EFFECTIVENESS!

COLORADO SPRINGS

ice of the Rockies" - Studios: Antlers Hotel
CBS Affiliate for Southeastern Colorado

AFFILIATED IN MANAGEMENT WITH WKY-OKLAHOMA CITY, KLZ-DEHVER AND THE OKLAHOMA PUBLISHING CO.

KATZ SPECIAL ADVERTISING AGENCY



YOU CAN REACH and SELL a ready-to-buy audience in

IOWA, NEBRASKA, KANSAS and MISSOURI



5000 WATTS L. S. NEW R.C.A. TRANSMITTER AND STUDIO EQUIPMENT.

Cost of reaching 1,000 radio - equipped homes with a quarter-hour program.

Earl May Shenandoah, la.

Represented by: WILSON-DALTON-ROBERTSON New York, Chicago, Kansas City

Pacific Coast Representatives: WALTER BIDDICK COMPANY Los Angeles, San Francisco, Seattle

1

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צו דער גאנצער וועלם

פון

AL, RUBY,

א גליקליך יאחר

AL, Jr. JOLSON

LEVER BROS.
RUTHRAUFF & RYAN
MYRON KIRK



8 STATIONS IN MICHIGAN'S 8 LARGEST

High Grade Entertainment from NATIONAL BROADCASTING COMPANY and CANADIAN RADIO COMMISSION, via WXYZ, Detroit, raises the standard of home stations to Class A Broadcasting. These home stations are heard loudest and clearest in their territories, and are preferred over high powered stations located elsewhere. Preference for home stations strengthens the commercial value of the complete state unit.

Michigan Radio Network is operated on full time, with grade Afacilities,

identical with coast to coast operation.
Write to Station WXYZ, Detroit, for ideas on how to build sales in Michigan.

<u> Characteristics of the control of </u> **GREETINGS TO VARIETY**

JOHNNY GREEN

COMPOSER CONDUCTOR

1933-"In the Modern Manner" Concerts-CBS 1934-Oldsmobile-CBS

1934—"In the Modern Manner"—Radio Stars Award 1935-- "Socony"-CBS

1935-1936-The Jello Program-NBC

1936-1937-The Packard Hour-NBC

compliments of the season



"The Golden Gate Market"

KJBS KQW
SAN FRANCISCO 1070 Kilocycles 1010 Kilocycles

Holiday Greetings

GUS VAN

Sinclair Minstrels
Mon. 8-8:30 P.M. CST

22222222222222222

potball contest on the College Nights" series sponsored by Coca-Cola exas broadcast twice

Strough manes leip

which has maintained which has maintained 800 kilocycles as the favorite "spot" or radio dials in the Southwest's prosperous homes and prosperous nomes and which, added to ideal location in "America's Fastest Growing Market," ha sible for has been respon-

Mon Metwork Surinen

for the first half of 1936, as compared with 1935 —previously the banner year in the station's 14 years of operation

50,000 Watts



Representatives:

Edw. Petry & Co.



Everything's HIGH-FIDELITY

HIGH-FIDELITY Equipment

• Every inch of the way from microphone straight through to antenna, WKY is high-fidelity engineered. The switch-over in November to its new RCA high-fidelity transmitter and vertical radiator followed closely the completion of the largest, most complete and modern studios in the Southwest. From its earliest pioneering days, WKY has maintained its position among the leaders in radio progress in equipment, facilities and service.

rogramming

 WKY is programmed for Oklahoma. It has demonstrated over and over again its loyalty as a public servant. The conscientious and enthusiastic manner in which WKY serves and entertains Oklahoma has won the esteem and attention of the largest radio audience in the state.

Lanagement HIGH-FIDELITY

 WKY is affiliated with the Daily Oklahoman and Oklahoma City Times and adheres strictly to the policies of sound business ethics for which the Oklahoma Publishing Company is known from coast to coast. In every transaction, WKY has merited and cherished the confidence and respect of its advertisers.

from Studios to Interna-the best equipped tation in the southwest

Affiliated with The Daily Oklahoman, The Times and The Psemer-Stockman

ADVERTISING AGENCY REPRESENTATIVE E. KATZ

22,000 SAW THIS GREAT KEX SHOW



The showmanship of the Oregonian's radio stations KGW, and KEX is famed throughout the Oregon country. Recently the KEX staff staged "On The Oregon Trail" a locally sponsored program, at Oregon City—16 miles from Portland for a Pioneer day's celebration.

The sound effects were not "canned"—genuine covered wagons, camp fires, and the creaking of oxen yokes were heard as dramatic episodes of Oregon's early history were re-enacted for broadcasting over KEX. From miles around came the 22,000 people who were held spell-bound by this "life like" drama of Oregon's early history presented in a mammoth open air theatre.

The enterprise and painstaking care exercised by the dramatic and engineering staffs of the Oregonian's radio stations and the "work caliber" of their cenditions enables them through experience, undertake and produce any type of program large or small. Let us show you what showmanship really is in the Oregon country.

AIR FEATURES

INCORPORATED

RADIO

PRODUCTIONS

JAMES E. SAUTER PRESIDENT

630 FIFTH AVENUE

CO 5-1236

NEW YORK

POPULARITY

REQUIRES MORE THAN

50,000 WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR The Goodwill Station

G. A. RICHARDS President

发放放放放放放放放放放放放放放放放

DETROIT

LEO FITZPATRICK

and Gen.

FOR CLEAR CHANNEL COVERAGE

of the Nation's Fastest **Growing Market, USE**

50,000 WAT

NASHVILLE. TENNESSEE

EDWARD PETRY & COMPANY, INC.

National Representatives *************

Season's Greetings

PHIL DUEY

SEASON'S GREETINGS CARL FENTON

Musical Director, WMCA



ANNEXE THE

Special Events Greetings from

DICK

KAKKKKKA ******

VIRGINIA CLARK

(Helen Trent)
CBS CHICAGO CBS

WATL

"Atlanta's Friendly Station"





Season's Greetings
To All My Friends

BUDDY ROGERS

Currently with

NATIONAL BISCUIT AIR SHOW Via N.B.C., Friday Nights, 9:30, EST

STARRING COLUMBIA PICTURES

File your <u>old</u> Denver air map away with <u>these!</u>

KLZ has made it just as ancient!

 New discoveries, new facilities, pioneering enterprise have made vast changes in the maps of Marco Polo's day. Today they are relics . . . inaccurate and useless.

Into the archives with these ancient charts should go your old air maps of Denver. KLZ has made relics of them!

New management, new enterprise, new broadcasting facilities have wrought a vast change in the old air map of the Denver Rocky Mountain region. KLZ now occupies a dominant place in the picture. Within a year and a half it has vaulted to such an esteemed and important position in the eyes and ears of radio listeners in this area that the new, virile selling force it generates is something no advertiser can afford to ignore.



KLZ DENVER

"The Pioneer Radio Station of the West

Affiliated in Management with WKY - Oklahoma City and the Oklahoma Publishing Co.

National Representative — E. KATZ SPECIAL ADVERTISE



antara binangsing

again in December, 1936
(as always)

NATIONAL SPOT ADVERTISERS

Chose

WMC

in Memphis, Tenn

7 to 1

over its "nearest" competitor

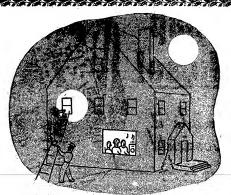
because WMC LEADS in SHOWMANSHIP!
because WMC LEADS in POPULARITY!
because WMC LEADS in COVERAGE!

* Authority for above statements: any reliable independent survey

PROVING THAT

WMC PRODUCES RESULTS

The only NBC Stati in the Mid-South carrying both Red and Blue Networks



FIRST THUG: "What SECOND THUG: "Not a chance. They're listenin WHK."

THESE GENTLEMEN don't want the attention of our audience... but you can't do without it if you're selligiby radio in Ohi

UNITED BROADCASTING COMPANY

ARPENTE Vice President

WHK-WJAY, CLEVELAND

ules Managor

WHKC, COLUMBU

Sales Manager

KANANAMANANAMANANAMANAMANA HANAMANA

"UNITED FOR SERVICE"

DON LEE

GOLDEN GROUP NET SCOOPS CALIF.

OFFERS
1937 MODEL
10 STATIONS

plus

MUTUAL BR'DC'STING HOOK-UP

★ KHJ Los Angeles

* KFRC
San Francisco

★ KGB San Diego

* KDB Santa Barbara

* KFXM San Bernardino

★ KPMC

Bakersfield

* KDON

Monterey-Del Monte

KGDM Stockton

★ KVOE Santa Ana

* KXO El Centro

PLACE

ONE ORDER

PAY

ONE

COVER

DON LEE

BROADCASTING SYSTEM

7th and Bixel Sts. Los Angeles

--+-

WILLIAM RAMBEAU COMPANY, Representative Chami Idg., ow York Tribung Towan Chicago



Lulu Belle Skyland Scotty

Prairie Ramblers and Patsy Montana

Otto and His Novelodeons

Hometowners

Pat Buttram

The Hoosier Sod Busters

Georgie Goebel

Maple City Four

Joe Kelly

Bill O'Conner

Henry Burr

Henry Hornsbuckle

Ralph Waldo Emerson

Four Hired Hands

Uncle Ezra

The Hoosier Hot Shots

Winnie, Lou and Sally

The Hilltoppers

Pokey Martin

Christine Smith

Girls of the Golden West

Lily May

Tom Corwine

Possum Tuttle

Hal O'Halloran

Billy Woods

Eddie Allan

Carol Hammond

Tom Ownes and His Cornhusters

Red Foley

The Arkansas Woodshopper

Evelyn, the Little Maid

Grace Wilson

Max Terhune

Olaf, the Swede

Bill McCluskey

Chuck and Ray

Joy Miller

The Bergstroms

The Barn Dance Band

Pauline

Betty Lee

Rube Tronson and His Orchestra

Hayloft Trio

De Zurk Sisters

Exclusive WLS Artists Booking

WLS Artists, Inc.

PRAIRIE

Earl W. Kurtze, George R. Ferguson

50,000 WATTS 870 KILOCYCLES

HAPPY NEW YEAR

and a prosperous one for advertisers who use

SELECTIVE BROADCASTING

through the Wide Range **VERTICAL** transcriptions of

WORLD **BROADCASTING SYSTEM**

Transcription Headquarters

711 Fifth Ave., N. Y. . 400 W. Madison St., Chicago 555 S. Flower St., Los Angeles

"THE MUSICAL TOAST

FRANCIS

And His ORCHESTRA

Every Monday ing, 11:30 to 12, CST

and Regularly WSM,

AND THE PARTY OF T CREETINGS FROM PINE RIDGE LUM and ABNER

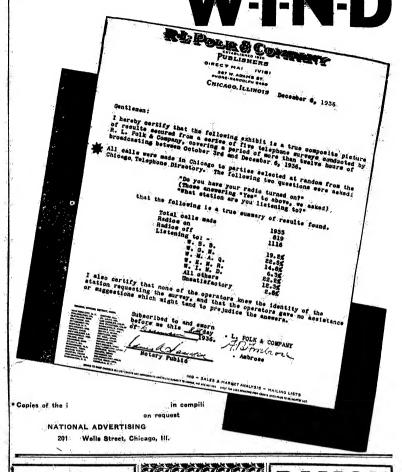
SCHWIMMER & SCOTT **ADVERTISING** CHICAGO

BARNEY'S PRESENTS

JEMI JIMMY

rig Reporter 'Doing the Town' (WMCA, 6:00 p.m. ally-3:15 Sun.) Inquiring Reporter

SPORTS SURVEY presented by



LEON

And His Warner Bros. KFWB Orchestra

CHASE and SANBORN Coffee Ho 8-9 P.M. E.S.T. NBC

***** **Holiday Greetings**

H. LESTER TREMAYNE

Betty and Bob — CBS Grand Hotel — NBC Hope Alden - RCA

CHARLOTTE, N. C.

Located in the heart of the Carolines and coveri of the richest, most responsive, and—in short—one of the best markets in the world.

An NBC Affiliate

Congratulations

SAM SAX

ARTHUR T. MICHAUD Mgt.-M.C.A.

27272727272727

CARL

And His HARMONICA LADS WLW, CINCINNATI

Shows Weekly Also Doubling at the LOOK OUT HOUSE

IGHTLY Mgt, L. OZ

TRUMAN BRADLEY PROCTER & GAMBLE "NEWS ON REVIEW"

And His ORCHESTRA Trianon Room Hotel Ambassador, New York

S. K. KUSHNER **Presents**

"THE SHOW

WINTER GARDEN, NEW YORK Erel. Mgt. HERMAN BERNIE, 1619 Broadway, New York

IT HAPPENED IN 1936

By Abel Green

The economic side of Ti Pan Alley asserted itself more and more in 1936. And music, as a commodity, assumed more of the respect of a Big Business, interpreted i dollars and cents and in direct relation to several important adjuncts of the amusement busi

juncts of the amusement busi
American Society of Composers, Authors & Publishers,
if was visualized by Gene Buck, its president,
clare a royalty melon of \$5,000,000 in 1937. The first quarter
of '36 witnessed a record div

against \$2,507,774.

AA songwriters jumped 14-25% in their annual ASCAP yield, up to \$4,000 for quarter. A music publisher like Robbins, under the new point system, realized \$42,700 for a quarter, the top to date. It augurs well for a very likely \$200,000 per annum yield to the top music pubs which, they hope, should spell economic surcease and offstand, in some measure, the inroads on sheet music sales by radio, mechanical performances, etc.

The big news of the year was (1) Warner ASCAP truce, (2) the passing of Nathan Burkan.

ASCAP truce, (2) the passing of Nathan Burkan.

The death of the eminent theatrical attorney, not only moving spirit in the Society ever since its found in 19 but because of his close affiliations with other importations adjuncts, measured up as an almost irreplaceal loss until his will disclosed the implicit faith; his lassociates, Louis D Frohlich and Charles Schwartz. The automatically, they were affirmed as ASCAP's counsel.

W. -ASCAP

associates, Louis D. Fromet and Castes Schwarz. Integrational cally, they were affirmed as ASCAP's counsel.

W. -ASCAP

Warner Bros. schism with ASCAP, which last year tore wide open the entire Tin Pan Alley situation, was finally healed by direct intervention of Harry M. Warner through lis legal ide, Joe Hazen. It meant that Herman Starr, heretofore WB music spokesman, retired his endeavors to realize more money for WB's music holdings. Harry Warner and the other film and radio companies realized that the public performance embargo on WB music was not only placing undue hardships on other film companies' usages of the music for the screen, besides their stars' radio broadcasts, but directly on WB's own filmusicals. The pictures didn't enjoy the air plugs of yore was being interpreted in direct b.o. damage.

The organizational aspects of the past year saw the Musi Publishers' Protective Association deciding to retain its name and not switch to the proposed nomenclature of the National Ass'n of Copyright Owners, and to become a more vividentity in the business end of music publishing. ASCAP had become too much the No. 1 organization and while not minimizing its performing rights' importance for revenue purposes, the MPPA, via John G. Paine, chairman of the board, realized that the publishers' own body should have much to say and do, just as the Songwriters' Protective Ass'n worries exclusively about the tunesmiths. oth groups, of course, meet on common ground, for mutual cause, under the banner of ASCAP.

Election of former Mayor of New York Joseph V. McKee, quondam president of the Board of Aldermen and an important legal light, as MPPA's special, counsel—succeedi Gilbert & Gilbert—falls within that category. McKee ready has been spoken of as 'czar' of the music pub end of the biz.

MPPA with Lou Diamond (Famous Music) as president, Edwards as v.p., and Ralph S. Peer (Southern Music) as

ready has been spoken of as 'czar' of the music pub end of the biz.

MPPA with Lou Diamond (Famous Music) as president, Edwards as v.p., and Ralph S. Peer (Southern Music) as .treas., took on new significance. New officers for 1937 sees John O'Connor, of Words and Music, Inc., as prez.; E. B. Marks, v.p.; Elliott Shapiro, sec.-treas. O'Connor, representing a firm composed of bandmen Waring, Whiteman, Lombardo, Lyman and Denny makes it a surprising election.

MPPA also is still in the throes of seeking to establish a workable code to end the song plugging and exploitation evils of the business. Paine's assurance to the Federal Trade Commission that its own self-regulation would curb many of the elements complained of, resulted in a threatened commish probe being called off. The subsi ization of bands and singers for plugging purposes had reached official Washington, D. C., attention.

Berlin Deprecates Plugs

Berlin Deprecates Plugs

Berlin Deprecates Plugs

It also reached the stage where Irving Berli , imself a No. I songwriter and music publisher, in a Variety interview deprecated the song plug logs on the air. Claimed the competition was creating artificial values. Idea of impressing Hollywood that certain film scores were being given an intensive plug on the air undoubtedly was fraught with too much evil. It caused hyper-enthusiastic song exploiteers to urge songs be put up among the first 10 plugs via a number of unhealthy means, ranging from cajolery to frank subsidy. Berlin felt that while Hollywood, owning certain music firms, likes to see its picture tunes most played on the air. It shouldn't encourage it to such an unethical extent. The veteran music man's arguments were received with much interest at the time, but it's still status quo to date. But, paradoxically, later in the year a Berlin, Inc. plug. Did You Mean It?, was something of a casus belli, on the subject of Hollywood, more and more came the ry that the indi

or the subject of nonywood, more and more came the cry that the indi music pub can't survive without a flim hookup; that ultimately the picture companies must own and control every music publisher; if he's to surviv With this came the seasonal knowledge that legit musical produc-

tions couldn't find

In Hollywood.

The element of multiplicity of plugs in direct relation to sales found no satisfactory answer from the following six songs which were most played, in that order, in 1935, and yet whose sales varied radically, as follows: When I row Too Old to Dream, No. I plug on the air, sold 500,000 copies; Tim in the Mood for Love, 200,000; Gypsy Tea Room, most played No. 3, sold 311,000 copies; Lullaby of Broadway, 125,000; Cheek to Cheek, 250,000 copies; What's the Reason?, No. 6, sold 160,000

Reason were picture songs.

Paradoxically, June, 1936, the No. 2, 3 and 4 top sellers to be non-film songs: 1st True. What They Say About Dixie? 'It's a Sin to Telt a Lie,' The Glory of Love and 'Robins and Roses.' The No. 5 and 6 best sellers were film excerpts: 'Would You?' and 'Melody Out of the Sky,' At the close of the year, a non-film song. 'Chapel the Moonlight,' is the No. 1 seller. Again proving nothing.

NBC, however, left that certain choice songs should be restricted to the major radio commercial and sustaining programs, which again fetched a hue and cry from the pubs. Per usual, too, both networks squawked about the pluggers cluttering up the studios, and Jack Mills conceived the lede of rah-rah Tin Pan Alley contact men to swap football scores, fraternity chit-chat and, of course, a few choice plugs, in contacting the advertising agencies.

The lyric folio peddlers were again a bane and while more legal success is being met of late, Engel-van Wiseman, foli publishers, sold the trade on the idea of a 5c folio—authorized—but it didn't pan out and the firm eventually went into bankruptcy. Per usual, Tin Pan alley was left holding the bag.

In Japan, Beethoven was be most popular and

Jagan, Beethoven was Iues' the No.

be most popular and

Collegians Prefer

College Rhythm' series is paper disclosed considerable campus partiality to swing bands, but while moderated swing has come in, swing isn't on the downbeat, albeit deemed as bei conducive to helping song sales along. Woolworth syndicate stores going to \$1 didn't bring back music counters to the former 5-and-10's, as hoped for. Disks were up. Jack Kapp's Decca paved the way with big sellers at 35c., and Victor's 35c. adjunct, the Bluebird, also proved sturdy sellers.

also proved sturdy sellers.

Legally, the state of Washington ruled ASCAP an illegally operating group, enjoined it for a spell, caused it to cease doing business within the state, but eventually a compromise

doing business within the state, but eventually a compromise settlement was reached.

From another angle Fred Waring's test case against WDAS, Philadelphi to enjoin broadcastings of Waring's records spelled victory for the bandman in an important test case although RCA Victor Co., Inc., the National Ass'n of roadcasters were allied in opposing the legal maneuvers. Meantime, more or less as direct result of the WDAS. Waring with Paul Whiteman, Guy Lombardo, Jack Denny and Abe Lyman took over Harry Engel's music pub firm, converted it into Words & Music, Inc., with John O'Connor and George Piantadosi as business and professional heads. Firm has been having indifferent success since, despite the theory that all these important radio plugs should more or less insure any song being exploited into hitdom. Whiteman has been cool on the idea since. Rudy Vallee nixed it, Waring's theory was that since the copyright laws only protect the copyright owners, it might well suit the name bands purposes to also control certain key compositions, at the source, and thus halt any unfair competition via waxed recordi etc, whenever a name band was under important commercial radio auspices, as with Waring's \$13,500 from Ford.

The copyright law was also being assailed for revision and the \$250 minimum proviso gave way to a \$500 maximum

and the \$250 minimum provises gave way to a \$500 maximum fine, and no minimum.

ASCAP showed that despite the big performing rights income the general music biz was off 80% from 1927, taking in the differential on the greatly reduced sheet music sales.

Availability of copyrights—meaning the number of compositions—became an important phase in ASCAP's royalty

During the WB-ASCAP schism, some \$170,000 due the Parner pubs was also pro-rated among the other publisher-

Warner pubs was also pro-rated among the other publishermembers.

Chappell in Black

WB tried to pool its Harms and T. B. Harms companies with Max and Louis Dreyfus' Chappell of America, but instead the brothers bought out Bobby Crawford's Music Corp, moved Larry Spier over from T. B. Harms to take professional hold, and kept Chappell on its own, with Henry Spitzer doing a good job there. In a year and a half the new Chappell of America has been put into the black with scores by Gershwi. Kern, Schwartz, Cole Porter, Rodgers and Hart, plus other filmusical and stage productions. Also a number of pops which have clicked.

Metro-Robbins acquisition of Leo Feist, Inc., for \$400,000. was a smooth trade deal put through by David Bernstein of Loew-Metro and Julian T. Abeles, music copyright attorney for the Metro-Robbins-Feist-20th Century affiliates. Robbins' deal with 20th Century-Fox, and another Anglo-American up with Jimmy Campbell's Cinephonic Music Corp. (Gamont-British) further extended the international scope. Robbins-Feist further extended its picture tie-ins by forming Universal Music Corp., as a hookup with Universal

ictures Corp., plus another deal to buy up Miller Music, Inc.,

ictures Corp., plus another deal to buy up Miller Music, Inc., which owns much of Vincent Youmans' works.

Campbell and Reg Connelly split in the firm bearing their name, latter continuing the C-C firm while Campbell is concentrating on the G-B music publishi outfit, inephonic. Their directorate interests in Irwin Dash Music Co., Ltd., remain as is, since Dash, an American music man who has been making good England, is conti

Among band personaliti , apart from Benny, Goodman's swingo influence and the Onyx Club's swing concert at the Imperial May 24, Jack Hylton has gone back to England with a peeve at Jimmy Petrillo and J. C. Stein (Music Corp. of America). Abe Lyman bowded i and out of the Hollywood restaurant as maestro-partner, while George Olsen is financially in on the new International Casino. Orville Knapp, young Coast maestro, met an un-Casino. Orville Knapp, young Coast maestro, met an un-Casino. Orville Knapp, young Coast maestro, met an un-Casino. Orville Knapp, young Coast maestro, we are un-Casino. Orville Knapp, young Coast maestro, we are un-Casino. Orville Knapp, young Coast maestro, we are under the coast maestro, we are under the Canuck bird by somebody in the auditence. Shep Fields' rippling rhythm' came to attention. Bay Noble sücks in America, Hylton's gone home and Bert Ambrose may be No. 3 of the British maestro so invade the U. S. Stokowski clicked in Par's 'Big Broadcast'.

Local, 802's (American Federation of Musicians) drive bring live shows back to Broadway still sees the picketing going on. The arrangers and copyrists when walking out last spring, lied '88 music firms and after the usual picketi a new deal was effected, including minimum wages, etc.

Vet songsmith Fred 'shers' daughter, Doris, wrote the Hollywood cabaret's floor show and Johnny. (Dardanella') Black, Fisher's, collaborator, deed of a fractured skull in Hamilton, O. after an argument over a 25c. check in a small cate Black was operating.

Universal Song Service was enjo

Oddities

authorities for using the mails to defraud.

Oddities

Among the oddities of the alley was Nat Shilkret waiting in the property of the propert

That Air Plug

That Air Flag.

icture company music publishers, in their extraordinary desire to achieve plugs in order to reflect for benefit of the films box office values, sometimes outdid themselves. This brought about a postition of plugue from the viewpoint of the bands which gave certain scores a heavy advance play only to discover that some of the numbers wound up on the cutting-room floor. This, of course, was something beyond the control of the publishers themselves, since they issued the tunes in belief none would be sacrificed.

The filmusic publishers also irked the others on allegations that si icture money was behind 'em they didn't spare the horses i subsidizing plugs, paying for orchestrations, etc., all in a general endeavor to get the pictures into the publi consciousness through the medium of the song plugs. This is but one phase of the MPPA music code headache. A late-season hurdle for ASCAP was the Canadian government's arbitrary fixing of music fees, thus stymieling the functions of the Canadian Performing Rights Society—with which ASCAP is affiliated—and causing both ASCAP with they'd have to treat with the copyright owners individual basis, and not through the common collection agencies such as ASCAP, and CPRS.

1 Scranton Date Winds Up in Three Lawsuits

Scranton.

Russ Morgan, band leader, a native of this city, is the defendant in three damage actions which have resulted appearance here Morgan came here play for a

arranged by the Buddy Club, and wound up in a row around midight when he halted his orchestra, claiming he had not been pai as

patrons had left the meantime, demandi back:

meantime, demandi back:

Morgan was sued for this. Then a new club, the Top Hats, advertised his appearance two weeks later, but had to cancel because Morgan's earlier contract prevented him from playing in this vici ity for a certain, period. This brought more legal trouble.

Then Max Kerson, one the Buddy Club committee, filed suit vs. Morgan for slander as the result of remarks the band leader id to have made about him.

claiming he had not been pai as provided by the contract. After ration of America, left Chicago for some arguing, music was resumed, the Coast last week for 6 10 day but the club contended that many visit. Abe Marovitz also went out.

1936's First 15

Music Goe. Round
Red Sall in the Sunset
*Alone /
Moon Over Miami
Lights Out
*Ali My Eggs in One Basket
Is it True About Dixie?
*When Tru. With You
It's a Sin to Tell a Lie
On the Beach at Bali
'Did I Remember?
*Way You Look Tonight

*Pid 1 Remember?
*Way You Look Tonight
*When Did You Leave Heaven?
†Chapel in the Moonlight
*Pennies From Heaven
Indicates filmusical son
† Still going strong at end 1936.

Goldman Now Pro Mgr. Of T.B. and Harms, Inc.

Mac Goldman has joined the Warner ros. music publishing group as professional manager of the Harms. Inc., and T. B. Harms. Co. catalogs. He ill operate under the supervision of Rocco Vocco, general professional manager for the WB group. Goldman's last connection was the Famous Music Corp., where he was second in command to Abe Frankl, professional mgr.

vision of Rocco Vocco, general professional manager for the WB groupfessional manager for the WB groupfamous Music Corp., where he was
feamous Music Corp., where he was
second in command to Abe Frankl,
professional mgr.

Anson Weeks orchestra goes back
to the midwest for a date at the
Schroeder hotel, Chicago, sturting
Jan. 22.

Music Corporation of America, and
Music Corporation of America, and
work will be held in 52
sepanditure for band talent on these
shows.
Shows ill start on Feb. 1 and
to the midwest for a date at the
University of MCA, handled the negotiations with General Motors.

MCA SETS 125G BAND DEAL FOR GM SHOWS

General Motors has agai

warded

its band-booking contract for its numercus mid-season auto shows to the Music Corporation of America, and

WHEN SONG HITS LASTED

By EPES W. SARGENT

Tonight a program director tosses Tonight a program director tosses a new onto the air-waves. It may be a presumptive hit from one the forthcoming screen productions, or it may be a house number. If it has what it takes it is not much more than a week before the kilocycles are all cluttered up with the strains of My Bimini Baby's Blues or 'I Loved You, But You Left Me'. In another six or eight weeks' it falls into the ash can, too attenuated to make even the proverbial dull thud. It has been radioed to death.

dull thud. It has been radioed to death.
For some time to come it wi be-beard on electrical transcriptions. It may be sting by some of the lesser singers, too lazy to keep their tory up to date, but to all intents and purposes it is through. And it may have had a highly successful career, seelling from 800,000 to 1,000,000 copies. And boy what a hit that is! But the old timers shake their heads sadly. The business isn't what it used to be. And how right they are. Let's go back to, say, 1890, and clook at the conditions then. A respectable song hit sold half a million copies. A knockout was good for could be a sold half a million copies. A knockout was good for could be a sold half a million copies. A knockout was good to the conditions then a few went even beyond that mark. And at 40c a copy, retail, with no dime stores to shovel, them out the quarter-dollar price.

Shovet them out the quarterdollar price.

Moreover, a publisher with a
couple of good songs was set for the
season. No worry, no fretting. One
good ballad, a striking march song
and good descriptive number and
publisher could make good money
even if he paid full royalties to the
writers, which, according to the
writers, he seldom did. The old test
used to be the set-up, of the businessoffice. If the accountancy department was filled up with relatives of
the bosses, it was presumptive evidence that there was dirty work at
the cross roads. But the writers got
enough money to live on and the
publishers got plenty more.

The one big headache was keeping
the potential hits for next season
away from the Concy Liland season,
Beach performers had to be content
with last season's hits and such
minor new numbers as the publishers did not think mutch of,
Held Out Hits

The hoped-for hits were kept back
until the road commanies started out

The hoped-for hits were kept back The noped-for his were kept back until the road companies started out the latter part of August. If this could be done, a song was set for the season, and the routes of the variety is singers could almost be traced by the reorders from the music stores.

ous singers could almost be traces by the reorders from the music. stores.

It worked very simply. A girl attended a musical or went to a vaude-ville show. There was a perfectly-darling song. The next morning found her at the music counter and the song found its way to the music schot the family plano. Time was about then—that a survey of the music on the piano in almost any home supplied a catalog of the hits of the season. The girl was anxious to be considered up to date. She had to be up in the new music, and she could not hug the radio, assured she would hear if a couple of times in the course of the evening—every evening. She had to buy it.

As the song widened the circle it came into the smaller towns, sometimes with the drummers, who made

It came into the smaller towns, some-times with the drummers, who made even the small spots, or in company with some townsman who had spent little time in the city. It might be year before it broke into the tanks, but break it did, to the profit of the publisher.

Sometimes single performer could lead a song to victory. The most notable example being J. Aldrich Libbey, who bellowed Charles K. Harris 'After the Ball' to popularity—and never, permitted

Charles K. Harris' 'After the Ball' to popularity—and never permitted Harris to forget it. "Julius P. Whitmark promoted Two Little Girls' into a nuisance value, and a one-armed singer named Mwade put 'Comrades' over to a fare-ye-well. Other songs got over more on their own, such as 'Listen to My Tale of Woe,' 'Down Went & Goliny,' 'Swinging in the rape-yine Swing,' 'Marguerite' and the Wice. The Harrigan and Hart num-McGinty. 'Swinging in the rapeyine Swing.' Marguerite' and the
Mee. The Harrigan and Hart numbers, written by Ned Harrigan, and
Bave Braham, belong to an earlier
gele; a cycle which had ended, but
spine of them are still remembered
god others should be. The new numplars generally were independent of
Spinnection with any particular play.

Cause: the War: and S-B-VonT
But the cycle changed again
bward the end of that decade.
There were two chief factors, the
war and a new song firm. The
Spanish-American War produced a

new type of topical. No publisher could seek to hold back the numbers for the ensuing season. They were too timely, so 'reak the News to Mother,' Just as the Sun Went Down,' A Little Boy in Blue, were Down, 'A Little Boy in Blue, were rushed over the country with the ink still wet the professional copies. The real war song of that period, 'A Hot ime in the Old Town does not belong in this class. Like "Tipperary" of the World. Wan it had been written some time before and with no thought of conflict.

The emergency situation broke the The emergency situation broke the routine. Songs no longer were held back until the new season. They were hustled out as quickly as possible. This came to apply not only to the timely numbers, but to regulation product. Companies might have six or eight hits a season instead of only two or three. In a way it was more profitable, since there was a quicker turnover. But no song went the distance in sales as heretofore.

The advent of Shanim, Bernstein.

The advent of Shapiro, Bernstein The advent of Shapiro, Bernstein & Von Tilger meant even more to the business. A couple of East Side boys had written When the Harvest Days Are Over," and made more money than they supposed existed outside the U.S. Treasury, This was the basis of the firm's start. They were flush and ambitious and they realized that any the same of the firm's start. They were flush and ambitious and they realized that were flush and ambitious and realized that as newscomers were back of the starting line.

elations

Until then the relations between publishers and performers were largely on a basis of personal friendship. At Christmas time 'triends' of the publisher could expect a silk unservibute from Santa Claus, proportioned to their faithfulness to the numbers published by the donor, some of the top nothers did better than that. Some of the biggest names were cut in on songs they pushed. Charley Trevathan complained that May Irwin drew a larger per-copy royalty on 'The New Bully' than he did, and it was common talk she would sing no song for less than 2c, per copy on all sheets sold. This was top money, but other stars had a somewhat similar arrangement.

somewhat similar arrangement.

The new firm went at it in a more businesslike way. It would pay from \$5 to \$15 a week to selected singers for one verse and two choruses. Emma Carus once told this writer that she was making \$75 a week in addition to her salary. Other publishers stood aghast, but the growing success of the intruders made it necessary to follow suit, and soon all were paying. Some publishers and many singers had a place on the payroll of from two to the publishers.

It knocked the comfortable old setup into a cocked hat and made in-

Ave publishers, It knocked the comfortable old setup into a cocked hat and made inroads into the profits, but—it was the
war. The music business never was
guite the same after Shapiro, Bernstein & Von Tilzer came along.
Today the arena has shifted to the
radio belt, but the condition is pretty
much the same. Songs are more
often popularized on the film than
on the stage, but the conditions are
the same. Band leaders must be
looked after and while the individual
singers no longer draw down weekly
pay, the money is still spent to procure repetitions, no matter how hard
the publishers, as a unit may protest. As a unit they are against the
practice, but as individuals they must
bow to the laws of trade, and with
less of a comback from the resultant

less of a comback from the resultant publicity.
Radio kills the life of a song. It crashes down on the sheet sales. No longer does the evening company gather around the piano. It huddles over the loud speaker. Small need to buy sheet music, which will go dead in a couple of months, when the desired song may be had on tap at the radio dial.

The publisher must be content with a smaller sale, plus whatever with a smaller sale, plus whatever when a SCAP credits bring him. Only the old timers can lay back in the easy chair and dream of the time when 'A Little Lost Child' not only brought home the bacon for an entire season but provided plenty of drippings the following term.

The song publishing business isn't

The song publishing business isn't what it used to be. And in all probability it isn't ever going to be as good agai It's the machine age.

Burton Lane and Ralph Freed writing the title tune for the Carole Lombard-Fred MacMurray starrer, 'Swing High, Swing Low,' at Para-

Chi Union Asks Standbys For Stude Tooters' Concert

Chicago, Jan.

Members of the Music Teachers National Ass'n burned last week when the local Musicians' Union turned thumbs down on a concert by amateur honor students at the Palmer House unless a fee of \$10 a head for each of the musicians was

paid.

Musician's Union has contract
with the hotels in town provi ing
for such standby costs for non-union

British Music Looks to '37

Loncon, Dec. 20.

The popular music business in 1936 registered only a slight advance on 1935, but it definitely ended on an optimistic note. In the first place there is the prospect of an increase in the fees likely to be received from the British Broadcasting Corp., through the Performing Right. Society, Ltd., for the use of music. Accompanying the new 10-year charter that the B. B. C. is to receive from the Government is a bigger slice of the \$2.50 paid by the owner of each receiving set: for the privilege of getti News Summary, 'Copyright Reserved,' Fat Stock Prices' and other entertaining items.

Hitherto, the Government has managed, on one plea and another, to keep back about 50 percent of the license money, but, obeying the recommendation of the Ullswater Report, they are going to pass on 67½ percent, and publishers and writers, through their Society, have already notified the B. B. C. that they consider they are entitled to a substantial slice of the melon.

At present all that the Society receives for the use of its repertoire (which includes the Copyright Music of the World) is about 7½ cents per license and a minch higher figure has been suggested as commensurate, piled. The B. B. C. is believed to

has been suggested as commensurate with the value of the product supplied. The B. B. C. is believed to be countering with a small increase on what it is paying and it is expected that the matter will be submitted to arbitration. In any case, the publishers and writers are bound to get an increase.

Another, but smaller plum for the publishers will be about \$100 000

publishers, will be about \$100,000 received for electrical transcriptions

publishers, will be about \$100,000 received for electrical transcriptions made for the purpose of commercial radio programs broadcast from Luxembourg, Radio-Normandie, Poste-Parisien and other French stations on the American plan.

The B. B. C. does not like this competition and the Foreign Offlice has several times told the members of the French Cabinet of this dislike. They get the usual stereotyped reply that they'll look into it, but nothing has happened or is likely to happen. It's a good thing for the radio stations, and incidentally, keeps a lot of English musicians, performers and others busy in prearing programs. The chief objection of the B. B. C. is that it ups the prices of bands and artists who can get better terms for commercial

paring programs. The chief objection of the B. B. C. is that it ups the prices of bands and artists who can get better terms for commercial radio than from the B. B. C.

The number of continental stations used for commercial purposes is likely to increase, until one day they may be gathered into a network on similar lines to America's National Broadcasting So. and Columbia Broadcasting System. With the improvement in short wave sets capable of reception from America's some see the possibility of getting programs, from enterprising international advertisers put on with the dual purpose of appealing to the American and European markets.

With regard to sales of sheet music and phonograph records, the barometer registers no change, but the overhead has again gone up in a rather disturbing manner, chiefly due to the ever-increasing expense of supplying special arrangements for broadcasting bands and artists. A few years ago it was the practice for the publishers to pay bands so much per number, which varied according to the importance of the bandleader or performer. The B. B.C. expressed its disapproval, in strong terms and through the law courts put the padlock on the pay checks. This worried the band boys for a little while until they hit upon the special arrangement gag. In some cases the orchestration is supplied by the publisher, but very often the arrangement is made by someone nominated by the leader who may be a member of his band from whom he receives a kick-back. In extreme cases no new arrange-

SWING DANCING

By Cecelia Ager

By Cecelia Ager

Just because music publisher's don't happen to adore swing bands—with their heartless way of doing one new plug, number: to gosh knows how many old non-copy-selling tunes (and even then, who can count on them for just one straight melody chorus to plant-the refrain, with those who might want to buy the song if they could only tell what the tune was like—what with their way of going haywire after the first eight bars?), just because music publishers don't dote on them, doesn't mean that swing bands haven't done some good, ven those who sicken at the very

swing bands haven't done some good, wen those who sicken at the very word 'swing'—having from hideous past: experience developed a fear that they're going to have to listen once again to some intellectual rise up and define the term, while at the same time, some other intellectual gets violently nostalgic about the Original Dixieland Jazz Band—even these haters, if they've followed the goings-on of the younger generation this past holiday season; must admit that swing bands have justified their existence at last, for they've developed a new style dancing in the younger set—Swing Dancing, call it.

Many people feel that swing danc-

younger set—Swing Dancing, call it.

Many people feel that swing dancing is atonement for everything else perpetrated by swing bands (although the kind of people who hate children maintain that swing dancing only makes it worse), for when the younger set engaged in swing dancing they seem to like to dance.

After warms of danking in darking

dancing they seem to like to dance.

After years of 'dancing in darkest despair, of straying about the dance floor as if they didn't care if they lived or 'died, young people have, with swing dancing, come into their birthright. Encouraged by direct attack brass sections, they now dare to assert the right of youth to enjoy itself in the dance. They are dancing like dancing is tun. And anything like dancing is tun. And anything that can make young neonle act like assert the right or state assert the right or itself in the dance. They are dancing itself, And anything that can make young people act like they are as happy as old folks is

Prof. Goodman Holds Classes
It's an ill woodwind that blows nobody no good, for it's at the Pennsylvania hotel in New York, the current body no good, for it's at the Pennsylvania hotel in New York, the current favorite stomping ground of young hings temporarily unleased from English 1A and intent upon learning here what it is that makes musical flights taking off from sustained codas so terribly fetching, that swing dancing reaches its finest expression. To Professor Benny Goodman, who gives out to packed classes entited thither by a perusal of his recording texts and little lessons over the air, the students bring their home work, themes zealously striving for originality, within the restricted limits of correct form, of course. One discovers here that swing dancing is the younger set's answer to the challenge of the improvisations of the music. It's pedal dexterity on the dance floor to match the digital four-ishes of the band. It's the translating of hot licks into hot steps. Fundamentally, young people are sporting; they want to give as good as they get.

At first sight, swing dancing looks

they want to give as good as they get.

At first sight, swing dancing looks like a maelstrom of frantic scootlings-about, but study it sympathetically and it falls into a pattern as mathematically integrated as a good swing score. It's new, but already so compulsory for good standing that to night any pair of kiddies seen on the dance floor walking side by side conversing earnestly, inside arms around each other's shoulders, outside arms dangling free, eyes front, studiously out of step with the music—in the manner that was absolutely de rigeur only last season—instantly stamp themselves country bumpkins from some Jerk-water college, or worse, prep school infants who learn about life from Esquire, published in Chicago, Illinois. For swing dancing has swept all this lackadaisical stuff saide. It's not cricket to be bored by swing. Swing is serious; swing dancing is serious, worthy all the

ment is made, in which case the whole of the fee—about \$35 to \$40—goes to the maestro.

B. B. C. now demands that the publishers desist from supplying these arrangements. On the other hand, band leaders say that without 'special arrangements' cannot special arrangements' cannot present programs which would do them justice, that all bands would sound alike, and the money allowed by the B. B. C. does not even cover their costs and certainly gives no leeway for the additional expense if they have to pay for these arrangements. Like most other problems, it can be solved with some extra cash, but the B. B. C. doesn't believe in spoiling anyone.

iscussions of swing intellectual itself. It has made it smart to care, to give a hang about what you're doing, to let yourself go like Gene Krupa does.

The Erudite Touch

Anyway, swing dancing is good for the children. It keeps them thinking —they don't talk when they're doing it; people can't talk in a trance. It stimulates their imagination, it releases their subconsciousness, it per-mits them the full flower of their mits them the full flower of their youth, it develops their legs. Moreover, because it requires the most sensitive coordination, it has changed the grip from the casual thing it used to be into a definite, face-to-face grasp, a scholarly blend of bodies and joined together lightly but firmly for the best expression of mutual response to hot breaks.

Swing dancing has already estab-lished clearcut conventions, Its foundation is a pious expression and foundation is a pious expression and the maintaining in a steady hand-clasp the hands that are meant to be clasped. With such a look and such a grip, the couple lopes around the floor in smooth, easy stages, giving vent only to backward dips on the young gentleman's part matched with forward dips on the young lady's part, occasionally describing lady's part, occasionally describing a circle, with the young gentleman's right leg and the young lady's left as the is while their other legs mark off the circumference. No kicking up of heels, positively. Feet slide, staying close to the floor in a gentle, straightforward manner, to the gentle, sweet part of the number.

ber. But now, with a blast, the brass tootles. Now suddenly galvanized into action, the couple dashes off an inspired, never-to-be-recaptured figure. The brass subsides, the couple comes to order. The situation seems to be well in hand once more—and yet there's subtle undercurrent present. The music's slowly swelling. More and more instruments come in, and stay, while the couple's yet there's subtle undercurrent present. The music's slowly swelling. More and more instruments come in, and stay, while the couple's steps increase in length, their dips in depth, their circles in radius, and their expression is changing from spiritual contemplation to a zealot's ecstays. Now the band's in its forter funish; the couple's acting feverish. At the top they're still face to face, hands still firmly clasped, but their feet care not which plane they take, and take them all. The dance floor was once a turgid mass; now it's wildly catapulting, bobling, stampling, leaping, surging. Happing, surging.

It is at this climactic point that the importance of the rigorously hered-to hand-clasp—as being It is at this climactic point that the importance of the risporously hered-to hand-clasp—as being mark of the very best usage—comes in, for it is at this point that the young men and women may reveal their lowly state. They are the ones who, impelled before they realize it, into throwing off all restraint, letting their hands the better to break out into a Flea Hop, a North American rhumba, a Lindy, and in so doing, forever stigmatize themselves as persons who learned their stuff it has been as the same that the Savoy, the Arcadia or Rossiand—a brand worse than rubbers in the rain since the Yalea, the Princetons, the Williams and the Harvards—undisputed style-setters for the younger set—havent had the same places and so, naturally, don't countenance their teachings. Nor does it help the local boys, wellers on the other side of the collegiate railroad tracks, to try to hide behind white ties and tails. These very white ties and tails. These very white ties and tails only heighten the bad odor their forgetting themselves just a little too much in their dancing has created. It is fellt in better universities that white its are just a shade to precise for Swing Dancing, Dinner jackets with turndown collars and perhaps a bit of fantasy, if one feels it, in a narrow pointed ended maroon tie and matching cummerbund.

if one rees it, in a narrow pointedended marcon tie and matching
cummerbund.

Let the unwitting little prep
school barbarians wear tails every
place they go just because they happen to have them. The more mature
better element, who get the nuances
of these things, do not make these
important decisions without consulting their own mood nor pondering,
whether a hotel on the west side,
after all, rates tails. This is the sort
of thing prep school iddies and
local boys wouldn't know, wouldn't
feel, and wouldn't understand, thank
God.

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Finishes 1936 With No. 1 Song

"Pennies From Heaven"

Which Starts 1937 As No. 1 Song
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"One, Two, Button Your Shoe"
"So Do I"

"Let's Call a Heart a Heart"

"The Skeleton in the Closet"
And Among the Biggest:

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Season's Greetings from Santly-Joy

A grand song by Cliff Friend and Dave Franklin

"FLOATING ON A BUBBLE"

From "Go West, Young Man"

"I WAS SAYING TO THE MOON"

Santly Bros.-Joy, Inc., 1619 Broadway, N. Y. C.

A PARTY OF THE PAR

Concert Biz Sheds Its Dignity MUSICIANS TO

By Robert Baral

Past season in concert biz been sturdiest the were upset

and new twists given to highbrow concertizi Modern Jenny Linds are seen in Lindy's with their Bar-nums, and Stokowski is a push-over for Benny Goodman's swing sextet. The concert biz is shedding dignity

T.B. Harms Co. CLOSE TO

LOVE-WHAT ARE YOU DOING TO MY HEART

MF

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YOUR SPELL"

Featured by Headliners of the Air!

MOVIETONE HUSIC CORPORATION 1250 SIXTH AVEILUE



Moocher' in

to si Moocher' in tights.

Lena Luggage singing Wagner in strict traditional formula one night at the Met was 24 hours later swinging a duet with an m. on a coast-to-coast broadcast. Town Hall presented an armiess pianist; Philharmonic Symphony chamber group got hotcha one afternoon. Child prodigles take a longer afternoon nap so as to be awake for a General Motors airing at 10 p. m. Salmaggi gave Wagner at the Hippodrome for 99 cents and an advance apology. Radio tenors left Hamburger Mary's for fiyer at hoity toity concerts in tails and white ties. It's that nuts. Fortune Gallo put his San Carlo Opera on a barge at Zach's Bay, L. I. and cleaned up over the summer. Novelty started out with grand opera but shifted to Shubert. But either way it tremendously excited the concert biz.

concert biz.

Top-notch concert draws of the moment include Lotte Lehmann, Richard Crooks, Ni Martini, Nelson Eddy, Lawrence ibbett, Jose Hurbi, Jascha Heifetz, Albert Spalding, Grace Moore, ichard Bonnelli, Harold Bauer, Fritz Kreisler, Etrem Zimbalist, Rosa Ponselle, Serge Rachmaninoff, John Charles Thomas, Artur Schnabel, Lily Pons, Kirsten-Flagstad and Frederick Jagel. Outstanding on the road, were Miss Flagstad and Eddy, both in the \$200,000 category.

Newly promi Suzanne

Newly promi
Fisher, Ma.jorie Lawrence,
Wettergren, Josephi
Rosemarie Brancato, Rosa
Fruna Castagna, Enid Szantho,
Joseph Bentonelli, Charles Kullman Joseph Bentonelli, Charles Kullman and Eugene List. Stella Andreva, Gina Cigna and Kirstin Thorburg, all new to the Met.'s roster this current season are promising comers. So far none of the new ones has revealed ix possibilities.

so ar none of the new ones has revealed it possibilities:
Metropolitan Opera is bashtul about its weekly bo, intake, but last year's totals were reported considerably up. This encouraged the Edward Johnson regime, in its initial year, to institute a spring season on a popular scale. Production of The Bartered Bride' in English with Muriel Dickson caused most talk. It is also on the bills for repeating this season. Anna Kaskas who won NBC's opera audition was also given a chance to appear with the spring troupe at the Met. The Met. likes to talk about injecting s. a flourishes into its productions, but the offerings still turn out somewhat musty.

musty.

S. Hurok's array importations topped again with a week of De Basil Ballet Russe which cleaned up last year. Columbia Concerts stepped into the ballet field with Joss Ballet which, while smaller, drew well in the hinterland.

In the whistle stops both Columbia and NBC went after more hamlets for their community series. Southwest area opened up, and borderland culture clans have been practically organized solid. For an average stocurse, around four inoculations of uplift are guaranteed. Neither bureau will release their list of towns. It's that kind of a business.

Isham Jones returns to the Lincoln, New York, today (Wednesday).

A HIT SONG - A HIT PICTURE

ew Arthur Freed-Nacio Herb Brown song that will ri

ROBBINS MUSIC CORP.

NEW YORK 799 7th AVE.

INTENSIFY N.Y. **PICKETING**

Failing to get any action from the operators of theatres in the Greater New York area which the union has been picketing in a drive to restore music and stage shows, Local 802 of the American Federation of Musicians is planning to start the New Year by intensifying its campaign.

paign.

At present picketing a total of 26 houses, both downtown and in neighborhoods, the musicians are planning to extend picketing and other campaign measures against virtually all theatres in New York, Bronx, Brooklyn and Queens which could use flesh in one form or another. There are many circuit and independent theatres which in the past used vaudeville or ctage shows but up to now have been unnolested.

With union sources declaring the

molested. With union sources declaring the 802 campaign is least welcome in the neighborhoods, where more members of unionized labor are among the patrons, the plans to put on the pressure even away down on the east side in front of the Commodore and Loew's Delancey, for instance, are designed to harass the circuits ever

further.

To date the campaign of Local 802 has cost about \$21,000. Determination to increase picketing is partly encouraged by the quick conclusion which was brought about in Philadelphia by picketing there, contract from Warners for musicians in downtown and neighborhood thea-tres involving \$175,000 on the year

ASCAP Hearing on WB Ratings Off 'Till Jan. 19

Date of the hearing of the Warner Bros. music firms' protests against their availability in the American Society of Composers, Authors and Publishers has been postpoined from Jan. 5 to Jan. 19. WB music management figures that number of the members of the ASCAP board directors will be out of town this week and that it would be best to defer the airing date until a larger quorum could be present.

Those who will present the case for WB have equipped themselves with a mass of data tending to the voluminous uses made on the air and elsewhere of WB-controlled tunes. Board will be asked to boost the availability standings of T. B. Harms, Remick and Witmark and also Harms, Inc. At its last meeting, the publishers availability rating to 600 points, or 100 points more than that held by the next top firms in the Society.

Kurenko Now a Yank

Marie Kurenko, Russian coloratura

Marie Ruirenko, Russian coloratura, has received her final papers as an American citizen and will make her home on this side.

Diva has been active in concert and opera over here for the past 10 years. Columbia Concerts handles her.

Concert Mgrs. in N. Y.

Collecte angis, in at a Flock of concert managers in town for over the holidays include: Charles A. Sink, Ann. Arbor, Mich.; Zorah Berry, Buffalo; J. Herman Thumann, Cincinnati; Arthur See, Rochester; Helen Gorham, Seattle; Theodore Gannon, Cincinnati, and Parisial Allan, Philiadalphia

Last Week's 25 Best Sellers

National best sellers in sheet music this past week will be a regular chart in Variery every week. The trade will be interested in comparing the selling relativity to the most-played-on-the-air tabulations, shown elsewhere on this page. Song title and publisher of the best selling 25 are included; only the title of the song is recorded in the air plugs.

Chapel in the Moonli

Chapel in the MoonliSh	apiro
*Pennies From HeavenSe	lect
*I've Got You Under My SkiCh	appell
†It's De-Lovely	annell
When My Dream Boat Comes Home	tmark
*With Plenty of Money and You Hs	rms Inc
*With Plenty of Money and You	iet
*I'll Sing 1 000 Love Songs Re	mick
*I'll Sing 1,000 Love Songs	clucina
*One Two Button Your Shoe	loot
*One, Two, Button Your Shoe	annoll
*I'm in a Dancing MoodCr	appen
South Sea Island MagicSe	awiord
Coodnight Mr. Lovo	lect
Goodnight My Love Ro*Let's Put Our Heads Together Ha	DDins
Tets Fut Our nexus logether	rms, inc.
The Night is Young W. *So Do I Se For Sentimental Reasons M. Did You Mean It? Be	ords & Music
"S0 D0 1Se	lect
For Sentimental Reasons	arlo
Did You Mean It?Be	rlin
Close to Me	5. Harms
*All's Fair in Love and War	rms, Inc.
*Easy to Love	appell
*That's Life GuessCr	awford
*When Did You Leave Heaven?	obins
There's Something in the Air	obins
 Indicates fimusical song. † Indicates stage production others are pops. 	n song.
	\$ - VH

S-B. Answering Suit. Savs Shuberts Sold Claim on 'Red Sails'

Shapiro, Bernstein & Co. has filed a general denial with the New York State Supreme Court a suit-brought by Lee and J. J. Shubert to void a contract the producers made with the music publishing firm over a year ago. In what the trade regards as unusual litigation, the Shuberts seek to have the S-B deal vacated so that they may bring an infringement suit in Europe against Peter Maurice, London and Paris publisher. Tune involved is 'Red Sails' in the Sunset,' smash hit in both this country and abroad.

Shortly after Shapiro-Bernstein had bought the American rights to the song from Maurice and released it, the local firm discovered that there were several bars in 'Red Sails' which were similar to the melody of a tune used in a Shubert show which had less than a week's run some 10 years previous, S-B subsequently obtained from the Shubert sow which had less than a week's run some 10 years previous, This deal was: negotiated in the early part of 1936.

While visiting Europe last sumer, Lee Shubert took the occasion to make a claim Peter Maurice for a cut in the European profits of 'Red Sails' because of the alleged infringement. Maurice retorted that he owed the Shuberts nothing, since the general release the latter gave Shapiro-Bernstein included the European rights.

ropean rights.

ropean rights.

It was with the purpose of clearing the way for bringing suit against Maurice that the Shuberts recently appealed to the New York Supreme Court for an order declaring the S-B release void, arguing that there had been no intention of conveying the European rights also.

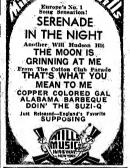
In its answer to the Shuberts' petition, Shapiro-Bernstein averred that the contract which the publishing firm signatured had been proposed and drawn up by the Shuberts' own lawyer, William Klein.

Templeton Symph Date

Thumann, Cincinnati, Arthur See, Rochester; Helen Gorham, Seattle; Theodore Gannon, Cincinnati, and Reginald Allen, Philadelphia.

Seidel Pullmans Dixie
Toscha Seidel back from Europe this past week opened a U.S. tour of 42 dates Monday (4) in Florence, S.C. Most of the trek is through the south and west coast.

Violinist's Carnegie Hall date is down for March 20. Handled through Columbia Concerts.





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SOLITUDE

ROY SONGS

Stop Everything and

SWING

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RUSTY HINGE'

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That Girl from Paris

BORN TO DANCE

RED, HOT AND BLUE

NOW Yer

THE SHOW IS ON

LITTLE OLD LADY NOW

The Score That Will Live Forever By Jerome Kern and Dorothy Fields

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NOEL COWARD'S HITS

YOU WERE THERE

WE WERE DANCING

KURT WEIL'S SUCCESS From "Johnson"

TO LOSE YOU AND TO LOSE YOU

CHAPPELL & CO., INC.

RKO Bldg. 1270 Sixth Ave. NEW , N. Y.

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On The Golden Gate

Love You from Coast

There's Frost On The Moon

IN PREPARATION
The reatest Score of the
Year From

IRVING BERLIN'S

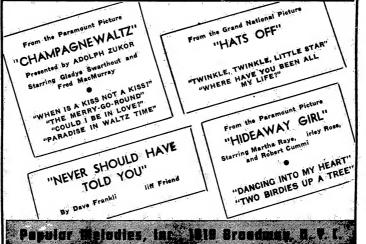
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LONESOME GUITAR IT'S STILL BEING DONE

YOU'RE JUST A

NIGHT

OH, SAY, CAN YOU SWING? IN YOUR EMBRACE

RUMBAS SPIC AND SPANISH

MY SOMBRERO

50c ea.—Any 5 for \$2.25

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Witmork Presents

When My Dream Boat Comes Home

Thru the Courtesy of Love

M. WITMARK & SONS. 1250 Sixth Ave., ECA Bidg., N. Y. CHABLIB WARBEN, Prof. Mgr.

AT THE WAKE

By Joe Laurie, Jr.

'So the Old Man is gone?

'How di it happen? 'Nobody really knows.'

Just started with a bad cough; then he got worse; hear attacks which made him grow weaker each year, and before anybody knew

It he was gone.'

They were discussing the passing of Old Man Vaudeville. There on the stage; with a lone pilot light at the head of the casket, was the Old Man. He was fixed up with 'Stein's No. 7,' had on a long Prince Albert coat and his beloved clog shoes. Some of his real old friends were around to pay him a final tribute. And one could see the 'real tears rolling down the faces of many that passed the bier.

was the old gang of 'regulars' stiting in the corner of the 'prop' room, gabbing about the old fellow that was no more.

The told days he paid a lot of attention to me.

The song AND DANCE MAN was saying: I remember working for the Old Man when he first started. I was one of his favorite acts and I made good for him down through the years. He always took care of me. In the old days he paid a lot of attention to me. We had challenge dancing and there was a judge on the stage and two judges under the stage to listen to the tags. I'd pack the theatre pretty proud of me.'

pretty proud of me.'

Then the SKETCH TEAM spoke: 'When I first went with the Old Gentleman, we had some very poor sets. I had to use anything the property man had around the house. Many's the time I used a kitchen chair in a parlor set. But as the years rolled by the Old Gentleman recognized my value and catered to me. There were very few bills that he didn't feature me on. He spent a great deal of money on sets and material to show me off to advantage. I shall miss him. Especially in summer time. I would visit the Old Gentleman for a few months in my off-season periods.

The JUGGLER spoke up: I started with him when he its of stages and the ceilings were so low I couldn't pile up my cigar boxes and put my lighted lamp on top of them (my favorite trick) for fear it wouldn't 'clear.' And the poor lighting of the stage made me miss plenty of tricks. But I stuck along and the old fellow took care of me until the last.'

A VENTRILOQUIST then sai 'I was one of his oldest friends, id a lot to amuse his children. I started with crude-looking dummies; then as the Old Man, raised my salary I improved my act. I put in walking dummies; props, and scenery. My dummies looked like real people. But the Old Man started to build big houses and the audiences couldn't hear except through a microphone, and, worse still, they couldn't see the expressions of my dummy's face. I kept playing, but my heart wasn't in it.

expressions of my dummy's face. I kept playing, but my heart wasn't in it. Then, an old BLACKFACE COMEDIAN raised his voice: 'You fellows are just ki Say, I started with the Old Man when he did. In fact, I was working in minstrel shows when he opened in a saloon and I joined im and put on all sorts of minstrel acts and after-pieces. I schooled many a comic for the Old Man who later became his headliner. I'm much older than he is, and I still get along. Of course, not on the regular stages, but I black up now and then for the Amateur Shows. They still laugh at me, but I don't get a kick out of it.'

The Mike Menace

The Mike Menace

T must contess that I loved the Old Man before he was rich and built those big houses of his, said the MONOLOGIST. In his little houses I had great times. No exertion, as the audience could hear and see me. We were pais. Then the Old Man started that building mania and the houses were like cathedrals; the people were far away from the stage; one had to speak through microphones to be heard, and the 'mike' would hide my expression. It was no fun any more. I had to start to sing and dance and add stoogs to my act. I had to take 'prattalls,' for you see it was only 'sight stuff' that got I didn't like that. I like to get laughs from my neck up. from my neck up.'

from my-neck up.

An old MUSICIAN then arose and started paci the floor. 'Say,' he said, 'I started with the Old Man from the day he opened. Just a lousy piano. Then as the business got better he added a drummer and we went along for years like that, just piano and drums. We were even featured. And as the business grew he would add a violin, then a cornet and bass, and it was no time we had some excellent orchestras with leaders who didn't have to nod their heads with their fiddles. They had a regular baton. Yeh; then the wild days came. I call the Old Man's 'wild days' when he had us coming out of elevators, dressed in monkey suits, and he made us play on the stage instead of the it, where we belonged. We played in back of the acts instead of in front of them. He made us sing and dance and clown. And we forgot how to really play; we tried to be actors, but found out too late we were just musicians. That's where'the Old Man made a big mistake. And now many of his smaller houses have gone back to the original plano and drums.

Then a STAGE HAND spoke up: 'When I first worked for the Old Man

gone back to the original piano and drums.

Then a STACE HAND spoke up: When I first worked for the Old Man I had to go out and light the gas footlights and pull up roll curtai I built all the props myself. I could make almost everything he wanted out of papier mache. The Old Man didn't use many props those early days, just a rosin board, a few slap sticks, some potted palms, a couple of gold chairs for a fancy set, and a few kitchen chairs and tables for acrobats. Then the Old Man got going good, he put in swell switchboards, counterweight system curtains; my prop room was jammed with everything you could think of, and what I didn't have I could go to the five and ten-cent store and get. I forgot how to make props. He had a lot of other fellows helping me. Those were the great old days. I sure miss the Old Fellow very much.'

Then a SCENIC ARTIST spoke up and said. The first set I made for him was a 'grooved' set. The stagehands would slide half of it on from each side of the stage in grooves. Then I painted a 'street drop' with ads on it which paid for itself. Many a 'wood' set, 'kitchen' set and 'parlor' set I painted for the Old Man. Then when he got going good he had me make beautiful sets that would get applause from his audiences. Then the doctors were called in for him and they told him he must discard all the old scenery and just use drapes. So all my scenery was thrown out. He used drapes in all his houses. Nobody spoke of a 'tancy door center'... It got tiresome to the eyes, and the Old Man realized it, but it was too late.' I handled his first camel hack trunk' said. The BAGCAGEMAN'

used drapes in all his houses. Nobody spoke of a 'fancy door center'. It got tiresome to the eyes, and the Old Man realized it, but it was too late. 'I handled his first camel-back trunk' said 'THE BAGGAGEMAN'.' That's about all he carried when he first started; then he gets more dough and buys Taylors and wardrobe trunks, and he carries scenery and lights and props. Why just before the big bust-up I was carrying loads of stuff for him every week. I had to have a lot of wagons and men to handle it. It added up to plenty of dough, and we all did fine until the Old Man started ailing. He started to cut down little by little and, before I knew it he was back working with a suit-case and using his car to carry that. The Old Man put me out of business in no time.'

A little OLD TIMER in the corner in a very squeaky voice sai: Listen, fellows: Do you really think he's dead?' And all the others gave him a look as if to say: 'Poor old guy, he's nuts,' and continued their conversation, as the OLD TIMER slunk back in his chair.

A big, heavy man who introduced nimself as a REAL ESTATE MAN spoke up: 'I miss the Old Boy, although of late years I didn't do much business with him. But I remember the time I sold him and his kids a lot of swamp land around Freeport and in Michigan. They were great kids; they'd buy anything. The Old Man was the same—he'd buy up a lot of land from me for his houses. Ah, those were the good old days.'

A MANAGER broke, in with: 'we were great buddies. I took care

of him like a child. I took care of his children. I knew them all by their first names and just what they could do. I knew their little weaknesses, and I would listen to their 'beefs.' I troned out their difficulties on opening days. I kidded them about their 'billing.' I laughed, cried and drank with them. We were all a part of the Old Man's family. Until the old gent started acting eccentric. With his sudden wealth and big houses he started a school for us, 'Yes, sir! Can you imagine teaching something I was raised in? Then he got a lot of young kids to replace me. He paid them \$25 as week. Why, I used to make that on passes alone. He taught them how the floor of a theatre should be washed, how the balconies should be dusted, how to put up ropes to keep the crowds back; well, that's when I was disgusted with him; but as I say, it wasn't his fault—money went to his head and he became eccentric.'

An OUTSIDER who was taking all this in pointed to a well-dressed who was looking at the casket. 'Who is he?'

who was looking at the casket. 'Who is he?'
The OLD TIMER looked and said: That's a big PICTURE MAN; he is related to the Old Man by marriage. I am surprised to see him here. They had a big fight years ago, and that fellow really broke the Old Man up. They say he helped kill him. That other fellow next to him is his pal. He don't belong to the family at all, but sneaked into it. His name is RADIO. He claimed he was some sort of a doctor—had new ideas and would fix the Old Man up. He put microphones in all the houses, and that helped kill the Old Man, too.

And the Investment Mentor

A well-fed BANKER arose and sai: Well, I'm very sorry to see him go. It took me years to get the Old Man to listen to me; but when he did, he went hook, line and si I made him a lot of dough; sold stock in his houses, made mergers; everybody was making dough—on paper. The trouble was the Old Man gave too much of his time to stocks and neglected the talent. The answer is I have a lot of his houses on my hands I would like to get rid of.

like to get rid of.'

A little AGENT sai Many a bill of goods I sold the Old Man. I helped him dig up some wonderful talent that kept him alive for years. Of course, I got mine. When things were good it was a cinch to get 15% and 26% from hi But I had to split it, if the bookers. It was a crazy business with everybody making money off the Old Man. In a way I'm sorry now, because towards the finish I didn't do right by him. He depended on me, but I was so busy in the stock market that I forgot about him and the big chances he gave me. I'd do anything to get him back now, but it's too late.'

At this the OLD TIMER once more arose and said. Do you really the is dead? The AGENT gave him a dirty look and the OLD TIMER back in his chair.

A fine old gentleman arose—he was a LEGITIMATE PRODUCER. He spoke softly: I shall miss him awfully. The dear ld Gentleman loaned me many of his talented children. They became stars for me. I wonder where I shall get my future stars from? I shall miss the Old Gentleman very; much.

A rough-looking individual took the floor. He was BURLESQUE. Well, he was great old guy. And I helped put him to the top. I gave him plenty of talent. II I was smart I would have kept them myself instead of worrying about 'stip-teasers' inches.' Well, he was a good mugg, and I'm sorry to see him pass out.'

A TRADE PAPER representative got up and with tears in his eyes said: When I think of all the pages I wrote about him. I practically lived off his goings-on. He took up more pages than all the rest of the show business put together. And now, well, I'll stick in an obit, and I guess I'll keep his name on one of the pages just for old time's sake.'

name on one of the pages, just for old time's sake.'

The Booker-Remember?

A poorly dressed, ammic-looking fellow got up. It was A BOOKER. What bills I would lay out for The Boss! Acts from all over world. Blended together perfectly. Headliners from the legitimate, musical comedy, circus. I knew The Boss liked me in the old days. It was I that helped him make so much money. But he had one fault. He would spend money on everything and anything, but forgot to raise my salary very often. So I had to split with the agents, and so many acts were on my books that didn't deserve to be. They were the 'pay-off' acts, and didn't help the bills any. But I had to make a living. Then I sort of dabbled in the stock market, and that took my mind off my work. You see, I wanted to rich and quit before I got a 'booking-office stomach'. Then the bankers got ahold of the Old Man and the bills didn't click . . and I was kicked out and replaced by younger men who knew radio and pictures. Well, I guess I had it comi if I knew then what I know now-well—'THE AUTHOR then spoke up: gave him my best until he became

Well, I guess I had it comi

THE AUTHOR then spoke up; gave him my best until he became
miserly and, wouldn't pay for my brains and originality. So I went over
to his cousins, the PICTURE people and the RADIO companies. They
paid me plenty, but it wasn't the fun writing for them like I had when I
wrote for the Old Man. There wasn't that personal touch. And the
laughs! But I will never forget that he gave me my schooling and all the
tricks I know now I learned through him."

A CLUB MAN pushed his chair forward: 'We had some great clubs for the Old Man—The Lights, the Green Room, the Elks, the Comedy Club, the Friars. Now we, too, are gone with the Old Man.'

Costumes by

Costumes by—

A beautiful lady who claimed she was a MODISTE spoke: 'What gorgeous clothes I made for his daughters. The single ones, the sister acts and the flash acts. How proud I was to see them sing and dance in my creations.' I, too, was somebody years ago,' said the SHOE MAN, 'when the Old Man was young. I made his 'slap' shoes, is soft shoes, his clogs, is wooden' shoes, his funny shoes and his two-tone street shoes. I was proud o' my work. In the last few years the Old Man put 'taps' on his street shoes and there was very little need for me.'

The OUTSIDER asked, leave much? And the OLD TIMER answered him saying, 'Not very much. He left a few houses in England and Australj, and a few here America that still beat his name.' id he leave any ki asked the OUTSIDER

id he leave any ki asked the OUTSIDER

yes. They're scattered all over the world. Most of them are in the radi and picture business; they kinda left the Old Man when he was all Lots of his children don't even know he is dead. You see they are in UNITS and it takes a long time to locate them. But one of these days they'll hear about it.

'How old was Old Man Vaudeville?'

How old was Old Man Vaudeville?
Nobody really knows his age, He started away back in reece, then when he came to America he worked in saloons and Free and Easys, then as he grew older and more talented he built houses to play in. He was the rage for many years, then he grew careless and lost his health and money, and the last few years of his life he became a public charge? At this point the OLD TIMER looked around and drawing closer to the OUTSIDER whispered, You know I've heard of cases where people were buried alive. I wonder is the OLD MAN really dead?' The OUTSIDER walked away shaking his head.

Managers-Or Bookers

By Joe Schoenfeld

The theatre manager today is doing most of the vaude booking. The bookers have been relegated to mere pencil-inners

horn of executive power and acti strictly as the middleman the agent and the manager

the agent and the manager.

It's a new kind of show-buying for vaude, where formerly the booker had everything to say about the entertainment a theatre received and the theatre-manager sold it, else. Few of the bookers nowadays, however, can okay an act on their own that gets over a \$500 weekly salary. Above that amount an act currently is considered it he class of an attraction by the theatre managers, and the latter insist on the right to accept or veto.

RKO in particular has made the manager-booked stage show.

manager-booked stage show in the operation of its theatres: circuit's district and hor circuits district and house managers dictating the show policies of their respective houses. This goes both straight guarantee buys percentage deals, the operators wanti everything to say i any heavy money expenditures in theatres.

RKO's Koerne

Charles Koerner, RKO
manager in Boston, has been especially active in the booking of the
stage shows in the Hub. Besides
ordering or okaying booki
Koerner has also had hand
the circuit's own productions, infrequent as they are, or, in the degating of the circuit's franchised
indie producers to stresses indie producers to stage a type show.

type show.

One example this season of Koerner's activity in the stage booking end was his deal for the Eddi Cantor unit at, a \$15,000 guarantee against a 50-50 split of the gross, with Cantor pulling out of Boston, with close to \$25,000 for his show i six days. Last season, at Koerner's request, the circuit produced 'Folies Comique,' 65-people unit which cost the theatres it played around \$7,500 weekly. Koerner also had the circuit authorize condensed versions of Earl Carroll's 'Sketchbook' and 'Vanities,' which played only three weeks.

From RKO, this manager interest From RKO, this manager interest in vaude booking spread to all of the other circuits except Loew's. Same situation that prevails at RKO now also prevails at Warners and, in certain instances, at Paramount. It's something that was not forced upon the managers; instead an added burden that they demanded. Their reason is that they want to forestall any chances of their theatires going heavily into the red with an injudicious booking of a stage attraction unsuited to their particular situations.

The Setup's at Fault

The Setup's at Fault.

In some respects, this change in the buying of stage shows the fault of the booking office setups of the different circuits. In the old days, show buying was done by bookers conversant with different sections of the country to which they were catering. Bookers made frequent tri into their respective territori and the local audi

atres and the the local audi audi the past few, years, bookers have bought the same shows for Boston as they booked for Chicago, they have not taken into consideration the varying of entertainment taste in the widespread localiti the personnel of the book in fact, make it almost impossi for bookers to do much of that ki of scouting at the present time. Another reason is the lessened authority vested i the bookers nowadays. While the influence of the managers in the booking of stage shows is not altogether unhealthy it has still killed off a lot of the initiative of the bookers, sti the latter's, showmanship and ori inality in talent buying. This is clearly shown by the complete lack of outstanding new acts in the three years. Managers may that there no new acts because there isnit and development ground, but there was a time when bookers searched saide of vaudeville for new personalities that could be built up. True, vaude is recruiting resently radio and the iteries, but established names and few, unknowns.

DO THEY WANT VAUDEVILLE?

By HAL HALPERIN

Do they really want vaudeville?' This has been asked by theatre men often during the past few years. They point to the decline of vaudeville as the reason in itself why vaudeville died. They accept the effect as the result as the symptom.

result as the symptom.

And yet, even a cursory glance around the really successful vaude theatres in the country today indicates that 'they' still want vaude. They want it, from actual box office proof, in such widely separated situations as Baltimore, Indianapolis, Detroit, Chicago, Kansas City, Milwaukee and Los Angeles. And if they want it in those cities, surely there is sufficient evidence that they will want it elsewhere, since the American amusement-seeking public is pretty much the same all over the country. Otherwise there wouldn't be such things as hit songs, plays, radio programs or pictures.

They have proven they want vaude by the successes of

such things as hit songs, plays, radio programs or pictures.
They have proven they want vaude by the successes of the Hippodrome in Baltimore, the Lyric in Indianapolis, Fox in Detroit, State-Lake Chicago, Tower in Kanasa City, Riverside in Milwaukee, Orpheum in Los Angeles. Each of these independent houses was up against almost identical problems, primarily lack of picture product, and found in vaudeville the solution to the problem of successful operation against powerful competitive forces. These theatres made good not with the best of everything, but with every possible obstacle tossed in their path. They made good, not with the most favorable background, but against tremendous odds. If vaude can make good in such situations, how would it go with the proper-solicitude and backing from the powerful organizations in show business?

Is It a Flop?

This, in spite of the general opinion in show business vaude is a flop because of the public's distaste for that type of entertainment. If that were there would be no variety shows in the clubs, variety programs on the air.

In nearly every one of the cases mentioned the houses were orphans before they were taken over and opened with vaudfilms. The houses were dark, shuttered and cobwebbed. Nobody wanted 'em. They were ready for the

wreckers.

But Luy Rappaport took the shuttered Hippodrome in Baltimore after it had been generally considered washed up. He took the house against the advice of many friends is show business and he opened it against the powerful Loew circuit. And in one year Rappaport made the house such a winner and such a thorn in the side of the Century in that town that Loew's finally declared it 'opposition.' But even that didn't stop Rappaport. Today it remains a profitable house as a vaudfilmer and the so-called smart theatregoers.

Baltimore haven't icade that they vaideville.

For several years the State-Lake was boarded and bolted after RKO quit the house. Balaban & Katz was begged to take the house over but it laughed at the suggestion. Then in 1933 Aaron Jones, Sr., of Jones, Linick & Schaefer, took over the spot, and everybody laughed. Today, the State-Lake is in the winning column and last Labor Day week turned in a gross of \$19,600 for an attendance and money record under the present policy of vaudilms. And yet, are those who claim that audience. Despite fact the State-Lake with its strictly slough product must depend almost solely its vaude for attendance. At \$19,600 the house showed a profit of more than \$7,000.

In Milwaukee

raude for attendance. At \$19,600 the house showed a profit of more than \$7,000.

In Milwaukee

In Milwaukee the Riverside was the joke of the town. Only a sucker would think of tackling house which was off the main stem and away from the heart of thi It went through the usual financial jams of the depression era and finally the desperate overseers of the house turned it over to Eddie Weisfelt to see what he could do with it. They gidn't have much hope but were willing to anything once. And the story of the Riversi is also now known throughout show biz. With a vauddlim policy and smart handli the Riverside is today one of the ripest money-makers of Milwaukee. And here again is a situation lacking film product. The State-Lake has to make the best of it with slough films. The Riverside's problem is to get product of any kind. The State-Lake's poorest pictures would be gems for the Riversi . And yet Eddie Weisfelt made and is conti ing this house as winner with his showmanship and his yaude.

Charles Olson has made a out of Lyric i Indianapolis and had retired, prepared to take it easy sunny California. But came the depression and the Lyric, of which he had disposed, got into financial jams and Olson was called back. He came back to the house at the very depth of the depression. Everything looked hopeless. But Ison remembered what he had done for years at the house with vaude and it was with vaude that he again pulled that house out of the red and turned it into a highly profitable stop in the depression years. Other houses, such as the ace Indiana in the town, couldn't make a go of it, but Olson turned the trick at the Lyric i big way. With vaude, And the Indianapolis ience is the average American audience. They didn't then, and still haven't given any indication that they don't care for vaude.

The same story of success against all odds terrific competition can be told about Dave Idzal Fox, Detroit With the city controlled largely by the Paramount-

Trendle interests, Idzal, with his own initiative and ability to book money shows and put together money vaudeville, has place for himself in Detroit and the nation's show. Dave Cockrill turned the trick at the Denham in Denver, until today despite the pressure of a powerful local circuit, the Denham is a wi and the possessor of the public's confidence.

nufil today, despite the pressure of a powerful local circuit, the Denham is a wi and the possessor of the public's confidence.

And Others

And there's M. W. Reinke at the Tower in Kansas City and Sherill Cohen the Orpheum in Los Angeles. Both have similar stories of making good against odds. Each took a house a hopeless' situation and turned it into a money-maker against every disadvantage, competition and opposition, against seemingly insurmountable obstacles. But each man made good, and they made good with vaude.

There are examples from coast to coast. They are not just one two instances, but in spots across the country. And each story is the same. Vaudeville id it with the help of a person who bell in vaude and proved that those who say the public doesn't want vaude' are wrong. Not only does it prove that there is a vaude-going public, but it proves that a vaude-minded showman who wants to go places i show business, who is an individualist and who can think for himself and work, can make a mark in the industry.

The Manager

Blame has been placed on the circuits alone for the decline of vaude. That isn't exactly fair. The blame rests on the namby-pamby, what-the-hell and take-the-easiest-way type of managers the circuits have developed. These managers are sitting back and are content to collect their salary for doing somebody else when they tell the home office that the public doesn't want vaude, since such a statement means there's less work for himself. He gets his show in a can. There's no tuss, no worry, no trouble with acts, no squabbles dressing rooms, billing, animal acts, etc. And he takes no chances with a losing week now and then. He takes his film and slaps it on the screen, as per instruction, and calls himself a manager when he gets the house closed exactly on schedule.

In many instances a check-up on those situations where the managers have reported that the 'public doesn't want vaude' will discover that it's the manager, beyond he simply isn't vaude-minded. He has no feeling for that end o

The Record Says 'No!'

By Joe Schoenfeld

steadily into nowhere.

Decline variety entertainment
in theatres can best be realized by
looking at the record of the past
four years, the period of time in
which vaudeville was supposed to
ind its balance after taking the great
ip with the advent of sound. Computed on the basis of playing time
of four major circuits, RKO, Loéw,
Paramount and Warner Bros., vaudeville's fall was dramatically sharp.

December. 1933. four ma-

Paramount and Warner BNOS, Vauuc-ville's fall was dramatically sharp.
December, 1933, four ma-jors had a total of 49 weeks of play-ing time. RKO was the leader, with 20½ weeks; Loew's second with 17. Paramount had nine, while WB Paramed tourth with two and a half. A year later, 1934, the major circuit playing time had shrunk a total of 15 weeks to 34 in all. RKO again was tops, but with only 13½ weeks; Loew's had nine and a half; Para-mount, six and a half and WB four and a half. With not as much room to slip in 1935, the majors' vaude commitments decreased by 10 weeks 24.

commitments decreased by 10 weeks 24.
And this Xmas, 1936, was vaude-ville's bleakest. All four majors combined could only muster 19½ weeks. RKO has eight and a half on its books; Loew's, 'Paramount, seven, and Warner ros. Saddest commentary all on vaudeville, however, the fact that there's only major strictly variety house in all of Greater New York, this Loew's State on Broadway, RKO, the leader in variety entertainment, as successor to Keith-Albee-Orpheum, hasn't a single stage show house all of New York' five boroughs, where, only eight years ago, it could offer an act 18 solid weeks.

The record speaks for itself and is enough to turn the most confirmed optimist on the future of vaudeville into the gloomiest pessimist. Without a total of 19½ weeks divided among the four majors, indication is that it mortts has set for vaudeville as a stage enter-imment and theatre bo. factor.

The ighlights

ighlights

Vaudeville found the toboggan union trouble in three keys, plus the still fast in 1936. It was dropping steadily into nowhere.

Decline variety entertainment in theatres can best be realized by and the American federation of Musicians, Local 802, and the American federation of Musicians, Local 802, and the American federation of Actors, which, along with the AFM, is affiliated with the American Federation of Labor. Second, and the find its balance after taking the great on I Labor. Second, and the pwith the advent of sound. Computed on the basis of playing time for the state of the s

Had there been any real mana-gerial interest in stage shows, the N. Y. Paramount's policy, instituted Christmas Day of 1935, could just as well have been the forerunner for a revival of some sort of live enter-tainment in theatres of its kind.

matically sharp.

1933. four may as the leader, with the work of play rest the leader, with the major circuit shrunk a total of in all. RKO again to not an intervent of the majors and a half, the major circuit shrunk a total of in all. RKO again to mot an must room the majors and a half, the major cure of the case of the center of all. RKO again to mot an must room the majors are used than in the regular productions, and a half, the major state of the case of the center of the case Loma or for celebration of the Par's first an ot as must play as eight and a half, the majors are used than in the regular productions, and a half, the majors are used than in the regular productions, and a half, the majors are used than in the regular productions, and a half, the majors are used than in the regular productions, and the majors are used than in the regular productions, and the majors are used than in the regular productions, and the majors are used than in the regular productions, and the majors are used than in the regular productions, and the stage made the idea successful for the Paramount and cessful for the Paramount and cessful for the Paramount and the musical pickets are used than in the regular productions, and the stage or the productions of the stage made the idea successful for the paramount and the musical pickets and the stage of the part of the leader in this in the regular productions, and the stage or the paramount and the musical pickets are departed to prevent when the support for the not work the leader in vanity as successor to more the productions of the paramount and the musical pickets are the provided place of the majors. The production of the paramount and provided place of the managers towards stage and the provided place of the paramount and the musical pickets are provided to the majors. The provided place of the paramount and provided place of the provided place of the paramount and the musical pickets of the paramount and provided place of the provided place of the provided place of the

ing out the musicians and actors, are having no apparent effect on the wickets. To some extent, the picketing had a more demoralizing effect on the unions than on the theatres. Actors and musicians had believed that ion members of the other crafts in New York would refuse to pass through the picket lines. In fact, the AFA made it a point to publicize the necessity for unions to work together in the house organs of other unions, but with little noticeable effect.

rosses of the theatres remained unaffected, with the result that the theatre operators did not go through with plans, formulated when the picketing began, to take the matter to court for a ruling on whether picketi is permissible if no strike is in Now they're sitting back, waiting for the AFM-AFA campaign to run itself out.

Musician strikes in Philadelphia and Pittsburgh for isher wage.

coupled with Mark Bros.' Night at the Opera' (MG), last New Year's week; then the Jack Benny unit topped Sullivan's gross, with Burns and Allen followi in shortly thereafter and topping them all. In November. Rudy. Vallee's orchestra and 'Libelled Lady' (MG) grossed close to \$44,500, an all-time topper for the house.

Follow the Leader'

Pollow the Leader'
Patronage at the State has consistently mounted, its vaude policy clicking to the extent that the house is drawing regulars much the same as did the old Palace. This may be due to the fact that it is the only big time' vaude spot in N, Y, but aggressive booking and exploitation come for good share of the bends. It could and should be a pointer for RKO, but the latter is convinced it can show greater profits, or lose less, with double features than vaudfilm.

No new acts of importance came

than vaudfilm.

No new acts of importance came into vaudeville in the past year, and the old ones did everything possible to switch their routines to fit nite club work. It's to the niteries that acts must now turn for consistent work and compensation, and it's the niteries that are now playing more vaudeville than the theatres.

But acts must be acts to the content of the conte

wadeville than the theatres.

But acts trying to crack the cafe field are up against the same problem of new vaude acts—no developing ground. Either they whip themselves into shape in the rehearsal hall, or else they play cheap bierstubes and taverns for short coin under heart-breaking conditions.

However, the itery field and its leant booking operations are presently showing signs of getting organized. When and if this comes about, its less favorable conditions will be cleared up, and a new era will dawn for variety talent. It may come within the year, with iteries offeri routes as advantageous as the vaude contracts.

As vaude itself, it is now just

As vaude itself, it is now just whisper in the dark—showing no a whisper in the dark—showing no signs of going up and plenty of evi-dence of going even further down.

EXPO SHOW'S DATES

Centennial

Revue' has been booked at the Riverside, Milwaukee, and the State-Lake, Chicago, after which it will play 10 one-nighters on the Butterfield time, doing mi ight performances at \$1.10

Unit lately came up from Texas-vi ighters,

IN BALTO

Baltimore, Jan. 3.

Loew's Century musicians Local 40 reached an accord, and stage shows will shortly be restored to the house, probably on an 'occasional' basis. Agreement calls for contract that permits theatre to hire pitmen when needed, with two weeks cancellation clause.

Bill Saxton, Loew's city manager, and union heads are thrashing out a few details in new contract, especially just what sum theatre will pay each time it releases musicians. That clause is a new wrinkle.

Breach was established 4-when house dropped, for straight plx.

Mrs. Benny Williams Held for Questioning In Joe Ellis Killing

In Joe Lills Alling

Mrs. Anne Williams, 26, hostess at the Royal Frolics, Chicago, and wife of Benny Williams, 26, hostess at the Royal Frolics, Chicago, and wife of Benny Williams, songwriter, is being held by local gendarmes pending inquest into the death of Joseph Ellis, paroled Wisconsi ex-convict who was slain in a revolver duel with three local city detectives on downtown street last week.

After the slaying Mrs. Williams, found in a local hotel, told police she met Ellis, who used name of Larry Leland and said he was wealthy mine, operator of San Francisco. the nitery Kmas eve. He urged her to go to Coast with him, but came to St. Louis instead.

During their brief acquaintance, Mrs. Williams said, Ellis purchased a \$95 coat for her and a few how's becore his fatal encounter with detectives gave her \$30, telling her to return to Chicago. Ellis opened fire on detectives when they sought to question him on tip he was Claude McGee, fugitive murderer, who escaped from jail at Benton. Mo. Nov. 18. Two of detectives were slightly injured by Ellis' bullets.

Americans in Paris

Paris, Dec.

Paris, Dec.
Vaudeville, which got a foothold
here in 1935, continued to grow during 1936, but it had s downs as
well as ups.

ing 1936, but it had a downs as well as ups.

The flourish last year lasted until early summer when the largest house in town runnin light music hall bill closed, iving labor troubles as a reason and then vaudeville lapsed into a natural period of inactivity during the summer.

But the coming of last fall, almost everyone who could find the money and house opened a music hall, with all but one of the eight which oftered straight variety programs or acts to supplement films surviving. Like the right clubs, the reason fer and the surviving this activity was doubtless the wish to get established and retuain open until the exponent vear to reap the harvest from visiting rubbernecks. bernecks.

bernecks.

From business point of view, however, there have been plenty of handicaps to any operator of a music hall in this town. Some of these worked directly against foreign acts and especially the Americans as they lead the percentage of foreigners appearing here.

War sorage came took their

lead the percentage of foreigners appearing here.
War scares came took their tool tefore they were dispersed; the Olympic games sent many foreigners who, would have spent their money visiting Paris scurrying to Berlin, and the devaluation of the franceame much too late to help.
But despite these facts and despite the Frenchmen's 'stay at home' policy when Hitler saw fit to up another, clause of the Versailles treaty, the Americans came in and got their part of any kale that was to be had. They have been starred, eatured and used to fill the bill in practically.

music hall show and revue that has been presented practically music hall show and revue that has been presented during the

during the

Fanner Makes Good

First to step in and grab a big
name was Joan Warner, fan dancer,
who grabbed a co-star place with the

French female impersonator, O'Dett,
in the revew Plaisirs de Paris, which
Hemi Varna produced at the Casino
de Paris in April. O'Dett left the
revue in June, leaving Miss Warner
as fouly star until it closed in
September. Saint Clair and Day,
French-American dance team, had a
prominent place in the production,
as did the three Samuels Brothers.
Yanks were also prominent in

as did the three Samuels Brothers. Yanks were also prominent in music hall bills during that month. Among those who appeared on the stages of either the ABAC. or the Alhambra were Molly Picon, Harriet Hutchins, Larry Adler, Barr and Esther, De. Wolf, Metcalf and Ford, Walter Dare Wahl. Emet Oldfield, Gracie Schenk and Brothers, Renee LaMar's Three American Bables, and the Three Giants of Rytim.

Amar, ros. reopened the Empire

Gracie Schenk and Brothers, Renee LaMar's Three American Babies, and the Three Giants of Rythm.

Amar, ros. reopened the Empire during that period, offering a straight music hall bill, but it folded soon afterwards. House evidently iven short run, just to keep public minded that it still existed.

Chancellor Hitler then handed the amusement world in general a bad set-back by scrapping another clause of Versailles and re-occupying the demilitarized Rhinienand zone. The press ran bold headlines and politicians and diplomats tumed while Frenchmen stayed at home, discussed what they would like to do in case of war, and saved their money. All types of places offering amusement suffered alike until the scare proved uncounded and the etheract of war tomorrow' dissolved.

With May came developments in the variety world that deprived the town of its biggest house of that type. At the same time the closing undoubtedly deprived many Americans of bookings in Paris, for it was the Alhambra that ran more foreign acts than any other theatre in town.

The Alhambra Riot

the Alhambra mat ran more zoreignacts than any other theatre in town.

The Alhambra Riet

In shuttering, Kurt Robitchek,
manger, gave French hostility to
foreign acts as the reason. And from
outward appearances he had good
reason for doing so, for the week the
announcement was made witnessed
a near riot inside the house, ostensibily staged by unemployed French
artists in protest against foreign acts
working in the house at the time.

The night of the demonstration,
one woman was injured and eight
arrests were made before the show
could continue. Unemployed French
artists, sitting in the balcony, threw
leaflets stating that only one French
act was on the bill. I 2 being foreign,
of which five were Americans. They

act was on the bill, 12 being foreign, of which five were Americans. They claimed this was in direct, violation of the French law which requires that at least 50% of all acts sented on any bill should be French. The Americans were The Colleanos,

Louise and Jeanne Sterner, Edna Covey, Bobby May nd Geraldine

Louise and Jeanne Sterner, Edna Covey, Bobby May and Geraldine and Joe.

In the statement issued to the press at the time of closi Robitchek blamed the disturbances insi the house, saying after each demonstration receipts had fallen off and that he could not keep open with the continual threat of trouble hanging over his head. He warned that such actions on the part of French artists could very easily prove a boomerang for French acts appearing in foreign countries and chieded other music, hall managers and the press for not joining in a campaign inst the 50% law.

50% law.
Other theatres did nothing, but the press waged a private war of its own over the pros and cons of Robitchek's reasoning for a few weeks, but with nothing being settled in the end.

over the pros and cons of noticines is reasoning for a few weeks, but with nothing being settled in the end. The few American Negroes who were in town at that time doing the rounds looking for bookings got a break-with Louis Douglas, who produced a colored show at the Alcazar for Henri Varna. Called Harlem Black Birds 1936; the would not stand comparison with the original / lack Birds' produced here nearly 10 years ago, but it did prove Douglas, ability to make the most of material at hand. is Hardeastle, English stepper, gave a good account of himself, as did Joe Alex, American, and one of the ori inal crew of the decade before. Other American, and one of the ori inal crew of the decade before. Other American, Edith Mathews, Haley Hill, Norma Miller, Leon James and Ola Bishop. Mogador, understood to have been backed by Frank J. Gould, took a short flyer as a film house with five acts, but had to give up after less than a month's run. No American acts were given a chance there.

Della and Billy Mack, dance team, were booked by Henri Varna cts were given a chance there.

Della and Billy Mack, dance team, were booked by Henri Varna colored show closed. if ye la Femme,' starring. Cecile Sorel, produced, at the Alcazar when Douglas' colored show closed. if ye la Femme,' starring. Cecile Sorel, produced at the Alcazar when Douglas' colored show closed. if ye la Femme,' French Confederation of Labor, French Confederation of Labor,

Labor Scare

French Confederation of Labor, after the stir it caused in June with its strikes, gave every type of amusement scare in July with an nounced plan to unionize and nounced plan to unionize and aganize everything from einemas to closed and abandoned theatres throughout the country. However, these complicated plans have not yet borne fruit. If they had, Americans in every category of the Paris amusement world would have suffered

That the music hall could expect to look up when the fall season opened came in August with Mitty Goldin's announcement that besides his A. B. C. he would reopen the old his A. B. C. he would reopen the old-Trianon-Lyrique as a music hall. That this same type of amusement was going to look up a great deal with the accompanying hopes that more American acts would find work here was indicated in September, when it became known that no less than eight houses were going to offer straight variety bil acts with a film. Three circuses, also came to offer their share.

Alhambra reopened vunder the

offer straight variety bil acts with a film. Three circuses also came to offer their share.

Alhambra reopened under the management of Henry Carson, brought back by Kurt. Robitchek; A. B. C. and the Trianon directed by Goldi , the Empire, the Bobino, the European, the Gaietemontparnasse with the Rex, Gaumont Palace and Paramount offering acts to supplement films. Shortly after this splurge, the Mogador announced it was going to reopen early the following month under the direction of Teddy Ehrenthal as straight variety house.

Americans have been featured and starred on programs in practically all of these houses since they reopened.

Alhambra saw the Mills Brothers, Birdie, Dean, Cass, Mack, Owen and Topsy, Bryant, Rains and Young, Bradley Martin, June Hart and Jack Holland, Gypsy Nina and others. Wilbur Hall, Hall, Hall Helmer, Calgari Enothers, Molly Ploon the Three Swifts were among the many who have appeared at the A. B. C., while Lucile Page held the high spot at the Mogador during the first month, alded by Joe Jackson. Early November saw Bri ie Dean started in a new revue produced by Henri Varna at the Alcazar, which is still going strong at this writing.

And with, these reopenings came ewe life in the revue balls and

this writing.

And with these reopenings came new life in the revue balls and the nighteries. Varna produced a new show at the Casino de Paris starring Tino Rossi, wherein Louis Douglas an the Dormonde Broswere given prominent places, while Paul Derval's revue at the Fol-

Good Will Adv.

Baltimore, Jan. 3.

Spot out on the westside that features jitney beers and no minimum or couver for dancing, last week advertised in the papers that the New Year's Eve admish would be but. 50c, and every patron would be given a bottle of whiskey. In the ads a cut of a bottle of a standard brand of boore was used.

Spot was almost stormed by mobs and those that got in, however, discovered that the free bottle of whiskey' was one of those gill samples.

Unit Manager Pinched In Providence for **Not Filling Contract**

Newman, manager of Swing Harlem Express, colored unit, is in jail in \$5,000 bail on a charge of misrepresentation charge of misrepresentation made by Charles Kronson and John Gold-stein, who backed the show's loca three-day engagement at the Metro-coliton. politan:

man is charged with bring ing in a small troupe instead of the

ing in a small troupe instead of 60 people contract allege called for. Kronson and Goldstein claim calls from audience calls from audience mands for refunds prompted ing the show after three perform

430-lb. Injunction

Detroit,

Detroit,

Permanent injunction restraining
the Two Tiny Tots, beef trust team,
from appearing other than under direction of Harry Russell, local
booker, was signed this week by Circuit Judge Vincent M. Brennan.
The Tots, Ruth Marie Des Roches
and Eileen Berry, who aggregate
around 430 pounds, were under contract to Russell when they walked
out of a local nitery where he had
booked them and started appearing
independently.

Ben Marden Building Palm Springs Resort

Palm Springs,
Ben Marden, who operates the Ri-viera Cafe in New Jersey, is build-ing a \$250,000 hotel and casino here

next summer. Place will astern coi

Radio Rogues go into the lack-stone, Chi, Jan. 9.

ies Bergere' had Josephine Baker at the top, backed by Cass, Mack, Owen and Topsy. Paul Meers and Meade, Eddie Vitch and Jigsaw Jackson, be-sides a string of American girls im-ported for the presentation.

Vaude and the Franc

Devalution of the franc marched in on government orders early in October to furnish a real threat to Americans and to the quality of music hall programs in general. As it was pointed out by house managers here, the lowering of the gold content of French currency meant they could not continue to pay the same prices for forei acts. Either the cofts have heen working for less since prices for forei acts. Either the acts have been working for less since or some ground in between the difference has been found by managers and artists, as only a very small difference in the number of American acts experied by the beautiful forms. acts appeari here has been no-ticed since the cut in the value of

ticed since the cut in me yearse the currency.

Despite the pickup in business, the early winter months usually bring the fact that there are too many music halls in town. This was shown with the shuttering of the Mogador. Ehrenthal claimed he dropped \$25,000 on this venture.

This closing proves something that has loan been evident in this town;

This closing proves something that has long been evident in this town; the public will not support so many music halls as long as the same acts circulate from one to. another. There are not enough ig name: French acts, and because of the stiff competition operators cannot afford to import good foreign acts which, in any case, the law would not allow over 50% for each program.

But, everything considered, 1936, has not been too bad a vau-leville year for the Americans in Paris. And, with the expo coming next year, they have as good a chance as any of cashing to.

VAUDE-MINDED BRITAIN

London, Dec. 25.

This year finds British vaudeville—that decadent industry whose demise has been predicted for the past 10, years—healthier than ever.

Latest hook-up between Union Cinemas and Paramount-Astorias means 90 weeks solid work to vaudeville, and out of these, 30 weeks are big time date; paying up to \$2,500 per week:

These two circuits jointly rank as the biggest vaudeville consumers in Europe, and even the world, with company determined to make on-slaught on the American market for company determined to make on-slaught on the American market for talent early next year. It is antici-pated that, with Union and Para-mount gradually acquiring and erect-ing more icture houses, they will, about the middle of 1937, be in a po-sition to jointly offer acts 100 weeks' contracts. Such a situation, hereto-fore unheard of, seemingly estab-lishes England as the last hope of vardeville.

lishes England as the last hope of vaideville.

Since the advent of Union and Paramount's hook-up, General Theaters, once occupying premier rank in the vaudeville demand, has now been relegated to second position. This despite G. T. C. books, also the Moss Empires circuit. Jointly, these two circuits can offer 30 weeks' work to acts, with prices ranging from \$300 to \$3,000 per week.

Gaumont-British, although the parent company of G. T. C. and Moss, has its own booking organization, and can offer around 40 weeks, which includes Hyams Brothers and Bernstein circuits, and as these

Bernstein circuits, and as these houses often repeat acts, they can jointly offer a year's work to suit-

able talent.
Associated British inemas, con-trolled by John Maxwell, also plays vaudeville in some of its 300 houses, although these only number around 30 weeks, mostly small time.

All But Maxwell

With Maxwell now one of G-B's directors, it is quite likely the vaude-ville departments of G-B; G, T, C, and Moss will undergo changes, as directors, it is quite likely the vaudecuile departments of G-B: G. T. C.
and Moss will undergo changes, as
Maxwell is apparently not a lover of
vaudeville, playing it only on sufferance, because G-B was competing
will him in certain spots. Maxwell
and G-B may establish booking
alliance and cut down that form of
entertainment to a minimum. However, it looks almost certain Maxwell will insist the various vaudeville booking departments be coordinated, and thereby-make use of
his economy axe.

Oscar Deutsch circuit, now numbering around 175, and still building,
and expected to reach the 250 mark
some time next year, has also become vaudeville conscious, and intends to have 30 weeks of variety
early. next year. That Deutsch is
not going about it in a half-hearted
way is evidenced by his having appointed Jack Payne, the English
band maestro, to do his vaudeville
bookings and arrange his programs.
It is understood acts will be booked
at prices ranging from \$150 to \$4,000.

This by no means exhausts the

It is understood acts will be booked at prices ranging from \$150 to \$4,000. This by no means exhausts the vaudeville field here, win the biggest surprise being the Stoll chrout, once one of the foremost but now ranking among the most unobtrusive with its four weeks playing time. The most important among the smaller indies which book American acts are: Gerard Heath, controlling si weeks and playing practically every liable American importation within reason; Horace Collins with four weeks, at prices ranging up to \$750, and if higher, on percentage; Charlie Tucker, who has now week of vaudeville, but can offer 10 weeks on top of that at the Trocadero restaurant and grillrom; General. Theatrical & Variety Agency having four weeks, with top \$1,000, and if higher, it is percentage; Syndicate Halls, in and around London, have three weeks, mostly percentage. Then there is the Palace, Blackpool, and the Theatre Royal, Dubli, both playing big time stuff, latter booked by Foster's Agency.

The scarcity of new attractions and general competition among the smaller, theatre bookers has now reached a danger point, and these have been in close touch for the purpose of forming a big, booking unit, instead of outbidding each other, It is figured when the smaller ones combine their booking arrangements they will be in a shape to offer 30 weeks, and thus be able to compete with the bigger circuits.

But No New Talent

With all is scope for vaudeville

But No New Talent

With all is scope for vaudeville, with Paramount theatres in an exceover here, it seems anazing this capacity, being assigned to the Salt
year has revealed nothing in the
way of local discoveries. Nor has
the British Broadcasting Corp. been
responst

any newcomers, with
career as dancers.

the exception of Carrell Levis and his amateurs, which bears a resemblance to Major Bowes' amateur hour i the U.S. All one has seen is a string of copyists—and very badones at that—of American importations: There are several attempts to duplicate the Diamond Brothers, Four. Franks, Three Sailors, Fragor, Four. Three Three Sailors, Fragor, Walter Dare Wahl, and Will Mahoney; while most of the cooners seem to have been up nights getting their style by means of discs of their American conferers.

Big bands the type of Jack.

of their American confreres.

Big bands the type of Jack.
Hylton, Roy Fox, Henry Hall, Harry
Roy, Debroy Somers, Billy Cotton,
Geraldo, Alfredo and Joe Loss are
still the box office attractions they
have been for years, with no sign of
diminution. Singles, such as Gracie
Fields, Elsi Carlisle, Doris and
Elsi Waters, Max Miller and Les
Allen are still local draws.
The unit idea still remains a desirable of the control of th

Allen are still local draws.
The unit idea still remains a dominant feature in vaudeville. Biggest are Will Mahoney and Co, Larry Adler, Douglas Wakefield, Stanelli-Long-Russell-Marconi (latter is fully booked for the next 18 months) and Burton Brown, who plays smaller spots, Mrs. Jack Hylton and Lou Preager and his band.

Preager and his band.

Revues are another feature that mean something to vaudeville. The most important revue producers are Tom, Arnold, Jack Taylor, Bert Montague, and Hobe & Palmer, These generally feature big namer surrounded by massive settings. While on the subject of copyists and constant repetitions, it might be an idea for Americans who have been here any length of time to change or at least vary their vehicles, when making constant repeats, there wise there is, every possibility they will fall into the snare of the locals and become stale.

roadcast Angle

roadcast Angle

A situation to consider has arisen with regard to big attractions who have attained that position through their many broadcasts. They are gradually losing that box office value through the G. T. C. not permitting most of them to broadcast. Which means that in time these cease to maintain their value, and are gradually being forgotten, which is pure shortsightedness. Only circuit recognizing the value of ether appearances is Union Cinemas-Paramount. This has been proven by the recent opening of the new Union cinema house, the Ritz. Belfast, where the attractions were Graci Fields and Jack Hylton, and both broadcast from the theatre.

broadcast from the theatre,
iggest blow to
year was the disposal of the Alhambra by Sir Oswald Stoll to the
Deutsch interests, Although the
house has not played variety i
number of years, it was always
thought that eventually it might
come back to its old policy. But
the conversion of the Alhambra into
a super picture house might prove a a super picture house might prove a blessing in disguise. It is quite likely it will play pictures plus stage entertainment, and will thus be the first house in the West End to succumb to that form of amusement catering, which may result in its eventual revival, as other houses will have to follow the Deutsch

Vaudeville has secured a new stronghold at the Victori Palace; and it has taken a foreigner, Kurt Robitchek, to once again place this house on map Robitchek's form of entertainment is just a modern version of vaudeville.

version of vaudeville.

iggest laugh of the year was the attempt of the Variety Artistes Federation, which claims to be the vaudevilhans' friend, which approached the Mi istry of Labor, in all seriousness, and asked that, durithe Coronation no assist-

all seriousness, and asked that, durithe Coronation no assistance be given to the importation of foreign talent, but recruit its talent from the local field. Needless to say the idea was tabooed by the Mi Istry, which seemingly knows mor about the local vaudeville requirements than this body.

Biggest worry is new talent, it is obvious that it cannot tained The question obviously how long will it be before American talent is exhausted?

Pincus Quits Bemises

Hollywood, Charles M. incus, ager for Billy has resigned to accept

NITERIES ON ROAD BACK

By Abel Green

Sole shortcoming in the growth of the post-repeal niteries—and they're still growing—is that it's still a somewhat disorganized business. Save for sundry factional operations, such as the Music Corp. of America, and the French Casino syndicates, Fanchon & Marco Consolidated Radio Artists), and William Morris office, to single out the four most important groups, the nite club field, from the talent viewpoint, is still haphagard affair.

the talent viewpoint, is shad affair.
Once it becomes unified, there's reason why the talent shouldn't enjoy booking routes comparable to the former vaudeville itineraries and more ad-

the former vaudeville itineraries and in some respects more advantageous.

Apart from the fact iteries, intels, cafes, etc., today, represent the sole salvation for the variety ects, taking up the slack created by the passing of vaudeville, that branch of the show business has become more and more legitimized in the passing months.

A direct offspring of the prohi ition era, many of the foremost spots still labored under the onus of the bootleg moguls. Reformed racketters, ex-muscle men, et awere, much befind the scenes of nite file operations in the big keys, but the tyend of public opinion, the sundry crusaling campaigns and their general effectiveness in incarcerating what were formerly deemed immune mobsters, fuses the cabaret field into onething more attractive for the acts, bands, agents and all others having to do business with them.

The cafe business has talizing itself more and more into legitimate proposition. Nitery operators have taken on the responsibilities of the traditional mi host of the taverns of yore. The relationship of a cheery Boniface to his patrons reflects itself down the line form of stabilized business.

tionship of a cheery Boniface to his patrons reflects itself down the line in form of stabilized business operati improved cuisine, discriminating cellar with choicer potables, etc. And with it, an ultra standard for entertainment as well as viands and vintages.

Considering that there are more iteries, pubs, taverns, foadside inns, large and small cates, hotels and nite spots offering entertainment today than there were speakeasies in the Great Drought, it's grown into quite n extensive proposition.

Continental Influence

This has come about with the Eu-

This has come about with the European concept that the public may have a minor form of entertainment have a minor form of entertainment with a moderate-priced meal as against the same scale for just food. It's increased business all around, created standards of patronage according to and scale, and withal has improved the general situation.

cording withal has improved the suiton.

All acts have found that they may as cafe attractions. And it first; any of qualify as cafe attractions. And it must be entertainment first; any of the mi ing or other dubious adjuncts the exception rather than
In line with this VARIETY
its vaudeville department are now the rule. In

merged its vaudeville department this year with nite clubs, as being interlocking. With the higher standard, the de-mands for talent have created the inevitable shortage. The top-notch cafe draws are still to be counted on one hand. The others are a great gamble, and so the modest establish-ments are faced near with setting

on one hand. The others are a great gamble, and so the modest establishments are faced anew with getting good acts at modest budgets.

Of the acknowledged top draws, Harry Richman's prestige suffered a bit of a setback during his Hollywood restaurant stay on Broadway this fall. On the heels of his transtatantic flight in Lady Peace, self-fin every other nitery entrepreneur visualized a mop-up for one Moss' cabaret. Instead, biz was disappoint in the press was a bit child in the airport apparently in the airport apparently in the airport apparently in the eause none could define, indout the establishment, because to man's floor show impressi was a ultra show and the increase of the stablishment, because the stablishment, because the stablishment, because the stablishment was the cause to the stablishment because the stablishment becaus

nental flavor.

Among the big spots, the Paradise on Broadway took a new tack and produced a flash girl show with a limited nut and the wisdom of this, even in face of Richman's scheduled advent at the across-the-street Hollywood restaurant, has since worked out of the Para-

Girl Shows and/or Name Bands

The French Casino with im-ported shows continues the No. 1

ported shows continues the No. Tecent money-maker, although: recent supper slump prompted bringing i Rudy Vallee just for the after-theatre hours to hypo that end of it. Vallee's effect has been no ic, and if brings the national nitery uation back to the premise of Name Bands vek to the premise of Name Bands vek in Shows. Managers nationally favored trim-

Managers nationally favored trimmi the name band budgets and using b. acts. rench Casino and that type place spotted moderate cost dansapators and justifiably figured the flash revues for the draw. Now it's a Mexican standoff, although Music Corp. of America, which rates as the closest opposition to the French Casino syndicate (Sh ap ir o. lumenthal Haring-Fischer)—and vice versa—is now booki its bands with supplementary variety acts as an entire it. On the equation as a big business, the Casino's

Casino's On the equation as a big business, the \$50,000 and better a week; the West \$20d Street Leon and Eddie's \$15,000 a week take, and the Cotton Club's \$25,000 to \$30,000 grosses are typical financial barometers.

The Cotton Club removed from

\$25,000 to \$30,000 grosses are typical financial barometers. The Cotton Club, removed from Harlem to middown, N. Y., on the site of the former Palais Royal, was the convincer on the passing of Harlem. With Bill (Bojangles) Robi son and Cab Calloway as headliners this dusky cabaret proved the wow click of the new season, getting over almost from the start. Analyzed, of course if means that once again a

almost from the start. Analyzed, of course, it means that once again a fickle public, tired of nudes and strips and bumps, has veered to the copper-colored gals for novelty. But Bojangles' big roadway draught and Calloway's own hi-de-ho appeal are not to be discounted.

During the height of the French Casino fever last spring, the Shuberts once again sought to effect a pool with the FC bunch and convert the Winter Garden into a class nitery. Idea was to spot name acts of the Chevalier type into the Garden, and run both conjunctively, but meantime ubers' legit musicals started

meantime uberts' legit musicals started and the deal went haywire. Joe Moss of the Hollywood, who was in on the Shuberts-French Casino idea, is now going through with a mammoth spot for opening in February atop the reconstructed Criterion theatre to be known as the International Casino. A Frenchy show, being readied abroad by Pierre Sandrini and Jacques Charles, will buck the Clifford C. Fischer productions at the F. C.

West 52d Street remains America's Montmartre with its 24 niteries of assorted calibre and flavors of which Jack and Charlie's 21, the Onyx, the new Clover Club (Jackson, Irving and Reeve). Yacht Club. Tony's and, of course, Leon & Eddie's, are the outstanders. L&E's has the iggest nut, around \$10,500 weekly, and is good for \$12,000 to \$15,000 weekly average on non-to-dawn grind, under Leon Enken's crack hosting and Eddie Davis' vocal showmanship with his exclusive song material.

Hotels Join

Hotels Join The hotels have

Mose claster. Instead, biz was disappoint in The press was a bit chill for ing. The lick Merrill in the airport apparently it help either. Just what was the cause none could define and out the establishment because ichman's floor show impress was a bit at the establishment because ichman's floor show impress was a sultra. But biz wasn't the literies, for another thing, recognize the need to get away from the stereotyped danee team and name band formula. Because, after the DeMarcos-Eddy Duchin at the Hotel Plaza's Persian Room in N. 100 Charles and Volapda with Leot is mand you had been the more to the more than the more than the more to the more than t

irectorship. He's pioneering two years ago the Kit.

ith Contia

storm East 55th started the idea of the storm of the stor is a black-and-tan, an now also a spot around City Hall has a colored As for Harlem proper,

Dickie Wells', Small's Dickie-Wells', Small's and a couple of nondescript and lesser known joints still hang on for the tourists who ink Harlem can't or shouldn't be transplanted out of its native heath. Since the swing click of 'Stom' the that

Harlem ballroom also has become from flame dancers to apple, bubble a tourist haunt.

Among the nocturnal casualti

Roadhouses N. S. G.

Among the nocturnal casualti the year were the Famous Door, of the few 52d Street spots to pass out; the House of (Helen) Morgan's 7b; Barney Gallant's failure to click uptown (he's recently reopened his old site on West 3d Street in the Village); Jim Moriarity's ditto, after a very successful speakeasy career. Joe Zelli is doing a comeback at the old Park Ave. club on East 58th, a Volstéadian oasis (Belle Living-stoh's), after once before failing the control of the street of the street once before failing the street of the street once before failing the street once before the street once before the street once before failing the street once before the street of the street once before the street once before the street once before the street once before the street once the str

the our rain a Volsteadian oasis (Belle Livingston's), after once before failing to
put the rame site over.

Summer saw the floating niteries,
with and without cast adjuncts,
getting a break—a 1936 version of
the old-school showboats. One even
had a Bowes amateur troupe aboard
ship.

still hang on for ship.

Bowes ams went into almost every insplanted out of branch of show biz but straight since the swing cabareting. The vogue for indress the that dancers, however, continued, ranging

Chi's Nite Life In Hotels

By DAN GOLDBERG

icago is a uni club situation, due to the surprising changes which have taken place in the city between the prohibition and the repeal era. It was once overrum with joints of every grade itch dotted the entire town during the 1915-1929 span, reaching their peak during the prohibition years.

span, reaching their peak during the prohibition years.

With the coming of the depression and repeal arrived the death of the independent nite clubs, so that today the nite club of any consequence has

the nite club of any consequence has become almost completely a part of the hotel business in Chicago. In other, cities the independent, unattached nocturne cafe is still a lively part of the local festivilies, but Chicago has only a few of these. Of these, the Chez Parce stands out and rates as the city's finest cafe, spending the most coin for band and talent, and garnering the top grosses week after week. Behind the Chez Parce come the Blackhawk, Royale-Frolics and the Yacht Club. All the others in the real coin are part and others in the real coin are part and parcel of hotel operation. These can be listed as: Empire Room (Palmer House)

Empire Room (Palmer House)
College Inn (Sherman Hotel)
Silver Forest (Drake Hotel)
Marine Room (Edgewater
Hotel)

errace Room (Morrison Hotel) lue Fountain Room (LaSalle Continental Room

Hotel)
Mayfair (Blackstone Hotel)
Casino (Congress Hotel)
Walnut Room (ismarck Hotel)

Hotels' Monopoly

Hotels' Monopoly
All of these with the single ception of the Edgewater Beach Hotel, are within or near the downtown sector, and thus control the cabaret situation. It was due to this nearmonopoly that these niteries could get together three months ago and pass a resolution re-establishing the custom of cover charges in Chicago and could stipulate what the charge would be and how much could be deductible from any minimum charge. However, it was never put into effect. effect.

These nite clubs met, not as nite clubs, however, but the Hotel Men's Association. Which naturally means that the hotel operators have jumped into show business with both feet. They have been piddli around its show biz off and on since the start of innikeepi but only a few spots had any real nite life rooms operating. In recent years, however, the picture has changed in such a manner that the hotels, have completely usurped the field, so that today there is practically no independent competition in the Chicago nitery, business—the hotels outnumbering the indies nearly three to one in the important nite spots.

In other towns, New York, for example, while the hotels in the downtown area have niteries in full blast, they must compete business only among themselves but again the indie inte clubs which abound on Manhattan. Everything from El Morocco to Leon and Eddie's. is also holds good in other towns. In fact, it used to be cago.

In this town just 10 years ago there These nite clubs met, not as nite

fact, it uses to be cago.

In this town just 10 years ago there were such spots as the Green Mill, Montmartre, Rainbo Gardens, Cocoanti Grove, Planet Mars, Frolics, Ansoni Colosinos, nado, Royale, Winter States, North merican, Crillon; Woodtlawn, Edelweis Gardene Marigold, At rney's

pretty made most of 'em they were nearly all liberal they were for liquor, without which ite clubs can hardly With prohi iton in force hotels had no chance for ite life business since they would not and could not risk the liquor complications of a possible padlock under the 18th Amendment. With repeal, however, the hotels hastened to make up for lost time.

lost time.

Other than the four niteries mentioned earlier: the Chez Paree, which is the big place of the town and a very successful venture, and the Blackhawk, which is more of ine-Blackhawk, which is more or ine-and-dance spot, than wine-and-dance spot, and the Royale-Frolics and the Yacht Club, which have large followings, the hotels are the big noise in the ite club situation

Some Small Spots

Of course, there are such nite spots as the Hi-Hat, 885, Alabam, Colony, which small rooms scattered around the near northside, usually around the near northside, usually remodeled drawing rooms of former residences. But these places don't really try to compete with the big name orchestras and supercharged talent headliners of the downtown hotel cabarets. They get along with a small musical combo and a couple of singers and maybe intimate m.c. or comic. Occasionally they may even step out with bit of stretched budget for a near-name or a standard vaude act, but in a week or so these spots are back to their vocal teams and specialty hoofers. The rest of its spots, farther

vocal teams and specialty hoofers. The rest of ite spots, farther down the line, ide of the taverns themselves, are strictly hideaways where the proprietor depends on one or two wine parties to get off the nut. Some of 'em may have names; others are known by the owner's tag the number on the door. They may have more or less entertaiment, but it's not the nite club business, even if the owner calls it a ite club. Most of 'em are strictly cheaters' clubs.

ness, even if the owner calls it a tie club. Most of 'em are strictly cheaters' clubs.

But in the hotels, there's show business in full flower; the music hall of old come to life, the gals nite club of today. These places have held and hold such marquee names as George Olsen, Little Jack Little, Casa Loma, Roger Pryor, Ted Lewis, Tucker, Xavier Cugat, Ted Lewis, Tucker, Kavier Cugat, Ted Guy Lömbardo, Ozzie Nelson, Lýman and other orchestras.

Theatre owners and managers could well make a tour of the cabract situation of today. There are many innovations and ideas they could use. They can harken back to 35 do years ago when vaude the atres were vau de theatres were really large itoriums with tables instead of and that's where theatre boxes originated. In those days there were circuits of, variety theatres or cafes known, as music-halls the Aleazar circuit and Tivoll cir-

there were circuits of variety the atres or cafes known as music-halls the Alacazar circuit and Tivoli cirthe Alacazar circuit and Tivoli circuit, and no such thing as vaudeviller still they had musical acts, a few dialect comies in slapstick hokum comedy, sister teams, an a variety of dumb acts, plus a line of girls, In those days the shows ran from 7.30 p. m. to 3 in the morni it. 4 to 6 performances a light given. A very small table charge, the income comi irectly from food and drinks.

rney's.

As far as this part of the country
had the is concerned, it looks it e a revivat of
the same thing.

Roadhouses Were hit 'n' miss this year because it became more and more apparent that the ir-conditioned in town spots were keeping in from roadhousing. Motoring and

m from roadhousing. Motoring and congestion were the detracting factors when air-cooling made it more comfortable to stay in town. Thus the hotel roofs and its air-coolidinous between the conditioned boites got an unexpected windfall; more so than usual. Saratoga this past August also was more conservative than usual in

Saratoga this past Alugus also warnore conservative than usual instance conservative than usual instance conservative than usual instance conservative than usual instance conservative than the conservative conserv

as the regular interies with the class spots did a mild comeback but, save for Eve Symington with the strong collaboration of the Veloz and Yolanda dancing't eam the Wâtdorf-Astoria hotel, N. Y., none hourished Mrs. Alexander Cochrane (Sonny) Forbes was widely holy of the new Iridium room in the Hotel St. Regis, N. Y., but the more professional Hartmans, comedy dancers, were ultimately brought. The first of the male socialite warblers, Lawrence (Teenie) White word in the Embassy). N. Y., and thence shifted to Mon Paris. In Chicago, Vanerr's Dan Goldberg unearthed a 10 Commandments for Hostesses which attracted attention. The No. 1 maxim, 'never-call a man by name if he's accompanied by another woman.'

Unionisation of Talent

In the midwest sector the move to increase cere talent was francht with

call a man by name it nes accompanied by another woman.

Unionization of Talent

In the midwest sector the move to unionize case talent was fraught with much excitement including a slugging of a union organizer in Milwaukee. Around Chi, where the floor shows read more like a straight waukee. Around Chi, where the floor shows read more like a straight vaudeville bill of 1926, the spirit for unionization also obtained and was nightly favored by the talent.

The midwest which also went for the sundry bead, apple, flame, bubble, and muff-dancers (Yvette introduced that) saw Sally Rand, Mille Corrine, Mona Ledlie, Mildred Page, Yvette, et al., going out at the helic Corrine, Mona Ledlie, Mildred Page, Yvette, et al., going out at the elimin of their own units on the wildest play! on percentage and making the jumps; a buses, a hope for "Save Broadway" movement. This was coupled with more theatre building and talk of new. Times Square hostelries.

The private club gag, which started three years or so saye, flauly collapsed when the nobbish East Side bunch—odd on the idea of \$100 memberships and chi-chi exclusivity—found (1) that it smacked too much of a racket, and (2), the theory was fallacious: that the prime appeal inte-clubbing is the gregariousness of the customers. The more jampacked, the better they love it.

Call 'Em Suekers'

packed, the better they love it.

Gall 'Em Suckers
On the theory of uncomfortable confines, still another Boniface wondered if he wasn't being ton nice to the suckers. Known for his tact charm, this particular host pointed to a couple of East Side money-makers where the customer an riven a terrific run-around and he was beginning to wonder if that wasn't the right approach for the chumps; that they love to be tossed around, 'taken' at the door for location.

chumps; that they love to be tossed around, 'taken' at the door for location.

Meanw , Cornelius Vanderbilt, roving reporter for Vantery, reported that Park averioo hostesses were deprecating the club fluence, complaining that this was becoming a black night' year, more and more. The boys didn't seem to care about white, tie and tails; informality a double-breasted dinner coat was enough of a ress-up for most of 'em. It reached the stage where hostesses, in defense, had to indicate 'w ite tie' cus that anything else would be considered virtually a state of undress. London, Sophie Tucker'. George V Memorial, in behalf of an English playground fund, commanded wide attention, and in America Jack Dempsey moved his restaurant activities from 8th nue to Miami Beach int.

French Casino Follies (FRENCH CASINO, N. Y.)

(REENCH CASINO, N. Y.)

Illined C. Fucher production of the celtion of French land Y. Cubiarchheater revue. Staged by Louis Lennichund; choreography. Natalic Komarowr;
seere and arrangements, Georg Komaroff;
seerey, Raymond Deshayes; coatumes,
Karinski, of Patits; pilastic groups, Ferenand
Buzon, szeputed by Weedhans; scenery,
lio.

Buzon, executed by weccusses, won-likelicheits, Mile. Andett, Teria Benger, Belte, Bette, Bette, Brence, Chur-Becs, Hilda Elfonte, Roft Holbein, Johnny Co., Xavier Lemercier, 7 Maravilins, The Besidents, Rheenrad Trouge, Fisience Besidents, Rheenrad Trouge, Fisience Bosidents, Rheenrad Trouge, Fisience Dallet of Ju. 25, showgids; nine and Chouncey Cromwell orchestra

The new French Casimo Follies, fifth of the series, tops anything dore the Clifford C. Fischer at his colaretheatre and makes one wonder how Fischer can top himself in future. It's a new high mark in nocturnal divertissement and everything said before about the corking value to the customers who can get a lavish floor show, three alternating dance bands (Russ Morzan, Vincent Travers and Chausee Commell) and dinner to call would cost, goes double for this new revue.

It's unquestionably Zierfeldian in

the price of what an average musical would cost, goes double for this new revue.

It's unquestionably Ziegfeldian in its proportions, replete with lavish costuming and scenery, that exceeds the four excellent cabaret revues previously projected by the L. F. Blumenthal Charles Haring Jules Shapiro-Cliff Fischer management. It's an eye-filling, arresting show whose productional qualities and lavish investiture is matched only a composite satisfaction as region of the composite satisfaction as region to the composite satisfaction and convivalists and yet commands attention on spec alone.

Five New Acts in Betty Bruce, Rolf Holbein, Seven Maravillas, The Reckkoots, (2), and The Rhoenrads (7) insure enough novelty and newness for the most sophisticated. All are, imports and distinctive.

Two-oart revue broper tees off with Kavier Lemercler as m. c. introducing a saractious ballyhoo for the, 1837 French Exposition. And similarly, to complete the cycle, the finale is a socko Franco-American seque furore, is highly approps. The French-American entente cordiale is the essence throughout, and when Travers' band strikes up the 'Starspangled Banner' it really belongs for all its incongruity in a nite club stmosphere.

Parade of Nations introduces lightly imaginative decor and cos-

for all its incongruity in a nite club stmosphere.

Parade of Nations introduces highly imaginative decor and costiming for the femme strut. Thus the Indian potentate's representatives are borne on tiger pedestals; the Grecian gals are in an odd bluegreen linstick and eye shading; Florence Chumbecos is highlighted in the Russe spee; Rekkof, the smaller of the Two Rekkofs, as an impish faun; the Strauss indience from the Austrian government, and, of course, finally the zah-rah American flag finish.

Grun; the Strauss; influence from the Aunth an government, and, of course from the Aunth an government, and, of course from the Aunth and government, and, of course from the Aunth and government, and, of course from the Aunth and government, and and grant from the Seven Maravillas (New Acts), thence a dandy Bird of the Southern Islands number, that calls for a production display of feathers. Betty Bruce (New Acts) as The Flower of Mexico, thence the Dolls of Paris, more gais, and Rolf Hobein (New Acts) with this corking comedy novelty-propriate light interlude amidst the Arabian Nights tanfare.

Finale, Bottom of the Sea, is the individual high mark of the proceedings with its highly imaginative marine ballet, the gals as sea-horses, amenones, jelly-fish, sea-monsters, mermaids, et al. To cap it, for that daring Parisian touch, its a gorgeously built Negro youth. Feral Benga wheat you have can promobly have meet the sual nude pearl in the oyster (but the sex clash is meticulously cleavaged because of the racial distinction), until the octonus pulls the dusky diver away. It's a sock ending. Benga comes from the Paris Tolies Bergeres rever with Thousand and the pearl-diver. There is the usual nude pearl in the cyster (but the sex clash is meticulously cleavaged because of the racial distinction), until the octonus pulls the dusky diver away. It's a sock ending. Benga comes from the Paris Tolies Bergeres rever with Thousand and the pearl-diver, the conting water and the pearl-diver, where in the bird hunters occasion themselves of the scene to pass out a half dozen so gratis canaries to the rimgisters—a corking b. o. stunt for the seeme to pass out a half dozen so gratis canaries to make the former of the scene to pass out a half dozen and sold the second the second

riementary manner a la the Rhoen-Trads.

Three Swifts, with their slandard lugglery are another comedy-nov-elly, interlude, then a fur fashion parade (I. J. Fox tieup), which is an eyeful for the femme customers. It metures into a feathers and nertime parade, in turn. Gwenda Farell one of the Jan lookers this sequence as: Nuit de Noel.

More comedy and novelty with a yesteryear Moulin Rouge de Paris sequence, canned by a dandy can-can featuring Florence Spencer,

Betty rite, Hilda Elfonte, Iris Wayne and the entire company. This, too, is tastefully and expensively costumed and staged. The Rekhofs. (New Acts) with their specialty and finally the AEF-in-Paris fol-de-rol for the Franco-American amity display. Much fife and drums soft and the second final conditions of the second into it. First act 39 mins, and likewise full, but not too fulsome with talent, novelty, spec and production. French Casino Follies' thus reinsures: itself as the No. 1, nitery entertainment of the town, which means the world. Original idea was to make a deal for the town, which means the world. Original idea was to make a deal for the Tollies Bergeres' title, and their make it an anual series, but a legal hitch over the rights stymied that. Back of all this elaborateness and lavish attention to making the new French. Casino show the toprother it is detected to the series of the folies Bergeres, Paris, are slated to stage this revue—originally scheduled for February premiere, but now may be deterred further—and the French Casino was intent on making doubly sure not to suffer comparisons. What the International Casino can do to top this is something for it to figure out.

Harlem Uproar House (NEW YORK)

(NEW YORK)

Jay Fagen, ertswhile pa., sponsors the sew incursion of Harlem ne life; sew incursion of Harlem ne life; the situated in midtown, and the sew incursion of the sew incursions on W. 51st. If is down-to-earth Harlemani For that reason its comparative inexpensiveness it should be a successful transplantation of what goes on above N. Y.'s Mason-Dixon, lime

ition of what goes on above N. Y.'s
Mason-Dixon line.

Show should be a natural for the
bot too flush young crowd. Willy
Jackson, comic, opens rather slowly
with a burlesqued Pagliacci bit, stoceeded by Vernon, Castie and Scott,
mell county on their first entry but
wow with their torturous routines
in second showing. Etna May Holly
dancer, furnishes a combo mautch
and aero terping that is equally as
strenuous as the routines of her associates."

Tred and, Ginger, mixed team,
render some nerve testing Harlemese,
dancing before the re-entry of Jackson accompanied by Ada Brown for
a specially written, blue lyricked
song. Lillian Fitzgerald,
milatio, performs well with the
Cuban style. Line also assists here,
Leonaid Harper evinced quite a littie ingenuity in creating the chorus
routines.

One of the slower bi is a strip
tease by three show rite.

routines.

One of the slower bi is a strip tease by three show girls. Immediately following the Cuban number, and similarly costumed, gals remove almost as much as their fairer sisters in the Minsky employ. Fleshy but not entertaining.

sisters in the Minsky employ. Fleshy but not entertaining.

In the deed heat Vernon, Castle and Scotle returned or zippy toe was a single state of the second of the secon

his consorts in this number.

Oriental sequence with phoney
crystal reading in which Jackson
again appears is another that can
be cut plenty Line girls furnish
background dancing. Miss Holly,
semi-nude, clicks in an unidentified
dance that might have been born
in the Congo. Exceptionally good
looking and tithe, girl delivers well
in all her work.

in all her work.

Closing act, and also alternate for part of the dancing, is likey Meyers, tramp band with usual wash tub, etc.

For a slap-logether out the wash of the dancing, is likey Meyers, tramp band with usual wash tub, etc.

For a slap-logether out the wash of the dancing the wash of the wash of

Two guitarists step torwaru or dead pan, jerky dance, that is a panic.

Kaiser Marshall furnishes the dance music. Band doesn't get really hot until the show starts and then simply must keep up with the sizz ling entertainment. Does well enter the start of the star

CASINO PARISIEN

(MORRISON, CHICAGO) Chicago, Dec. 30

Slightly more than two years ago there opened in Chicago a new type of nitery, tagged the French Casino. It was located on the far mort Color of the color of the far mort color of the col

Fischer shows. Dull nudity is worse than none at all.

Couple of acts on the show are standard in vaude. Heading the bill is a show despite a bud case the opening the show despite a bud case the part of the show th

CLUB BALL (NEW YORK)

CLUB BALI

(NEW YORK)

Club Ball, heretofore a jinx class joint but now bidding fair to give its directly-across-East 54th-street neighbor, El Morocco, some serious competish, can do so via two novelties more and the serious competish, can do so via two novelties of the consideration of the considerati

Virginia Valley's mike vocal solo-is-Pennies from Heaven' in standard-style.

Ball was formerly Barney Gallant's, uptown try. Now Barney is back at his old Third street (Greenwich Village) haunt, but under a new tag did the Morocco, converted the Ball into authentic South Seas atmosphere, one of the most novel designs in nitery decor cround town. Mariety decor cround town. Mariety decor cround town. Mariety decor and the standard to John Murray Anderson, staged this revue and also fashioned the clever special material. The honeymoon lyrics are saucy but okay for the atmosphere.

No couvert, \$2.50 mi imum after 10; table dhote, \$2. in nitery decor around town. Marnotic Fielding, cheeral assistant to the John Murray Anderson, staged this revue and also fashioned the clevel in East St. Louis, across Mississippi revue and also fashioned the clevel in East St. Louis, across Mississippi revue and since fashioned the clevel in East St. Louis, across Mississippi revue and since fashioned the clevel in East St. Louis, across Mississippi revue from here, was bombed Thursing the form at the same special form and smashing windows. Plneapple, which exploded against rear of building, apparently was tossed from an automobile. Police say bombings result of trade being weaned away from Madison County gambling houses by Fritz. Who is reputed to have one of the largest dice tables the middle west.

Frevious bombing causing the gambling casino months the gambling ca

Unit Reviews

STARDUST REVUE (Benny Davis) (HIPP, BALTIMORE)

Baltimore, Jan, This edition of the

unit Benny Davis has putting out for some years now up to his average standard. It isn't precisely the worst show he has ever trouped,

the worst snow he has ever trouped, but it's far from the best. Maybe it was the morning-after effect when caught New Year

effect when caught New Year'
ernoon, but the 50-minute parade
went pretty listlessly, lacking that
snap, spark and fast flow that usualty earmarks all Davis' clottons. The
straps have a straps to the straps that
the straps are straps to the straps
ties, but there are some conference
moments that nearly negate the
meritorious ones.

The two strong acts are the Manhattanites, trio composed of two men
and a maid, and Shea and Raymond,
cocentric leggers. Both are acts well
established and Davis does wisely in
forgetting all about that 'new face
and the strang all about that 'new face
the strong all about that 'new face
and the strang all about that 'new face
the strang all about that 'new face
and the strang all about that 'new face
the strang all about the strang all
mes and holds the upper end together when otherwise it might go
loose in the seams. The eccentric
hoosing lads are next-to-shut and
cement that portion of the layout. Grouped around the standouts
are Yera Miva personality Russe.

"Baul Regard around the standouts
are Yera Miva personality Russe.

"Baul Regard around the standouts
are Yera Miva personality flags
strictly occal lines; Burnett on
Walters, boy-belle dancing duo who
are fairish; Chick and Chicklets, phair
of licorice lads with Harlem hoofand-howl routine that gets across
well; Shirley Rust, tapstress, who
leads off the succession with mile
from the shills while
time-stapping that tag—who hasn't a very well
will be the shills while
through the

FOLIES d'AMOUR

(CAPITOL, WHEELING)

CAPTOL, WHEELING)

Wheeling, W. Va., Jan. 2.

Nicholas Boila has assembled a well balanced show. Chorus of 12 good-looking girls and the sweet has a seen that the sweet of the the sweet o

Fritz' 2d Pineapple

MUSIC HALL, N. Y.

MUSIC HALL, N. Y.

Even if it is a plug for the Rainbow Room (also Rocketeller-owned) also the RCA Building, it's also disay. That's the current show at the RCA Building, it's also disay. That's the current show at the R. C. Music Hall, where the Standard Oll millions always give out with more scintillating veneer on the stage than sock entertainment. Setting is faithful in its suggestion of the R. R. desor, with the symph or on the rostrum facing the audience—ringslot. The standard of the Rainbow Room. Acting the audience—ringslot. The standard of the Rainbow Room. Acting the same and the standard of the standard

this catching came from the front sections.

Usual classic by Erno Rapee's symphony is out this week, orchestra going right into a swingy number for the one nite club set, with pienty of 'extras' for dancing guests. Charles Chancer is is the No. 2 spot with Rapee's original ballad composition. 'Among the Stars' It's an okay number, though that recitation is a bit old-fashiough the Charles Chancer's debut at the hall, and the tenor sounds as though he can stay.

siay.

Label Henderson and Jan Peerce
also have singling chores in this
show, but briefly.

The Rockettes
only get one routine, and that's done
in their perennial socko fashion.

Same for the ballet, latter in stand-

out costuming. iz at opening okay,

STATE-LAKE, CHI

STATE-LAKE, CHI
Chicago,
Here is a house-built unit by
Charles Niggemeyer which the indie
producers can well afford to see.
Show has 32 girls, and they're lookers, ticely dressed and routined with
precision and novelty. This is especially notable in a military numblue skirts topped off with siver
blouses, and plumed hats to give out,
a routine which in the blue skirts topped off with siver
blouses, and plumed hats to give out,
a routine which in the Donatella. Family, an act which has
something to offer. Two brothers
play good accordions; father does
anovelty wind instrument; mother
taps the tambourine, while sister
does contortion work. Act landed
solidly.
Ted and Al Waldman blockfare.

daps the tampourine, does contortion work. Act landed solidly.

Ted and Al Waldman, blackface team, and the offering nothing new team, their material in workman-like manner and get laughs, especially from the kids. Pat Henning and Katherine Ray are a variety show in themselves, cracking whios, hoofing and breaking balloons with bows and arrows.

Near the end comes a Spanish set in full stage which again uses the girls in a good routine, while a male sings to a senorita who does nothing but smile. Ted and Mary Tatt, adagin teasts and we show are Ruth Barnes. The wall was the three waltons, and Don Enrico, ith all of them adding to it.

Ficture is 'Don't Turn 'Em Loose' (RKO). Thursday afternoon the house two-thirds full. Loop.

STATE, N. Y.

ew Year's Day (Friday) and the weekend scale tilt, coupled with the horde of tourists and kids in the downtown sector, should give Broadway's lone vaudflimer an excellent gross this week. Stage show as a whole is undistinguished, but the pic. But to Dance' (MG), even though the stage of the second Bway showing, figures to second Bway showing. Only one act 1 the layout can be figured as and that's Salici's Puppets. It's a natural for kids and overthwhile entertainment for the adults, considered by many as the adults, considered by many as the mouth of the salicit family in pulate the dolls, putting on a complete variety show by themselves, including singing, comedy, acrobatics and even a bite race. Towards the finale the curtain raises to show how have a bite and reception. Shuring the Salicit series to show how show the salicits are the Timer sp. St. and Jr., ith Audvey Parker and Jr.

soon after into the Astaire costume and is lost.

Opener is the St. John Bros. (3), hand-balancers; in the deuce, Steve Evans, click impersonator until his drum finale, which is drawn out too drum finale, which is drawn out too charter of commendable voice delivery and salesmanship. She could, though, wear a more becoming gown. Stage end runs an hour.

At the second show Friday they were sitting in the aistes on the shelf, with the lower floor roped off. Scho.

ROXY, N. Y.

Leon Errol is back in town with his unit. 'Hollywood Folli' produced by Fauchon Marco; which has been touring the country reveral weeks. For Errol it's a return to the Broadway (which produced him) after, several years in pictures. The former Ziegfeld starbould be box office for the Roxy New Year's week and together with One in a Million' (20th), Sonja Henle's debut filment to keep the transport of the transpor

plante these stage, which also makes for a novel fadeout. It is a stage, which also makes for a novel fadeout. The stage of the stage o

AMBASSADOR. ST. L.

AMBASSADOR. ST. L.

With his votce recovered from a cold that handicapped him last week. Dated Mee and the month of the cold o

lion.'
Screen offers 'Three Sm
(U), Biz fine.

Tom Heath Better

Tom Heath, of the veteran black-face combination of McIntyre and Heath, is reported in favorable con-dition after a nervous breakdown. He is resting at East Selauket, L. I. Jim McIntyre is in Flori

EMBASSY, N. Y.

(NEWSREELS)

(NEWSREELS)

In addition to a miscellaneous collection of news items of current vintage, the New Year show here includes library shots covering highlight events of 1936. Naturally, something had to be forgotten as, for instance, everything that happened in the sports world, not the least of which were the Olympic Games Germany.

the sports world, not the least of which were the Olympic Games Germany.
Program leads off with what Fox-Movietome calls Cabinet Forecasts of Movietome calls Cabinet Forecasts of the Cabinet for a few words and the men mostly were bullish on prosperity. The only acting Cabinet member was Acting Secretary of State Moore who leads off the compilation, followed by Secretary of the Treastry Morgenthau, Secretary of the Treastry Morgenthau, Secretary of Cummings, Postmaster General Facilies, Secretary of Interior Ickes, Secretary of Agriculture Wallace. No special commitments on policy or any news scoops from any of the property of Commerce Roper and Secretary of Gameric Roper and Secretary of Commerce Roper and Secretary of Agriculture Wallace. No Facility of Commerce Roper and Secretary of Commerce Roper and Secretary of Commerce Roper and Secretary of Roper and Secretary of Commerce Roper and Secretary of Commerce Roper and Secretary of Roper and Secretary of Roper and Roper an

Cabinet seat holders. Woodring. Farley and Ickes the best screen subjects.

With this long clip over, the program turns to file matter collected during the bast year. News of the Day (Hearst) in its Nws Parado of the Day (Hearst) in its Nws Parado of King Edward VIII us to his successor, George VI. Balance of the Hearst library clips concern opening of regular air service by the Hindenburg, first trip of the Queen Mary, the conducts of Ethiopia. Hautpmann, expense of Ethiopia. Hautpmann unrest. Sea (Hearst State) in the Day and now getting billing. He has an unusually good voice and comes prepared with good narrative, whether he or someone else writes it.

Par's revived clips also include Hautpmann needless duplication, and Russia, war in Snain and the Lindberghs in England. The Spanish war shots are impressive.

U files produced the air crash in Arkansas, Richman's crackup, Beryl Markham's flight, and opening of Boulder Dam, while Fathe uncorned the Hearst of 1986 have been put to bed, the program on current machen the Hearst of 1986 have been put to be the hearst of the South America is included.

After events of 1986 have been put to be the condition of the South America is included.

After events of 1986 have been put to be the so-called news is also of perfunctory importance, but what looks in Austria, followed by some obscure lone shots of Mrs. Simson at Cannes and mysterious yacktis which which a still politor of the so-called news is also of perfunctory importance, but what looks like a reenacted alien smuggler catch on the Mexican border is highly interesting and he more and the coin of a sacred Japanese mountain (excellently photographed by Fox): rubber bathing suits introduced in Minni, berinning of work on a new leasof of Chiang Was

Saranac Lake

By Happy Benway
Good cheer, lotsa holl greetings and gifts galore received by
every one of the show-folks. Band
from the Hotel Saranac furnished a
mess music; Lavigne's Ile-deFrance entertai were on hand.

Real thrill was received by many by surprise visits from their rela-tives.

Martha Gill is a newcomer at the Martha Gill is a newcomer at the illi-top lodge. She hails from the Universal office in N. Y. Jack Edwards left for a holiday standing in front of the Palace on two weeks vacash.

Harry Winsch is new arrival. Formerly treasurer of Lycic theatre, Richmond. The CONNell destile for the

O'Neil, dentist for the

Dr. O'Neil, dentist for the actors' handed, a broken legfor a Xmas, present.
Kate Smith, who has summered up here for many years, has purchased Camp Sunset, Lake Placid, Formerly, known the

Placid. Formerly known the Norton Camp.

As is his yearly custom, L. Conners, of Albany, shot in of magazines.

Start the New Year by writing to those you know in Saranac or elsewhere who are sick.

NEW ACTS

ROLF HOLBEIN Mysterious Blackboard' Comedy Novelty 6 Mins. French Casino, N. Y.

Comedy Novelty
6 Mins.
Comedy Novelty
6 Mins.
Rolf Holbein is of Norse extraction, a highlight in the Continental revues and music halls. It's his American debut, imported by Clifford C. Fisher.
Mysterious Blackhoard is a large easel whereon, Holbein seemingly quick-sketches bizarre lines, forms and faces but they suddenly assume animation without seeming aid of any back-of-the-serim assistant. The illusion, to get this over, is accomplished by having the easel perched so that any standing aide, in back of it, would be seen, but obviously that's circumvented by the elementary black background and lights for camouflage purposes and the elementary black background and lights for camouflage purposes.

Holbein's to remove the description of the purpose and the

YANYEGO VOODOO DANCERS (7) Native Cubans 8 Mins. Club Bali.

Native Cubans

8 Mins.
Club Ball,
The Yanyego Voodoo Dancers hail from 'the wilds of Cuba,' announces a Mirs. Lopez Mendea, who is guest spieler with the troupe, She's said to be an American socialite residing in Havana and came in contact with this novel septe through an American publisher, who reportedly paid \$1,500 to bring the troupe north for one night's gala at a private party. They eventually wound up at the Ball, a natural setting for a specialty of this calibre.

They're six man a wound up at the Ball, a natural setting for a specialty of this calibre.

They're six man a wound up at the Ball, a natural setting for a specialty of this calibre.

They're six man a wound wand a wound the wound would be the work of the Ball of the work of the way they beat those kettle-drums is somethin' to hear. The woman and the younger and taller of the menegage in the spiritual rhumba and conga, which is the basis of what America today knows as a ballroom dance. Actually they're the Cuban version of the Mason-Dixon holyrollers, who get reli lously hot in their supplications.

The 'devil dance' hokum calls for a bit whereby the Harlem Cubans circulate among the customers with their sashes, tie the ringsiders' and the suckness with their sashes, tie the ringsiders' and the ropocedings. One of the numbers is virtually a tom-tom drum solo and a highlight tof the proceedings. One of the mating or wooning numbers is an interval after the regular floor show, and is a type which'll probably altract drink drop-per-inners to clock themselves just to catch this specialty.

BETIT

BETTY

Taps French Casino, N. Y.

French Casino, N. Y.
Working through the new
French Casino Follies, Betty Bruce's
clocking is obviously impossible.
Sile's a personality girl who does
tan taps in socko manner and, if
an import (presumably English, although her highlight is in a "The
Flower of Mexico' specialty), she
rates with the best of the U. S. gal

Her own appearance and style of working ugment an already tech-nically finished terp style. Abel:

SEVEN MARAVILLAS
Wand Gymnasts

Mins.
French Casine, N. Y.
The Seven Maravillas are all girls, young, shapely, working moderated swim-suit costumes; doing their rhythmic gymnastics, terps and acrobatics with wands. That distinguishes what might ordinarily be another acro troupe.
Thi military precision and the flash of the white wands highlight their stuff. They also work in the revue throughout.

Abel,

ROLLY PICKERT

VARIETY

ROLLY PICKERT
Dancer, Stillis
4 Mins.
Club Bali, N. Y.
Rolly Pickert is a youthful, engaging novelty dancer who hoofs on and off and the property of the prope

on performatice and personality to fit in anywhere. Abel.

RHOENRAD TROUFE (7)
Hoop Gymnasts
5 Mins.
Casino. N. Y.
French: the castion. Grace and Beauty' this septet—six girls and a young man leader—go through a novelty gymnastic routine on gianthoops, that's an arresting novelty. One of the acts in the new French. Casino Follies, it's a new idea in production values for gymnastic roupes.

The girls and side of the second for the second

LACIEUD

graceful; ditto the boy.

LeSHEUR
Impressions
A Minas.
Club Ball, N. Y.
LeSieur is a distinctive novelty for America, in or out of nite clubs, and, of course, just as effective in theatres. His 'Dances aux Masques' routine is out of the Folies Bergere, Paris, this being his U. S. debut.

He does his takeoffs with masks, which are extremely clever in their conception. All his subjects are femmes. He has a girlish form, conception. All his subjects are femmes. He has a girlish form, but he could readily pass in girl's getup, which is an asset for all his impressions.

They are three—an operetta ballerina, a music hall songstress and a Minsky-style strip-teaser. His business with the bra, the peeling, the frank somewhat rough, bumps, are acceptable in the idiom of travesty. A colored maid helps him make the changes.

He's certainly something different.

Abel.

THE REKKOFS (2)
Comedy Acrobatics
French Casino, N. Y.
New in America, this pair work in dinner jackets. One is smaller; the understander, of a football full-physique and the physique and the shouldn't hurt him on the lemme appeal.

shouldn't hurt him on the Temme appeal.

They work smoothly, not altogether silent, as they engage in a little small talk (of Franco-Russian-English flavor) and run the gamut of handto-hand lifts, and pyramids, intersersed with ballet hoke and the like her work throughout the show, also, hence the indefinite timing, their chief specialty, however, runsabout five minutes. Constitute a strong interlude for any variety or production turn, and okay for legit revue as well as floor shows, in between vaudeville and music halls all over the world.

Abel.

SID HAWKINS and JACK ARNOLD

SID HAWKINS and JACK ARNOLD Planolog 6 Mins.
Club Ball, Y.
Sid Hawkins and Jack Atnold have been around in the class niteries in Learning and the second of the second of

Steinberg's Hugo

Hollywood, Jan. 3.

Joh inberg, operating the Universal studio cafe, will also take over the Victor Hugo as general manager.

The Man and Woman Act

By Joe Laurie, Jr.

The comedy man and woman talking act that worked i was one of the important factors to start vaudeville on its golden in the early days of variety there were very tew women in the shows. The few that there were acted mostly as 'straight' women, and would do a specialty of a song or a dance. The acts consisted of the man doing the comedy and the woman contributing good looks to the act. The acts consisted of a hodge-podge of almost everything.

isted of a nonge-podge of almost everything.

Nearly every act that appeared in those pioneer days of variety had to have at least two different acts and also be able to take part in the 'afterpiece.' There were no 'funny women' working in a 'mixed act' until the late 90's. Actors and managers didn't believe that a woman could be funny. One gets an idea of the type of men and women acts of those early days of variety by the following program bill: in the Elite theatre program of May 7, 1883 (the Elite was at 60'? California street, San Francisco):

May 7, 1883 (the Elite was at 607 California street, San Francisco);

John F. Byrnes and Miss Helene.

[Mr. Byrnes is America's greatest essence dancer while Miss
Helene is the best wench dancer in existence. In their sides; pilting Plantation Act, entitled Rescued, infroducing essence dance
double songs and flashes of wit.]

and here's another one from the London theatre (N. ity) program, dated Oct. 28, 1889:

dated Oct. 28, 1889:

The performance begins ith the eccentric character comedi , FRED , HUBER, and the talented actress and vocalist, KITTY ALLYNE, in their own original act, entitled 'Pleasant Dreams,' introducing violin and band accompaniment, bone and whisk broom solos, comedy and tragedy sandaccompaniment, bone and will wiched into 'One Night's Rest.'

wiched into 'One Night's Rest.'

No matter what they may say about the old days, they were stingy in billing in those days.'

To mention a few of the topnotch acts of the early days. Fanny Beane, and Charles Gilday, Miss Beane was the greatest female soin and dance woman of the early 70's. She danced with a fan not like Sally Rand) but a small fan held in one hand to accentuate style and graef. Charles Gilday, her partner, did the comedy.

Sam and Carrie Swai did blackface song, dance and comedy. Carrie Swain was the only woman of that time to do back and forward somer-saults while dancing.

Dolph and Susie Levi

Suse sang.

id comedy and crayon drawings while Susie sang.

Susie sang

John and Maggie Fieldi id Irish acts in 'one' with songs, Maggie id and little

trai Jeppe and Fanni Delano acrobatic song and and lit omedy talk. They were one of the better known acts of early variety. Tom and Lottie Wi were known for their song and dance a

after-pieces

atter-pieces.

Charles and Marion Young did a talking and musical act.

Billy and Maggie Rays did a talking act with a song finish.

Maggie acting as 'straight.'

The Two Jacksons were a man and woman ; he did comedy while she punched the bag and they both finished the act with what the proram billed as 'a refined set-to.'

Nelson and Milledge di a talking act, ick and Blanche Murphy were acrobatic, comedy and sketch artists. Mullen and Dunn did the Irishman find the soubret.

and the soubret.

The Jeromes Charles and Ella, id a talking act with a song finish, lla-doing straight.

doing straight.
John and Emma Whitney did an Irish talking act, Emma doing straight.
John and Emma Whitney did an Irish talking act, Emma doing straight.
Richmond and Glenroy, Paul and Lulu Ryan, Chas, O. and Gertie Seaman, Harty, and Nellie Waters, Errick and Lillian White, Hallen and Hart, Leonard and Fulton, Morton and Revelle, Jim and Bonnie Thomton, Schrode and Mulvey, Dick and Allee McAvoy and Sam and Kitty Morton, were all standard, men and women acts of those days, not one flunny awoman among them. They didn't change their style of acts until the late 90's.

Femme Foils

It was in the later 90's that the comedians began replacing their straight men with women foils. Most of the women partners were picked for their beauty and their ability-to wear clothes. They added class to the act. The comic would give them a few lines and maybe have them do a song or dance but most of the burden of carrying the act was on the man's shoulders. Most of the 'mixed' acts were man and wife. They idn't have to split salaries like the two-men acts did, and everything went into one pocket, or, to be technical, grouch-bag. In those days it was almost as cheap to live double as single, and this appealed especially to the married men who had to carry their wives on the road, so they stuck 'the wife in the act and saved 'packing excess.' The booker could get a man and wife theaper than they could a two-man act and that too had a great deal to do with the flood of men and women-jacts.

'women were; at a premium, Vaudeville was making great strides, was keen competition.' Men and, women comedy acts i 'one' were in great demand, as they brought trade to the box office. The men patrons would come to see the latest styles in clothes. The comics were beging to develop their, female partners into comediennes. It meant more money, bigger billing and steadier-bookings. At first they would let the woman get a few laughs in the act, then maybe the next season they would share the latents, 50-50. In this way many women developed into excellent in the season that the latents of the cartier 'tunny' women would wear funny costumes and got their laughs with funny make-ups. Some mixed' teams would both dress funny. Melville and Hi was an example of this type of comedy man and woman act.

One of the first 'firitation' acts (or bench acts as they were called in

Melville and Hi was an example of this type were called it one of the first fliritation acts (or bench acts as they were called it hose days) were Wilbur Mack and Nella Walker. They brought the sophisticated (for those days of 1900) crossfire talk to vaudeville. The vere a classy looking couple—well Miss Walker possessed gree to the couple well beauty, while Mr. Mack looked the part of a 'smart' business man. The depended on their talk and used a song and dance for a finish only. The were copied by many, but were never caught up with to class an inaterial. They ssed grea

were copied by many, but were never caught up with to class and imaterial.

In later years, Laurie ronson and Ryan and Lee brought a new live of man and woman act to vaudeville. The dumb-girl type comedenne and the smart-cracking straight man. Depending on crossfire talk and using a song and dance for an exit. Burns and Allen, lock and Sully, Allen and Canfield and Wayne and Warren came years later.

There were many types of 'mixed teams' working in 'Those that disinging or musical acts with a little comedy talk between selections, did singing or musical acts with a little comedy talk between selections, others were dancing acts that used a 'flirtation' routine as an ing but depended mostly on their dancing. There were also quite a number of sketches' A sketch of that type could get more bookings than a feel stage at a sthey would fit in on more bills. McMahon and Chapple, a full stage act as they would fit in on more bills. McMahon and Chapple, a full stage act as they would fit in on more bills. McMahon and Chapple, and made the 'funny' woman was still in great demand and it wasn't long before Marie Stoddard, Florence Moore, Fannie Steadman, Marie Hartman, Emily Darrell, Harriett Lee, Aliene Bronson, Gracie Allen, Mario Clevel, and Crim valueville when vau the funny' woman was still in great demand and it wasn't long sales, Eve Sully, May Usher, Annie Kent, Lydia Barry, Ruth Warren, Marie Hartman, hew, Flo Lewis, Helen Broderick, Blanche Leighton, Irene Noblette, India Hoffa, althou act in the formal members of teams in 'were keeping a fation, laughing with their clowning.

Of the 'mixed' comedy acts that depended mostly on talk, the following out in pasture.

Fier's \$1,500 Judgment For Ankle Injuries

Chicago, Jan.

Judgment of \$1,500 against the RKO Palace and Chicago Orpheum Co. has been awarded to Neuman Fier, formerly accompanist for Aunt Jemima (Tess Gardella), for injuries to his ankle.

to his ankle.

Evidence disclosed that failure of stage hands to clear stage after. Stan Kavanaugh's juggling act, allowing rubber balls to remin in dark wings, resulted in Fi stumbling and injuring his ankle.

Thrown Through Windshield

Roma Ritchie, dancer, was injured last- week when she was hurled through the windshield of her car while driving to Yakima to open at Bock's Tavern.

She's in hospital at llensburg with serious facial cuts.

Berle Isn't the First

By Epes W. Sargent

ance, and no husky has been moved to retaliation.

In the years since radio, the actor has become hardened to losing his jokes practically as soon as he originates them. He knows that the new gag be springs at the Monday matinee will go rolling out that evening on one or more of the airwaves. With such wholesale lifting the peculations of eyen a Belen group of the airwaves of the airwaves with such wholesale lifting the peculations of eyen a Belen group of the airwaves.

ire.

It was different in the olden days when there was plenty of vaudeville

When Milton Berle suddenly and more comedians, but even flashed on the vaudeville firmament those days there was a vast continual mental network to spread the jokes and mental network to spread the jokes in though but few actors realized it, or what was left of it, gasped. In This was the once-famous Race Derecent years the joke-lifter had dwindled into insignificance and dwindled into insignificance and series of the performent of the Western Union. Berle was in a class by himself. So far as the record shows, he has never taken a black eye for his performance, and no husky has been moved for retailtation. partment of the Western Union. existed for the purpose of provi the poolrooms with racing news fore results could be phoned from the tracks. It was also a broadcast for all the new quips, and some actors made a point of hangi around the betting rooms to acquire the newest material.

the newest material.

The department, known.
was housed on one of the upper floors of the Western Union building in New York. Into this room, were led direct wires to every subscribing polytoom in the country. This does not mean, of course, that every room had its individual wire, for most worked on a multiple circuit, there was a direct connection.

An operator sat attend desk send.

there was a direct connection.

An operator sat at each desk sending the scratches, weights, jockeys and information. On each desk was a second receiver cut into a 'flash' wire which 'merely ran around the room. When the horses came out of the paddock, the flash was cut int and kept up its chattering until the horses, swept past the post, givi the result to the rooms before, anyone at the 'track could phone a confederate...

And this flash wire was the leak-

phone a confederate...

And this flash wire was the leakage point for jokes. Any one of the
100 or more operators could send,
joke to the chief and if he likedhe would 'flash' ft. The operators
would pick it up and relay it to the
rooms, clear across the continent. In
the same manner any out-of-town
operator could send in his offeri
And worked.

Coast to Coast in 20 Mins.

Coast to Coast in 20 Mins.

One election day an operator attended the early show at Keith's Union Square before he reported for duty. He slipped a local gag to the chief and 20 minutes later an actor playing the Orpheum in San Francisco, hanging around to place a bet, theard the gag and put it into his act the same afternoon. The RD ruined hundreds of good jokes long before their ori inators could bring them around.

RD hooted before radio. new administration got into a fight with the rooms and in retailation the bettors squealed. Western Union had to the department down.

But there were ividuals

But there were ividuals still acquired material without labor of thought. Then as now many of them sought to mask their filchings in the guise of 'mitations,' and for a time Charles Leonard Fletcher made on some other comedian's field.

comedian's field.

One of chief sufferers from the imitators was Ezra Kendall, who offered a new monolog each time he went over the circuit. He conceived the idea of mimeographing his new acts and sending them to the theatres he had booked with the request that others be deterred from using the materi. It was a good idea from one angle, but Charles Leonard Fletcher speeded up by getting one of the copies from an assistant manager of one of the Orpheum Circuit's midwest houses. Probably others dit the same, so again Kendall was i fix.

One of the difters w

fix.

One of the an English musical comedy manone of the foremost. He would play a season in the States and go back to London loaded with fresh material which did much to put him into the forefront with producers. He made a clean sweep of everything, but there seemed to be nothing that could be doine English libellaws prevent his being hamed here, but all old timers will recall him. For while Fred Niblo was regarded as a pirate, perhaps not without reason. He was a young man and not experienced, and he took what he liked. But he soon developed definite style and had to write his own jokes to suit that style.

Perhaps the all-time record holder was Marshall P. Wilder, who came into vaudeville when the craze for dramatic actor, but he got hi job on the same angle. He was widely known in the lyeems and on the Sunday School circuits. It was figured his name would draw enough persons to more than pay his salary and that many of these persons would find vaudeville not to be the trude entertainment they supposed it. The argument was sound, but it hurt the managers to pay \$600 (Continued on page 208)

She's in shospital at lensburg It was different in the olden days with serious facial cuts.

It was different in the olden days when there was plenty of vaudeville with severe the outstanding ones: Felix Adler and Frances Ross, Ames and Winthrop, Anger and Parker, Allen and Carifield, Ell Brendel and Flo Burt, Bonita'and Lew Hearn, Jesse lock and Froilly, Beaumont and Arnold, Barry and Wolford, Barnes and Crawford, town, and Whitaker, Betty and Jerry Brown, John and Mae Burke, Buzzell and Parker, Butler, and Farker, George (Nat) Burns, and Gracie, Allen, Bevan and Finit, Max Cooper, and Jrene Ricardo, Clifton Crawford, and Helen Broderick, Jimmy, Conlin and Glass, Eddie and Birdie Conrad, Clifford and Marion, Codes and Orth, Clark and Hamilton, Casey and Warrer, Cahiwell and Walker, Davis and Darniell, Dickinson and, Deagon, Diamond and Brennan, Donahue and Stewart, Cordon, Dooley and Martha Morton, Johnny, Dooley and Yvette Rugel, J. Francis, Dooley and Corinne Sales, Dunham and O'Malley, Duffy and Lorenze, Dugan and Raymond, Darrell and Coneay, Ell and Williams, Elliott and La Tour, Frawley and Louise, Harry Fox and Dolly, Gisters), Feli and Barry, in and Davis, Fisher and Gilmore, Folgy and La Tour, Ford and ingham, Greene and Parker, Guld's and Ford, Gallagher (Skeets) and Martin, Gardner and Revere, Gardner, and Hartman, Gardner, and Steiddard, O'Donnell and Blair, Fatticola, and Meyers, Powers and Wallace; rinceton and Yale, Pat Rooney and Marion, Hartman, Gardner, and Steiddard, O'Donnell and Blair, Fatticola, and Meyers, Powers and Wallace; rinceton and Yale, Pat Rooney and Marion, Hartman, Gardner, and Steiddard, O'Donnell and Blair, Fatticola, and Meyers, Powers and Wallace; rinceton and Yale, Pat Rooney and Marion, Hartman Gardner, and Steiddard, O'Donnell and Blair, Fatticola, and Meyers, Powers and Wallace; rinceton and Yale, Pat Rooney and Marion, Hartman, Gardner, and Houghton, Thigh and Jason, Jim Toney and Norman, Tracey and McBri, Charles and Fordie, Marion, Bart Lah and Hawley, Wale and Fordi Comedy Teams

and Darrell, Hunting and Francis, Morrisey and Hackett, Keene and Widow, Cummings and Gladdi

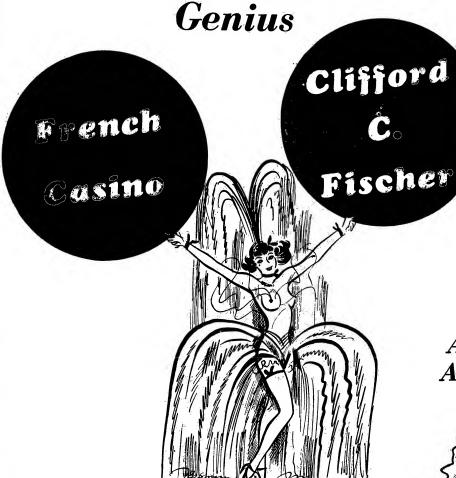
Comedy Teams

Those depending mostly on singing and dancing and the playing of musical instruments, but who did a lot of comedy talk, were: Dan and Jessie Hyatt, The Two Racketts, Francis and Kennedy, Billy Rock and Fulton, Billy Rock and Frances White, Joe-Santley and Ivy Sawyer, DeHaven and Parker, Blossom Seeley and Benny Fields, George Whiting and Sadie Burt, Worth and Brice, Wright and Dietrich, Hite and Donlin, Billy and Marie Hart, Kalmar and Brown, Keene and Williams, Cecil Lean, and Cleo Mayfield, Loraine and Dudley, Jim and Betty Morgan, Mack and Vincent, Morton and Glass, Murray and Gerrish, Handman and LaVere, Dillon and Parker, Evans and Mayer, Olcott and Ann, Al Trahan and Wallace, Vanderbilt; and Moore, Weber and Ridnor, White and Tiney, World and Kingston, Lowny and Pri, Mr. and Mrs. Jack McGreevey, Bill Demarest and Collette, Nora Bayes, and Jack Norworth, Gladys Clark, and Henry Bergman, Newhoff and Phelps, Newell and Most, Cross and Josephine, Brice and King, Barry and Whittidge and Mallen and Heath. There are hundreds of others that were tops; in fact, a full roster of the standard 'mixed' teams of vaudeville would make a good-sized book. The last few years of vaudeville saw the men and women acts goi in for 'blue' material, or the shock! Jaugh. Hells and damns, off-color 'gags,' Louholtzing of women, stolen bits, business and 'gags, until it seemed that almost everybody was doing the same. This helped a lot to push vaudeville backwards.

The writers who supplied the acts with fresh material all went to new fields—radio or pictures. James Madison, Charles Horowitz, Harry W. Conn, Bert Hanlon, Harry C. Green, Benny yan, Feli Bugene Conrad, Al Boasberg, Milt Hockey and Howard J. Green, immy Conlin. Tommy Dugan, William Cartmell, Jack Lair, Eddie Clark, ill Morrisey, Paul Gerard Smith and dozens of others are now supplying radio and picture scripts. The unimary of the proper standard of the script. Bur

are hurt

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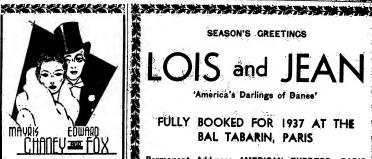
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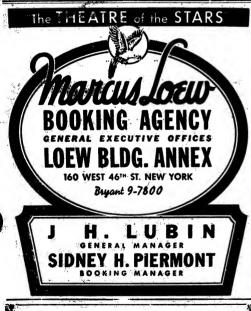
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NOW AT THE SAVOY HOTEL, LONDON

THE TOM DIAMONDS' CHILD CUSTODY SUIT

The fight over the custody of Joan Diamond, three-year-old daughter of Tom Diamond (Diamond Bros.), vaudeville, and the former Frances Holmes, one-time will be in beauty. in Queens Supreme Court, Jamaica, N. Jan. 25. According to the papers filed in the iamond wants the child to remain in the custody a family

suit, iamond wants the child to remain in the custody a family friend, Mrs. Anna Noonan, of 83-29 Penelope avenue, Rego Park, Queens, N. Y., while his wife desires her mother, Mrs. Frances Holmes, of Astoria, to have the baby.

Mrs. Diamond is ill in the Trudeau Sanitarium at Saranac Lake, 'and it is said that her recovery may depend on Joan's living with Mrs. Holmes.

The case was to have been heard Dec. 29 by Justice Henry G. Wenzel i Jamaica supreme court, but he adjourned it when he was informed that Diamond would not return from London, where he is now appearing, until Jate in January.

At the first hearing the case on Dec. 1, Henry Lehrich, attorney, to Mrs. Holmes, charged that Mrs. Dimond did not agree to the taking of the child away from her mother until she had received the following letter from Diamond: Il you don't write back giving the child to Mrs. Noonan, I am going to take her with me to the middle west and Europe so that the Holmesse's will never see her again.

Lehrich also told the that physicians feared to perform a necessary operation upon Mrs. Diamond

Lenrich also told the that physicians feared to perform a neces-sary operation upon Mrs. Diamond due to her mental state brought about by worry over the welfare of her daughter.

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"I liked Lou Holtz. This American comedian, with his endless flow of witticisms, knows the business of laughter-making from A to Z, and there's seldom dull moment when he's on the stage."

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"BRILLIANT COMPERE FOR BRIGHT CABARET." "Incongruously armed with forbidding looking ash walking stick, the immaculate-witted Mr. Lou Holtz steered last night's such, the immaculate-witted Mr. Lou Holtz steered last night's new show at Grosvenor House to easy going success Mr. Holtz is not only as ready a compere as our own Mr. Naunton Wayne, but a comedian of real brilli with a flair for the fantastic-idiotic."

DAILY TELEGRAPH:-

"Lou Holtz, a comedian with spontaneous flow of wit, and a personality that enables him to be funny even when his material runs thin. As he spent an uproarious five minutes after the terval taking late comers in the audience to task, Mr. Holtz may be reckoned a public benefactor."

THE TATLER:

"As for Lou Holtz on his own, I should like to keep this American comedian in England for several years. He is an original who with quiet words and confidential manner can make an old joke welcome, a new one irresistible and an average remark queer and exceptional. Next time I listen to a dull speech; I shall enjoy it through imagi ing how it, would sound from Lou Holtz."

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OUR LEADERS: Rudy Vallee, president; Sophi Tucker, honorary president; Joe Laurie, Jr., Ben Bernie, Pat Rooney and Chick York, vice-presidents; Charles Mosconi, treasurer; Ralph Whitehead, ecutive secretary; and 32 Councilmen.

OUR JURISDICTIONS: Night clubs, cafes, cabarets, restaurants, vaudeville, motion picture presentation theatres, private entertainments, fairs, carnivals and all outdoor and variety shows.

OUR AIMS: To better conditions for professional performers and the show busi

AMERICAN FEDERATION OF ACTORS

Suite 412, 1560 Broadway, Bond Bldg. NEW YORK

P. S .- Our Best Wishes for a Prosperous New Year !

(CHARLOTTE)

Arren and Broderick

VICTORIA PALACE SHOW

Now HEADLINING English Vaudeville Bills

Season's Greetings to All Our Friends

• 15 YEARS AGO •

(From Variety and Clipper)

American Society of Composers, Authors and Publishers getting busy again. Cracked down on 14 N. Y. theatres for music seat tax.

Palace, N. Y., had Houdini, Soph Tucker, Lew Dockstader, Harry Car-roll Revue and Mme, Bradna cir-cus act, on its New Year bill. Joe Cook, too: Show was too long.

Hit of Codee and Orth act was a bit in which she carried Orth around the stage under her arm, spanking him. She was a graduate from the Three Ahletas and still in training.

44th Street, N. Y., cut part of its vaudeville to feature the picture with Fred Beauvaise, then in the limelight in connection with the Stillman case. Brought some Indians down from Canada to ballyhoo, but the noble redmen hugged the radiators inside.

Eddie Dowling at the N. Y. Winter Garden doing a mixed Irish and Hebrew monolog, And doing best with his Yiddish in spite of his Irish

So many New Acts around Variety had to run nearly three pages. There were 38 new turns in one week. A

rand Opera House, showing six acts and a feature pic-store ith a comedy short between the third and fourth turns, G.O.H. crowd liked the mixture. Incidently there were 18 vaudeville shows cur-

B'way bi bad Charles illing-ham, Henry W. Savage, Marc Klaw, Edgar Selwyn and William Harris announced they were out for the re-mai of the season.

Fennyvessy theatres in Rochester throwing in taxl service ith tickets. Cruised the outlying in bangered cars:

Pullman Co. notified managers that unless actors quit stealing its towels special cars were out.

BEST WISHES From Those

HYAMS BROTHERS PHIL, SID and MICK

New Year's Greetings

Just Closed with Tom Arnold Production Now Touring for G.T.C.

English Representative:

CHARLES L. TUCKER CHARLES L. TUUNEN

MARK LEDDY

SEASON'S CREETINGS SEASON'S CREETINGS

JACKIE GREEN ************

Men Paris
Patriola Gli
Versattie 3
Cens Fosdick Oro
Laurence White

Onto the control of t

Bill Farrell Larry Maddux Orc Rainbow Grib Johnny Hamp Orc Evalyn Tyner 4 Deauville Boy Dr Sydney Ross

Ruthania & Malc'h Jerry Blaine Oro-Leonard Elliott Robin 2 Dell Arden Hotel Park Lane

Variety Bills

THIS WEEK (JAN. 1) **NEXT WEEK (JAN. 8)**

nnection with bills below i show, whether full or spli Numerals in co

Bert Walton

Marcus . Don Zelaya

RKO

BOSTON Hoston (7) Behe Barri (**) Buddy & G Green Gordon's longs Madeline Killeen Moore, & Revel Johnny Perkins James Melton

Don Zelisya
CLEVELAND
Keith's (8)
Olsen & Johnson
COLLIMBE,
Keith's (8)
Carroll's Mardl Gro
Bert Walton
Sid, Marton
Colonial, (8)
Marton Show Johnny Perkins
James Mellynms
James Mellynms
Nattlaon's hythms
Raymond Wilbert
Joan Abbott
Joan Hardyn
Fulaco (K)
en Margier's Co
Loyal's Millions
Lewis & Moore
George Beatty
Ethel Water
Joan Mellyn Honore
Joan Honore
John Colonial (6)
MINNEAPOLIS
Urpheum (1)
Ben Mardeus Co
PROVIDENCE
Allen (1)
Hwood Hotel Rev
SCHENECTAD
Keith's (7-9) A Robeys Collins & Peterson Roy Cambell's Co-Hal Sherman Don Costella TROY
Proctor's (8-11)
Count Bernivici U

Loew

NEW YORK CITY State (8)

FITTSBLEG
Stanley (8)
Benny Davis (6)
WASHINGTON
Capitol (8)
2 aveys I. Rev
Markin & Sibley
Salici's Puppets

Paramount

BOSTON Metropolitan Bowes Co Lela Moore Asciropolitan
Boyes CoCola More
Niroka More
Niroka More
Niroka More
Paramotous (8-11)
Louis Armstrong Be
CEDAR HAPIDS
Oriental (8)
Oriental (8)
Ophic Tucker
BETROIT
Hiehigan (8)
Pageant of Youth Ethel Sheppard Lucille Paige 3 Wiles Frankle rown HOUSTON Met (8) Dave Apollon Co MONTREAL Licew's (8) Cuban Nights

Warner

PRILADELPHIA
PRIME STATE OF THE Buster Shaver Co Clyde Lucus Org UTIOA Stanley (6-7) Count Bernivich Spices of 1937 WASHINGTON Ken Earle Dixteland Jazz Bd Chuck & Chuckles (1) Kobbins 3 Robbins 3
Herbert Mundin
L'tie Jack Little Or
Shirley Gale
WILMINGTON
Queen (3-7)
N T G Rev

Independent

INDIANAPOLIS
Lyric (8)
Folles d'Amour
Novelle Bros
J & J McKenna

Curries
Sally & Bobo
Wilfred DuBols
Mile Lorraine
Parislan Melodians

London

Week of Jan. 4 Gaston & Helen
EDGWARE OAD
Grand
Lucille Renstead
Kain Tai 3
Doreen

Week Astoria D. H. S. Clever's M. M. Gasterbur's M. M. Dave Poole Nouman. W. S. Solma 44 (7-5) Solma 14 (7-5) S

Coran Toledo, Billy & J CHADWELL H'TH Palace Palace
Austel & Arthur
Lewis, Payne W
Gaston & Helen
CHKLSEA
Palace

Palace 5 Cieveres Philes 4 EAST HAM Grabada E-do-Granau
4 Phillips
Del Monte
Horaldo's Sen Lions
Rosana
Rosana
Rosana
PREMIEN
Juniol & Arthur
Lowis, Fayne & W.

EDMONTON Empire lilotts

Empire.
7 Biothe.
FINSHUMY PARK
ASTOCIA.
Anton Bil
Bob Howard
HAMMF
Julian
Julian
Cookea Ponies
Piniler's Elephant
Andos Fonies, Toni
Stunies, Toni
Stunies,

Clowns
HOLLOWAY
Muriliorangh

deman's Bd ILFORD Saper H.EVED.

Samer
Jean Plovini
Thempse. Sinton
Plent & Rossiva
Hige Hell
State & Rossiva
Hige Hell
Addison
Addison
Addison
High Foole
Neuman, W & Y
KILBURN

George

Geor

Lucille Benstend Kam Kai 3

LEWISHAM Police Cora
Toledo, Elly & Jos
LEYTONSTONE
Rialto

Righto Troise Mandollers NEW CROSS Kinema Kinema Zigano's Orc OLD KENT ROAD —Astoria Harry Freyer Bd Fred Bamberger 4 Brilliant Blondes PECKHAM

Pulnes

Phines

STAMFORD HILL

Regent

Younkinn Bd

STRATFORD

Broadway

Jean Fiorian
Loranna with

Thorpe & Stanton

Bob Howard Karlina with Vadlo & Herts WALTHAMSTOW Granuda Jack Payne Bd

Provincial

Week of Jan. 4 IPSWICH Ritz APSWICH
MRONT!
Clebam wyer
Clebam wyer
Ven Dook
8 Step Sia
Adelphi
2 Leslies
Pantzer's Midgela
Co av bnoked
BOURSHID
BOWER & Rutherf's
Victor Moreton
Carsons

Week
ABERDEEN
Tivoli
Foster & Bard
Gold & Coiviell
Stan Roberts
Un McLean
EDINBURGH
New Vetoria
Miss L. McCardle
GIA SCOW

GLASGOW Paramount Billy Rey

Carsons
Co as booked
YARMOUTH
Regal
E & D Waters
Vardel 4
Co as booked HASTINGS

Regn.

A Australian Boys
Archie Elray

5 Blumenfeids

Cabaret Bills

NEW YORK CITY Xavier Lemercier.

7 Maravillae.
Rekkofs.
Rhoenrads.
Florence Spencer
Tullah & Myl.
Iris Wayne.
Russ Morgan Orc
V. Travers Orc
C Cromwell Orc
Greenwich Village
Ann White.

Casino
Ann White
Alicen Rodi
Bili Dureya
Sig Ramon
Jeanne Jordan
Carlos Lopez
Elba & Jimmy
Marengo Orc
Wallace Milan Ret

H'lyw'd Reslauran Belie Baker. Ada Leonard Demitri

Demitri Karele & Andre Paul Remos Lennie Hayton Ore Hotel Ambassader

Hotel Ambasador
Dick Gasparre O
Minor & Root
Motel Astor
Vincent Lopez Ore
Fred Lowery
Beth Wilson
Emily Vincent Loesen
Chas Hoffman
Stanley Worth
Robert Lytell
Fiorenzos

race Heldt Orc

Jerry White
Paul Davin
Fred Bithop
Gus Wicke
Rudy Madleon
Will Ward
Bernle Grover
Jösepb E. Harrison
Jack West
Lea Barbery
Ethel Gilbert

Ethel Gilbert

Right Cat

Ritten Korus

Al & Toni Cortez

Blondle Scott

Evelyn Oilver

Amanda Randolph

Jimmy Thomas

Maxle Arnetrong

Amy Spencer

Billy Darlels

Lonny Shumone Or

Brass Rall Johnny Hauser Ore Callente

Mike Riley Ore
Chiteau Moderne
Edna Wood
Trine Plaza
Anne Stuart
Clover Club
Jackson Irv & R
Soni Shaw
Bilhe & Millie
De Lloyd McKay
Mal Coogan Ore
Club Gancho
Dimitri & Virgil

Dimitri & Virgli Ana Estasen La Dolores Ramon Carrosco Gauchos

Club Yumuri
Eilseo Grenet Orc
Coq Rouge
irwin Glibert Orc
Tisdale 8

Delfina Vera Mona Montes Dolores & Candido Rosita Rios Los Havaneros Don Alberto Orc ABC Trio

Ernie Holst Orc

French Casing

French Casino
Adalet
Fer Bonga
Betty Brite
Betty Bruce
Floronce Chum
Hilda Elfouto
Koff Holbein
Johuny Co

Los Jedas Pedro Via Bd

Horace Heldt Ore
Lyabeth Hughes
Hotel Com
Mai Hallatt Ore
Collette & Barry
Amy Revete
Hotel Edisons
Bobby Hayes Ore
Gypsy Lee
Murlel Byr
Bob Berry
Hotel Essex
N Brandowynne Or
Maxine Tappin
Hotel Effiti
Roy Strum ce Cottos Club
Bill Robinson
Avis Andrews
Berry Bros
Henri Wessels
Katherine Perry
Annie Lewis
Dynamite HookerTramp Bd
Whyte's Manlace
Wen Talbert's Choir
Bahama Dancers
Arthur- Davy Orc
Cab Calloway Orc
Jack Dempsey's Cotton Club otel Govern

Ozzie Nelson Orc Shirley Lloyd otel Lincoln

Isham Jones Orc Hotel McAlpin Enoch Light Orc A, Gonzales Enc otel Manteigli Coral Islanders Ann Courtney Clay Bryson Vappy Powers Nick Fisher John Zellner Ben Blum Hal Hope Orc Hal Hope Orc
Hotel New
Abe Lyman. Orc
Arthur Rayel
Tess: Gardell
Marlon Wilkins
Jack Walters
Rose Hidne
Thy Wolfer
Hotel Furk Central
Tio Toc

Hotel Park Lave
Pancho Ore
Juni Raphael re
Motel Pennsylvania
Benniy Goodman Bd
Berning & Grah'm
Helen Ward

lienny Goodman Rd
Ideni Wardahim
Idelen Inz-Carition
Idelen Inz-Carition
Identification
I Plant & Rosslyn
STREETS Actoria
Billy Cotton Bd
Rotton Bd
Harmon Boys & R
Harm

netherjund.
Gen Lodljensky.
Raphae!
Lubby. Doublago.
Nicholas Zorin
Serge Sergey.
Catherine Grey
Alex Bunchuk Orc.
Hatel St. Roger Stearns
Alex Botkin Ens
Jack Sherr Ore
Hotel St. Regis
(Malganette Russe)

Rainbow Rea
Glen Glen Grow Rea
Grow
Grow Rea
Gro Olga Vaulina
Charlie
Boris. Belostozky
George Orda
Paul Duke
Tasha Nazarenko
Aznes Roy
Sulian Messako
Peter Llachenko
C Codolban Oro

(Irldium Roam)
Emil Coleman Or
Hartmann G & P
Readinger 2
Jack Powell

Hotel Tuff Hotel Yanderbilt Eddle Lane Orc Jean Farries Dean Goodelie Dee Lurga

Des Lurga
otel WeildorfAstoria
Mario & loris
Eve Symington
Eddle LeBucon Bd.
Leo Releman Oro
Alchael Zurin Ore
Hotel Weylin
Alex Fogarty
Churlie Wright

Jimny
Mary Barton
4 Montmartre Boy
Junior Costello
Chiquita
Inga Borg
Peggy LaPlante
Tanya
Mary Lane
Joe Cappello

Simeon Karavaeff
Dorla Blisse
Vilena Gabrielle
Michael Michon
Nadia
A Stoyanovsky
Mischa
S Bartnovsky
Nicholas Mattley Or
Elisha Tuttle Oro

Larue Frances Maddux Betty Byyant Joseph Zatour Sid Tuscher

LOS ANGELES

Bob Lane
Charles-Lawrence
Boverly, Withire
Ruth Robin
Larry Lee Ore
Illmore, Bowl
W & Gliddys' Ahearn
Eddle, Rio
The Theodore
Joy Hodges
A Rhythm Rascale
Harry Stockwell
Farit's Riva Ore
Jimmy Grier Ore
Use Room

lue Room Fanchon & M Rev Kearny Walton Ord Scats Powell

Don's Robbins
B Grey & J Bergen
Hat Chanslor Orc
Pletre & Temple La Maze Park Ave Stan Clair

Clover Cla Bab Grant Ore Rhumbs Bd

Sticky Fay Russ Cantor Hardy & Warner Lucille Lehman Clarice Gannon Jack Clawson Orc

Virginia, Lee Jan Garber Crc Lathrap Bros. (Iounge) Les Parker, Bill Roberts Sanchi & Buckley ubunala

Estellia.
Augustine Palafox
Alberto Sergo
Carlo Ferranda Orc

Hugo Pedullo
Eddie Davis Ore
4 Dandles
Leon & Eddie's
Eddie Davis
Vivlaw Ray
Tachi
Tachi
Eddie Jose
Jai-Leta
Billy Ree
Newoll & Thorpe
Wen Parimor's Ore
Le Mirage
Consue of Flowertor
Formatic Control
Elibha Tuttle Ore
Mon Turis A Ptsbg. Feud, Suh!

urgh, Jan. 3. Old-fashioned rivalry of the personal sort has re-entered the personal sort has re-entered the film biz here again to give the show mob something to talk about during the post-holiday lull. It's between Mort Shea's Fulton and Johnny Harris' Al-

ads:

'And when we say held over,
we mean at the same house, not
a second run at some other theatre. Harris outfit burned,
plenty, and thinking up reprisals.

Pat O'Shea Bernice Farrington Bee La Moine Leona, Rice Agnes, Johnson Al Eldredge Ore Joan Lee

prage Inm

Hai Kemp Oro G & M deLeon Skinny Ennis Saxy Dowell Maxine Gray Barbara MacDonald Carr Bros

Stork Clins
Sully Kendin Ore
Gus Martel Ove
Tokay
Mme Hona Thury
Johnny Carter
Maria Karolyia
Lou Hegedus
Bela Zalga
Merrill & Zona
Lillian Kahnes
Gypny Roshka Ore
Eddie Ashman Ore

Splvy
Ubangi
Gladys Bentiev Rev
Broomfield & G.
Avon Long
Evelyn Robinson
Edna Holly
Kalser Williams Or

Edna Holly
Kalser Williama Or
Kalser Williama Or
La Vallet
Delne Dolores
La Vallet
Berta Donn
Feter & Cont'is
Verselllea
Duffont
Joreson
Maddwbrook Bave
Hawalian Ser'u'd'r
Village Barn
Larry McMahon
Mir Mann Ore
Retena Miller
Ruskin & Norman
Wayne Kennon
Zeb Carver Ch
Janny & George Johnny & George Frances Faye ro Patsy Ogden 3 Peppers

5 Hot Shots Connie Harris Club Esquire Vicki Joyce Glenna Morris Ben Light Gene Arlen 3 Esquires

Splvy Teny's

Famous Door Louis Prima Oro Little Club Jane Jones
Jane Jones
Paul Kendall
Helen Warner
Jeanne Keller
Melody Grill

Omar's Dome
Yvonne St Clair
Dorothy Roberts
Gagnon & Br'ught'h
George Redman Orc
Bobby Bixler Pacific Sunget Clui

Polomar
Williams & Charles
Reeves & Lew
Judy Janis
Edith Davis
Hudson Metzger Is
Phil Harris Oro

Paris Inn

Margarita & Del lo
Henry Monnet
Hugo Marchettl
Thora Malthaison
Doninio Colombo
La Valesca
Rosita & J. Moreno
Pete Confreill Ore.
F. Gailet & Gls

Murray Peck Larry & A Rogers Glen Edmunds Orc Dorothy Roberts Seven

Ray Kinney Lily Gibson Lonnie McIntire Bill Zerker

Fulton and Johnny Harris' Alvin, first-run sites practically
next door to each other.
Of late, Alvin has been runing bi ictures only a week
and then shuttling them over to
the small-seat Palace Diamond street continue firstrun at same prices, always billit as a h.o. So last week
when Fulton decided to hold
the Shirley Temple flicker,
'Stowaway,' a second week,
Manager' John Goring inserted
the following in his newspaper
ads;

Joy William Trocadero
Phili Ohnian Oro
U-Gent u
Barbara Back
Frank Gallugher.
Dave Mack

PHILADELPHIA

Carr Bros
Bellevre-Straitford
(Flauet Room)
Meer Pavis (Pomer Bernylling Room)
Georgian Room)
Georgian Room)
Henny tie Bunne
Abe Sallnger Oro
Cross & Dunn
Peggy Adams
Monya Robertt
Catherine, Flynn
Patsy Ogden

Patry Ogden
Ches Michaud
Jonny Graff, Orc
Colony Olub
Harry Adar Ore
Embussy Club
4 Aristocrats
Billy Wine
Sally Warwick
Kurt Weller

1523 Locust 1623 Locust
3 Kings
Little Ernle
Bubbles Shelby
Florence Hallman
Jean Fatrar
Grace Manners
Lynda Ray

Frank Palum 's Jess Alimiter Orc Eddie White Florence Sheviln Thelma Shearon Romas & America

Hal Sidare
Fred Swift
Daniels & Ray
Hotel Adelphia
(Cafe Marguery),
Vincent Rizzo Ora
Haroid Knight Oro
Ross MacLean
Haroid Swift Cle

Ritz-Cariton (Crystal Reom) Van Levis Orc

Van Levis Orc

Silver Lake Inn
(Clementon)
Mickey Faullinnt Or
Norman Duke
1214 Sprace
R Sedley & Stooges
Julia Garrity
Carol & Annella
Jimmy Blake Jimmy Blake
20th Centur Tayers
Barney Zeeman Orc
Ted Pike
3. Esquires
Burnett & Walt
June Hale
Helen Francis
Mildred Benson

Berle Not First

(Continued from page 198)

week for a collection of second-hand jokes.

jokes. Wilder was a hunchback, and he worked the sympathy racket to the limit. So long as he stayed in the lyceums and the private entertainment field, he could use anything with small chance of detection, and he heard his enterior. with small chance of detection, and he based his success on this fact. Once in vaudeville he had to be more careful and avoid using the jokes of others on the same bill who had a better right to them. He had no cause to fear physical violence. Even the most irate originator would not beat up bent-backed runt, but he was far from popular.

Corbett's Last Laugh

Corbett's Last Laugh
He was one of the pet actestations of James J. Corbett, then doing monologs. Corbett paid well for material and got the best, Wilder borrowed liberally. But night Corbett squared up. Admiral Dewey's flagranged up. Admiral Dewey's flagranged ship, the Olympia, had just come into New York harbor. Some public spirited citizens arranged a show for them. It given in the grand. lic spirited citizens arranged a show for them. It given in the grand ballroom of the old Waldorf-Astoria, with William Hammerstein and Wil-liam Morris putting on the vaude-ville. The audience sat at small tables divided their attention between ill and the menu. Wilder was one of the first to volun-teer, because he realized the value of the publicity.

He turned up on stage about nine o'clock and came, hobbling to-ward a little group of which Ham-merstein and Morris were the cen-

Bands Made For **Many Holdovers** At the B'way Par

band 'policy which was inaugurated at the Paramount, N. Y.,
year ago Christmas has resulted in,
sufficient holdovers for pictures to
enable Part to sell away a representative number to other houses, including the Music Hall, ialto, CriteriGlobe and other Broadway theatres,
During all of 1936 the N. Y. Par
used only 26 features, 'em
cutsiders, Tennies from Heaven'
(Cot) and 'To Mary, With Love'
(20th), so the total number from
Par itself was only '24, the smallest
number to be supplied its own showwindow in any year.
In starting the second year of its
first runs and pit band policy, the
N. Y. Par has gone out to corner
leading orchestras, most of, which
early last year played the house and
now will be doing a repeat. Among
those booked 'are Ray Noble, with
'The Plainsman' Jan. 8; Fred Wari
with 'Champagne Waltz' following
that; and Louis Armstrong, ShepFields, Phil Shitalive, Girl. Poor

those booked are Ray Noble, with those booked are Ray Noble, with The Plainmann! Jan. 8; Fred Wari with 'Champagne Waltz' following that; and Louis Armstrong, Sheep Fields, Phil Spitalny's Girl Band; Eddy Duchin and Guy Lombardo. All played the house during the past year. Benny Goodman, who was i Big Broadcast of 1936' (Far), ly released, is a new first-limer, later in the season. With 'College 'Holiday' (current) being held a third week, Mari Braggiotti orchestras will be brou in on the final week; Girn Gray's Casa Loma band can't remain a third stanza because of a previous booking to go into the Rainbow Room, N. Y. starting tonight (Wednesday) the R.R. would not the

MacLeod Wins Appeal

MacLeoq vv.110 (1975).

Superior court award of \$5,000 to Tommy MacLeod, press agent, for alleged damages arising out of his ejection from Grauman's Chinese theatre by Fox-West Coast employes a vear ago, was sustained by the a year ago, was sustained by the district court of appeals here. Trio of judges unanimously concurred with a jury verdict.

F-WC appealed after Su Judge William Baird refused a new trial.

WASSERMAN TO CHI

Lew Wasserman, press agent for Maytair Casino for year, leaving to become MCA's advertising and pub-licity director in Chicago. Charles Burns' ad agency is taking over the theatre-cabaret account. Cleveland, Jan. 3

ter. In the crowd was Corbett, i 'Here comes Wilder,' he whispered.
'Tell him I did my monolog and went

Here comes Wilder, he whispered. Tell him I did my monolog and went over bi. '
Wilder came up with his greetings and almost directly turned to Corbett. Been or yet, Jim?' he asked. Corbett nodded, 'Its' ence. You'll love them.'
Do your monolog?, asked Wilder, mindful of Corbett's evening clothes. 'Sure,' assented the champi.' I was a little bit afraid, but they ale it up.'
A couple of later Wilder went on. A few of the sailors looked up from their plates. It was neither acrobats nor girls, so they gave their food renewed attention. Wilder fought them for nearly 10 minutes to the most complete frost he had ever experienced, and for once came off the stage like a close.

As he slid through the entrance he As he slid through the entrance heran into Corbett, now.

costume, talking to a sparring parine, wilder said ing. There was nothing to be sai Corbett boxed three fast rounds and was the hit, of the show. He said afterward he felt he and Wilder were even u at last.

With the gradual decline of warder.

With the gradual decline of vaude-With the gradual decline of vaude-ville it became less important whose lokes were whose. The writers went over to the better plants and until Berle revived the old tradition it had become almost lost art. But there were that happy days when the biggest man kept best control over his jukes, wo most of them are not worth fighting over a week after credition.

YEAR IN THE LEGITIMATE

By Jack Pulaski

New year of 1936 had barely been agers agreed to the authors rung in when the authors and managers settled down to battle over a new contract, with Hollywood keeping a watchful eye. The Dramatists Guild was cocky and repeated assurances were sent to the managers that they would have no say in framing the new 'agreement.'

they would have he had been a series and he new agreement.

As the fight progressed the League of New York Theatres, representative of the managers, grew in strength. Cohesion resulted from the Guild's attitude and all but a few producers, who were caught the middle through their collaborative authorship of plays or because of tie-ups with certain lead! dramatists, stuck together to oppose the authors. Younger managers were the most

younger managers were the most determined and, when the older producers advised caution in bucking the authors, they were told to pipe down. Guild insisted it would draw its own contract and the managers would take it or leave it. Within the Guild it was debated whether to take 75 or 80% of the picture rights money. Finally the Guild issued its contract calling for a sliding scale wherein the author got a higher percentage when the bidding went higher. That was all the managers needed to become a virtual unit.

centage when the bidding went higher. That was all the managers needed to become a virtual unit.

Hollywed Angle
Guid was told that Hollywood would be alienated even if the one-sided contract were accepted but its head, Sidney Howard, doubted this admitting, however, that Broadway needed Coast backing. Guild claimed lower, prices were being paid for rights to produced shows, also that only three plays had been bought up to the end of . February. March 2 was the deadline, when the old contract passed out.

Had the authors extended it during the contest they might have gotten nearly everything they demanded. But, because of that mistake, they had to back down and later reconsider their own reasoning. How can we lose?'

Authors continued to insist that bidding was held down on coast-backed shows and that Hollywood was only buying plays which each individual studi backed.

Battle went along, with neithed giving in, until April, when the managers signed an unusual document, an impunctive agreement wherein it was agreed that any signatory who accepted a play under the authors' contract would be liable to legal action. About the same time Hollywood indicated it would back no more legits if the contract were accepted. Then the managers drew up their own contract.

Negotiations.

Negotiations

, if any, plays were obtained by producers during this period. Finally, in May, the factions started to negotiate—which the Guild had previously refused to do. Most of the disputed points were ironed out, with both sides making concessions: Man-

some term changes on other rights. Negotiated contract was signed on May 25 for a five-year period, instead of two years, which the Guild had wanted. Managers received some favors, too, and when it was all the question of who won was difficult to answer.

Single influence which rought the managers and authors together more than anything else was the

the managers and authors together more than anything else was the presence of Owen Davis. Veteran dramatist came back from California and told off his fellow authors for not talking things with the managers amicably. Then a solution was worked out.

was worked out.

But Hollywood was not satisfied.

A 'gentlemen's agreement' was made whereby all film companies are to lay off backing legits under the terms of the new contract. Trouble seems to be a set of rules appended to the contract instances where picture-backed plays are sold for filmization. Rules indicate the suspicion with which author regards the film executives, and the latter don't like it at al. No financial backing has since been accorded Broadway from the Coast, except for productions which were arranged last season, before the fight started.

Coast backed 24 shows during the

Coast backed 24 shows during the season of 1935-36, and, while it figures in the current season, it is claimed to be in only on hangover

deals.

With no further policy changes, Equity i not come within the managerial situation, except when the Sunday matter happened to spring up and di Showmen were too busy scrapping with the authors. Something of a fight within Equity flared up, however, when the younger radical group sought to increase its standing in the council. Yote sniping started three weeks before the annual election, late in May, but the admi istration won by a 3-2 margi, voling in all 14 candidates. This was something of a surprise, because the opposition had several well-knowns on its ticket.

An amendment to the Equity constitution, whereby it is required that junior members have 50 weeks of playing experience (rehearsals cluded) was finally adopted, but not until the issue was balloted by referendum early this autumn. At the annual meeting a majority was in favor of the motion, but not enough for adoption. Group (identified as the disintegrated Actors' Forum fought, the issue, while the admi istration furthered if on the grounds that juniors may appear in but as few brief engagements and, under the old rule, become under the old rule, become under the old rule, become active the condition of the properticed enough to yote, and only appearances

Moving East

Altogether.

Moving East

Prediction is that the New York
legit field will not be confined to
Broadway in the future, but that
new theatres will swing to the east
of the town, especially after the elevated road on Sixth avenue is raced.
New subway on that, street is in
course of construction but it will
take two or three years more for
completion. Vast 'development of
Radio City has Sixth avenue on its
western boundary and includes one
legit house currently (Center).

Another important factor, however,

Another important factor, however, is the new building code which permits apartment houses, office buildings or hotels to include theatres. That was forbidden heretofore and That was forbidden heretofore and, because of it, the carrying costs of theatres is way too high. When and it apartment houses including theatres are erected, the operation costs will be so radically revised downward that a lower price on tickets would be a natural result.

Toadway had cycle of misery plays part of last season it is

ward that a lower price on tickets would be a natural result. Toadway, had cycle of misery plays part of last season it is notable that they all flopped. One (Ethan Frome) was rated a success, but proved so heavily in the that there is no sign of that type of show on the horizon at present. That play was backed by the Coast. However, there is still a dearth of musicals in New York. Musical films are probably one reason and any the factor the high cost and hazard which pertains to such attractions. hazaru tractions: Heavy Coin

Heavy Coin
Yet heavy money is still invested i shows occasionally. This season has White Horse Inn' at the Center, where it is drawing picture house grosses. It cost \$290,000 to put on, an accomplishment which came after many obstacles and more disputes.
Dated last season is The Eternal Road, which came to a halt after \$279,000 had been expended and the bankroll emptied. Manhattan Opera House was virtually torn apart in

on the stage would quality them. Amendment was the outgrowth of a manager's query as to just what two years, as a member of Equity constituted. Matter was rushed aside at the time as it applied to a salary dispute.

Another issue still being waged in Equity concerns the elimination of the junior minimum salary of \$25 weekly. It was proposed that there be one mi imum for all, that of \$40 weekly, so that managers would be unable to iscriminate in handing out parts. Matter has been up before the council several times and tabled, but is sure to be decided on sometime. It is slated for further iscussion at the elicity Equity meeting and will again get the Council's attention but, whether the new regulation, decided on, will apply to this season is questionable.

One idea minums for the Journal was partly a nod it the direction of the immune. There were 2 shows in the money, 15 hits and 11 moderate successes. Holly-reducing it has the Noving East

Prediction is that the New York. musical-comedy was \$190,000 i the red. Unskilled handling was indicated.

Pulitzer Prize committee decided to make its rules more elastic and changed one, which automatically eliminated works of dramatists who had previously won the award. Committee appears to have reacted to criticism, and especially in light of the fact that flops had been given the prize several times, the award last spring went to Talot's Delight' one of the biggest gross-getters on Broadway. Change of rules also was partly a nod i the direction of the Critics Circle, which voted Winterset' the best play of the 1935-36 season. That was one play which had been eliminated from Pulitzer consideration because its author had won the prize previously.

During last April there were three great money plays contending for leadership, most unusual for that period of the season. All three were hitting around: \$23,000 weekly and better. Plays were ictor's Regina,' 'St. Joan' and 'Delight' irst and last named suspended during the summer but resumed and were very much in the running throughout that all.

The Read

There are appreciably more shows

The Road

The Read

There are appreciably more shows on tour this season than for several years, due principally to better conditions. When the rates for rail transportation were lowered, it was expected to boom the road considerably, however. Low fare does not apply to parlor or Pullman sleeping cars, however, and a concession was refused by the Trunk Lines Association. It was shown that such concessions were up to the roads themselves and not the Interstate Commerce Commission, as was commonly believed in show business. I. C. C. stated it never interfered with railroads giving group reductions.

There are fewer productions is season, to date, and that its blamed by the managers on the authors who, they claim, didn't do any writing while the contract battle was on. There is plenty of backing to be had without Hollywood, managers feel, It is just a matter of scripts.

About the same number of hits arrived up to Thanksgiving as last autumn, but some sure things arrived with the holidays, and showmen say the upturn in legit attendance could take care of twice the number of successes.

successes. Predicted theatre shortage again failed to materialize because of the lesser number of productions and a considerable number of flops. Something like 190 productions were listed

Summer theatre season was about as expected. There were 130 rural show ventures in barns and country show shops in about 26 states. Most 75 new plays were out. 10 were nominated as having chance on Broadway. Most of them came in promptly and went off quickly. However, it was estimated that 10,000 actors were kept off the street, what with the shows in the sticks and the Works Progress Administration's theatre project, a relief measure.

ministration's theatre project, a relief measure.

WPA
Government took over theatre relief from New York and other states last October. There were many delays and mistakes and it was not until March that the legit end really started functioning; or at least getting shows on the boards, after leasing several theatres in the amusement zone. Managers were concerned over this fact at first and the pretensions of those in the WPA show project that it was to become a permanent part of stow busitiess, probably a 'national theatre movement.'

However, there seems to be little likelihood of the WPA really being opposition to the theatre. Type of product and the low admissions 425 to 55c.) rather rates the whole movement.

Deaths

ment.

Deaths
Percy Hammond, critic for the
N. Y. Herald Tribune, died on April
25.

N. Y. Herald Tribune, died on April 25.

Marc Klaw, formerly of Klaw & Erlanger, died in England June 4.

Joseph P. Bickerton, Jr., theatrical attorney and arbiter for film rights sales, died in New York on Aug. 20, 1936.

Alfred Aarons, former producer and formerly general manager for Klaw & Erlanger, died in New York Nov. 18, 1936.

Dr. Henry Moskowitz, executive secretary of the League of New York Theatres, died Dec. 17, 1936.

London's Legit Season

London, contrast. ended

brought more money to the West coffers than the Jubilee season

coffers than the Judites season the previous year. Despite a number of flops, the majority of theatres have been constantly in lights, with many shows kept out of town cooling their heels until a house was available, and quite a few keeping. Going through smallness of overhead expenses.

some through smallness of overmead expenses.

Hold-overs from 1936 include 'Call It a Day' and 'Anthony and Anna,' both of which celebrated their first iversary just prior to the end of the year; 'Lady Precious Stream,' which after two years has just been revived again at the Little theatre; 'Night Must Fall,' which had run a year prior to Emlyn Williams sailing with it to New York, and which is now playing with a second cast at nother theatre.

nother theatre.

Most tragic flop of the season was
Transatlantic Rhythm which, it
handled a more businesslike
manner, and properly budgeted, had
li the earmarks of a seessful
Backstage bickerings, adverse publicity cased through
silaries being unpaid and threalened
walt-out of stars, caused the
wildered public to avoid the theatre.

never knowing from to day whether the curtai Failures

Next most scrious failure was the Druyr Lane's spectacular Rise and shine, which only ran five and a half weeks; and 'Going Places,' with six weeks' run at the Savoy, which despite its brevity, established June Knight as a success her? Only show that, survived but one night was Fay Marbe's one-woman venture, 'European Soiree,' over which it is best to draw a veil.

European Sorree, over Which it is best to draw a veil.

iana Wynyard's rst year, The Ante-Room, from a novel by Kate O'Brien, ran only nine days, as did also 'Farewell Performance, Mary Ellis' only histrionic attempt. Clicks

Biggest musical hits were 'Careless Rapture, Ivor Novello's starring opus by himself, ich will undoubtedly hold over until the spring; Leslie Henson's production of 'Swing Along,' Laddle Cliff and Stanley Lupino in 'Over She Goes', Jack Buchanan's 'This'll Make You Whistle'; most of these anticipate Coronati busi, as their color schemes and decor denote.

Of the dramatic hits, most notable

Of the dramatic hits, most notable were 'Mademoiselle,' The Amazing Dr. Clitterhouse, Edgar Wallace's The Frog.' Charles the Ki. ', 'Pride and Prejudice,' 'Parnell,' 'Jane Eyre,'

'Storm in Teacup' Coward's group of playlets.

coward's group of piaylets.

Of the lighter ; comfortable
runs were achieved by The Lady of
La Paz. The Composite Man,
'Spring ide,' 'Dusty Ermine,' Miss
Smith, 'Spread' It Abroad,' The
Fugitives' (which intrigued Londoners by anticipating the Snanish ers by anticipating the Spanish revolt), 'Heroes Don't Care.'

American shows were more in evidence than last year, but none too prosperous. Three Men On a Horse did best with seven months; Boy Meets Girl was considered too local, 22 weeks. 'Ah Wilderness,' with a cast of mixed accents (Irish Players) bust about made itself heard at two theatres, 'lackbirds' did well at its first session, but when reopening at the Adelphi on a twice nightly basis, business dropped and the show closed abruptly. 'Petticoat Fever,' with Dennis King starred, only survived two weeks. 'Night of Jan. 16' ditto.

C. Cochran's productions con-

ditto.

C. Cochtan's productions consisted of his revue, Follow the Sun, which had five months' artistic success; Laughter in Court, a comedy starring Yvonne Arnaud and Ronald Squire, still in the money after three months, and The Boy Davi, much discussed and postponed Barrie play starring Elisabeth Bergner. It aroused a certain controversial interest at its inception Edinburgh, where it did record business; at the time of writing its London fate is still to be decided.

Continental stars failed to make much impression. Lucie Mannheim

Andre Charlot, ing 'The Town Talks,' revue, a nine weeks' ru' tried his hand with a season of straight plays at the Vaudeville. First effort, 'Gentle Rain,' a harrowing play on the 'right to die' theme, lingered only five days; the second, 'Do You' Remember?' artiess comedy with unknown youthful players, achieved three months' stay.

An unpropitious summer played havoc with Sydney Carroll's Open Air theatre season of Shakespeare and classic, but as a certain sum was guaranteed through subscripti. It probably broke even. His other two shows, The Future That Was, lasted only two weeks, while 'Two

probably broke even. His ounce two, shows, The Future That Was, lasted only two weeks, while 'Two Bouquets,' a period satire, is making good and bound for New York.

Other recent productions that look like see the New Year in are Marc Connelly's first managerial effort here, 'Till the Cows. Come Home' by Geoffrey Kerry, 'French. Without Tears,' 'Young Madame Conti' (a forceful drama from the

failed register with irl Unknown, which ran 10 days.
Eugenie Leontovich (from Hollywood) made a pathetic appearance in Shakespeare's 'Antony and Cleopatra,' the critics being ruthless in their condemnation. Show ran only four days.

John Gielgu production of Tchekov's 'The Seagull' brought healthy patronage until he left the cast for a New York appearance in 'Hamlet.'

German, starring Constance Cum-migas), 'Hell for Leather' and Lay's choolboy comedy, 'Housemas-they comedia have shown and the best this year—and these tither historical, or biographical excesses in two, 'St. Helena' and 'Mutted Stri ' (life of Beethoven), but falled commercially.

Farces had short shrift aveant

mings), 'Hell for Leather' and Iam Hay's schoolboy comedy, 'Housemaster'.

Straight Plays
On the whole, straight plays have done the best this year—and these either historical, or biographical. Kenneth Kent scored artistic personal successes in two, 'St. Helena', and 'Muted Stri '(life of Beethoven),' but falled commercially.

Farces had short shrift, except Aren't Men Beasts?' which is still running after seven months.

Nothing outstanding in the private subscription productions and Sundaynight special performances, except The Children's Hour' at the Gate thanned for public performance, and a new play, 'Lose Majeste,' staged by the Repertory Players, which would scem to warrant a West Endgands an templay, 'Lose Majeste,' staged by the Repertory Players, which would scem to warrant a West Endgands. The Embassy has not provided much down-town consumption, though most of its shows have been promising; and 'Professor Bornhard' transferred to the Phoenix for a 'run. Chief merit this year was the discovery of Louis-Borell, a Dutch actor, who scored instantaneously in a French comedy. 'Return to Yesterday,' op po site Gwen Frangcon-Davies. He has been requisitioned for films, and his next stage role with Diana Wnyard in 'Heart's Content,' a new comedy.

Only new dramatist of note is Barre Lyndon, with 'The Amazing.' Dr. Clitterhouse,' an established hit set for New York, and 'Hell for 'Continued on page 224)

Critics Meet the Panic

By Frederick Donaghey

Chicago, Jan. 3.

Now that certain convolutions, paroxysms, and contortions of the Drama have been gravely pronounced by experts to be the unmistakable and definite signs of a lively art in process of slow but steady recovery, it may not be out of key to inquire into what happened to the professional drama critics in the six painful and demoralizing years of Chicago, Jan. 3 professional drama critics in the six painful and demoralizing years of that art's enforced hibernation. For there is a strong resemblance toommon sense in the hypothesis that, if there were no plays to condemn, there could not logically be use for the gentlemen paid to utter condemnation. However, the hypothesis stumbles and lies comatose because common sense really has never had much to do with the practice of drama criticism.

Except, of course, in the British Isles, where for at least 200 years if has been either a whole-time voca-

has been either a whole-time voca-tion or a part-time side-line, attended

lsies, where for at least 200 years it has been either a whole-time vocation or a part-time side-line, attended by much proper dignity, a great measure of intellectual honesty, and considerable respect for the critic on the part of not only well-intentioned (if rather naive) readers, but also by editors and publishers. True, British play-reporters, like music critics and book reviewers, were deplorably underpaid until about two decades ago; but 'then, they were, as a rute, educated and literate men not wholly dependent on vocational theatregoing for a livelihood.

Some of them were gifted commentators who so loved the Theatre that they preferred writing about its activities to any other occupation. Others regarded their signed reviews as a form of business card which could nicely be utilized in the creation for them of publicity and repute. Others had their minds on the quasi-immortality between-covers associated with such drama critics as George Henry Lewes, the consort of George Elliot, and Hazlitt, whose writing on Drama is a minor classic these days. Bernard Shaw rose to eminence in the Theatre on the steps of his play reviews, although actually he was a far better writer about plays and actors. And no American dynam critich has to his credit two such grateful and unrelated works as Shaw's 'Quintesseinc. Drama But this is digression. Drama

and "The Perfect Wagnerite."

Sell-Selected

But this is digression. Drama critics for American newspapers have as a rule, been self-selected. Few have been seasoned, all-round inewspapermen. Most of them feel humiliation at being referred to as reporters; and few of them have deserved a label indicative of so much skill. Nearly all of them have been blah-blown victims of the "glamour alleged to be an eternal property of the Theatre, and have shuddered at the term 'show-business,' although it was devised and applied to the colling of the Theatre by some of its most devoted and applied to the colling of the Theatre by some of its most devoted and applied to the colling.

most devoted and accomplished workers.

For the truth is that no test was ever applied to the man successfully seeking the job of critic on a news-paper in this land. The job, on the other hand, has through the ages had strange allure for trained and com-metent newspapermen.

other hand, has through the ages had attrange allure for trained and competent newspapermen.

To their persuasive eloquence in expressing belief that the Theatre had the vitality soon to come back is due to the fact that a majority of the critics survived the worst period off the depression, with its shuffered playhouses, idle performers, and uninterested populace. Some publishers or managing editors decided that critics could always be obtained by simply calling out the window for a supply, and acted appropriately by either finding other jobs on the staff for the specialists or firing them outright as useless. When new plays were to be reported in the papers without official critics, the chore would be turned over to some staff man with a night off. As one realistic Chicago editor-in-chief put it. ' or Chicago editor-in-chief put it.

Chicago editor-in-chief put it, o-body is buying tickets, so what difference does it make? Some publishers and managing editors were personally so fond of theatregoing that their sympathies were on the side of the endangered critic, who was thus permitted to hold his sinecure, although at a cut wage. And, then, there were critics with contracts executed before the fogs of 1929. These fortunate souls made the most of lessened opportu-

Passed On

Passed On

Some took the ultimate journey.
H. T. Parker, idolized by the nonplaygoers who read the Boston Transcript, passed on. So also did Percy
Hammond, transferred in 1921 from Hammond, transferred in 1921 from the Chicago Tribune to the storied William Winter's task on the New York Tribune, where the newcomer acquired a large following. Alexander Woollcott, after having virtually boxed the compass of the Manhattan dailies, took to weeklies, monthlies, books, the platform, radio, and the stage itself.

and the stage itself.

George S. Kaufman, deciding that a man could not without derision mix the duties of popular dramatist and play-reporter, cased to be a play-reporter and second-string critic: the more readily, perhaps, since he was better fitted than most practitioners to be a first-string critic.

practioniers to be a inst-string critic.

Amy Leslie, supplementing a career on the stage by all but half-acentury as critic of the Chicago Daily News, made way in the first year of the depression for Lloyd Lewis, historian and biographer. Lewis, in turn, found so little to do in the way of new plays that he has been able to take over the duties of sports editor while retaining his critic's portfolio. Clarence Bullitt, with a practical theatrical background, lost his first-night pair on the aisle in Chicago theatres when the Evening Post in 1931 gave up the struggle, but is again within sniffing distance of the stage as Lewis' assistant on drama.

Ashton Stevens

Ashton Stevens
Ashton Stevens, long in the Hearst service, moved from the Chicago morning paper, the Examiner, after more than 20 years, to the American, more Brisbane than Hearst, and does a daily column with umabated fervor and undiminished love for the theatre. Gail Borden, who gave up a professorship at the University of Chicago to report plays (and meet actors) for the tabloid Times, remains on the staff of that afternoon paper, but not as critic: the editor is paper, but not as critic: the editor is of the belief that the space formerly set aside for plays can be better used

He Found Out

When "The Women' was playing its tryout date at the Chestnut Street theatre, Philadelphia, Max Gordon, producer, decided he would double in the ticket window for a while toget some audience reaction.

While getting the ducats for the first customer, Gordon started some queries. What brought you here? Was it the advertisements? The cast? Or was it just because this is a Max Gordon show?" Listen, buddy,' was the an-

Gordon show?"

'Listen, buddy,' was the answer, 'can the chatter and give me my change. I'm in a hurry.'

LORRE WILL BREAK IN 'NAPOLEON' ON COAST

Los Angeles, Jan. 3.

Peter Lorre will play 'Napoleon I' here before the play is taken east. Production was slated for Broadway in December.

Lorre was called back from Goth for film work at 20th-Fox last month, but will arrange his flicker labors in order to sandwich in the stage chore sometime in April.

W. Collins, who succeeded the writer so early in 1930 that drama-critics were not yet thinking in terms of panic. The vicissitudes of the panic are believed to have killed off any remaining germs of drama criticism in the system of the famed James O'Donnell Bennett, who for years made a ritual and a solemn service to all the arts in reviewing new plays for Chicago devotees.

to all the arts in reviewing new plays for Chicago devotees.

And so, in due ratio, elsewhere, with the critics growing fewer as mewspapers merge or cease to exist. Cleveland has its veteran Archie Bell and its younger Willie McDermott, both with curtailed and faded tasks, and Pittsburgh has its solemn and honest George Seldes. Harry L. Knapp didn't survive to meet the new owners of the Philadelphia Inquirer, the Annenberg brothers. George Jean Nathan has yet to be tried in the crucible of a daily paper in a busy town; he does his stuff for a number of weeklies and monthlies. Robert Benchley's delectable travesties of play-reporting will, it is hoped, continue to make the New Yorker something to buy once a week, but there are multiplying indications. paper, out not as cruic: the edutor is is noped, continue to make the New set aside for plays can be better used for other things.

When there's anything to be said in the Chicago Tribune about plays, it is said over the name of Charles write, even when able to read.

Newspapers in the Show Biz

By HAL HALPERIN

Chicago, Jan. 3.

Question.—Are the daily newspapers going into show business?
Answer.—Most of them have been in show business for years.
Let a cheap tavern hostess get into a brawl and she's headlined as a 'showgirl in jam.' An ex-chorus girl gets into a mix-up, either as a layman's wife or the third point of a triangle, and the copy-desk discovers, in trying to make her shabby story fit page 1, that she's 'a former Follies beauth.' An extra of the Chicago Opera or the Metropolitan—one of 30 or 40 girls used merely to help make a crowd in full-stage scenes—elopes at 2 a.m. to Crown Point or Hoboken and is metamorphosed by the city-room into a 'grand-opera diva.'
The papers that have put up the stiffest frost against duly accredited press-agents in show-business are the papers most eager to front-page and highlight an anonymous super into footlight importance if a sensational story angle may be had. Even the staid Associated Press has in recent years been pathetically trying to please its member-papers by putting on its wires anything with even a tinge of stage-interest. As the A.P. has neither files nor background of the theatre, its theatrical 'news' is oft strangely inaccurate.

Few papers seem to care, so long as there's something about a stage or screen personality. (They're more areful about radio performers, most of whom have a protective sponsor-ship that would roar with rage in the counting-room if unpleasant mistakes were made in print.)

The answer has to do with circulation, publishers and editors having the belief that the public would rather read about people in show-business than anything else. A recent example of this line of thinking had to do with an afternoon paper's assigning a good reporter to stick with the cops on a murder case. A rival reporter with the same orders from another paper casually mentioned that he had heard Ethel Barrymore had fallen on the stage the ingith tefore, sprained an ankle, and dismissed the audience half-way through the play.

The first reporter phoned his city-editor who told him

the screen in the big scene of "The School for Scandal," had recovered and picked up her cue without the audience knowing, and that the show had been as usual save for

an extra minute or two in the entr'acte while the house-doctor listened to her heart and felt her pulse. A passing and unimportant illustration, this, but eloquent in making clear- how cockeyed a lay editor may become in his hungry quest for show-business news.

Statesmen, bankers, doctors, law-yers, corporation-heads, politicians, noted pedagogs, famed scientists, and even candidates for high political of-face become nobodies in reader-in-

even candidates for high political offace become nobodies in reader-interest when compared with 'ladies of
the ensemble,' night-club tenors, or a
team of married adagio dancers having a fight after the midnight floorshow. And as to marquee names
anywhere, they have first claim on
editorial favor hardly second to
the hour-by-hour cable dispatches
anent Mrs. Simpson.

The Chi News' New Tack
The Chicago Daily News, which
for years had a standing order to
kill any press-agent or theatrical
manager who darkened its doorstep,
has a page 2 long famous for its
costly and exclusive cabled news,
But the News now gives two or three
pages a day to show business, and
five and six pages on Saturday.

The News is singled out becauseit has ever been famed for its
austerity and its inhospitality to people of the stage; although its famous
critic for 50 years, Amy Leslie had
been a prominent player in operetia
before turning to journalism. But
what is true of the News
that show-business provides the
most compelling reader-interest. Colbert's twisted ankle, Harlow's new
hair or Gable's black eye are worth
rush wire rates, not only in America, but to any part of the globe.

Hollywood finds an avid world
eager to know about Kay Francis'
sinus, Bing Crosby's dislike of camphor-pills, and Baby Leroy's pet
name for W. C. Fields. As if to
maintain geographic balance in unimportant tattle, daily in the Times
Square district the papers retail all
the ragtag chatter and gossip about
the Tenderloin set.

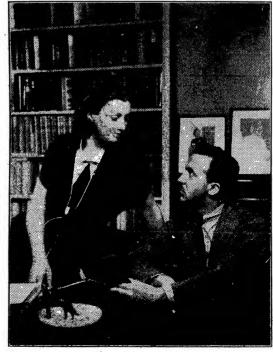
The army of 400 correspondents inHollywood is growing and the filmmaking bosses are seriously about newspaper
or 15 reporters, each to represent a
chain of newspapers, or at least a
group of papers, agreeing to use this
one reporter's south to represent a
chain of newspapers, or at least a
group of papers, agreeing to use this
one reporter's south to represent a
chain of newspapers, or of the like
shall be limited to not more than 10
r 15 reporters, each to represent a
chain of newspapers, or at least a
group of pap

play into a long and profitable Chi-

cago run.
The Chi Trib is even now directly The Chi Trib is even now directly in show business as sponsor of the mighty August Music-Festival, the Golden Gloves fights, etc. So is the Hearst string of papers with swimmeets, regattas, rifle-matches, soapbox derbies, and others. The Daily Times, the town's tabloid, has its ski meet and other stunts, including six-day bicycle races. The News has boat-races and other contests, and thinks they're important in muking more readers. The Omaha World-Herald has an opera and music series of high cost and merit.

Most papers today mix into the night club game, also, and find in it a real source of revenue through advertising. Not so long ago big-

night club game, also, and find in it a real source of revenue through advertising. Not so long ago bigcity papers thought they were veritable toffs of enterprise when they carried on the staff a drama critic with nothing to do but the new plays, although some critices were expected to do music, too, in season. Now such a paper is understaffed unless its list of reviewers includes besides the drama critic, a nussic critic, a drama editor, a stageness reporter or theatrical leg-man, a radio critic, nite club critic, at least one picture reviewer, a column about the new phonograph discs, etc. The papers find it pays in one way or another. Thus 120,000 attend the annual night of the Tribune's huge open-air music festival. Again that number of persons, representing capacity of Solders' Field, had recovations Aug. 20 last for a scheduled football game between Chicago All-Stars and Detroit Lions. A dank threatening sky all day did its stuff (Continued on page 225)



KATHARINE CORNELL and GUTHRIE McCLINTIC

IN THEIR BEEKMAN PLACE STUDY, NEW YORK CITY

Yesteryear's Theatrical Journalism

By Epes W. Sargent

One night, not lately, a couple of old-timers came out of a theatre after viewing the unveiling of a new play of distinctly modern type; a play of distinctly modern type; a naked idea only half lan-guage that in another year would have been frowned the street, let alone the stage.

Two deep control of the stage. Two deep control of the stage of the st

Naughty Anthony' even it she did take off her stockings. Critics int what they used to be.

Neither is the stage, countered the other. The critic is merely the product of his times. Winter, Fyles, Dale, represented the drama of their day. They handled it as competently as the men of today, but from a different angle. They wouldn't be wanted today, except possibly Alan Dale and Acton Davies, who were regarded as oddities in their period. And that's the case nutshell. Drama changes, and with it the dramatic commentators. There are new standards of merit, and the current style of play; the outgrowth of the fesh debacle started by the Metropolitan Opera's production of 'Sa-nome', with its 'Dance of the Seven Veile,' taken over into vaudeville by Eva Tanguay, is the direct sponsor of the current fashlon in drama. It has created a new support for the theatre, and it is to be questioned whether most of the current playgoers would stand for the lengthy critiques evolved by the star writers of the double decade from 1890.

Most of the old-timers were learned and sincere, but not as dull as shosewords might connote. William Witer, writing against the deadline, turned in some gems of critical writing. He was inclined in his later years to overpraise David Belasco, but then he was among those woh had seen the young Belasco climb from the staging of shows for the Frohmans, through his highly successful collaborations as a playwright with the elder William deMille, to author and producer in his own right lend whether as an and healthy inviter cast a sane and healthy invited to the content of t

Wm. Winter's Influence

My Biossom to The Darling of the Gods.

Win. Winter's Influence
Winter cast a sane and healthy influence on the theatre. He stood for all that was best, and he knew the good from the bad. His critiques were lengthy beyond current usage, but they were readable in spite of a light heavines. He wrote in flowing prose the poetical thoughts of a lover of the theatre. It was literature in itself.

Franklin Fyles, Morning Sun, steod but little Winter as a scholarly writer, is standards were not as altruistic, and his own reaction was perhaps best expressed in the melodrama he wrote for Charles Frohman in the early days of the Empire. The Girl He Lett. Behind Him struck a popular note. It was embellished with stage trickery, includit a flag that blew straight out from its staff by virtue of a hollow staff and a power blower. He represented a compromise between the old and the new. He intruded, a vigorous western miltary drama on a stage long be devoted to society plays. He was avant courier of the development which went and the society plays. He was avant courier of the development which went and the society plays. He was another who wrote brilliantly and forcefully but Huneker was another

job. He was Reen, incisive and correct, but he wrote to please the business office. He had to, in order to hold the job, and since few knew he was the writer, he did, not resent the control. Later, over his own signature, he did splendid work.

Dale's Showmanship.

Alan Dale of the then N. Y. Journal, now the American, was regarded more as a comedian than critic: He wrote in a peculiar style, and always with his eye on a good comedy lead. Typical of his mental attitude was a remark he made in the lobby of the old Hammerstein had produced a ballet, 'Marguerite,' on the lines of the productions at the Empire and Alhambra, in London. It included a circumber in which four girls pranced around under the guidance of a ringmaster. In the lobby someone asked Dale what he thought of the fefort, Dale looked at him abstractly. 'If those horses had had tails,' he sai 'I could have written a great story.' But they didn't have tails, and Dale di not write a very good story.' Once he got is comedy idea he

and Dale di not write a very good story.

Once he got is comedy idea he could settle down and regard a producti comfortably, but he was ill at ease until he found an inspiration. Dale was an Englishman, living in the provinces (Manchester, if memory serves). He wrote Leander Richardson, then of the Dramatic News, letter, when the latter visited London, asking for a secretarial job that might lead to a writing birth, and Richardson brought him over. Dale outlived his day and faded from the picture. When Sime gave him a job on Vantry it was to assist him in a comeback, but the hovelty of the idea was gone, and there was not much back of that to give him a second start.

A better wearer of the cap and

give him a second start.

"A better wearer of the cap and bells was Acton Davies of the Evening Sun. Davies did not strive for comedy effects, but when he did let go jt was worth while. Regarded as one of his best quips was his opening on a critique on Otero, a heavy-footed, small-voiced Spanish dancer brought over by the Eden Musee to compete with Carmencita at Koster & Bial's. We have seen Otero sing, we have heard her dance gushed Davies. And that was the matter in a nutshell.

But even more neatly turned was

we have heard her dance guished Davies. And that was the matter in. a nutshell.

But even more neatly turned was a comment on a Spanish-American war play at the Grand Opera house, which Davies caught on an off night and kiddi reviewed. The outstanding was the second act takes place in a castle which, like most of the women in the play, has been ruined by the Spaniards. Davies alwiys was an enigina to Broadway. Short of stature, with a chubby face and a räther effeminate air, he was regarded as being a bit on the border line. But, on the other hand, Charles Hastings recalls a night when he dropped into a Turkish bath on Lafayette street. Davies had arrived shortly before and someone made a crack at him in the tank room. When Hastings got there they were draining the pool to fish out a couple of, the victims. Davies knocked out an even half dozen men before they could grab him.

On the other side, Davies ran into Frank Keenan in a street car. It was at the time when E. H. Sothern and Virginia Harned were dissolving their matrimonial bonds. Miss Harned had gone to Davies mother, up Westchester. What do you thin Frank? Davi errowals to name me co-respondent. He flatters you! retorted Keenan, thereby spoiling Davies day for him.

Defoe and Darnton.

courier of the development which wentually led to Al H. Woods and wen Davis.

James G. Huneker was another who wrote brilliantly and forcefully but Huneker was an all-around equally at home. In discussing music, art, literature and drama. Most commentators will be inclined place Huneker, as drama trimed to meet the impassioned place Huneker, as drama trimed to meet the impassioned but Huneker dates from around 1890. W. H. Turner had different, but everyone was happy salred the New York Recorder as a morning newspaper, with Harry Nagle its dramatic editor. Nagle was a good advertising huster, but here is earlier work as good advertising huster, but here is the west of the managers to the pamorning newspaper, with Harry World, did not have to revise because he seldom went radical. This was a good advertising huster, but here will be the was getting but \$30 a week, and sught side money. He derived some income from advanced plano instruction at Mrs. Thurber's National Conservatory of Music, and hard the properties of the managers to the pamorning of the world appeals of the managers to the pamorning newspaper, with Harry World, did not have to revise because he seldom went radical. This was so particularly of his Shuberts re in the seaso of the manager wordered why.

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It was at the time when the Shuberts re in the seaso of the manager wordered why.

an ace press agent until he developed the bad habit promoting himself over the play he was supposed to publicize, and Willard Holtombe, who attained considerable success as a librettist of lesser ductions,

Leander editor of his

ductions.

Leander

w. and later of the Morning Telegraph, was a sound and interesting writer, but gave more thought to general theatricals than to criticism. He was in the confidence of most Broadway producers; who kept him fully advised and permitted him to frame his stories in accordance with still unknown facts. As one of the higher-ups in the Klaw & Erlanger office plained, 'We ust Leander because never betrays a confidence. He won't print it until the time is ri. 'Sometimes Leander had to let someone else get if first, but 90% of the time he had the first news. In spite of reputation for pugnacity, he was one of the best liked of the

dramatic writers, and with reason. Rennold Wolf, who followed Richardson into the Telegraph job. was not a good critic, but he got out a snappy daily department and was the best toastmaster the Friars ever had, Around the office it was lieved that his then wife, Höpe Booth, wrote the best of, his stuff. The copy was always in her handwriting. In this he was little different from Charles Dillingham, when he did the Evening Sun stuff, before Davies took hold. Jenni Yearans, supplied, im with his best stuff and he never wrote as well after they were divorced.

Points West

Points West

In Chicago, Amy Leslie, a former actress, was not only on top of the heap but most of the heap. When her personal interest was not engaged she was a keen and incisive writer and she was as much courted as is Louella Parsons on the Coast fodow. today.

Out on shore Ashton
Stevens was He did not
do as well removed to
Chicago. There were others who
enjoyed local repute without getting
much known outside own
fowns.
There writers

around New York who had their fingers in the dramatic pie. Stephen Fiske, who was a bit of a logroller, had an interesting column in the Spirit of the Times, but 'Harrison Grey Fiske of the Mirror cut but little critical ice. (It was never tain whether these Fiskes brothers or cousins.)

E. D. Price wrote brilliantly of the theatre world in the Telegraph, and really was Broadway's first columnist in his Man, ehind the Scenes. He id essay criticism, partly because he always held a managerial job. He was F. F. Proctor first general manager, and later went back to Bill Brady in the halteyon days of 'Lovers' Lane' and 'Way Down East! He was reputed to be the only business manager with whom Richard Mansfield could ever get along.

Frank Bittler, son of Pearl Eytinge and Gen. Ben Bittler, followed Pases on the Telegraph and had a different column for each day of the week. In his oblituary notice in the Telegraph the six one-column form is daily stim were his best memorial. He was one of the brainiest theatrical writers in the past half century, but was too lazy to do his best, is second best being very good.

Then and Now-Ticket Brokers

By Jack Pulaski

About

About quarter of a century ago, when show business was a mile or more below 42nd street, the selling of tickets by agencies was a business, not the comparative racket which it developed into.

There were only a few agencies, and they were mostly spotted downtown, too, near the financial istrict. Those were virtually pre-Broadway times, when the legitimate was known as the two dollar theatre, and no manager charged more for the best orchestra floor tickets.

Now there are 40-0d agencies or speculators of, all types. In former days patrons of ticket brokers called personally for their pasteboards, but that rarely occurs now—the—phone is the means by which most agencies operate. Then theatregoers bought tickets at least two weeks in advance. Theatre parties of friends were frequent and the femi inclientele sought the boxes for Saturday matinees. Now box tickets are the hardest to dispose of.

There are any number of reasons why the methods of ticket asencies

day matinees. Now box tickets are the hardest to dispose of.
There are any number of reasons why the methods of ticket agencies have changed, and not the least factor is the speed with which die average theatregoer demands service. So much has been id about high prices of theatre tickets that this fact is overshadowed. Patrons are asmuch to blame as the broker because they insist on good locations at the last minute and the law of supply and demand goes into action.
Rise in the price of tickets at the box-offices and in the agencies dates from a period during, the World War, approximately 20 years ago. Previously one manager sought to till the scale. At the Belasco the price on Saturday was made \$2.50—federal admission tax was not dreamed of then. But it didn't work, Patrons refused to buy at the increased price and, after about four Sutrdays, the rate reverted to two bucks even.

The \$6.60 Top in the price of the state of the state of the state of the state of the price of the state of the price of the state of the price of the state of the state of the state of the state of the price of the state of the price of the state of the

Saturdays, the rate reverted to two bucks even.

The \$6.60 Top icket scales started up when vues and costly musicals were fashioned. Some of the latter had boxfine tops of \$6.60; came the stock market collaps and down started. The \$5.50 top which applied to many musicals appears to be out, despite the improved conditions of today. But the \$2 theatre appears to be cut, too. Few shows are occasionally on that scale treally \$2.20, for the nuisance admission tax still apvealls) after the run has been lengthy, and to counter the cut-rate idea, but the average straight play is \$3.30 top. Scales for musicals are about peak at \$4.40 top. Two straight plays have the same rate on. Broadway but ar exceptional instances. ne musical tried \$5.50 last season and it was found to be a mistake.

Before the war when some girls

multiplicity of agencies was an aldermanic law ruli out sidewalk dermanic law ruli out sidewalk between the brokers and the Starsellers solved the problem by securing offices and setting up business as legit' brokers. When the \$2 theatre started on the boom that led to wholesale building of theatres, the result was that 68 theatres were operating with shows, not counting the Greenwich Village spots and the neighborhood houses, called the subway circuit.' If got to be so that nearly all good tickets for hits reached the hands of the agency people.

reached the hands of the agency people.

Bigger the business grew the more brokers' there were Clerks quitions in established, agencies and opened up on their. Some still have stores, others operate in offices, depending principally on phones. All seem to manage to dig out a few good locations and it is increasingly hard for the big agencies to secure the size of allotments they desire.

hard for the big agencies to secure the size of allotments they desire.

About 15 years ago prices at the box-office started to climb and the premiums or excess over the regular case were lifted in accompaniment. In the old days the agenci sold tickets at 50c over the box-office rate, gave 25c, to the treasurers, and both sides were satisfied. When the atre people went wild on prices, the face went up to \$1 and sometimes more per ticket. Admissions tax law failed to hold; down prices, which dates from the later stage of the war; in fact, the figures continued climbing until 1929, Investigation by Gederal authorities brought, out considerable data on transactions tween brokers and box-offices and the agencies were forced to disgorge. At that time the government was supposed to get 50% of all money charged for tickets excess of 50c over the established or box-office price. Brokers were detected evading that provision. At present the tax 10% whatever the ticket is sold for Agencies, however, stick to the odd amounts when getting high prices. Tickets for hits may be \$3.30 at the box-office but brokers inny secure \$6.60, and, for \$4.40 musicals, as high as \$5.80.

Some agencies are supposed to stick to announced prices, that charge no more than the legalized 75c over the box-office rice, plus the several cents additional admission tax. Those who sell in excess are xpyping. In former times the practice-was rare or unknown. Then a broker conceived, the idea getting better prices. When patrons asked for tickets for a hit they were told that there were none but, twe way get some from the fellow on the "walk", which meant an additional charge.

tional charge. Buys

season and it was found to be a mistake.

Before the war, when some girls worked in box-offices and were paid \$12 per week, the handful of brokers received no more than 80 tickets per night in all. There were from 15 to 20 legit; theatres. Box-offices and agencies always used diagrams to show customers where the seats twee located, but seldom is that practice resorted to now. Then it was a custom to auction off tickets for the horse show and the brokers plunged for thousands of dollars buying methods the pasteboards.

What is alluded to as a perincious What is alluded to as a perincious what is that were blores is that of the 'bu', 'a transaction where brokers. It is the buys of the weeks. It is the buys to often the agencies ran up against bad weather, and the managers reported to accept more than the agreed percentage of returns. Agencies rehorse show and the brokers plunged the pasteboards.

What is alluded to as a perincious What is alluded to as a perincious what is that some brokers.

The box of the 'bu' a transaction where brokers and the self allottements nightly over a period of weeks. It is the buys to off the spread of gypping to nearly all agencies and the were blanded for the spread of gypping to nearly all agencies and the were blanded for the spread of gypping to nearly all agencies and the were blanded for the spread of gypping to nearly all agencies. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is the buys to off the 'bu' a period of weeks. It is

repertory.

was quite an interval before
the theatre building boom uptown
provided all manner of houses.
the \$2 theatre. Even before the
building urge was over, prices had
starled up. By that time there were
nine legit houses on \$2nd street between Broadway and Eighth avenue-nearly all those theatres are
chean admission spots with grindpictures and stock burlesque now.
Still, if really comes back as indicated at present, some of \$2nd street's one-time legiters, will probably be reclaimed.

The Tysons

ably be reclaimed.

The Tysons

New York's first ticket agency was started by George I Tyson, located in a lower East Side hotel near Niblo's Garden and dated 1859. Some time afterward Thomas McBride, father, of John and William, who operate McKride's today, opend. a newsstand and ticket office in the Rector Arcade, on Rector street, Jonas, who had worked with the clder McBride in the Union Square hotel, 15th street and Fourth nue, then opened a ticket agency, in the Astor hotel, at that time located at Vesey street and Broadway.

George Bascom, a telegraph opera-

the Astor hotel, at that time located at Vesey street and Broadway.

George Bascom, a telegraph operation, married into the Tyson family and founded The Tyson Co, which branched out and established the first chain of hotel ticket and newsstand offices. Later, Wesley Tyson and his brother George, nephews of George I, opened up shop as ticket brokers under the name of Tyson & Brother, which explains how the Tyson name was attached to three different ticket enterprises.

They opened in the old Windsor hotel, 42nd street and Madison avenue, now a bank. Another of the earlier brokers was Fred Rullman, located on lower roadway, and specializing in grand opera tickets, also publishing libretios on the si One of his relatives tollowed suit and opened.

Eddie Alexander

that tollowed suit and opened legalized is to plus and Wall street. Coc. plus whose specialty was sent to the tollow on the partons bey were an addition an addition and the properties of the present the p

Plays Out of Town

Fulton of Oak Falls

	New Haven, Jan. 2.
Comedy in th	ree acts by Parker K. Fen-
nelly presented	by George M. Cohan and
Sec H. Harri	s at Shubert theatre. New
Haven: Jan. 1:	'd7: stars Cohan: Ultracted
by Sam Forrest	: settings, W. Oden Waller.
\$2.75 top.	
Ed Pulton	Coorge M. C. han
Emain	
Reity	Francesen Leunl
Mex Told	
Corev	
Rev George	Brandon Peters
Harry Sheldon	Brandou Peters
Mrs. John Tils	on
Elaine Tilson	
Bubby Crawford	d Edward Craven
Mr. Danglas	James LaCurto
Bertha Dough	
Sprague	William Dayld
Mildred	
Annie	rances McHuch
Charlle	Harold Woolf

George Cohan has rewritten Parker Fennelly's opus of home life small community into a session of easy-going entertainment that car-ries a typical Cohan role for the vet

ries a typical Conan rote to the vestion.

In one respect it borders on a carbon copy of 'Ah, Wilderness'; it concerns a father and his offspring during the years when that offspring is floundering through adolescence. In this case, however, the offspring is a daughter. Several passages in which Cohan offers fatherly advice are reminiscent of 'Wilderness' dialor.'

are eminiscent or wincerness diaPilay's present shortcoming is its
pace. Runs over two and a half
hours, with many windy sequences
and lethareic action. Primarily a
gablest, play can stand plenty of
chopoling without hurting it, any,
and the value is there.

It's human interest material right
from the ocening curtain, and has
apocal for widely varied audiences.
Although the Cohan influence
weighted heavily in putting across
the control of the control of the control
stand on own merits as good
diversion.

Ed Fulton (Cohan) is the solid and
substantial citizen, of an average
American community. Youthful romance, started at a resort hotel,
dailed to mature when the girl died
and Fulton later married and eventenally found himself surrounded with
the impatient wite, an invalumental
adulther, Betty, about to launch on
the rifits wild venture by arranging a
country, weekend with Harry Sheldon, son of Fulton's lifelong enemy.
Unaware that the weekend is being
promoted under false colors, Fulton
induces the girl's mother to let her
go, but takes the precaution of askfield the color of the purpose
of re-living those old romantic days
in memory. At the hotel, Fulton
nots away on a supposed fishing trio.

Fishing trio is, in reality, a return
to the resort hotel for the purpose
of re-living those old romantic days
in memory. At the hotel, Fulton
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Fishing trio is, in reality as return
to the resort hotel for the purpose
of renoys his commany and his reading of
Tempyson. While at the resort, Fulton gets word from the minister that
the annual supposed the supposed the supposed the supposed the supposed the supposed the

Shows in Rehearsal

'And Now Goodbye'—John Golden.
'Richard II'—Robinson Smith and Eddie Dowling.

'A Point of Honor'-Luther Tide Rising —Aldrich and Myers.

But for the Grace of God —Theatre Guild and Sidney Harmon.

A House in the Country — Murray

Hey Diddle Diddle'—Anne Nichols Mary Green.

Masque of Kings—Theatre Guild.

Behind Red Lights—Jack Curtis.

HIGH TOR

Cleveland.

Drama by Maxy	vell Anderson in three
acts and six se	enes; starring Burgess
Menalith and Per	gy Ashcroft, Directed
meretten with Te	Guthrie McClintic, Set-
and produced by	Gutarie Met lintie. Set-
tings by to Mielzin	er. Presented at Hanna,
('leveland, Dec. 30.	
The Indian	Harry Irvine rgess Meredith Mab Maynard Harold Monet
West Par Day	Peroug Moradith
Total the	Mah Maynard
3 dilliting a service of	Handlet Modet
Act J. 1988	raiolu monec
Judge Skimm	Thomas W. Ross
Lise	Thomas W. Ross
Pleter	
First Sallor	William Casamo
De Itt.	Chas. D. Brown
Dana	Leslle Gorall Hume Cronyn
Vilena	Hume Cronyn
Dadder	John Drew Colt.
Daddy	Charles Forrester
datsy	John M. Kline
A. B. Skimmer	John M. Rune
Budge	Jackson Halliday Will Archie Harold Grall
Sallor	
Sallor	
	7 30

Without Maxwell Anderson's name on program, 'High Tor' a strange piece of dramatic herring that nobody would ever guess the same author was responsible for the concise, biting and prize-winning

Very little danger is there new one copping any sort of prize, except a medal for being the season's t confusing play. Stranger than Wi Victory for Katharine as ifficult to analyze to have gone out on a playwriting bender while shooting for the moon. Presence of Burgess Meredith and

Presence of Burgess Meredith and Peggy Ashcroft, imported from Eng-land American bow, assure it speci attention from Broadway crowd. Without the -name stars, Guthrie MeCli irector-pro-Guthrie McCli irector-producer, and Jo Mielziner's magnificent setti , it would not have even a Leblang of a chance.

Lebiang of a chance. ingredients, the play ranges from philosophical blank verse, rich in poetry, to supernatural legends; from pure fantasy to slapstick burlesque, and not much of it is convincing. Clash between reality and the unreality is where it hits a totally false note. There's more out-and-out comedy here than in any of Anderson's opuses, most of it carrying some 'unexpected belly-laughs, Author' apparently wanted to try farce for first time. Keeping his tongue in his cheek, he shot the whole works. This should teach him it's harder confect successful comedy than good drama. Inspiration undoubtedly came

autnor apparently wanted to try farce for first time. Keeping his tongue in his cheek, he shot the whole works. This should teach him it's harder confect successful comedy than good drama.

Inspiration undoubtedly came from old legend in Washington Irving's Rip Van Dinkle. about a lost in the Hudson River three centuries ago. They haunt a mountainton in the Catskills called the High Tor, which provides a rugged and picturesque setting, fighting all invaders. First appearance of phantoms against the stark skyline in quaint old Dutch outfits is particularly errie. When they begin slap sticking as humans, some of it is

funny, but the illusion is completely

funny, but the illusion is completely broken.

Main condict comes between an anti-modern, idealistic young owner of mountain (Meredith) and a couple of shifty real estate speculators, who try to steal it from him. Rather than have his inherited mountain spoiled by march of civilization, boy hunter turns them down cold, despite pleas of his sensible flacescomes more money-minded. First scene's by far the most powerful. Starting with prolog by old Indian, it builds up to dramatic appearance of six salior ghosts and Dutch girl-playing len-pins.

Author and cast go completely.

playing ten-pins.

Author and cast go completely Mack Sennett, farcically after a landslide traos two crooks on peak overnight. Scene of rascals being lured into scoop of a steam shovel, then hoisted up in mid-air by phantoms who resent them, has the droll flavor of an old Clark-McCullough skit.

havor of an old Clark-McCullough skit.

Tops in farce is a superstitious sailor who thinks a ham sandwich is a new kind of witch. Quartet of escaping bank robbers throw in a heavy dash of mellerdrammer, but their bewilderment when none of their bullets hurt the old sailor drew loudest laugh from dress audience.

Next best bit is hickerings of speculators over \$25.000 bank loot left by gangsters as they are stranded in the scoon. It is provided that the scoon of the property of the sail of the scoon of the property of the sail of the scoon of the property of the sail of the sail of the scoon of the sail of the s

selling the mountai gets \$50,000 from a big-time real estate man.

What makes the play often tedious and long winded are the splurges of blank verse in the hands of Meredith and Pergy Ashroff, ghost wife of the crew's captain. Their love is a few parts of the crew's captain. Their love is a few parts of the special that the property of the crew's captain. They should be a few parts of the crew's captain. Their love is a few parts of the crew's captain. Their love is the varies of the second that the captain of the crew's c

DANCING CO-ED

Musical comedy in two acts (fou scenes) presented by Louis F. Werha a Brighton, N.Y., week Dec. 29, 36, Book Edward J. Lambert; lyrics and music Gerald Dolin, Edward J. Lambert; dances Join Pierce, book staged by Bernar Steele; settings, Harry Gordon, Bonnett

Steeler, settings, Harry Gordon, Bennett, Chuck Young, Wally Doyle Lola Lawson, Glatyta Grane Ronnie Collier, Rajhr Blaine Murtel Stevens, Vicki Cumminaes Horace Green Mediter Market Stevens, Vicki Cumminaes Horace Green Marie Murtel Stevens, Arthur Maven Marie Collins Quinby Hanover Gordon Marie Collins Quinby Hanover Gordon Marie Hartman, Mark Hartman, Mark Linder Millient Mullins, Evelyn Wyskott Mr. Mullins, Evelyn Wyskott Mr. Mullins, Betty Burke, Verna Cedar, Terry Carlon, Bonnie Godelle, Barbara Hunter, Dorothy, Van Hest, Estelle Phillips, Chief Steller, Sankher Charlotte Stoll, Meien Smith, Virginia Smith, Marcolla Morle, Track York, Now, Robert Alan, George Gordon, Chick Gagnon, Diek Langdon, Gien Teinpie, Phil Shaw, Harry Williney.

Makeshift musical comedy of a fa-Makeshift musical comedy of a fa-mili pattern, employing campus antics for plot. Production is bud-geted low. Material is such that few of the leading players have any op-portunities to go places, though sev-eral of the leads are standard vaude

plenty of working

draws.

Show plenty of working over. Present results are never exciting, though the production may evolve into tab presentati possibilities.

The Havels—Arthur and Mortonare prominent in the line-up, both he made the standard of the many of the line-up, both he made the line work of the line he line he

'Night' Fine 9G's Balto

Baltimore, Jan. 3.

Night of Jan. 16' snagged a very good \$9,000 at \$2.20 top at the Maryland last week. Fine notices helped boost biz, and the holiday week was a natural hypo.

Currently Girt Along Little Dogie' is holding toff at the Maryland, Indie house has nothing definitely set for the weeks beyond, but the UBO Fard's unlocks its doors next week for 'Children's Hour.

Estimate for Last Week 'Night of Jan. 16,' Maryland (1,700; \$2.20). Bagged beautiful \$9,000. Current is 'Git Along Little Dogie.'

HEADACHES OF CO. MANAGERS **INCREASE**

Labors of company managers, others who must keep books check up on actors, are now more complicated than ever, with the coming of the Security Act. Some managers are taking it easy, while others are taking the various federal and state laws literally and making it as hard for themselves as possible.

Deducks is the headache of the weekly payroll. In the case of foreign players it is worse. Not only must 10% be withheld for the federal tax, but 5% held out for Equity, a small percentage for the state. New York and 1% for the old age pension (SSA). Latter deduction is required because if the lien actor later decides to resi i the U. S. he will come under the benefit payments that the law provides.

Shubert ice went to extremes

benefit payments that the law provides.

Shubert ice went to extremes in setting a ruling on the security deduction. It was advised that the act became active Friday (1) and that, therefore, three-eighths of 1% should be held out of salaries. That made actors an exception to nearly all others in the U.S.

Pointed out that manual laborers and executives did not work on New Year's day nor Saturday, and haying been pald for the week in advance, there was no deduction. Other managers refused to hold out on last week's salaries and, for the hit shows, the security deduction will be made once monthly. Of course, the manager held responsible should the actor leave the cast i interim.

interim.

As for the 10% holdout for the federal tax, that is a rule by the Internal Revenue Department. When the allen player settles with the government on the tax, allowable deductions and exemptions are conputed and whatever the overage, it is paid back.

'TOR' 9½G, CLEVELAND, **DESPITE PAN NOTICES**

Cleveland, Jan.

Cleveland, Jan...
Maxwell Anderson's newest play,
'High Tor,' started a fight among
local critics as to its merits, but the
premiere: and. four-day, try-out
clicked off close to \$9,500 at the
Hanna. At a \$3.30 top, that was a
sweet gross, though not near as good
as same author's, recent 'Wingless
Victory,' which pulled in \$14,300 in
half-week.
Special interest was attached to
the piece in that Burgess Meredith
is a former Clevelander who worked
briefly on a morning paper. Byron
McGrath is another localite in it who
drew old friends from. Cleveland
Play House.
ank for the current
the control of the current
the current
that control of the current

Estimate for Last Week Estimate for Last week

"High Tor' (Hanna; 1,435; 55c.
\$3,30). Smart \$9,500, although more
was expected on four days. Mixed
opinions, mostly directed at the fantastic theme and unintelligible blank
verse, scared away a lot of customers.

Boy-Girl' Fine \$13,000 On Third Week, Frisco

San Francisco, Jan.

After slipping during the week before Christmas, trade at the Geary theatre with Boy Meets Girl' picked up considerably, giving the comedy two strong and one fair week at thi house. Although there isn't a name in the cast, play had no trouble in Los Angeles, the comedy will play several one-night stands in San Jose and Fresno and three days in Oakland.

in Los Augeres, the Control of the C



SEASON'S GREETINGS ALFRED LUNT and LYNN FONTANNE

Howard's 'Hamlet' Gets \$31,000 In Final Chi W'k; 'First Lady,' 27G

With all the possible physical breaks, the five legit shows in town last week did well. Couple of them claim to be disappointed in the take that the couple of them claim to be disappointed in the take that the couple of the co

table. Howard took his Hamlet' out of town after eight capacity days at the Grand and was replaced last night (Monday) by Ziegfeld Folies, which is assured a great run here. Getting \$3.85 top, high of the season, and rates almost a

of the season, and rates almost a cinch.
Nazimova show is Ghosts' current, after 'Hedda Gabler' last week. Ghosts' was a big winner last season, and should do better than 'Gabler', even as a repeat. Kathaine Hiepburn in 'Jane Eyre' comes in Monday. (11) for three-week pre-New York date.

Estimates for Last Week
'First Lady,' Harris. (1,000; \$2.75)
(2d week). Grand notices and beautoup results with mighty \$27,000.

'Ghosts,' Erlanger (1,300; \$2.20). Second half of Nazimova's two-show repertory and better than 'Hedda Gabler', from reports. Closes Chi stay this Saturday (9). 'Gabler,' last week, was weak at \$12,000.

'Hamlet,' Grand (1,300; \$3.30), Les-

week, was weak at \$12,000.

"Hamlet," Grand (1,300; \$3,30). Les-lie Howard finished stay with an eight-day run which was strong at \$31,500.

\$31,500.

Teaping on Letty, Selwyn (1,000; \$2,75) (7th week). Long run piece of the loop and the end not in signt yet. Packing profits weekly to great \$21,500 last week on eleven shows.

Mulatio, Studebaker (1,600; \$2,20) (2d week). Having some b. o. difficulty. Around \$12,500, weakish.

City. Around \$12,500, weakisn.

'Ziegfeld Follies,' rand (1.300; \$3.85) (1st week). Opened Monday (4) and looks for mighty money.

(4) and looks for mignty money.

Other Attractions

Ballet Russe, Auditorium. Had
two weeks in this mammoth house
and did very well, even though bucking pre-Xmas season on its first
week. Great Waltz comes in Feb.

WPA.

'Can't Happen Here,' Blackstone.
Fading rapidly.

'O Say, Can You Sing,' Great
Northern. Musical getting some play.

'SUMMER' \$19,000, TOPS FINE WK. IN PHILLY

Philadelphia, Jan. 3.
General comment here during the last few days has been to the effect that it was a shame the town didn't have a musical for the holiday week.

At one house, the large-capacity Porrest, there was Shakespeare's Othelic with Walter Huston, highly Forrest, there was Shakespeare's Chelic with Walter Huston, highly best entertainment for merrymakers. Erlanger, also large capacity, had Dead End, a New York hit, but also rather heavy.

More in line with the season was End of Summer' at the Chestnut and it led the town with \$19,000, giving an extra maninee New Year's day couldn't boost scale, which was a tough break and kept the gross from going considerably higher.

Other two major offerings also did well, considering the nature of the blays. 'Othello, with two capacity malinees and strong upstairs tradewed, of any strong upstairs tradewed, of the poly-riced Locust (\$11,000.

Remai ing show, it Along, Little Dogie, at the poly-priced Locust (\$1

End. also strong in the balcony, got \$11,000.

Remai ing show, it Along, Little Dogie, at the pop-priced Locust (\$1 top) probably scraped up \$6,000 with the help of holiday bir.

This week's headliner is the D'Oyly Carte company at the Forrest. In for two weeks and a terrific advance sale, with near-capacity indicated.

Locust has 'It Can't Happen Here,' first WPA legit show Philly has seen. Endimates, for Last Week Endimates, for Last Week Endimates, for Last Week (Endimates, for Last Week (Endimates, for Last Week (Endimates, for Last Week (Endimates, for Last Week). Very big \$19,000, with extra matrine. Subscription held gross down, because no scale-boosting could be done.

'Othelio' (Forrest). Okay at \$13.

'PRIDE' \$15,000, ST. LOUIS

iz on Six Days Despite

St. Louis, Jan. ite keen oppositi from two other shows, 'Pride and Prej concluded a six-day run here at concluded a six-day run here at American theatre ith a fifty ap-proximate take of \$15,000. inished its stay Jan. 1, after bucking three performances of the Monte Carlo Ballet Russe and Princeton College's Triangle Club show, Take It Away.

Triangle Club show, 'Take It Away.'
House was scaled to \$2.75 (op but was upped to \$3.33 for New Year's
Eve and capacity.

Dark now, the theatre remains so
until the last week of January, when
Nazimova in 'Ghosts' and 'Hedda
Gabler' enter for one week.

HUB GOES FOR KIT HEPBURN, \$25,400

'Jane Eyre' was sure-fire and easily the town's legit leader last week, with the aid of the Theatre Guld subscription list. Although not regarded one of the important the fastioned piece gives Miss Hepburn her best legit break thus far.

hashined piece gives an arrow there best legit break thus far.

Trederika, new Lehar operetta, turned in a fair count on its first full week, thanks to heavy mainees; Boy Meets Girl came back for one week, and did a fairly good anticlimax. Blossom Time held forth another week at the Opera flouse, and will stay at least one more.

Tulton of Oak Falls, starring George M. Cohan, opens Monday (4) at the Plymouth. Pride and Prejudice comes to the Colonial Jan. 11.

WPA wound up the year with vaude at the Repertory and reliquishes the house for time being.

Estimates for Last Week

Estimates for Last Week

Estimates for Last Week

"Jane Eyre" (Colonial; \$2.75, 1st
week). This was Katharine Hepburn's first legit appearance in Bosboun. Series of sell-out houses during
the itial week of this two-frame
showing indicates she can profitably
return in her next play; \$25,400, bis.
Frederika' (Shubert; \$3.30, 1st
week)—Three matiness last week.
That's where most business develops
for this colorful but slow operetts
New Year's eve top was \$4.40 and a
sell-out. For the week, about \$18,500.
Sticking.

**Roy Meets Girl* (Plymouth; \$2.20).
Return engagement okay. About \$8,000 with help of \$3.30 top New Year's eve sell-out.

**Blossom Time* (Opera House: \$1.65, 3d week). First week at reduced top and slated for one more. New Year's eve top was \$2.20. About \$12,000 for the week.

'MAY WINE' ONLY FAIR \$5,500 IN NEWARK

New Year's holidays didn't mean much to the legit houses hereabouts. May Wine' at the Shubert was a road edition of the Romberg musical and featured lise Marvenga recently here in Naughty Marietta, with Maury Tuckermann. Many-scened romance got under a postponement Monday due to the city being in darkness through a fire in the main ower house, and the critics gave it 50-50 notices. With the help of New Year's Eve, b. o. turned fair approximate \$5.500.
Montclair theatre, Montclair

This week's headliner is the D'Oyly Carte company at the Forrest. In for two weeks and a terrific advance sale, with near-capacity indicated.

Locust has 'It Can't Happen Here, first WPA legit show Philly has seen' read of. Summer' (Chestinut, and the seen' seen' shown, because piption held gross down, because piption held gross down, because no senic-boosting could be done.

'Othello' (Forrest), Okay at \$131.
000, ith matinees a sell-out. D'Oyly Carte company this week.

'Dead End' (Erlanger, 1st Unstairs bigs and satisfactory 1000, with signs of building.

'Git Along Little Degie' (Locust), Pop-priced show got about \$8,000 with belp of holiday, \$1.00 to the legit week: "Doy Meets Girl.' Shubert; 'Dancing Co-Eds' musical at Montclair.

'Carrolls' 14G, D. C.

Washington, Jan. 3.

Combination of cool reception by critics and the of cool reception by critics and the didn't fit as erious middly spirit, didn't prevent the National from rolling up approximately \$14,000 with the U. S. premiere of Two Mrs. Carrolls last week. Success was assured, however, through the heavy American Theatre Society subscriptions. Also plenty of interest here in the return to legit, of Frances Siarr, who makes her home in the Capital.

Current is 'Children's Hour,' also ATS, and for a long time kept out by, the fact that part of the cast was too young to get by the local child-labor laws.

FOLLIES' SOCK \$49,000 ON 11 SHOWS, PITT.

Ziegfeld ittsburgh, started i road lour in ion that was plenty auspicious, smashing through to the biggest gross of the legit season here. Around \$50,000 in 11 performances, including a raised. New Year's eve tarift to \$5.70.

iariff to \$5.70.

Revue opened here Xmas night and, in the first three shows over the week-end, grabbed about \$14.000. Started off its full week to absolute capacity and that was the rule practically through the entire stay. Touched \$35,000 on the week and that figure represents plenty of standees. Mats particularly were a study for the incredulous. There were standees all over the house, sittess on the floor, in the aisles and on the rail!

Town hasn't core

the raill

Town hasn't seen anything like it, in fact, since the real boom days. Management fears two big musicals in a row ('Show Is On' came in just ahead of 'Follies') may have milked the town dry for a time and the current 'Two Mrs. Carrolls' may suffer. Didn't have much of an advance and may have to struggle, since it has little name value and is in without subscription auspices.

subscription auspices:

Estimate for Last Week
Nixon (2,100) ('Ziegfeld Folli',
\$3.99), It's been a long time since
this town has seen biz to match this.
Capacity \$5,700, New Gerrally
and this country of the country of the country
to the country of the country

'Waltz' \$53,000 10 Days in L. A., **Tomorrow' 12G**

Los Angeles, Jan. 3.
Legit trade was all to the mustard during holiday week, with New Year's Eve and day grosses at tops. The Great Waltz' wound up a 10-day engagement at the Philliamonic Auditorium Saturday (2) to the sea: 500 on the week and \$11.000 for the extra three days. Would have held over had not 'Frisco date at Curran prevented.
Tomorrow We Live,' at the El Capitan, Hollywood, looks settled for substantial stay. Extra performances were rung in New Year's Eve and New Year's afternoon, for turnaway biz.
Estimates for Last Week

away biz.

Estimates for Last Week

The est W.t.e., Philharmonic.
Los Angeles (2nd-final week) (Mr.
2500 angeles (2nd-final week) (C-1.571,
Hollowy trade strong (2nd-final week) (C-1.571,
Hollowy trade st

reen Grow the Lilacs,' Mayan. Moves in Thursday (7) for the tomary three weeks' sojourn.

Brought ome, ing through this week

to fair s. eviews. Hollywood Playhouse irst variety show in Hollywood in some months and irreturns. Satur ay (9), figured for irreturns. Unete Vanya, Musart. Has one more week to go, then 'Help Yourself,' debuting on Jan. 14,

New Year's Week Grosses on B'way Reach New Modern High, \$530,000: 12 Shows Click Over \$20,000 Each

stimated taki in Broadway logit theatres during New Year's week totaled \$530,000. Grosses of 12 shows topped \$20,000 each, four getting \$25,000 or more. Of the latter group two approximated \$50,000 in the total take and in the number of the total take and in the number of shows which grossed real money. At that is 10 shows were in the 520,000 or better division and the total was aided by the abnormal susiness of 'Jumbo', rated around \$88,000. Last season's clean-up week had, in turn, been much better than the New Year's week of 1935. Takings around \$50,000. Year's week of 1935. Takings the new highs made by a number of shows last week were extra mainness and holiday scales, including the New Year's eve tilt.

Two attractions topped \$100,000 betting \$53,000 and The Show is On Frossing \$46,000 (Winter Garden). Another musical which went to a new high was. Red, Hot and Blue, \$137,000. On Your Toes, touring soon, got \$25,000.

traight show group was topped by Tonight at 8.30' and Tovarich, both at \$28,000, there being six at 337,000. On Your Toes, touring soon, got \$25,000.

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traight show group was topped by Tonight at 8.30' and Tovarich, both at \$28,000, there being six at 337,000. The Women around \$10,000 last week week your wek

at the Biltmore.

Also on the holiday card were
Promise, which disappointed at the
Little, and 'Around the Corner,' not
figured to, have much chance at the
48th Street.

48th Street. Marinony Pid. was withdrawn from the Playhouse last Saturday (2) and Prelude to Exile will close at the Guild this week. The D'O'lly months stay at the Beck Incoming card next week includes 'But for the Grace of God,' Guild; 'A House in the Country,' Vanderbilt, and 'Two Mrs. Carrolls,' house not certain.

Estimates for Last Week

Estimates for Last Week.

'Aged 26', Lyceim (3rd week)
(D-957-\$3.30). Business after this
week may indicate length of stay;
last week light; around \$5,000.

'All Editions', Longacre (3rd week)

'1.019-\$3.30). Nibbling for picture
rights; gross modest, bit over \$4,000
estimated.

estimated.

'Around the Corner,' 48th St. (2nd week) (C-969-83.30). Drew weak press and chances doubtful: first week indicated a gross of \$4,000.

'Boy Meets Girl,' Cort (59th week) (C-1,059-\$3.30). Fairly good last week; with four matinees, gross approximated \$12,000.

"Brother Rat," Biltmore (4th week) (CD-991-\$3.30). Also played two extra matinees and, in 10 performances, was rated around \$16,000.

'Dead End,' Belasco (63rd week)
(D-1,000-\$3.30). Best business since
last spring no added mati but,
with aid of New Year's eve scale
tilt, around \$14,000:

Hamlet. St. James (13th week) (D-1.520-\$3.30. Highest gross since opening; what with larger capacity and the holiday eve takings, topped \$20,000.

igh Tor,'

lgh Tor," until next week.

"Holmes of Baker Si.," Masqu (5th week) (D-789-\$3.30). Not certain after this week, little coin; last week around \$4,000, with holiday ever id. 'Idio's Delight,' Shubert (resumed eng.) (34th week) (C-1387-\$3.30). Played eight performances only but skied back over \$322,000; due to tour 'Johnson,' 44th . (8th week) (M-1,232-\$3.30). Played regulation eight performances but moved up over \$11,000; best figure to date. 'Matrimony Pfd., 'Playhouse. Suddenly, withdrawn last Saturday, was getting fair business but slipped.

'On Your Toes,' Majestic (39th week) (M-7,171-\$3.30). Best gross since early in engagement; three malinees; \$23,000, but due for road Jan. 23.

refue to Extle,' uild (6th

malinees; \$23,000, but due for road Jah. 23.
Jah. 23.
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close to \$9,000; engagement will continue.

"Tobacco Read," Forrest (161st week) (D-1,017-\$165). Went up with field last week and indications were for gross around \$0,000.

"Tovarleh," Plymouth (13th week).
(CD-1,036-\$3,30). Actual gross Christmas week \$24,000; last weck; with an extra matinee and holing scales, takings went to around \$28,000; new high.

takings went to around \$28,000; new high.

Victoria Regina, Broadhurst (resumed eng.) (45th week) (D-1,110-\$3.30). Held to eight performances but went into big money agai, with takings of \$22,000.

White Horse Inn. Center (15th week) (M-3,321-\$3.85). No added matinee here, either, but gross leader skied into big brackets with gross of \$33,000.

You Can't Take it With You, Booth (4th week) (C-704-\$3.30). Getting all the house will hold, plus standees; new laugh leader around \$17,000 or better last week on ni performances.

'Othello,' New Amsterdam: revival with Walter Huston, opens Wednesday (6).

'The Peppermill,' Chanin auditorium; continental revue; slated to open Tuesday.

'WPA

'It Can't Happen Here,'
also Majestic, Brooklyn.
'Bassa Moona,' Lafayette, Harlem.
'Mr. Jiggins of Jigginstown,' Labor Stage (Princess).

'SCANDALS' SOCK \$32,000, DETROIT

George White's 'Scandals socked away around \$22,000 for 12 perform-ances over the holidays at the Cas-here, Aided by Xmas and New Year's Eve upped prices, musical carried away the biggest take in seasons here.

here.
Town goes big for musical comedies during holiday seasons, for the past several years they been perennial visitors here. As usual, early evening New Year's Eve performance, at \$4.40 top, as a sell-out several days advance. Current is Leslie Howard's amlet, which opened one week's run Monday ight (4), at \$2.75 top. Chicago company of 'Dead End' is pencilled into the Cass for Jan. 24, with 'Zicgleid Follies' set for week Fcb. 7, interest of the Cass for week Fcb. 7, interest for the Cass for week Fcb. 7, and the Cass for week Fcb. 7, an

Grace of God' next week.

'Promise,' title (2nd week)
'CD-534-\$3,30). Opened in midweek; drew mild press and chances
of import not definite.

'Red, Hot and Blue,' Alvin 411th
week) (H-1,355-\$4,90). Cleaned with
week) (H-1,355-\$4,90). Cleaned with
last week; tith a third matines and
Hamlet' current at \$2.75, top

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Settings by RAYMOND SOVEY

STACED BY MR. MILLER

PLYMOUTH THEATRE, NEW YORK

RUTH GORDON

"THE COUNTRY WIFE"

By WILLIAM WYCHERLEY
Production Designed by OLIVER MESSEL

STAGED BY MR. MILLER

HENRY MILLER'S THEATRE, NEW YORK

"PROMISE"

By HENRY BERNSTEIN

English Text by H. M. Harwood

CEDRIC HARDWICKE

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Setting by RAYMOND SOVEY

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BROOKS ATKINSON, Times.

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nerican office. The evening imes.

nes and al plays o. The evening imes.

he horse lill Sixth idscape ties. It is a very e in the young.

You'll white rican. "At last we may all see, hear, enjoy and marvel much at "White Horse Inn' . . . It is, as you know from past reports, something epochal i ... The mountain scenes of it spread out as lavishly as though all Sixth Avenue had given itself into the green embraces of a corps of landscape architects. It has a real river, real rain, real armies of beauties. It has people and people and people in it . . . Here, believe me, is a very magnum of delight. You'll drink it with great gulps of pleasure in the costuming, the staging, the whole holiday air of the whole idea. You'll have-in your good old way-a grand old time. So . . . Prosit, 'White -GILBERT GABRIEL, American. Horse inn'!"

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MAX GORDON

VARIETY

Play on Broadway

PROMISE

Drama in three acts (five scenes) by Henry Bornstein; adapted from French by H. M. Harwood; presented by Gilbert Miller at Little, N. Y., Dec. 30, '38; staged by Miller; set, Raymond Sovey; \$3.30 top (55.50 opening night)

Henry Bernstein is France's No. 1 and most consistent playwright. But lately New York and Paris have gone off theatrical entertainment is con-cerned. Thus, "L'Espoir' (literally

meaning 'Hope') has been smash in Paris since it opened, a bit over two years ago, but New York, and the sixth a localite. Fact that New York, in fact, is likely in the sixth a localite. Fact that his acquick go-by.

Gilbert Miller, who is responsible for this production, also produced it in London. And in London, too, it did quite well. But London, again, is not New York. As seen here, it shows up as one of those very slow, talky British plays that New York can't quite understand. A left-handed compliment for H. M. Har wood's adaptation. And maybe it wouldn't have made any difference;

New York audlences to bite into. What makes it a bit of a shame is that Miller has peopled the play exemplify the service of the sixth all with the sixth a localite. Fact that this sixth person, Louise Platt, is the wakest member of the cast histrication was the sixth a localite. Fact that this sixth person, Louise Platt, is the wakest member of the cast histrication would be sixth a localite. Fact that this sixth person, Louise Platt, is the wakest member of the cast histrication would a this sixth person, Louise Platt, is the wakest member of the cast histrication would be sixth a localite. Fact that this person, Louise Platt, is the wakest member of the cast histrication would be sixth a localite. Fact that this sixth a localite. Fact that this person, Louise Platt, is the wakest member of the cast histrication would be sixth a localite. Fact that this person, Louise Platt, is the wakest member of the cast histrication, but the play of the wakest member of the cast histrication was the sixth a localite. Fact that all the sixth a localite. Fact that the sixth a localite. Fact that shis kith person, Louise Platt, is the wakest member of the cast histrication was the si

there's hardly enough meat there for New York audiences to bite into.

What makes it a bit of a shame is that Miller has peopled the play ex
by the control of the contro He plots and charts and blue-pencils his plays almost perfectly. From that standpoint there is nothing wrong with his play. But where the difficulty comes in is the fact that New York audiences are likely to take a who cares attitude. So the dame is growing old. Only mid the ting around of an evening and watching her machinations and mental processes. Americans can't be bothered.

French and any and the state of the state of

Coward Show May Extend B'way Run

Indications are that ight at 8.30' will extend its engagement at the National, N. Y., to 16 weeks. Noel Coward attraction, ori inally booked for 12 weeks, has been capacity since opening. Currently it is playing the seventh week.

Friday (1), the let-down evening of New Year's week, it was doubtful that the playlets would sell out. Window sale turned the trick, however, and there were 27 standees also in attendance.

Blanche Bates Back

Blanche Bates will return to the Blanche Bates will return to the stage in Austin Strong's North Star', sea drama which John Golden will shortly produce. Former Belasco star has made few stage appearances in recent seasons, last previ-ous engagement having been in 'The Lake' (Katharine Hepburn). In private life Miss Bates is Mrs. George Creel.

Martin Beck's Operation

Martin Beck, who has been in Mt. Sinal hospital, N. Y., under observa-tion, was operated on last week. He was reported in fairly good condi-

was reported in announced a tion.
Dectors, however, have advised a secondary operation, probably to be made this week, depending on the showman's physical welfare.

Hour' Ends Road Tour. Got 14 Good B.O. Weeks After Release of Film

"The Children's Hour,' current i Washington this week, will close Baltimore next week, roadwa roadway smash drama of two seasons ago has played a successful tour of 14 weeks after the release of i picture ver-sion, 'These Three' (UA).

Herman Shumli producer of Hour,' may reassemble the company later this winter if the ban on it is dropped in Chicago. Manager pointed out that there was no protest against the play in the smaller stands. which may influence Chicago authorities.

Only other stand where the play was shut out was Boston. Highest gross of the tour was drawn in Pittsburgh, where the takings approximated \$17,000.

Chi Censorship Fight

Chi Censorship Fight
Chicago,
After a few months of hibernation
the Chicago Council for Freedom
from Censorship has gone back into
action, and is making a considerable
fuss over 'Children's Houn,' which
has been kept out of town by Mayor
Ed Kelly, Wants to get in touch
with Herman Shumlin and get him
to bring in the show. If Shumlin refuses, due to fear of financial loss
because of the censorship possibility,
Council wants to begin drump
banging campaign to get an open
public hearing for the play.
Council is also shaping plans

Council is also shaping plans and down to Springfield at the next meeting of the legislature and get some laws passed which would prohibit the arbitrary censorship plays and other forms of art.

LOYD LEWIS

In the Chicago "News" said: "Gien Boles, young, handsome, decisive and fiery, this actor should go far, far-ther than the play which he now adorns."

ASHTON STEVENS

"Chicago American" said: "But for me, the best acting in the east is Glen Boles Bert. His not to reason why, he serves his authors to the last dramatic drop. That young man, I am gambling, is an actor."

GLEN BOLES

Juvenile Lead in "Mulatto" Address 4031 Verdugo Rd., Los Angeles, Calif.

American Academy

of Dramatic Arts

Founded 1884 by Franklin H. Serent THE first and foremost in-stitution for Dramatic and Expressional Training, The in-struction furnishes the essen-tial preparation for Directing and Teaching as well as for Actine.

and Teaching as well as for Acting. Winter Term Begi Jan. 15 Catalog et all Courses from the Secretary Room 247, Carnegle Hall, N. X.

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Foremost European Dancer

THE BALLET CARAVAN

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Now Booking for 1937-1938 Season

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"A Magnificently Funny Show."-Time

"YOU CAN'T TAKE IT WITH YOU"

A farcical Comedy by MOSS HART and GEORGE S. KAUFMAN BOOTH THEATRE - NOW PLAYING

"Stage Door is smart and slick and glib, and it's a pleasure to see such professional skillfulness in a season that so far has seen it too rarely." -Richard Watts, Jr., Herald-Tribune

"STAGE

A New Comedy by

GEORGE S. KAUFMAN and EDNA FERBER

with

MARGARET SULLAVAN MUSIC BOX THEATRE - NOW PLAYING

Jane Cowi

In last season's Music Box Success

"FIRST LADY"

A comedy by

KATHARINE DAYTON and GEORGE S. KAUFMAN HARRIS THEATRE, CHICAGO - NOW PLAYING

(In Association With GEORGE M. COHAN)!

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again present

GEORGE M. COHAN

In His Own Way of Telling the Story of PARKER FENNELLY'S

"FULTON OF OAK FALLS"

An American Comedy

PLYMOUTH THEATRE, BOSTON — OPENING JAN. 4

In Preparation

"BRIGHT REBEL" A Play by STANLEY YOUNG "ROOM SERVICE"

A Farce by JOHN MURRAY and ALLEN BORETZ

HOLIDAY GREETINGS

from

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NEW YORK'S STAR-STUDDED MUSICAL HIT

"RED, HOT AND BLUE!"

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Happy New Year to Variety

LEVENE « MACMAHON

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'IDIOT'S DELIGHT

PRELUDE TO EXILE

with

ALFRED LUNT LYNN FONTANNE

Shubert, New York

with

WILFRID LAWSON EVA LEGALLIENNE LUCILLE WATSON

Guild, New York

12224



MMMMM

On Tour

On Tour

'JANE EYRE'

. .

'END OF SUMMER'

with

KATHERINE HEPBURN

经现代股外的现代的

INA CLAIRE

RORINSON and MARTIN

NOW APPEAR

CHARLES B. COCHRAN'S

Supper Show 'Round and Round,' at the Trocadero, London

GREETINGS TO ALL OUR FRIENDS

Future of Musical Shows

By Jack Pulaski

Indications are that there always there were more musicals on will be musical shows, despite Hollywood's musical. Alms and the coast's absorption of talent, composers and lyricists.

Modern forms of night clubs have taken in vaudeville, at least in part, is, an increasing talent user, all of which makes it tougher to assemble click musicals, as in other times. Yet there is some interflow of talent from the various performance fields to meet casting problems.

There probably never will be as necessity when the market nicked anany musicals as in the boom thetre seasons, which declined from the peaks after the crash 1929, show-makers included the late Flo

There are reasons for the drop in the number of musicals in addition to opposed diversions. Nearly all former leading musical producers are out of the field or deceased now. Those managers who presented the costliest revues had downtown backing, which was withdrawn of necessity when the market nicked the bankrolls of the big shots.

Ziegfeld and Earl Carroll, who has given up and gone to Hollywood, Arthur Hammerstein got into money trouble by going overboard on build-Arthur Hammerstein got into money trouble by going overboard on building a theatre and office building. Schwab and Mandel decided to split several years ago and the former is now a Cossitie, too. Other managerial combinations, were compelled to separate, principally because they could not secure fresh bankrolls. George White declared himself out in favor of films, but came back and has a revue on tour, with another planned for Broadway.

However, some of the musical hit producers are still on the job and seemingly doing olday. They have devised musicals as a combination between the intimate type and the major presentations of other seasons.

between the immediate between the immediate processional now. Most of the major musicals of the past several seasons cost half or less than those put on up to 1922, a period when costs ran up to 292, a period when costs ran up to 292, a period when costs ran up to 290,000 and more. That sort of expenditure has been found to be all wrong. More than one musical hit ran a year or longer on Broadway and then apparently cleaned up on tour—but when the books were belanced the shows were found to be far i the red. Overhead, including the large drawing accounts, had plently lo do with that.

Musicals which did not cost fortunes to produce are known to have cleaned up big money. Good News and Follow Through were \$1,000,000 profit-makers. Some of the Ziegfeld Follies' and Showboat' earned huge profits. Rose Marie' probably was the top money—maker of all musicals, its profit being estimated at \$2,225,000. Intimate musical show topper was Irene. Some of the top grossers were extant when hi tortickets were obtainable and it isn't likely that any current musicals will be as profitable again. But managers these days realize they do not have to grow rich from one show.

Exceptions

Since the splurge revues of other seasons there have been three exceptions in the matter of vast production outlays. The Great Waltz,

'Jumbo' and the current 'White Horse Inn.' Each was bankrolled by outside money and each cost in ex-cess of \$200,000. 'The Eternal Road' which opens this week is spectacle rather than musical. Total cost around \$500,000.

around \$500,000.

Waltz' production outlay was \$220,000. Its presentation was the result of a combination—RCA, RKO and the Rockefellers, all interested in the Center theatre, problem house in Radio City. House wouldn't do for pictures, so legit was tried. Not all the production nut was regained during the New York run, but. last season on tour Waltz' worked out of the red and it is again on the road making money, under the direction of Max Gordon, who presented it and put in some of who presented it and put in some of his own coin.

his own coin.

Approximate cost of 'Jumbo' was \$270,000. Show was regarded as a circus so. Show was regarded as a circus so. Show was regarded as a circus so. Show was regarded is open cerned, and that made possible the hocus-pocus that delayed its open ing at the Hippodrome. Jumbo' earned back about \$100,000 in operation. It would have fared much better with more skillful handling, but the result was that its Park ayenue backers, included the Whitneys, were left holding the bag to the store about \$199,000. Booking of the show in Fort Worth with the idea of recouping proved abortive. recouping proved abortive.

'White Horse Inn'

White Horse Inn.' second operetta at the Center, represents an investment of \$290,000. Whether it can repeat ultimate success of Waltz' remains to be seen. Given the same plugging by radio, screen trailers and outdoor ad space which were buildups that greatly aided Waltz, it should turn the trick. In the meantime the Center is making money. Those who have the production cost hazard are Wanners, Rowland Stebbins (Laurence Rivers, Rowland Rivers, Rowland Stebbins (Laurence Rivers, Rowland Rivers, Rowlan

Charell.

At one time this fall roadway had as many as eight shows of a musical nature or those using a chorus. Top number last season was six. At midseason in 1928 there were 18 musicals on Broadway. Same time in 1929 there were 19, out of a total of 57. attractions. Percentage of musicals now, therefore, is not greatly less, since there have been around 26 shows on the average fall list.

Number of choristers engaged is

26 shows on the average fall list.

Number of choristers engaged is an index to the musical situation. Last season there were 313 chorus people working in New York, as against 377 this season at mi-atumm. Taking in chorus people on tour the total is about 530, they being in such shows as 'The Great Waltz.' 'Scandals,' 'Blossom Time' and Naughty Marietta.' There are, by the way, an average of 600 chorus people who pay dues regularly to Chorus Equity. Organization lists something like 5,000 members, but many drift in and out and quite a number disappear from Broadway—they marry, got other jobs or just decide to go back home. **按据题题的证据题题的数据规则的现代的证据是对处理的证明的**

Frohman Under Dr.'s Eye

For the first time in many years Daniel Frohman, Actors' Fund head, is away from his apartment atop the Lyceum, N. Y. He is resting at the home of a sister, under the care of a

physician.

Veteran showman was taken ill last week and a nephew, who is a doctor, was summoned.

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Two More Fold

Prelude to Exile closes Saturday (9) at the Guild theatre, N. Y., after a limited engagement of six weeks, one more than the Theatre Guild's subscription period. Show drew little more than what came from the subscribers, but quoted was around \$12,000 weekly.

PRELUDE TO EXILE

Opened Nov.
graphical play on the life of
Richard Wagner was not favorabily received by the top-flight
reviewers. Gabriel (American)
deemed the Theatre Guild's
production an 'embarrassingly
bad play,
Variety (Flin) said: It misses.

Matrimony, Pfd., was suddenly withdrawn from the Playhouse Saturday (2) after playing eight weeks. Drew fair business for a time but clumped after Thanksgiving.

MATRIMONY PFD.

MATRIMONY FFD.

Opened Nov. , '36. Watts
(Tribune). declared it pretty
anolent stuff, but Gilbert (relegram) said the play was a
break for 'the fastidious playgeer.' Other first-stringers
didn't give it much chance.
Variety (lbee) said it
'limited.'

Other possible definite at press time.

riftwood in the Eddy' by Samuel J. Park, announced by Cyrus Babcock, newcomer, to go into re-hearsal next week.

were not

Season's Greetings

NELSON MARIE

NOW IN

"WHITE HORSE INN" CENTER THEATRE, **NEW YORK**

Norman Bel Geddes

presents.

DEAD E

Sidney Kingsley NOW IN ITS SECOND YEAR

at the

BELASCO THEATRE, NEW YORK



DWIGHT DEERE WIMAN

Announces the Following Productions for 1937

"Babes In Arms"

A Musical Comedy by

RICHARD RODGERS and LORENZ HART

"Voyage"

A New Play by

WILLIAM ADAMS and SAMUEL ROSEN

"I Married An Angel"

A Musical Comedy by

RICHARD RODGERS and LORENZ HART

Burlesque—If You're Interested

Burlesque has been enjoying a sizable business increase during the past six months. Not that there are more goofs around, it's just that there are more, goofs around with money to spend on tickets.
But burlesque, except in a few invidual instances, did little or noting to bring this improvement about. It adhered to the same show formula that prevailed in the lean days, it exerted no effort to really enhance its presentations. Yet it managed to retain its appeal for a certain section of public, was lucky enough to get in on the prosperity wave that covered practically all amusements.

With stripping still the bestered in

With stripping still the basis of all burlesque layouts, business was best where conditions and the attitude of the authorities permitted more striping. Where there was no stri ing, there was no business, and usually no burlesque. A few stout-hearted gents attempted to buck the dry spots anyway with 'shows, but they didn't last.'

The better were reflected.

sents attempted to spots anyway with they didn't last. The better were reflected both who wheel theatres, with the latter looking better this time than in several seasons past. There was considerable pre-season wheel talk by most of the managers but the only traveling show project of big proportions was created by Issy Hirst, the Philadelphia manager, who had dabbled with wheel stuff the previous two seasons with fair At the start of the current son in the early fall, Hirst's Independent Wheel comprised 19½ weeks, including full weeks in Minneapolis, Chicago, Buffalo, Philly, Union City, Waterbury, Boston, Newark, Washington, Baltimore, Cleveland, Toledo, Detroit, Akron, St. Louis, Kansas City, Pitisburgh and Worcester; three days in Youngstown, and a six-day Pennsylvania route consisting of Allentown and Reading, both two days, and Harrisburg and Williamsport, one day each.

The Indie Wheel

Allentown and Reading, both two days, and Harrisburg and Williamsport, one day each.

Indi Wheel apparently has survived better than recent precedent would indicate it might, for after three months it has only lost week in total playing time, ince the start of the season. Buffalo, Akron, Kansas City and Worcester have dropped out, but the wheel has icked up Toronto, Bridgeport and rooklyn to replace all but one of them. Canton came in after the season started but didn't stick. Hirst produces his shows in the east, and they're booked by the theatres on guarantees ing about \$1.300 per show for people casts, with the theatres paying Hirst a booking fee. Transportation is included in the guarantee paid by the theatres. Individual managers playing wheel shows consult with each other on policies. But the New York managers coptinued to be stock-minded, with only

menus, wneer snows consult with each other on policies.

But the New York managers continued to be stock-minded, with only one of the dozen or so metropolitan spots, and that one in Brooklyn, liking the wheel shows well enough to join up. The New York burlesque stands include five in the Times Square area. Three of the latter bear the Minsky label: Gaiety, operated jointly by I. H. Herk and Abe Minsky; Republic, operated by Joe Weinstock and using the name by Joe Weinstock and using the name by Toyalty payments to Billy Minsky; swidow, and the newly opened Oriental, formerly Watner, a straight picture house, ich H. Kay Morton Minsky

What Talent was no

What Talent
talent, was no
more improvement in quality than
on the manageri end. Once again
burlesque failed to revert to its former position as a developing ground.
No new people of real merit were attracted to burlesque during the seaand few of the velerans managed to go on to better things.
Gypsy Rose Lee made the biggest
jump—from the Irving Place to the
Shuberts' Ziegfeld Follies' at the
Winter Garden, but in the latter, as
in the former, Miss Lee remains
chiefly Her graduation,
however, was regarded as good copy
by the newspapers, and Miss Lee has
received more free space two
months than the rest of the burlesque
busi including everybody in it,
usually gels in two years.
Ada Leonard was another to debart from burlesque for a time, going
into and heading a vaudeville unit,
but she's back in burlesque agai
Ann Cori might have quit had
she cared to accept some propositions
made to her as burlesque's outstanding personality, but Miss Corio's specialty is stri ing also,

K LJ

lesque income is larger than any-thing offered on the outside. She re-mained the best known and ighest salaried burlesque name for another year.

For the bladder boys and the rest

For the bladder boys and the rest of the male contingent it was just another 'season, artistically. The strip was what the goofs came in to see, and the comedians again were walking stage waits. They accepted their fate as they have become accustomed to doi and made no valiant effort at improvi themselves by getting some new material. The managers didn't try help either, and let the comedy end drift along.

Oddly enough, of all branches of show business, burlesque's employment rate was the highest. No competent talent was out of work, and the demand for even second-grade people was in excess of the supply

the demand for even second-grade people was in excess of the supply. The failure of burlesque attract new faces of merit to its talent ranks was largely responsible for that.

Along with the boost the box office and the first sight of profits for many managers in several years, salaries for the talent, also took a rise. In some cases the coi jumped 25%. The shortage of good people and the activities of the actors union, Burlesque Artists Association, were contributing factors.

ISSY HIRST SUES TOM PHILLIPS ON CONTRACT

of burlesque houses in Eastern Pennsylvani filed suit in the Federal District, N. Thursday (31), against Thomas J. Phillips, president of the Burlesque Artists' Association. Hirst claims Phillips induced a troupe of actors and chorines to run out on an agreement to appear on his circuit for a period of 10 weeks beginning last Feb.

The troupe disappeared last April, Hirst claims, at the instigation of Phillips, leaving him holding the bag for \$4,000. District . N. .. Thursday (31).

Hallie Flanagan in Chi

Chicago.

Chicago,
Hallie Flanagan was in town for a
couple of days last week.
Came in with her husband, who
had to read a technical paper at
scholars conventi here, and
dropped in to watch 'O Say Can You
Sing?' WPA show. Also confabbed
with George Kondolf, head of the
local federal theatre project.

Boyes Out Again

Chick Boyes, tent showman, an-nounced here this week that he'll set up tent stock again for the season 1937, to start around May 15. Boyes is on a circle in the mid-states now, on a string of 14 houses

ENGAGEMENTS

Russell Hardi , Alfred White, 'Hey, Diddle,' Diddle,' Leon Ames, oy Gordon, Elmer Brown, Louise Campbell, Teddy Bergman, Frederica Stemons, Will Geer, House in the Country.' Basil Rathbone, Edith Barrett, Ian Keith, Richard II, 'Hida lowright, House Smolair, Ruth Vivian, Eda Heinemann, 'And Now Goodbye,' Peggy O'Donnell, Tom Fadden, Joaquin Souther, Scott Moore, 'Tide Rising,' Maida Reed, George Lewi, Richard Sterling, Edgar Mason, Eileen Wenzel, Marion Crosson, Ruth Edell, Blanche Gladstone, 'Behind Red Lights,' Edmund George, 'Refected Glory'.

Independent Burlesque

(Week of 11)

Parts by Night-Gaver, Minneanoins
Monte Carlo Girls-Rialto, Citicago,
Merry Majdens-Casing, Teronto,
Scan-Dolis-Open, Teronto,
Scan-Dolis-Open, Teronto,
Scan-Dolis-Open, Teronto,
Meding, Thur-Fel,
Milliamsport, Minneanoins,
Milliamsport, Philadelphia,
Models, Models, Thur-Fel,
Milliamsport, Philadelphia,
Models, Models, Thur-Fel,
Milliamsport, Minneanoins, Union City,
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Tennes and Weezen—Jacques, WaterSwing, Iris—Howard, Boston,
Ha-Cha—Empire, Newark,
III-Flyers—Gayety, Washington
Hed Rilythm—Roxy, Cleveland,
Hed Rhythm—Roxy, Cleveland,
Hed Rhythm—Roxy, Cleveland,
Babow of Bway—Gayety, Detroit,
Babow of Bway—Gayety, Detroit,
Babow of Bway—Gripe, Detroit,
Babow of Rhythm—Roxy, Cleveland,
Hed Rhythm—Roxy, Cleveland,
Marketta—Canino, Pittsburgh,
Steppin Stare—Lyric, Bridgennt,
Madds of Mantatas—Century, Bridge

Current Road Shows

(Week of Jan. 4) Meets Girl, Shubert, Newark. 'Children's

National.

Children's National, Washington.

"End of Summer' (Ina Claire), Chestnut, Philadelphia.
Ballet Russe, Ellis Aude, Memphis, Muny Aude, New Orleans, City Aude, Beaumont, Tex., City Aude, Houston, Mu Aude, Antonio.

McFarlin 'Aude, Chicago.

"Blossom Time,' Opera House, Boston.

Boston.

**Boy Meets Girl,' Aude, Fresno.
3; Aude, Oakland, 4-6; New.
Aude, San Jose, 7; Santa
Barbara, 8-9,

'Children's Hour,'
Englewood, N. J.

'Git Along Little Dogie,' Maryland, Baltimore,
'Danci Montclair.

Montclair, Montclair N nd, Erlanger, ila-

Dead End, Erlanger, iladelphi
D'Oyly Carte
rest: Philadelphi
First: La dy' (Jane
Harris, Chicago.
'Follies,' rand, icago.
'Frederika,' Shubert, Boston.
'Futton of Oak Falls' (Geo, M.
Cohan), Plymouth, Boston.
'Great Waltz,' Curran,
rancisco.
'Hamlet' (Lesli Howar
, Detroit.
'Jane. (K. Hepburn),
Colonial, Boston.
'Leaning. (PostRoad'), Sclwyn,
'May Wine,'
ton Beach.
'Moon Over Mulberry
Worcester, Worcester, Mass,
Court Sq., Springfield, 7-9.
'Mulato', Studebaker, Chicago,
Nazimova Repertory, Eclanger, delphi

Nazimova Repertory, Erlanger, Prejudice.

Alexandra, Toronto, 4-6; Masonic Aude, Rochester, Erlanger, Buffalo, 8-9. 'Scandals,' itol, lint, ;

'Scandals,' 1101, 1111, Temple, Saginaw, Strar Lansi Michigan, Jackson,

Lansi Michigan, Jackson, Keith's, rand Rapids, 8-9. "Tomorrow We Live,' El Capi-tan, Hollywood: "Two Mrs. Ni

12 BEST STRIPPERS

By JOE BIGELOW

Truth at Last

roadway -office man prone to exaggeration, spotted in a theatre which had many hits, never failed to add couple of thousand to the gross.

couple of thousand to the gross, ven when one show drew a record take of \$25,000 for the engagement, he told other treasurers that it was \$25,000.

Finally a real flopperoo opened i his house. Second ight the takings were exactly eight bucks. He entered a gin-mill where box office men gathered and piped:

You guys always say I don't tell the truth. Well, last night we got a lousy \$9.

3 Balto Burlesquers Draw \$20 Fines on Film Censors' Rap

Baltimore,

Wanda DeVon, stri Cohen, comic, and Benjamin Livingston, manager of the Clover (lesque), were each fined \$20 on i decent performance charges in Crim-inal Court here last week.

nan Court nere last week.

Complaint had been filed by the
State Censor Board (films), which
really has no jurisdiction over stage
entertainment. At the hearing last
week, two inspectors from the
sor body testified.

MINSKYS! RENT BILL

Jüdgment of \$716 was filed in N. Y. Supreme Court last week against Herbert K. and Juanita Minsky in favor of the Manhattan Square-Beresford Corp., owners of the Beresford Corp., owners of the apartment house at 211 Central Park West.

Claimants sued on ground that the Minskys owed rent for period of June-September, 1936, on apartment which they had leased at \$2,150 a year.

The Gong Is Gonging

Although originated many years ago, the idea of exploiting amateurs talent in show business did not come into its own as a big money branch of theatricals until radio recognized its possi ilities. This came three of theatricals until radio recognized its possi lilities. This 'came three years ago and with it the zenith. After an unprecedented popilarity since, for the roughly figured 1.000 days, i theatres, nite clubs and on the air, it is now approaching the end. Only Major Bowes maintains a steady pace with the strictly amateur show.

end. Only Major Bowes mantains a steady pace with the strictly amateur show.

With the radio bow of the tyros and the national craze that followed, a lot of people pounced on the thought of getting rich quickly ith the simon pures. Result of this wholesale and virtually limitless use of ams in films, theatres, radio, writing, burlesque theatres, and even emateur literary contests has produced the only result that can be expected from an overdose—the killing of the appetite. Belabored on all sides by every conceivable enterpise open to embryos, the public has grown indifferent. This can mean but one thing.

Not alone because of saturation, its demise can also be accounted for in the growing cognizance of audiences and listeners of self-earned racket stigma. Recurrent stories in the daily press have iven the lift to the 'amateur' bus mistreatment of talent, and the umerous gyps and rackets have all had a band in writing the death tence. Rush on New York, the Mecca, fell off so that the majority of radi shows were of late consciously using professional talent to hold things up. Negligible result as regards a later professional career for the as irants has disproven the ballyhoo.

That it is all on the way out is

ballyhoo.

That it is all on the way out is

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During its life the amateur busi-During its life the amateur business underwent many transitions. From beer halls the gag spread to vaudeville houses, units, clubs, the radi , films, etc. When the radio picked it up it passed the egg throw, ing stage to acquire more dignity. Shows were then called "Amateur Winners." The next step was to 'New Faces.' It was all the same thi Theatres that are still using ams no longer bill them as such, but refer to them as a revue. This is an illustration.

ams no longer bill them as such, but refer to them as a revue. This is an illustration.

There was a 'time, says Green, when ams had to sneak out of the street of the such as a such possible of once having been attacked with a knife after conducting an 'amateur' show. All this passed, however, with the glorification that radi afforded. People thought they were actually getting something different.

The headaches of the business ith i small return to those in the booking end, exclusive of the radio, is another factor in the drop. Scouting talent, taking chances on doubli ith pros, finicky tastes of theatre managers when using the \$25 per show lineups were too much to endure for long.

Only One Met Show

Joseph Show micely were worked to endure for long.

Only One Met Show
Around New York radio amateurs are speedily getting the public gong. The only network program of importance still remaining is Bowes. Fred Allen has dropped the amateur angle for professionals, as has Benny Rubin on WOR. Three lesser stations—WNEW, WINS and WBNX—are all without such programs. Locals still hanging on are Don Kerr's stint for WMCA at the Fox theatre, Brooklyn, and J. C. Flippen's commercial on WHN. WMCA also has a weekly colored am show from the Harlem Opera House. But these are strictly local.

Ann Corio.
Evelyn Myers,
Mar ie Hart.
Carrie Finnell.
Countess Nadja,
Inida Wassau.
Georgi Southern.
JaAnne Carroll.
Betty Rowland.
Toots Brawner.
Maxine De Shon,
Gladys Clar

the present day burlesque strippers rate, in the opinion of the managers, as to merit and their value to the shows. These 12 d.b. gals are regarded as the standouts among the 200 odd printing women the modern burlesque business, and for the following reasons:

Corio.—Burlesque's No. 1 box office name and draw. Established by several years of intensive billing, build-up and smart management. Most publicized burlesque name and highest salaried player in the business. One of the first of the present strippi school. Among the tops in looks and ability. Brunet.

Evelyn Myers.—Unique in style and ultra-sexy. Best bumper in bi Most imitated. latinum blonde.

Margi Hart.—Most 'daring,' When conditions permit something else being taken off, Margie will take to off. Tall and graceful. Gets more legitimate than other

stripper.

Carri Finnell.—Only comedy-novelty, stripper in burlesque. Goes back to the old Columbia wheel days; retired for several years and returned recently. Formerly did-amixed piano and si ing act. Now quite plump. Doesn't strip all the way, but specializes bust bouncer: londe... Countess Nadja.—More versatile than average, and good dancer. Ex-

Countess Nadia—More versatile than average, and good dancer. Excellent sense of showmanship. Box office in spots. Exotic types—Breath Hinda Wassau—Rates next, fo Corio as a draw. Most creative. Plenty of showmanship. Blonde. Georgia Southern.—Speediest staipper. 'Crazy' style. On and off faster than anybody. Strips and cooches simultaneously. Rechezd. Anne Carroll.—Features stagey but lavish costumes. Knows more ways

anne Carroll,—Peatures stagey but lavish costumes. Knows more ways of getting out of a dress than any-body else. Best gams in burlesque, Platinum blonde. Betty

Betty Rowland.—Tiniest stripper.
Most versatile dancer; ballet buck
and bumps. Just a couple of seasons out of the chorus ranks. Redhead.

sons out of the chorus ranks. Redhead
Toots rawner.—Midwest's leading entry. Not particularly talented, but aces in general stri ing ability. Saucy
Maxine De Shon.—Classiest. One of the few capable singers. Always lands. Brownet.
Gladys Clark.—Best all around-woman. Sings, hofs and plays several instruments. Also does comedy and first rate as bit player. Wheel show vet. One of the few who might have made the grade outside burlesque, but preferred to stick. Has slipped lately as a stripper in managers' estimati couple of years ago would have rated among the first three. Blonde.
Gypsy Rose Lee and Ada Leonard would be included in this listing, but recently left burlesque. Miss Leonard is playing vaudeville and night clubs, and Miss Lee is in the Folices.

cluss, and Miss Lee is in the Rol-lies.'
Concentration of the leading bur-lesque strippers on the unpeeling phase of their work is accentuated by the fact that few of the toppers rate highly in other branches of burlesque performance. With ex-ception of Gladys Clark, none of the 12 leading strippers is much of a leading strippers is much of a lp to the comics in scenes and There's also very little sing-talent among them, with Miss help to the comics in scenes and bi There's also very little singing talent among them, with Miss De Shon the best in that respect, but still no Galli-Curci. Burlesque's best singing woman probably Sonya Duval, but the managers don't rate her among the first dogen, on stripping.

Among strippers singled out for mention, just in back of the first 12, were Peaches. Strange, Peggy Reynolds, Lillian Murray, Ann. Norton, Dorothy Maye. Bubbles Yvonne, Sunya Siane, Austin, Rose Brown.

In offering their ini consensus, all the burlesque managers prefaced their remarks with a request that hope I won't be quoted. help

request quoted.' that,

The same of the sa

News From the Dailies

VARIETY

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 fr ily paper.

City issued 1,673 all night permits for New Year's Eve, but music had to shut at 5 a.m. About 500 more than last year.

uan iast year.

Oscar England, one of a trio of blind street musicians who have recently been rairing over WNYC the municipal station, fell to his death last week before a subway trai. Without a guide and walked off the platform to fall before an oncoming train.

Peggy Joyce slightly injured in a sladding accident at St. Moritz last week. Her newest fiance killed, in same smash.

west. Her newest finnee killed, in same smash.

P. Dodd Ackerman to give an exhibit of his stage desiens at Roger Smith restaurant starting Jan. 11. Has designed more than 600 sets, but won't show them all.

Lenore Prince, buyer for R. H. Macy, promised to marry George Kamen, European manager for Mickey Mouse, Ltd., after a high resulted can be a suffer as the following the start of the cable tolls.

Macy's to, stage a winter fashion show at Lake Placid, with Jane Froman as queen. Otto Soglow will be her king.

Just 1 case, rookie cops guarded every fire alarm box in the celebrating area and the start of the

Henry Street settlement playhouse to go into action again under Irwin Swerdlow. Herman Shumlin quavery on To. Chitto and Back Maybe yes; maybe no. Most likely no.

ritish Lord Chamberlain raises his ban on "It's a Wise Child, and it will probably go into London production. Secret Service men have Egmont

New York Theatres

HELD OVER

"ONE IN A MILLION"

ALL 25° TO GALA NEW YEAR STAGE SHOW

BARRO MUSIC HALL

LILY PONS in

"GIRL FROM PARIS"

MERLE OBERON

and BRIAN AHERNE

"BELOVED ENEMY"

ARTISTS RIVOLI "WAY"

PARAMOUNT STIMES

"College Holiday" ON THE STAGE—
GRAY and hi CASA
LOMA ORC.

JAMES CAGNEY

WHI MAE CLARKE

man the go-shead on a history of the Red Cross. Ruschke made the unistance of Cross. Ruschke made the mistake of copying the signature from a dollar bill, which omits the correct of the correct ary's name and the jr. of the cast of the correct ary's name and the jr. of the cast of the correct ary's name and the jr. of the cast of the correct ary's name and the jr. of the cast of the correct ary's name and the jr. of the cast of the correct ary's name and the jr. of the cast of the correct ary's name and the jr. of the cast of the correct ary's name and the jr. of the cast of the cast of the place the cast of the cast of the place of the cast of the late Otto Kahn of the cast of

Coast

ritish Lord Chamberlain raises his ban on 'It's a Wise Child' and it will probably go into London production.

Secret Service men have Egmont Ruschle, radio commentator on WMYC on a charge of forging the name of Henry Morgenthau to a paper supposedly giving the radio

"BORN TO DANCE"

-VAUDEVILLE-SALICI PUPPETS IRENE BEASLEY and HERMAN TIMBERG

CAPITOL E

SECOND BIG WEEK!
WILLIAM MYRNA
POWELL LOY
"AFTER THE THIN MAN"

"GOLD DIGGERS OF 1937"

NEW TORK & ATTH STEAM

LLOYDS

w Open at

divorce action in L.A. against Henry Aguirre, Jr., actor. She alleged spouse used vile lainguage the presence of her two the Chaplin marriage.

Wife of Robert lankenship, research technician at Warner Study, sued for separate maintenance in L.A.

sued for separate maintenance in LA.

Mete Sullins, 36, bandmaster of ictor McLaglen's Light Horse Brigade, died in La A. from infuries rewater montal cord tying Brian Donlevy and Mariporie Lane has a double knot. Second hitch was taken New Year's eve in Hollywood, cimching previous one in Ensenada, Mex.

Gary Cooper's uncle, Walter Cooper, 74, died in 'Seattle, Anne Cornwall, former actress, filed suit for separate maintenance, in LA, against Ellis Wing Taylor, Sines, and Song Sines, and Si

In LA. against Ellis Wing Taylor, engineer.
Suit against Ann Dvorak for \$26, 250 was filled in Los Angles as aftermath of auto crackup in which a salesman was injured.
Norma Shearer filed suit against Eddie Brandstatter, Hollywood cafe owner, for asserted \$581 balance on a promissory note, assigned to Irving Thalberg.
After nie days of what he called Metro dance director, sued for annulment of his nuptilals with Frances Paxton, dancer. Bride's answer to complaint was 'we just agreed to disagree.

London Legit

(Continued from page 209)

(Continued from page 209)

Leather, motor racing play just launched.

Established playwrights have been conspicuous by their absence. They consist of Sir James M. Barrie's two-year-old 'The Boy 'David'; 'Bees on the Boat Deck,' a mild offering from J. B. Priestley, lasting only five weeks (the also collaborated in 'Spring Tide' under a pseudonym'; and Bernard Shaw's latest opus, 'The Millionairess,' furtively exhibited at the seaside town of Bexhill, but supposed to come to London when Edith Evans is free to star in it. Also Benn Levy's adaptation from Bruno Frank's play, 'Young Madame Conti,' and 'The Happy Hypocrite' (from Max Beerbohm's story), by Clemence Dane and Richard Addinsell, This starred Iyor Novello but only survived two months. D. H. Law-rene's posthumous play, 'My Son's My. Son', only lasted three weeks.

Sir Oswald Stoll has not contriuted much this season, merely reviving past musical successes at twice-nightly pop prices at the Coll-seum, and subletting the Athambra, which, following ballet, and magici (Great Dante) sessions, is now in the hands of demolishing contractors.

MARRIAGES

Alma Sheasg een, ist, to Mark Requa Harrington, musician at KFRC, in San Francisco Dec. 28.

Ruby Verner to Bob Gebhardt in San Francisco, Jan. 1. Both are with Bernie Cummins' band at the Palace hotel. Frisco.

hotel, Frisco.

Croinne Horwick, film actress, to Raoul Kraushar, assistant musical director at Republic studios, Dec. 30 in Los Angeles.

Alice Stombs, Im dancer, to John McCarthy, Dec. 30 in Los Angeles. Groom was trackman at Southern California.

Mary Weber to Robert George, agent, Dec. 16 in Las Vegas, Nev.

Rose Chayes, singer, to Arthur Strayn, playwright, Dec. 29, in Los Angeles.

Angeles.

Mrs. Lillian Coogan, mother of Jackie Coogan, to Arthur L. Bernstei, Dec. 30, in Las Vegas, Nev. Groom has been business manager of the Coogan interests for the past 10 the Coogan interests for the past 10 the coogan.

Regina Ginger Levy. Emil Umann, Los Angeles theatre operator, Dec. 28, in Palm Spri Cal. Margaret. Works, E. V. Dinerman, irector of RKO theatres in Cincinnati, Dec. 31, 1000.

Minneapolis

By Les Rees

Vi Netzinger suffering from cracked rib, but remains on job. Wife of Eph Rosen out of hospital and recuperating after serious oper-

Employees of Eddie Ruben pre-sented him with elaborate office

sented him with elaborate margaret Ruegert, Universal telephone operator, a double for Mrs. Wally Simpson. Wally Simpson ming for exhibition match at Auditorium Jan. 14, heading charity boxing card. Harry Katz, Gayety assistant manager, piloting burlesque roadshows from here to Des Moines and into Jowa one-night stands.

CHATTER

Hollywood

Cold floored P. J. Wolfson.

oast. Henry Wilcoxon went for another

Henry Wilcoxon went for another rancho.
Una Merkel holi in Ensenada.
Cliff Rei back from N. Y.
Arthur Todd celebrated 28 years as a cameraman.
Frank Whitbeck made member of Circus Fans Assan in from Gotham for 20th-Fros writing chore.
David Stoneman, Boston motion in attorner, guest of L. B. Mayer.
Steve Hannagan flew to Idaho with David Selznick in producer's private carrier.

carrier.

Burton Lane and Ralph Freed boosting a golf tourney for tune-

boosting a goi. smiths. Ted Krise leading the Warner Bros. Camera club for outstanding

Bros. Camera club for outstanding contribs.

Doris Nolan and Ella Logan, after working 12 weeks in U's 'Top of the Town, breezed east.

The Goons, 10-year workers with Wesley Ruggles, presented him with a specially built radio,
David O. Selznick hired a special train to take his guests to Sun Valley, Idaho, for the holldays.

Omar Kiam, Martha Dean, M. Goodrich, Jules Leftowitz and Judy Ford planed in from New York, Harry Carey, the old cowhand from the Grand Concourse, has moved in from his ranch at Saugust oan apartment at the Ravenswood. Next door to Mae West.

Chicago

Harold Stokes trading his boat for a sound picture camera.
Jules J. Levy around with Jules J. Ruben and John J. Balaban.
Marvin Welt in with French Casino show.
Trocadero.
Trocadero.

Tom Keueri Trocadero. Henry Herbel trying to decide be-tween Miami and the Caribbean. Miles Ingalls in for the opening of the new Casino Parisien. Isadore Schlank head of the local United Artists exchange. Dave Halper gathering some Flor-ids cun.

On the Halper-gathering some root days.

Ernest Fassio, of Detroit, going right ahead making, his picture of the royal romance.

Fritz Blocki banged up a digit trying to separate a couple of auto

Fritz burners ing to separate a couple bumpers. Mitzi Green, now at the Congress Casino, is leaving for N. Y., to go into a musical show for Vinto to take

Casino, is leaving for N. Y., to go into a musical show for Vinton Freedley.

Jack Kearns to Detroit to take over Olympia Club, and will bring Detroit its first six-day bike race in April.

London

Dave Bader and Melville rown off to Paris for Christmas. Larry Adler opens at the Club Versailles, New York, Jan 14 for two weeks, with options. Mimi and Honey, sisters in the Bubbles Stewart act, due here Feb. for six weeks and further options. Diamond Bros, finally set for a Universal picture and due in Hollywood March 1. Buddy de Sylva will direct.

wood March 1. Buddy de Sylva will direct.

Jack Hylton and band open at Alhambra. Paris, for Kurt Robits-chek March 5 for fortnight, on per-centage.

Johnny Stumar, Columbia camera man, originally here on vacation, has done three English pictures, and now off to Paris.

Pittsburgh By Hal Cohen

iling at

home.

Madelyn Killeen sprained her ankle here working a benefit for an orphanage. ankle here working a benefit for an orphanage.
Sonja Henie's personal at Duquesne.
Sonja Henie's personal at Duquesne.
Garden postponed week until Satdee night (9).
Ned Holmes around town agai beating drums this time for Leslie Howard's 'Hamlet'.
Alex Kann visiting folks for a couple of weeks and sporting a remodeled nose.
Leo Von Hedemann has given up the shost at Long Vue Farms after three years.
Harry Seed's family has pulled out for florida to spend the intermonth.
But Jaffe iling at home, so his possible of the casino get in the casino get i

Ben Jatte lim at losino pop George, is guiding the Casino again.
Pittsburgh playhouse considering Emmett Lavery's 'First Legion' for lith production.

Broadway

Lee Shubert recuperating in ida.

Madeliene Gray i Door.

Lee Shubert recuperating in ida.

Madeliene Gray i
Door.

Bo. man, Jackie McPartland, with influenza.

Bill Goldhart now head man i Celeron Chesteit to Hollywood for couple of weeks.

James Grainger expected back from Hollywood not volve the form the form

be paid for in 1938 if given advance notice.
Judgment for \$260 was entered in N. Y. supreme court against the Pavillon Royal, Valley Stream, in favor of the Star Liquor Dealers, included the star Liquor Landon, and the star Liquor Landon, and the star Liquor Landon, and the Rochemont, managing director for March of Time, Ltd. of London, and A. K. Mills for home office conferences during the holiday periods. Mills now foreign editor of Life.

Baltimore

'Junior League Follies' Jan.
Lillian Dietz to Chi on visit.
Sam Wheeler and frau in Flori
Tom Cain advancing 'Children's
Hour,' next at Ford's.
Cornelia Olis Skinner will
nite at Lyric Jan. 15.
Dan Burkhardt taking month's
leave from Loew's to recoup health.
Trudi Schoop ballet at Lyric Jan. 9.

9. Eddie Peabody forced out of several shows last week at vaudfilm Hipp by illness.

New Haven

Alfreda Guptill, local Paramount cashier, killed by auto here Dec. 27. Harold Etkind nursing a damaged

hoof.
Samuel Allinson elected
Federation of Musicians.
True Compton and Gorden
ten skedded for matrimony.
Shubert gets ielgud Hamlet
25-28.

25.28.
George Cohan troupe took time off from rehearsals to hop into N.Y. for New Year's Eve.
Katharine Hepburn had the whole family down from Hartford for Jane Eyre' premiere.
Prof. Ainsworth O'Brien-Moore, brother of actress, killed in motor crash here Dec. 31.

Cleveland

y Glenn

Ban on gambling joints by new sheriff had all boys worried and ready to move out of county. Irene Rich of films lined up for Civic Auditorium Feb. 10 as guester of 37th annual food show.
Laurence N. Kurkdjie, former WJAY music director, opening new concert orchestra at Pirchner's Hofbrau.

concert orchestra at Pirchner's Hor-brau. McClintic, Maxwell An-derson and 50 Mielziner, so busy on Burgess Meredith's High Tor that they turned down all parties. Dave Marmorstein dropping bank-nites at Circle as result of editorial blasts by W Ward Marsh, film' crick of Panthale

JAMES CAGNEY "GREAT GUY" Great Guy's CRITERION (25 New CRITERION Continuous

1936 in Variety

Jan. 1—Balaban & Katz bleycled strippers around its Chl nabe theatres for New Year's Eve shows, and Major Lenox Riley Lohr replaced M. H. Aylesworth as president of NBC.

Jan. 8—Five Broadway legits were grossing more than \$20,000 weekly, and Dr. John F. (Jafsie) Condon broke in his act at the New Forum.

Jan. 15—J. H. Cooper, showman, donated \$1,000,000 to a fund for unfortunate children, and the earni on 'Music Goes Round' exceeded those on 'Bananas',

Jan. 22—Censors started to pounce King George's death, lan. 22—Max Reinhardt's 'Eternal, 'was shelved after six weeks' rehearsals, \$279,530 in the box, and Irving Berli got a Hollywood dinner on the 25th anniversary of 'Alexander's Ragtime Band.'

Feb. 5—Metropolitan opera's okay faction's objections to the new s.a. policy was causing grief, and in The Bronx the title of 'Strike Me Pink' was changed to 'Strike Me Pincus.'

Feb. 12—James Cagney sued to break his Warner Bros. , and a Boston 5-and-10 booked a five-piece-band.

Feb. 19—Politicians were taking mike tests for the election campaign, and Alexander Pantages died at 85.

Feb. 26—French Casino grossed \$60,000 i one week, and closing of the efferson left New York without an RKO vaude show for the first time on record.

March 4—Dead End' got \$165,000 for a picture buy, and five major

on record.

March 4—Dead End got \$165,000 for a picture buy, and five major radio shows moved to Hollywood for talent.

March 11—Victor McLaglen and Davis got Academy acting awards, and Broadway managers protection inst. Hollywood's radio shows moved to trollywood for talent.

March 11-Wictor McLaglen and Davis got Academy acting awards, and Broadway managers protection inst Hollywood's highjacking of talent.

March 18—Standard Capital Corp. bought controlling interest in Universal for \$5,500,000, and Hearst's editorial raps were doubling 'Klondike

Annie's grosses.

March 25—An L. A. brewery presented a vaude show with bottle tops for admish, and the Palace, Chicago, went straight pictures.

April 1—Shirley Temple signed new contract for \$64,000 per picture, and writers of all kinds were forming a 'ited front'.

April 8—Acts staged a no-payoff riot at the Town Casi and Marilyn Miller passed away at 38.

April 15—Federal regulation of the picture industry was up again in Washington, and WJAY (Cleveland) drew a pineapple for its gambling expose.

Washington, and WJAY (Cleveland) drew a pineapple for its gambling expose.

April 22—Mrs. F. D. R. and Admiral Byrd were the lecture platform's top draws, and 'Jumbo' tolded at the Hippodrome, \$180,000 in the red. April 29—William S. Hart was awarded \$85,000 in his \$500,000 suit vs. United Artists, and Chicago's Loop faced a litess summer.

May 6—Measles epidemic hit the 'Our Gang' kids in Detroit, and the New York music arrangers ended their strike.

May 13—Dramatists and managers settled their differences with new five-year deal, and Broadway legit had, an early finale.

May 20—The Kennedy report on Par was due in 10 days, and 3,000 theatres participated i the Will Rogers Memorial (RVA) drive.

May 27—Gilbert Gabriel and Thornton Delehanty won Vaniery it and film critics' box scores, and the Broadway season ended with 28 shows out of 99 in the money.

out of 99 in the money.

June 3—William Fox filed petition bankruptcy, and the Dizzy Club

out of 96 in the money.

June 3-William Fox filed petition bankruptcy, and the Dizzy Club hired a femme bouncer.

June 10-Gals and booze were okay but gambling ruled out as the Dallas expo opened, and John E. Otterson cuit as Paramount president.

June 11-Major Bowes signed with Chrysler for \$25,000 a week, and the boys were still waiting for the Kennedy report.

June 24-Ex-Ziegfeld gals got the college spirit and formed their own alma mama, and Balto burial ground salesmen were booking acts for the cemetry time.

July 1-Democrats went home and Philly went back to sleep, the Dallas-Ft. Worth; rival expos put on a battle of s.a.

July 3-N. A. B. convention opened in Chi with Ike Levy setting off the freworks, and Barney Balaban became president of Par.

July 15-Film exhibs commenced to burn at picture names' radio appearances, and 300 guys were left homeless when the Friars' Club foiled, July 22-Radio entered the major industry class with a \$75,000,000 payroll, and the Gaumont British-20th Century-Metro deal was on.

July 39-Film scouts reported a dearth of new talent in the summer straw hat troupes, and Eddie Cantor switched from Goldwyn to 20th-Fox Aug. 5-Gov't appropriated \$70,0000 more: WPA shows, and Warner Bros.-ASCAP settled their music differences.

Aug. 12-Broadway feared a legit theatre shortage, and Hollywood was happy that the Mary Astor case was over.

Aug. 19-Some radio sponsors were paying the talent in merchandise, and Woolworth's new de luxer on Broadway had a 'Hollywood premiere,' Aug. 60-Marx Bros, used 11 different acts in 11 shows Trisco, and Frankie Balley donned her tights again at 77.

Sant 2-Hen Broadway film houses grossed \$400,000 in one week and

and Woolworth's new de luxer on Broadway had a "Hollywood premiere, Aug. 26—Marx Bros, used 11 different acts in 11 shows Frisco, and Frankie Balley donned her tights again at 77.

Sept. 2—Ten Broadway film houses grossed \$400,000 in one week and Baltimore and Pittsburgh went straight pictures.

Sept. 9—Musicians and actors of Loc-1 802 and the A. F. A. stage show crusade were picketing the 3roadway straight filmers in evening clothes, and Elsie Janis auctioned off her personal belongings to pay

ning clothes, and Elsie Janis auctioned off her personal belongings to pay ber debts.

Sept. 18—Irving Thalberg died at 37, and Norma Shearer was reported considering retirement.

Sept. 23—Burlesque's unemployment rate was lowest in the show biz, and among returning social directors was one who had a lovely room ith an adjoining towl.

Sept. 30—Film industry's self-censorship had the professional blue noses littery, and Hollywood was giving in on its legit holdout via private br.'s.

Oct. 7—Hollywood studios were looking for Robert Taylor types, and Harry Cohn left for the Coast.

Oct. 14—Louis Mayer panned the film industry's 'pinks,' and John Maxwell broke up the G-B deal with a buy of is own.

Oct. 21—Ellims appointed a committee of three to investigate the radio problem, and the 25th mitery on one W. 52d street block opened up.

Oct. 28—Valude bookers were making sleeper jumps to catch new acts, and all Mrs. Simpson gags were declared out for radio comics.

Nov. 41—Jack Mills put on some college grad song pluggers, and the Metto-Ford \$30,000 a week film-radio deal was on.

Nov. 18—Henry Ford called off the Metto radio deal, ing he preferred something 'less spectacular,' permanent public television service was launched in England.

Nov. 25-trikes followed WPA theatre person and all

sometring less speciacular, permaient public deviations and all aunched in England.

Nov. 25—Strikes followed WPA theatre person and all actors were declared in on social security benefits.

Dec. 2—Eddie Cantor drew vaudeville's record salary, \$25,000 for six days in Boston, and George M. Cohan and Sam H. Harris got together against the control of t

c. 9-Royal romance, too hot, speare was declared a b.o. washout.

Dec. 16—Broadway saw the start of a costume play cycle.

Dec. 16—Broadway saw the start of a costume play cycle, cut up \$24,000,000 in honuses and dividends among employees.

Dec. 23—Modern Times' (U.A.), 'San Francisco' (Metro), 'Swing Time' (RKC), 'rest Ziegfeld' (Metro), ittlest Rebel' (20th-Fox), 'Rose Mari' (Metro) and 'Under Two Flags' (20th-Fox) were declared the best b.o. films of 1936, and W. Van Dyke, rence Brown, Davi utler, William Wyler, Norman Taurog, money directors, the annual Vanuary report.

Dec. 30—Christmas reflected the general improvement in business and conditions, with amusements all over decidedly, and Edith Maxwall, irgi is farm girl out on ball after being convicted for the second time for illing her father, was submitted to the

The New Broadway

By Joe Schoenfeld

The natural cycle of events includes Broadway, and the celebrated show street is apparently returning to replace the gaudy, hokey mi prohi ition ushered in.

While the recovery may take a little longer than the decli the comeback of the main stem is beginning to look up, finally.

still nothing compare Churchill's, Rector's, Bustanoby's, Tom Healy's and Reisenweber's;

caught the popular fancy and regu-lars like the old Astor, Knicker-bocker and Hermitage whiskey fountai there's still to come a hangout like Jack's—but from all appearances, duplicates of these famous spots will come, even if under differ-

Return of a new Golden Age to Broadway is slow, yes, but that's probably due to the depression. With the latter apparently well on its way out, Broadway's comeback may now suddenly bloom over night. It may be heralded by the first champagne tooast from a lady's evening slipper; a modern version of a Diamond im Brady. Death Valley' Scotty or 'Pearl Jim' Murray may again suddenly bring world-wide attention Broadway by wild extravagane! fabilious parties and tempestuous romances. Then, a new diamond and platinum era will dawn.

What It Will Take

What H Will Take

It will take something fantastic to put the convincer on a comeback that at present is still groping in the dark on the side streets leading off Proadway Prohibition changed uant on the side streets leading off. Broadway. Prohibition changed Mazda Lane itself almost beyond repair; changed the modes of eating, drinking and entertainment. There's plenty to be improved before the street again takes on its veneer of tinsel and gold.

tinsel and gold.

To the younger generation, the coming Broadway will surely be a new one. They know the street of the speakeasy era, its hot-cha nileries and elip joints; the quick eating and faster drinking; the shock-booze drunks and mickey finns. To the old guard it will strictly be a comeback of class on roadway—fine restaurants and cabarets, wine, women and song, but, booze secondary.

The dry era changed roadway's

song, but booze-secondary.

The dry era changed roadway's surface and eventually rotted its innards. First went the class bars on the night of June 30, 1919, then the class restaurants and cafes; then the street changed its face entirely.

Orange juice and hot dog stands, off-the-arm cafeterias, phoney auction marlors medicine, shows two, bit

off-the-arm catetrias, phoney auction parlors, medicine shows, two-bit photographers, cut-rate haberdasheries, drug- and book stores. lined Broadway on both sides from 42d up to 53d street. The Broadway mob changed from free-spenders to nickel-nursing yokels, and a street's stores: always reflect this. The result only too evident today, because roadway looks more like Surf avenue. Coney Island, than the No. 1 entertainment avenue of the world.

The switch heaves

The switch became complete when pictures moved into the Astor.

world.

The switch became complete when pictures moved into the Astor, Globe, George M. Cohan and Central theatres, and then burlesque into the Gaiety and eventually also supplanting pictures at the Central, not to mention the Republic, Apollo and Elti on 42d street, and now the freres Minsky at the former Warner theatre. Pictures and strippers entered theatres where first lefts were major events in the New York panorama of the pre-19 era.

Prohi tition didn't come in officially till July 1, 1919, but the first indication of which way the wind was going to blow came two months earlier of the same year. The late Billy La Hiff was operating the Strand Cafeon the corner of 47th street and the talk about the dry law being tossed out even before going into the same year, the late same that all the talk about the dry law being tossed out even before going into the same and the dry law being tossed out even before going into the same and the dry law being tossed out even before going into the same and the dry law being tossed out even before going into the same and the dry law being tossed out even before going into the same and the same and sold his lease, which had 10 years to go, to a haberdasher. He was the first cafe man to scram before the hibition act went.

Smart,

Smart,

LaHiff may have been smart, LaHiff may have been smart, else he was very lucky. Anyhow, at midnight of June 30, '19, every bar in New York was shuttered and, in some of the hotels, ismantling of the giggle-water fountains was begun immediately, at the stroke of 12 and even before all the customers had left. A few of them were wrecked,

as for instance Rector's, where police riot squads were necessary to quell a mob throwing chairs, glasses and tableware in resentment at being unable to get a drink.

tableware in resentment at being unable to get a drink.

It was the swan song for Rector's. Churchill's, Reise n weber's and Healy's Golden Glades, though none was convinced Immediately. They carried on for a short-time, but couldn't buck the opposition from the law and competish from the speaks and eventually folded. At the time prohibition came in, Reisen-weber's, on Columbus Circle, was featuri Sophie Tucker her band i its Paradise Room. Among her five musicians were At Siegel at the piano and Dick Himber on the violi Siegel went on to discover and arrange music for such ace femme singers as Bee Palmer and Ethel Merman; Himber became a name maestro; Miss Tucker is still on top.

name maestro Miss Tucker is still on top.

Jack's took the kayo ith prohibition, though it kept after a fashion, did the German Village on West 40th street, the Hermitse Bar, Knickerbocker Bar, Astor Bar, New York Theatre Roof, Ziegfeld Roof, Palais Royal, Shanley's, Century Roof, Moulin Rouge and Maxim's. avenue, we attend and streetwalkers were always on parade, the once famous Haymarket closed its doors. There never has been and never will be, probably, another place like it.

Where and How?

Broadway, how is it getti

And how is it getti

At the present time, Broadway, itself, is still catering to the yokel, trade. There isn't as yet a first rate nite club, and only one strictly legit house (Winter Garden) on the street, Aliso at present, and perhaps for at least a couple of years to come, the street's nite life is off Broadway itself and on the side streets, 52d especially, and further over on the east side. But it all goes into the New York scheme, and New York outside of the and elsewhere in the world means roadway, and Broadway, only. It's the first thing a visiting reman wants to see—and if there are enough, visiting fremen with coi in their jeans the nitery field will move back to Broadway proper bronto. proper pronto..

proper pronto.

The street is almost ready for the comeback. A place like the French Casi on Seventh avenue, for i y stance, can very well be converted into shot for New Yorkers—estaurant-cabaret where the food and whies will be more important to the management and the patrons than the entertainment. That's how the old famous places got their names, not via the shows, but on the quality of the food and vintages.

Testimony to this fact can best be

quality of the food and vintages. Testimony to this fact can best be gathered by a picture of Little Hungary, deep in New York's ghetto on East Houston street, back in the days before prohi ition. Little Hungary's location today, considering that New Yorkers have yet to be re-educated in proper dining and wining, would be a total loss. But up to 1919, this spot's clientele was the swankiest. Theodore Roosevelt made it his favorite restaurant while he was Police Theodore Roosevelt made it his favorite restaurant while he was Police Commissioner of New York, visiting it even after he became president on periodical trips to the city. Food and wines made Little Hungary famous: and Max Schwartz, its proprietor, wealthy. People made the trip down to the East Side in hansom cabs just to eat in its wine; and up in the main di ing room, which had a cardroom adjunct, the only entertainment was trigane, music feature rince Rigo, a gypsy, violi ist who ied penniless a few years ago.

years ago

years ago.

Consideri its slum surroundi
Little Hungary's inner magnificence
was wholly incongruous. But the
money-mob made it possi and its
food and wines drew them. Towards
the end of its career, Little Hungary
became 4 New York landmark and
sightseeing buses made it a 'must'
for the hinterlanders.

More Little

There places like Little Hungary the beaten path of Broadway, all of them went to importance food and wines to a cafe, cabaret or fifteelub, Prior to the start of the dance craze around 1912, ushered in by Irving Berlin's 'Alexander's Ragtime Band,' most of the cafes in New York didn't even have a dance floor.

This went for Rector's, Churchill's, Reisenweber's, et al. The hoofing appurtenances didn't come till after the Castles and Maurice set the ballroom vogue, and then the rush began for jazz bands and dancing teachers, the latter cleaning u

teachers, the latter cleaning u
Pri to 1912; it was
ing and dining along ith stri
music, in the New York cabarels.
The only floorshows were to be
found in the music halls. With the
jazz age came the dance floors and
ballroom teams, but still no floorshows, choruses and nudity till after
prohibition. The dry era niterier. prohibition. The dry era niteries changed everything, ing the entertainment mode. ing the

enertainment mode.

Floorshows are Broadway to stay apparently, but the nite clubs on and off the roadway of the future ill have to offer other attractions, and these can only be the food, the liquors and the clientele. Bars which attract the theatrical, sports and newspaper celebrities will take on the aura of the old Knickerbocker and Astor counters—and the Astor's new bar can be one of them. There will surely be other hangouts like Jack's on Sixth avenue—and there's every icati that Dempsey's on Eighth avenue, Dinty, Moore's on West 46th, street and the late Billy LaHiff's Tavern on 48th street are becoming such attractions. late Billy Lahin's Tavern on 48th street are becoming such attractions. Moore's and the Tavern have the edge on drawing the show folks, but Dempsey's, with its Madison Square Garden location and the ex-chama as host, is a mecca for the sporting world.

Improvements imeritself reflects the times to come. Street car tracks are off Severith avenue and due to come off Broadway. The Astor and Claridge hotels had their faces washed and interiors improved. There's a new Criterion on the old Criterion-New York site, an eyesore for years, with server of the street improves landlords will be in position for better stands and in the street improves landlords will be in position for better stands and in the street improves landlords will be in position for better stands and in the street improves landlords will be in position for better stands and in the stands will have to go.

Wall street is coming back into the chips, and Broadway will again, some up town—again revive the stage door Johnny stag line—and Broadway will take as teep forward. But the comeback won't be complete must the comeback won't be completed with the comeback won Improvements

But the comeback won't be com-plete until the moneybags start cal-ing lesurely eigh well, mining their own salads at the tables, demanding the best in wines and harking back to the days when booze was some-thing one didn't drink with food.

Papersin Show Biz

(Continued from page 210)

at 6 p.m. with rain falling in sheets. Randolph street's merchants, restaurant-owners, and cafe-men went into a huddle, and, reinforced by the theatre-managers, phoned the Tribune to ask that the game be called off until next night. The Tribune said the move would cost \$4,800 in real obligations. Randolph street's businessmen told the Tribune they would pay, and in five minutes had raised \$4,800 by subscription. Result thousands who had come to Chicago for the game found themselves with an evening to kill, made their way to Randolph street, fabricated a holiday occasion of the postponement, the restaurants, drank the cafes to a sellout, and then jammed every open theatre.

And so on, and on, with virtually.

jammed every open theatre.

And so on, and on, with virtually every newspaper in the land aping the traditional stunts of show-business in an effort to amplify sales. Even the ticket brokers are partners, when there's a stunt to warrant participation, such as the Tribune's Golden Gloves. Every paper seeks good tieups with showmen. Balaban & Katz had in their press department an able man in Lloyd Lewis today is not only drama critic of the Dally News, but also sports editor, and is making circulation like him.

What is of Chicago's papers is

What is of Chicago's papers is also true in New York, Boston, Philadelphia, San Francisco and De-troit. The dailles are in show busi-ness, and don't care who knows it.

Plays Abroad

La Tavola Dei Poveri ('The Table of the Poor') Rome, Dec. 24.

Play in two acts by R. Viviani, at Plaramatici theatre, Milan, with attended cont. Mears, Gloco, Costa, De Martin Consalvi.

Play in two sets by ft. Viviant, at Allegarammutic theatre, Milan, with attained earth Mesura, Glocco. Costa, by Martino Consaivi.

This play is ori kindly humor.
Central character is the comic-tragic Marquis Isidoro Fusari, who used to be a great philanthropist and now is broke, He has lost all his forture, and the reasons for this bad luck are very clear. First, he has been very incompetent about administering, his estate, second, his son last gone in the competent about administering his estate, second, his son last gone of the competent about administering his estate, second, his son last gone of the competent about administering his estate, second, his son last gone of the competent about administering his estate, second, his son last gone of the competent about administering his estate, second, his son last gone of the cannot say. Who, and have the competent gone of the cannot say. Who condides to the Marquis hat, in his many years of wandering, he has saved some 7,000 lire; which has been done of a committee, which is organizing a feast for the poor, come that the form of a committee, which is organizing a feast for the poor, come of the competent gone of the competent gone of the competent gone of the competent gone of the competent had conclusion that the bag of money on the table represents the Marquis donation and, being quite overwhelmed by the size of the ift, elects him chairman.

After that the Marquis spends quite some time dodging the tramp. Tramp is put in jail, but gets out in time to go to the feast being given for the poor. Marquis, as head of the committee him chairman, after that the Marquis to buy the paintings for a sum which is more than adequate to make up for the poor that committee the make up for the poor that committee the make up to the committee that the marquis spends deal with the old Marquis to buy the paintings for a sum which is more than adequate to make up for the

Die Frau des Potiphar

(The Wife of Fotiphar)

(The Wife of Fotiphar)

Vienna Dec.

Comedy in five akis by Lernet Rolenia
presented at Deutsch Volkatheater, Vienna
Directed by Waller Firese and Josef HarnoDirected by Waller Firese and Josef HarnoWeller, Karl Skraup, Ecky Pohlmann,

Wolen. Karl Skaup, Erich Februann.

Lernet Holenia's fartical treatment of this old Bibliels story scored a big success here. Excellently acted throughout, play caused, plently of laughter.

Toni Riedl plays the part of the Egyptian Joseph, Theodor, Grieg is Potiphar, Karl Skraup and Erich Foltiphar, Karl Skraup and Erich Foltiphar. Fold Skraup and Erich Holliphar. Fold Skraup and Erich Holliphar. Foltiphar and Erich Foltiphar. Foltiphar and Folti

esting experiments well.

Director Jarno temporarily serted his Bratislava theatre, Presserg, Czecho-Slovakia, to come to Vieu his birthplace, to stage this Maass.

In Einer Stillen Seitengasse

('On a Small Side Street)
Vienna, Dec. 23,
Comoly by Andreas-Tion resented at
entsets Volkstheatre, Dec. '30, Direted by Henrich Schnitzler,
Cast: Ehmann,
Markus,
Hrunn and Boele!

Done by the theatre's stock cast, this excellent comedy of local color was well presented and well received. Story, although local, can easily be altered to suit audiences outside of Austria via adaptation and story has a basic universal appeal. House company did well by the vehicle which is not unusual, since all are good players.

Maass.

STRANGE INCIDENT

Play in or	ne episode and three acts by and produced by David Horne
Clive Desmo	nd, produced by David Horne
for two nerf	ormances only Arts Theatre
Club. Dec.	20, '36.
Ruth	
Don Marco .	
Carruthers	Richard colden
Calonel Star	PV Vernon Kelso
Mrs. Arlingt	on Kathleen Boulall
Sir Douglas	Vernon Srie Maxon
Bennett	John Kentish
Simmons	

Conventional theatrical formula, despite an effort on the part of the author to give it a surprise ending.

Piece opens with a prolog called an episode. Man and woman re

heard quarreling off stage. A shot. Handsome young woman appears in great agitation. Attempts to essent present against the stage of th

ARUHAZ

('Department Store')

Budapest, Dec. 22.
lay in three acts by Erno Anday at Nalional theatire, Budapest, Cast: Anna Tokes,
Theodore ray, Sandor Goth, Gabriel
Rajnay.

in in three acts by Eine Analy at National theatre, Budapest, Castr, Anna Tokes, Theodoure ray, Sandor Goth, Gabriel Rainey.

Rather confused plot of this curious drama, which starts off on one track and shifts to several others; the setting—a big American department store—the large cast, and the insertion of a fashion parade, result in what might best be called a dramatic revue. Idea that the author tried to convey by this mosaic of department store scenes is that money will buy everything except love. Plot, with numerous offshoots, culminates in the question. Who killed the general manager who handled the general manager. The beautiful actress whom he had wronged.

'Grand Hotel' and Dinner at Eight' may have floated at the back of Anday's mind when he wrote a play that is so confusing and tiring, but not without interest and containing many elements of strong human drama. Screen version would have distinct possibilities.

Anna Tokes is fine in the part of the actress; Sandor Goth, who also directed the play—not an easy jobjeves a good interpretation of the objectionable manager, and the large east is good throughout. Jacobi.

Busman's Honeymoon

London, Dec. 23.

ı	Comedy in three acts by Dorothy L.
3	Sayers and M. St. Clare Byrne, Presented
	by Anmer Hall at Comedy theatre, Lon-
C	don. Dec. 16, 36, Staged by Beatrice
	Wilson.
	Mr. Puttett
×	BunterNorman V. Norman
	Mrs. Rudd!Nellie Bowman
	HarrietVeronica Turleigh
٠	Lord Peter Wi Dennis Arundell
٠	Lord Peter Wi Dennis Arundell Miss Twitterton Christine Silver
ĺ.	Frank Crutchley Barrie Livesey
	Rev. Simon Goodacre Martin Lewis
ď	Mr. McBrideJohn Glyn-Jones
٠.	Constable Sellon Alastair MacIntyre
;	Superintendent Kirk David Hawthorne
	George
r	Bill

One of the best detective story writers of the day, Dorothy Sayers has (in collaboration) here attempted to bring to life her book character, Lord Peter Wimsey—often a hazardous task for a novelist. Plenty of laughs, and skilful acting make this a pleasurable, if not outstanding entertainment. While it may reap a Christmas harvest, however, doubtful whether it has sufficient stamina to achieve protracted run. Sleuting oes for peace and quiet on an amorous adventure, only to find a corporate the cellar of the cottage of the cellar of the cellar

Sues Russell Show

Sues Russell Show
ittle Rock, Ark., Jan. 3.
Transcript of a suit for \$15,000
against Russell Brothers. Circus by
James Willis was filed Dec. 29 in federal court here, having been transferred from Jefferson county,
Ar circuit court.
Suit charges a truck operated by
the circus struck a wagon driven by
Willis Jast Nov. 5, causing injury to
Willis. The suit charges that prior
to the accident Willis was capable of
earning 'a modest living of \$10 a
week.'

METRO'S 'NELL GWYNNE' IF

Hollywood, Jan. 3.

Metro may do the life of Nell
Gwynn if the yarn stacks up.

Willi Anthony McGuire cilled

MIDWEST SOLONS CRACK DOWN ON CARNEY CARS

At least five states are preparing with the use legislation of wooden railway coaches, sleepers, and flat cars. Such legislation is aimed particularly at carnivals and small circuses and will have a great effect upon them, most of them using uch conveyances either hitched to

effect upon them, most of them using such conveyances either hitched to regular trains or as a train by itself. Legislation first became active years ago as a result of the Hagenbeck-Wallace Circus crash, but has lain dormat until now, when the recent Chicago elevated disaster has brought it again into the limelight. These crashes recalled others, particularly those of carnival trains, and investigations which showed carnival and small circus owners usually are not responsible in any way when a wreck occurs. The ownership of their cars is so tricked up that all trains are either shown to be rented or covered by chattel mortgage, or else the ownership is so befuddled and beclouded that damages are scarcely ever obtainable by injured persons or by those suffering loss.

Those states which are aiming such legislations at carnivals and small circuses particularly are Indiana, Illinois, Wisconsin, Michi , and Ohio.

BOTH N. Y.-ILL. OK BANK NITE

Chicago, was issued to the An protecting bank nite, attorneys for the theatre mai taining that the drawing is not a lottery, as people did not have to buy admissi tickets in order to register for the drawing.

register for the drawing.
Other theatres are following suit,
with a sign up in front of the Balaban & Katz Oriental advising
trons it is not necessary to buy a
ticket to register.
Judge Sampson, who issued the injunction, suggested taking the banko
interference directly to the Illinois
Supreme Court to test legality.
Banko mixup in Chicago, following
the banning of these giveaways by
the police, reached additional technical proportions last week when a
Mrs. Elizabeth Mannasmith suddenly
burst into the picture with a suit for

nical proportions last week when a Mrs. Elizabeth Mannasmith suddenly burst into the picture with a suit for a receivership to the up the prize deposits of nearly \$150,000. Suit was filed against \$7 independent houses and the three major circuits in Chicago, and asked that the money be paid to the public treasury or to worthy charities.

This receivership brought additional headaches to the entire exhibitor group, and has made matters so entangled and full of dangerous possibilities that the exhib pendulum has begun to swing away from the bank-nights, screeno and other stunts, and now the boys are talking of junki the whole thing rather than get themselves into legal difficulties.

Already both Balaban & Katz and Warners Bros. circuits here have cashed in their chips and walked out. But the indie exhi can't decide what to do about it. They feel that they really have reat advantage now that the big circuit houses have be ad-

backed out of the giveaway racket, since the big houses had the ad-vantage through ability post big

prize coin.

With these big houses and their huge giveaways out, the little houses believe that their own \$50 and \$100 banks will attract, and for that reason they are loath to junk the stunt son they are at this point.

Last week police added two more arrests, make it now a total of 18 managers under summons for violating the order of the police chief. They all will appear on Jan, 15 for a court decision on the entire matter.

ibany, Jan. 3.
Truled that
'bank as employed in film
theatres, is not a lottery, and thereby hung N. Y's official okay on the
practice. held that as long as
non-natrons, have the same change.

OBITUARIES

Bert Moss, 54, long active De-troit and Florida night life, died of onia Dec. 30 in Harper hos-

pneumonia Dec. 30 in Harper hos-pital, Detroit.
Moss, whose Florentine room in the old Addison hotel was Detroit's first real nitery, nutured Ted Lewis, the late Russ Columbo, Abe Lyman, the late Russ Columbo, Abe Lyman, Helen Morgan, etc., in his Moss also opened the Flori ian Club in Mismi Beach, Fla, and the Ramona Club in Harbor Springs, Mich. Several years ago he operated the Park Ave. Penthouse in Detroit.

Surviving are the widow and a daughter, both of whom were in California when he died. Burial in Detroit Saturday,

LOUIS WESLYN (JONES)

Louis Weslyn, 53, author of many popular songs, ied Dec. 31 in Brook-

IN MEMORIAM SAMUEL L. ROTHAFEL

The World Beloved "Roxy" July 9, 1882, to

January 13, 1936

The World Will Little Note Nor Long Remember What We Say Here But It Will Never Forget What He did Here. From Two Friends, A. S. M. and O. W. N.

lyn of pneumoni His real name was Weslyn Jones.

was Weslyn Jones.

He was the author of a number of vaudeville sketches, and himself appeared vaudeville with Rhoda Nickells. His best known song was 'Send Me 'Away With a Smile, Little Girl' a war song. Others were Girl,' a war song. Others were 'Baby Rose,' 'The Boy Who Stuttered and the Girl Who Lisped,' 'If That Ain't Love, What Is?' He was to have

been married next week to Dovette

A brother, Ned Jones, survives.

CHARLES L. HERTZMAN

Charles L. Hertzman, 63, for number of years general manager of the late Harry H. Frazee, died Atlantic City Jan. after 10

He had been associated with Schwab & Mandel for six years, had worked for Max Gordon and H. C. Blumenthal and for a time was see-nario itor for Universal Pictures, Interment in Louisville, his birth-

JOSEPH A. GOSSETT
. Gossett, 62, theatre executive, ied Dec. 21 at Mercy hospital, Canton, O, after an illness of several months. At the time of his death he was manager of the State theatre, a unit of the Young & Rinehart chain.

His widow, a daughter and a confidence of the State thain.

widow, a daughter and a son

HENRY THOMAS KIMEL

HENRY THOMAS KIMEL

Henry Thomas Kimel, 39, native
of Winston-Salem, N. C., and former
manager of the Winston-Salem Auditorium theatre, ied suddenly at Panama City, Fla., Dec. 26 of a heart

Surviving are the mother and ather, sister and a brother.

RICHARD FOWELL
ichard Powell, 40, film and light
opera actor, died in Hollywood hospital, Hollywood, Jan. I from a fractured skull. Details in film depart-

Bakrow, father-in-law of George S. Kaufman, ied in Roches-ter Dec. 28.

Brother of Elmer Dressman, publicity director of WCKY, Cincinnati, died Dec. 29.

'Frisco's Ft. Worth

ity of Portland is planning World Fair for 1939 to colnci with exposition at San Francisco. James Zancker is chairman of the official Fair Commission. Zancker plans to raise \$9,000,000 for preliminary expenses in launching the fair.

This burg contemplated a world exposition about the time that the depression hit. The last held here was the famous Lewis and Clark Fair for 1905. Indications are that the present plans are serious and that booking of attractions will take place some time within the next year.

Normally a blue-stocking town, there is every indication that the burg will be tolerant for anything and everything that will put the fair over in a big way in 1939. Idea is not to compete with the San Francisco Exposition, but to stage a second fair on the West Coast while people are out here,

N. Y. EXPO ALL SET TO LEASE EXHIBIT SPACE

With countless definite planning With countless definite planning steps taken in the past 12 months, officials directing the desti of the New York World's Fair expect actual heavy construction work to get under way withi next four months. April has been set as the tentative date for erection of first exposition building while plans for larger structures are expected to be turned out at the rate of one every 10 days.

10 days.

The exhi it and concession department expects sell the bulk of exposition space during the present year, with likelihood that all choice spots will be grabbed up before the start of 1938. William G. Morrissey, director of this division, is planning to have a scale of prices for every type and size of exhi it space ready in the next-few months.

ELLIS REELECTED

by hung N. Y's official okay on the practice. held that as long; as non-patrons have the same chance as ticket holders to register for prizes in the theatre lobbies it was okay.

The decision upheld a Monroe County Court, which had previously reversed a lower court's conviction against a Rochester theatre manager.

CHI TAKES ANOTHER **CRACK AT CARNEYS**

Protective Associations have organized with the Decency League and Parent-Teachers Associ

campaign which they hope will result in legislation to bar carnivals from within the city

they hope will result in legislation to bar carnivals from within the city limits of Chicago.

Claiming that over 50% of wheel and games of chance players are juveniles, and that kids are encouraged to play by carnival owners and game operators, these organizations are going before the City Council to demand their kind of legislation; more, they're furnishing speakers to almost every church in the city, hoping to have an aroused public to backthem up in the fight; also, an evening newspaper is preparing a campal justing plenty of human interest stories, to help impress the seriousness of the situation.

All of these organizations have statistics showing that juvenile delinquency is greater during the time a carnival plays a neighborhood, and immediately after, than any otherproid. This includes petty thievery, robbery, incorrigibility, and many lesser charges.

Parents of week some of the

victims Parents of victims their maliciousness, even some of the kids themselves, are ready to testify before the city council if need be with this well-planned attack on carnivals, these various betterment ganizati feel confident that such legislation as they desire ill be passed before the carnival season hits the vacant lots of Chicago next spri

Western Canada Open

Western Canadi

Western Canadi A fairs will not follow the lead of several castern fairs and the Toronto exhi ition and hire their own midway shows, according to Dan Elderkin, Regina exhi ition manager.

The representatives of the fairs, held in Brandon, Man.; Calgary, ind Edmonton, Alta, and Saskatoon and Regina, Sask., will meet in Winnipeg January 18 and 19 to select midway company for entire circuit well as grandstand exhibition company





GOLD CUP WINNER. George Reis takes terrific pounding in speedboats. "Smoking Camels, I enjoy my food," he says.

SKATING CHAMP. Kit Klein BASEBALL'S "IRON MAN." Lou says: "I like Camel's refreshing 'lift.' I enjoy Camel's mildness!" Gehrig, of the World Champion Yan-kees, says: "My cigarette is Camel."



N'TION'L OPEN VICTOR. Tony Manero, golf champion, sava: "For digestion's sake . . . smoke Camels' always

INDIANAPOLIS RACE WINNER. Lou Meyer says: "Camels make my food taste and digest better."



COACH. Johnny Behr knows the "ins and outs" of training. "I moke Camels steadily. They ease tension . . . help my digestion."



CHAMPIONS AND **OUTSTANDING** SPORT FIGURES FOR 1936 ...

All These Folks Smoke Camels

To MAKE your mark in any line of endeavorcalisforthe healthy nerves and good digestion that helps champions reach the top. Camels never get on your nerves. At mealtimes and after, Camels assist digestion by speeding up the flow of digestive fluids and increasing alkalinity. Camels set





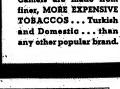
"Camels help me enjoy my food m and digest it better," she says.





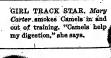
TWO MILE KING Johnny Follows, lion-hearted distance runner, says: "Camels stimulate my digestion, bring a great feeling of well-being. They set me right!"





TOBACCOS

Camels are made from





SPRINGBOARD ACE. Mickey Riley, fancy diving marvel, says: "When I fancy diving marvel, says: "When I smoke Camels with my three squares a day, I always enjoy my food more."

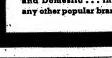


BILLIARD KING, Willie Hoppe says: "I smoke Camels all I want to, and never have 'edgy' nerves Smoking Camels with all my meals is a real aid to digestion."



WRESTLING TITLE-HOLD-

ER. "After a tough match I eat hearty and enjoy Camels," says Harry Snowdon.





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64 PAGES

NG HOLLYW

Only Show Biz in Madrid—Two Soviet Pic Houses and a 'Reeler ROUTINE GETS'EM

Madri , Jan. 1.

Madrid is theatrically and ci matically dead. Five months of civil war finds the Spanish capital without any legit houses open and only three grinds operating.

Capitol (Metro house) and the Monumental have been taken over by the milistry of public instruction for propaganda purposes. Soviet pix are being shown. Both houses are open in the afternoon only, because the residents are prohibited from being on the streets after 10 p.m. Third grind is Actualidades, a news-

being on the streets after 10 p.m.
Third grind is Actualidades, a newsréeler.

All other spectacles been
banned. Night clubs, etc.,
are things of the past.

Madrid has been under siege for
about two months and the war hasn't
left much time for entertainment.

Due to danger and difficulties of
getting interesting pix, all newsreel
men have left except Ismael Paladios, a Fox-Movietone stringer. Wiljiam Clothier of Paramount quit in
a flurry after being tossed into jail
for shooting an air raid which was
followed up by certain elements
seeking him out. He took refuge in
the American Embassy and left when
the Embassy scrammed to Valencia.

Barcelona and Valencia still have
theatres and night clubs, but pic
and legit biz in Spain generally looks

and legit biz in Spain generally looks as if it will remain buried for a long time to come.

S. A. PRESIDENT DOES AN F.D.R. **ON AIR**

Justo of the Argentine is planning a visit to the U. S. some time around the end of March. He ill tote along his own radio expert to assist in broadcasts that look sure

to eventuate.

o eventuate.

Max Koelble, chief engineer of Radio Belgrano, Buenos Aires, is the radioite selected to accompany the S. A. chief exec north. He will handle all radio negotiations, etc.

That messages to Latin Americans resident in the U. S. A. and talks a la President. Roosevelt's airings from B. A. during the Peace Conference, are expected. Growing interest of American radio in S. A. particularly the Argentine, is regarded as prompti the move. NBC will probably use its short wave facilities at Bound Brook, N. J., where daily broadcasts to S. A. are now established. CBS is also planning to have imilar, directional broadcast in operation by mid-February.

Romance on the Campus

Kansas City, Jan.

Kansas City, Jan.

It took a college to think up this cash-in on the Edward WIII-Simpson publicity.

Students at William Jewell college, Liberty, Mo., have organized a sorority and a fraternity and tagged them 'Simpsonian' and 'Edwardian,' But not to stray too far from the college flavor have sub-titled them Alpha Alpha and Omega Omega Omega, Gals chose Alpha to indicate they were first choice in hearts of the men. Boys took Omega to indicate that their current co-ed fave is their last.

Money Embargo Creates Several Foreign 'Homes'

Acquisiti of homes and other property in foreign countries seems to be only remaining out for stars working on percentage basis.

Profit is sharing deals, always frowned upon by studios, are proving boomerang to stars who, after great effort, succeeded in getting them. Grace Moore, Mae West, Marx Bros., and others cut in on take, now find that their share of money cannot be brought out of several countries;

not be brought out of several countries.

Germany and Italy have complete embargo on export of funds; France has partial shutdown, as have several South American countries. Result is that stars are finding it necessary to invest money where its taken. Grace Moore, for one, has hit on plan of buildi a home in each of sai countries, to use up funds accruing to her on Columbia percentage deal. "Of course," she admits, 'I may not get enough in some of those countries to build a good-sized chicken coop."

Gus Edwards' 'School Days on the Air' Show

Hollywood, Jan. 12.

Hollywood, Jan. 12.

Edwards is framing School.
Days On the Air as A KFWB program. First show goes out latter part of the month-and will unveil new \$50,000 theatre-studio on the Warner Sunset lot.

Edwards took over Forum theatre this week for auditions and is using graduating talent from schools and colleges for his air act. Initialer will be in the nature of a reunion of Edwards discoveries with group including Eddie Cantor, George Jessel, Bert Wheeler, Groucho Marx, Sid Silvers and Armida rounding out the program.

New York Agencies Alarmed by Personal Behavior of Those Sent to Film Colony to Produce Commercials

DIZZY PACE

New York ad agencies is

navior of various staff producers who have been sent to Hollywood to handle radio programs from that end. They are on the spot but a few weeks when they turn supervisors and enwhen they turn supervisors and en-gage local radio men at \$50 a week to do the detail work. Emigrants from New York then go heavily soci spending the days playing golf or around some resident's swimming

pool.

Eastern agency heads quickly sense
the cause of the raxity as reflected in
program and sound off with a series
of sizzling wires and letters. It takes of sizzling wires and letters. It takes others quite a while to get privy, with the situation being largely responsible for the Coast visits made by top agency officials. In one instance an agency official himself easily succumbed to the lure and another official had to be sent out to jack up his associate.

Persons familiar with the history of Hollywood see the advertising agency lads repeating on a smaller scale the behavior of some of the Wall Street bankers who went out (Continued on page 61)

ROCKEFELLERS ROOFTOP TOURS

Rocketeller operating company shortly will inaugur a roof top tour, making the third Radio City itinerary open to public. The other two are the studio tour and general building tour. New jaunt will be the highest building tour in world, visits to roofs of various Radio City buildings taking guests up more than 149 floors on each route.

Idea-of tour is to inspect variously flower-planted roofs, including the Garden of Nati which is spotted on the roof of a smaller building in the RCA group. This is only 11 floors up, while the hike to the top of the RCA building is 70 floors.

Roofs of the International, RCA and Centre Theatre buildings are to get garden plots and planting similar to the Garden af Nations. Besides, the tilinerary may include visits to the top of the RKO, British and Italian buildings.

COAST'S SOCIAL Gert Lawrence in New Golden Play; Has Month's Layoff for Coronation

40-Seat Theatre

ittsburgh, Jan. 12.
Forty-seat Kilbuck theatre on Northside, perhaps the smallest playhouse in the world, will try out a new play here next week, opening Monday, (18). It's 'Jack and Jill,' by Henry William Pedicord, the

Pirandello Plays In Every Italian Theatre Jan. 27

Rome, Jan.
Luigl Pirandello: will be given a commemorating service by the Italian Academy on Jan. 27. On the same day, all theatres in Italy will devote their programs to Pirandello plays. In this way the whole Italian theatrical world will honor Italy's greatest playwright.
Meanwhile attempts are being made to find some way of completing Pirandello's last play 'I giganti della montagna' ('The Glants the Mountain'), which was to have been put on at the May festivities in Florence. Author left only very sketchynotes on the third act, so that the problem of completing the play is an extremely difficult one.

Pirandello's last, complete bit of work was whipping into film shape his first click play: 'Il fu Mattia Pascal' ('He Was Pascal'). Not only did Pirandello assist in directing the film, but he also adapted it. 'Three days after the picture was finished Pirandello died.

MUSICIAN OVERBOARD; AN ALCATRAZ MYSTERY

One of 'ne most unusual contracts' for a legit engagement' has been entered into between John Golden and Gertrude Lawrence, who is currently appearing in Tonight at 8:30, 'Nalional, N. Y. Miss Lawrence will be starred in the new Rachel Crothers play, 'Susan and God,' but the agreement provides for an interval of one month, during which Miss Lawrence ment provides for an interval of one month, during which Miss Lawrence will attend the coronation of King George.

'Susan' will go on immediately after the '8:30' engagement, which is booked for one more month, Noel Coward and John C. Wilson are toying with the idea of extending the date another four weeks, Miss Lawrence's contract with Golden is elastic, providing for starting of rehearsals according to the final decision on the length of date for the Coward playlets. At this moment, however, Golden is seeking a lee ing man for 'Susan'.

Miss Lawrence's contract with Coward and has not drawn less that 32,400 weekly since the show opened in New York. Plans for 'Susan' call for the show touring through the spri Not dated for Broadway until next fall. English star's contract also covers next season.

STRIP CALLED 'FLASH' BUT IT'S UNCHANGED

Baltimore,

Baltimore, Jan. 12,
Hon Nickel, operator of the Gayety, local spoke in the Indie burlesk
wheel, is seeking to eliminate the
word 'strip' from public parlanee.
Showman has been trying to build
some femme patronage for his house,
and believes 'strip' is vulgar expression to large slice of prospective customers. Word has been expunged
from programs and all billing around
the theatre, and the word 'flash' substituted. Nickel last week even got
the Eve. Sun reviewer of show to
switch to 'flash' in his copy.
However-strip' or 'flash'—it's still
the same old act the girls are putting
on at the Gayety.

SPELLING REE AS AN ACT

Walter Barney, local musician, was treated at the Emergency Hospital here last week for submersion and a lacerated scalp after he supposedly fell off a dock at Alcatraz Island.

In view of the extreme difficulty in securing admission to the island, speculation is rife here as to what the band was doing at the Federal prison. Prison officials refuse to make any statement.

Any producer, writer, director, actor or executive in pictures who employs a secretary, chauffeur or any other help, outside of the exempted list, though they may be under salary to a corporation, must register them with the Federal Social Security Board in order to provide old age pensions, according to an analysis made here.

Employers of these part-time workers must deduct the amount of the tax from the employe and pay

e tax from the employe and pay e employes share to the govern-ent Employers likewise pay a simi-

ment, Employers intervise pay a similar amount.

These deductions must be made as of Jan. I this year and call for 1% of the salaxy of the employe up to \$3,000 for the year. Next year the toll jumps ½% and each year increases by the same amount until it reaches 3% in 1941.

In California, an employer having less than eight persons does not have to register under the state unemployment act. He therefore, only has to provide for his workers under the national act.

Only exemptions allowed under

national act.

Only exemptions allowed under the U. S. act are for wages earned by domestic servants, agricultural workers, casual workers not used in their business, government employes, employes of charitable of religious institutions and crews of documental workers.

Plural Deductions Made

Piural Deductions Made
Another important phase of the SSA is where people earn \$3,000 from one employer and go to other employers and earn similar amounts, each employe must make the 1% deduction for the tax. This means that should an actor, director or writer work at eight studios and collect up to \$3,000 from each during he year he would be taxed up to this amount, while, were he working at one studio only the tax would be on the first \$3,000 only.

There are other phases of the act which as yet have not been the terminal term

DeMille Scouting Around First Before Shooting Buccaneer

Originally amounced for this month Cecil-B. De Mille's research expedition in connection with his month Cecil-B. De Mille's research next. The Buccaneer, will take place some time in March. Trip will be devoted mainly to research, for acquainting De Mille with country inhabited by Jean Lafitte, famous corsair who is main character of plot. Accompanying De Mille will be his habitual scenarist, Jeanie Macpherson, his technical assistant William Pine, his publicity man William Hebet, and Dewy Wrigley with a camera crew Background shots will be picked up, with film slated to go very shortly after De Mille's return.

De Mille's return.

De Mille intends to spend month in Louistana, which would start cameras grinding late in April. No cast announcements have yet been made.

Pix After Helen Jepson

Both Grand National Sam Goldwyn are dickering for Helen Jepson's services in a forthcoming picture. Latter's deal may include main high-C assignment in his forth-coming Goldwyn Follies, No contract signed as yet. Evans & Salter of Columbia Concerts is handling.

Mansfield's 'Meet'

Hollywood, Jan. 12.

Duncan Mansfield is directing Two Duncan Mansfeld is directing Two shall Meet' B. F. Zeldman produc-tion for Grand National release. Eric Linden and Cecelia Parker, on loan from Metro, have leads. Zeidman also borrowed Patsy O'Connor, kid player, from Columbia. Karl Brown and Hinton Smith adapted the screen play from an original story.

SAG's Shift on Acad

Hollywood,
Screen Actors' Guild has no objection to members attending the awards banquet of the Academy providing the Acad continues to keep it hands off producer-actor relations. In announcing the change of heartrom last year's attitude, Guild house organ points out that last year's edict against member attendance was unanimously respected.

Film Fans in Canada **Evidence How They** Think About Ex-King

Calgary, Alta, Canada, Jan. 12.
Film fans of this city have not yet taken the change of British rulers kindly to heart, as attested by half of the audience leaving while 'God Save the King' is being played at close of performance. This is unusual here. When picture of former monarchs flashed on the screen to the strains of the national anthem, all stood respectfully at attention until the last bur was played.

The B. P. Ranch, owned by ex-King Edward VIII, lies within 60 miles of Calgary. Newsreel shots showing the ex-monarch bring rousing appliates whenever shown here. The audiences invariably rise to their feet, also.

GOLDWYN GETTING 'DEAD END' SET TO GO

Hollywood, Jan. 12.
Director William Wyler is New York bound to ogle play, 'Dead End,' which he will direct for Samuel Goldwyn. He will also test stage players for roles in the film during his one-month visit.

Film has been skedded to go under the tape March 1.

Republic's 'Hit Parade'. With Radio Cavalcade

Hollywood, Jan. 12.

Republic is shooting the works on the forthcoming musical, "The Hit broads"

Already set for the film are Andre Aiready set for the film are Andre Kostelanetz, Kay Thompson, Duke Ellington and band, Al Pearce and His Gang, Molsses and January, Tic Too Girls and Ranny Weeks, recently returned from eastern radio appear-ances.

Republic's Loanout

Toppers for 'Adam'
Hollywood, Jan. 12.
Three loanouts, Patricia Ellis and
Lyle Tailot from Warners, and NatPendleton from Metro, draw the
leads in Republic's 'Ever Since
Adam.'

William Nigh directs under Victor



KEN MURRAY and OSWALD

Boston Traveler, Jan. 2, said:
"Mama That Man's Here Again'dcoOH Yeah-h.h! This 'familiar
radio signature- introduced Ken
Murray and Oswald on the stage
of the RKO Boston vesterday. The
glib Mr. Murray and his absentminded drawling partner Oswald
hilarious entertainment
with same comical drolleries
which marked their very successful radio program."

Martin Johnsons Among 13 in Plane Crash Near H'wood

Hollywood, Jan. 12. Western airplane bringing Martin Johnson and wife here from east crashed shortly before noon at Newhall about 30 miles from Los Angeles. Details vague as relief

party now on way to plane. party now on way to plane.
One of the passengers in the plane
who made his way to the sheriff's
office at Newhall reported both
Johnson and his wife unconscious,
but did not know whether they or
other passengers were dead.

Plane, shortly before being due here at 10:30 this morning, wire-lessed that one motor was bad. Be-sides the crew of three, plane had 10 passengers in all.

GIBSON LOSES OUT IN SUIT VS. FUTTER

Hollywood,

In a decision of the superior court , Hoot Gibson is held to his contract with Walter Futter, Claim for damages of \$7,000 without further picture work for Futter was disallowed in the ruling,

Actor sued Futter for the 7 G's, charging two films for which he was to receive \$3,500 each, after completing eight, were not produced.

Court ruled that time element was not specified and committed Gibson to Futter for two more pictures.

Legits Have Taken Center Theatre, Radio City, Completely Out of Red

Center, Radio City, N. Y., which returned to legit this season, is out of the operating red incurred last season when pictures were again attempted as the house policy. House

Center, Radio City, N. Y., which returned to legit this season, is out of the operating red incurred last season when pictures were again attempted as the house policy. House dropped \$90,000 during the interlude with films, but has already earned that back from its share of the receipts of White Horse Inn, now ints 16th week in the smaller of the two Rockefeller group theatres.

Understood that the Center, did very well with its first legiter, The Great Waltz, but the cost of interior changes was too great. 'Inn' cost \$290,000 to produce. Some of that coin went for changes too, but the cost was virtually nil so far as the house is concerned. Contact for 'Inn' is said to favor the theatre and the larger the receipts the higher the house percentage.

There will be \$100,000 spent on publicizing Rockefeller Center, of which the Center theatre is part. the merchants in Rockefeller Plaz-

Col. Can't Release Take It' Till Spring Of '38, 200G Buy; Other Fancy Figures

Marches Back to Coast May Do Joint B'way Play

May Do Joint B'way Play Fredric March and Florence Eldridge (Mrs. March) are winding uptheir eastern vacation with a brief stay at the Fulton Oursiers (Grace Perkins) house at West Falmouth, Cape Cod, and return to the Coast next week. Marches are planning to return in the fall for a joint legit engagement. Gilbert Miller currently is looking for a itable play for them.

It will be their first joint engage-ment on Broadway, although having previously appeared together in stock.

Anna May Wong, Born In Filmdom, Quitting U. S. for China Home

Los Angeles, Jan. 12. Anna May Wong, Chinese actress, born and educated in the shadows of Hollywood, is planning to auction off her entire American wardrobe and

her entire American wardrope and effects so that she may return to the Orient permanently. She plans to work in Chinese pictures. Actress recently returned from a 10-month hegira to China, her first visit to her parents' irthplace.

NAVY NIXES FILM CHIZ ON ORIENT CLIPPERS

Washington,
Scheme to chisel films to entertain trans-Pacific air passengers was spiked last week by the Navy.
Propositioned to permit their films en route to Manila to be shown at Midway and Wake, where Pan-American 'Airways has hotels, the admirals were on the 'verge of doing a favor for their friends when it occurred to them to read their picture contracts. Immediately the Navy clamped down, telling P.A.A. there were no dice.
Result: airline will have to shell out if its customers are to have screen diversion while stopping over for the ight on the way to the Orient.

L. A. to N. Y.

L. A. to N.
Neil Agnew,
Edward Arnold,
John Boles,
Al Christie,
Maurice, Conn.
Oliver H. P. Garrett,
John C. GrahamFernand Gravet,
Jane Renouardt-Gravet,
Jack Hasty,
John W. Hicks, Jr.
Mathilda Kass.
Beatrice Kaufman,
W. B. Lewis,
W. B. Lewis,
Hope Manning,
Sam Marx. Sam Marx. Alice D. G. Miller. n Pallos Arthur Schwartz. Arthur Schwartz.
Don Shaw.
Viola Brothers Shore:
Gene Towne.
Frank C. Walker.
William Wyler.

N. Y. to L. A. Gracie Allen.

Frances Arms. Irving Berli Milton Biow. George Burns. Ned E. Depinet. Luli Deste.
S. Charles Einfeld.
Mrs. Charles Freeman.
Moss Hart. Moss Hart,
Joe Helbock.
Abe Lastfogel.
Jules Levy.
Tony Marti
Mistinguett,
Jack Pegler.
Tyrone Power.
Leo Robin.
Mme. Francis Salabert
Sylvia Sidney.
Lionel Stander.
Sophie Tucker.

Film rights to 'You Can't Take It With You, Broadway's comedy Columbi the Booth, Pictures, purchase announced largest price ever paid a play by Columbia and one of the largest rights sale in years. However, cently the Warners deal for rights of "Tovarich" was given a fan-tastic figure, doubling that of 'Can't Take It,' but two other plays and the acking for them were involved.

Take It, but two other plays and the backing for them were involved. Release date agreed on for Take It' is the spring of 1938. Iumbia probably stepped out to sure a script for Frank Capra, it having a story to his liking. Under the new dramatists' contract' the authors, Moss Hart and George Kaufman, will split \$120,000 (60% of the total) while Sam H. Harris' menagerial end will be \$80,000.

Broadway' still stands the topper for picture rights which brought \$235,000 for the silent and laker rights. In recent seasons other shows which brought heavy film coin included Dead End and Dodsworth' both rated at \$165,000; The First Lady, \$125,000; 'Anythi Goes,' \$100,000. Among rights from books' Gone With the Wind' is tops among recent sales, \$52,000 being agreed on from the galley proofs. Even higher financial returns in at least two instances went unters of plays done as silents before the introduction of sound. Thomas Dixon is said to have received \$1,250,000 as his 25% share of gross profits from 'The Clansman,' which D. W. Griffith produced under the title, 'The Birth of a Nation.' It is related that when original negotiations were instituted Dixon was offered the choice between an outright purchase price of \$25,000, or a ship the standard in profits. He chose the latter, without any guarantee.

When Metro produced 'Guerne Herthe dramaic rights were fetured'

in profits. He chose the latter, without any guarantee.

When Metro produced Ben Hur'the dramatic rights were figured originally against the gross film rental on a 50-50 basis. Subsequently A. L. Erlanger, who owned the stage rights in association with Robert Goelet and the estate of General Lew Wallace, modified the terms of percentage on account of the large negative cost. The Erlanger group is said to have received more than \$1,000,000 from the film's earnings.

Hollywood, Jan. 12.
Paramount first tried to get You Can't Take It With You' for W. C. Fields almost immediately after its opening in New York. At the ti Harris was not interested i any offers and talks didn't even reach the money stage.

SAILINGS

Jan. 16 (New York to Paris), Mr. and Mrs. Fernand Gravet (Paris). Jan. 16 (New York to Rome) Burnet Hershey, Lyon Mearson (Rex). Jan. 14 (Paris to New York), Mr. and Mrs. Wladimer Sokoloff (Chamelicia).

and Mrs. Wladimer Sokolon Champlain).

Jan. 13 (New York to London),
Olga Kempner (Aquitania).

Jan. 9 (New York to London),
Ruth Chatterton, Princess Bederkahn, Pierre Lazareff, M. Lemarkann, Pierre Lazareff, M. Lemarkann, Pierrard Buson, Raymond Deshays, Irene Karinsky, Miss Wolki
sky (Lafayette).

Jan. 8 (New York to Vera Cruz).
Gus Eyssell (Orizaba);
Jan. 5 (New York to London).
Milton Shubert (Berengaria).
Jan. 5 (New York to London),
Walter Duranty, Dwight Deere Wiman (Europa).

Waiter Duranty, Louign Leaven man (Europa). Jan. 5 (New York to London), Herbert Erlanger, Noah Beery, old Lathan (Champlain).

ARRIVALS

Trudi Schoop, Raya Garbousova, Erica Morini, Budapest University Chorus, Dimitri Mitropoulos, Mr. and Mrs. Conrad Bos, Rene Le Roy, Ginette Nevin, Uday Shan-Kar's Hindu Ballet, Charles Maillard, Mr. and Mrs. Paul Patterson, Monty Banks, Harry d'Arrast, Kay Francis, Constance Collier, Doris Keane, Mary Newcombe, Etienne Amyot, Lione Atwill, Tashamira, Serge Prokofiefi, Line Zelgien, Victor Henkine, Paul Bechert, Dame May Whitty, Kaihleen Harrison, Merle Tottenham.

\$1,000,000,000 GROSS IN '3

As Deterrent to Contract Walkouts

Los Angeles,
Decision which-Coast agents believe will act as a deterrent against
artists breaking contracts promiscuously was made last week by the
Southern California istrict court
of appeals. First instance in state
where an agency won damages beyond the date of the contract discharge. Heretofore, most suits were
for agency commissions up until the
date of the pact abandonment.

Action affirmed a ruling made in
Pebruary, 1936, in a suit brought by
Smail-Landau Co. against Lloyd
Nolan, actor-client, in which the
ages. Nolan, under contract to Codumbia Pictures, was sued on the
charge that he broke his contract
with Small-Landau 30 days prior to
the date of his mext option was due.
Actor paid all fees accrued at that
time.

At the trial it was brought out

time.
At the trial it was brought out that Nolan possibly could have remained at Columbia for year and one-half under his optional pact. Ruling was based on fact that actor's potential earnings would be worth \$10,000 to the agency. Facts are that Columbia failed to exercise the ortion and Nolan later indicates.

are that Columbia failed to exercise its option and Nolan later, joined Paramount under contract.

Morton Garbus, of Simon & Garbus, attorneys for Nolan, asserted the case would be taken to the state supreme court. Swarts & Tannenbaum represented Small-Landau Co.

SONJA HENIE'S TERMS TOO STIFF FOR M.S.G.

Demanding a percentage of the gross over and above a set guarantee, figure not mentioned, Sonja Henie will not go into the ice show which is being planned for the Madison Square Garden.

Eldsing a skating date at the Duquesne Garden, Pittsburgh, Monday night (11). Miss Henie is presently negotiating for similar engagements Boston and New Haven. She isn't due back on the Coatt for 20th-Fox until the middle of February.

Saturday night's (9) engagement at the Duquesne in Pittsburgh at a 4-top, was sold out, the business cutting into regular film trade there.

Stevens Directs Astaire. Rogers, But Separately

Hollywood, Jan. 12.
George Stevens, who directed Fred
Astaire and Ginger Rogers in 'Swingtime,' will direct solo pictures for
each of the stars at RKO.
He'll handle Astaire in 'A Damsel
in Distress,' and Miss Rogers in 'Vivacious Lady.'

Cagney's 2d GN

Hollywood, Jan. 12.

James Cagney left his Marthas
Vineyard, Mass., farm for N. Y. to
ick the next Grand National story.
Due on the Coast in two weeks to
start his second picture.

Dietrich Due Home

Hollywood, Jan. 12.
Mariene Dietrich is due here Feb.
10 to start her next film, 'Angel,'
for Paramount with Ernst Lubitsch

Miss is skeded to arrive from Europe in N. Y. Feb. 6.

Le Roy's Next WB

Hollywood, Jan. 12.

Mervyn LeRoy will make Death in the Deep South as his next production for Warners. Tentative start has been set for March 1.

Aben Kandel is scripting from novel by Ward Greene.

red Waring who flew the Coast New Year's day to look intooffers made him for pictures, is scheduled to return to New York tomorrow (Thurs.) by train, his plane having been forced down at Albuquerque, N. M.
Waring's offers are from 20th-Fox and Waring Bros. each on one

and Warner Bros., each on one-picture deal with the orchestra leader.

Waring's H'wood Huddle

METRO'S 15-YR. OLD DIVA; 3 FROM ENG.

Betty Jaynes, who made her debut as a singer with the Chicago Civic Opera company, has been signatured for pictures by Metro via Altman's N. Y. office. Several companies were after her because of voice possibilities, high school girl being the youngest ever to sing the famed 'Mimi' role in 'La Boheme'. Received 22 curtain calls on debut, with Metro getting contract day after opera opened.

Miss Jaynes, Chicago high school sophomore, will quit school to devote all her attention to voice training. She is not scheduled to start on her Metro contract until April 1. Company will not put her into any picture until she has been comprehensively screen-coached.

Chicago Opera holds a personal contract with Miss Jaynes for operatic work, while her concert appearances are handled by Evans & Salfer.

Those Four Boys, CBS quartet, have been screen tested by Metro.

Jack Carr, legit character man, also soon to be tested by M.G. Sam Lyons handling him. Elizabeth Wragge, who appeared in 'Dead-End, also is to be given a screen testet.

Dame May Whitty, who was tested and, signed in, New York by Metro

End, also is to be given a screen test.

Dame May Whitty, who was tested and signed in New York by Metro several weeks ago, has been called back from London to, appear, in Hunt Stromberg's producti. 'Night Must Fall.' Skedded to arrive this week. Kathleen Harrison, English actress, who was signed by Metro, in London, will come in on the same boat to go to work in the same picture. Merle Tottenham, another from the English stage, also is, being, considered for a role in Night Must Sall. Probably will be tested in N. Y. on her arrival from England.

SAGA FOR SWARTHOUT

Hollywood,
Paramount picked: up a year's option on Gladys Swarthout for twomore pictures with call for a third,
before the singer resumed her concert tour Jan. 8.
Next picture probably will be The
Life and Loves of Victor Herbert,
which Benjami lazer is preparing
for production.

Reinhardt's Musical

Hollywood, Jan. 12 Warners is talking about having Max Reinhardt direct 'Casi', musical subject by Denison Clift, which they have bought with Edward G. Robinson and Ruby Keeler in mind for leads.

Ulrich Steindorf and William Jease are adopting story, which Jease are adopting story and adopting story and story and adopting story and ado

cobs are adapting story, which deals with super-spy who, behind front of a touring musical revue, operates his espionage in various European capi-

INCOME SINCE '29

80,000,000 Average Weekly Admissions Indicate 10% National Rise - Up to Some Areas-Production Costs Up \$10,-000,000 Over 1935

BY U.S. COMMERCE DEPT

Washington

Washington,
ilm industry last year was in the
best position since the 1929 boom
with production rising sharply and
exhibition reflecting 10% increase in
patronage, Commerce Department
reported Saturday (9).
With general economic conditions
giving customers more money and

reported Saturday (9).
With general economic conditions giving customers more money and studios druring out better quality pictures, gross revenue last year apparently reached the \$1,000,000 olevel for the first time since the depression occurred, Nathan D. Golden, nhief of the motion picture section, estimated. Figures showed 80,000,000 admissions per week, a rise of 10% nationally and as high as 30% in some areas. Box office records proved higher standard films boom business, Golden said.
On the production end, Commerce Department estimated 500 features were turned out at cost of \$135,000,000,000 eyes [10,000,000 over 1935. Much of the increased outlay was attributed to higher salaries and wages.

wages.
Great expansion in the exhi ition

wages.

Great expansion in the exhi ition end also was noted. Reports showed about 500 Touses were built or reconditioned during the year, involving an outlay of \$27,000,000. Some of the spots had been shuttered for as long as 15 years.

And In New England

Booming amusement business in 1934 and 1935 led to unshuttering of 937 spots—film houses, dance joints, bowling alleys, etc.—in New England and the Mountain states. Census Buréau announced this week, Initial returns from 1935 census of business reflected general improvement throughout the amusement feld, with receipts zooming back toward, pre-depression leyels. 14 states and emp 10 ym ent rising smartly. Rises from \$200,000 to \$6,000,000 in amusement grosses, of various states between 1933 and 1935 were shown in the first 14 states, co yered, report showed, with grosses exceeding \$32,700,000 and 1,281 places functioning. Trailing in second place was Connecticut, with 550 outfits reporting take of \$11,500,000.

Agency Damage Award Vs. Actor Seen | HIGHEST SHOW BIZ 'Heartbreak Racket,' Alias Casting **Contests, Coming in for Criticisms**

Minoney's 4 for G-B

London, Jan. 12.
Will Mahoney has signed to do a picture for Gainsborough Pictures, a subsi lary of Gaumont-British. Mahoney folds his vaudeville unit early in March to start working on the picture, which will be an American gangster yarn.
Deal calls for three more pictures and involves \$300,000.

IN HWOOD IT'S REALLY DONE **WITH MIRRORS**

Hollywood, Jan. 12.

Frank Tuttle has introduced new
type of casting tryout, suggested by
S. MacDonald Wright, famed painter
who once taught the director art.
Cag is to see how candidate for role use is to see how candidate for role-looks in mirror, According to Wright's theory, image reversed in mirror gives 'other half' of appear-ance, eliminated by fusion of twe images seen by naked eyes, but often underlined by photo or cinema lens.

Introduction of mirror test was made by Tuttle on 'Walkiki Wed-ding,' accounting for elimination of many atmosphere people originally picked as good Hawaiian types.

picked, as good Hawaiian types.
Wright, whose paintings are noted for his particularly well-developed sense of color and form values, claims many artists look at their works mirror to check their faults, and feels mirror test comes closest to pointing out 'photographic values' short of an actual screen test. S. MacDonald Wright is brother of fictioneer S. S. Van Dine.

ANNE NAGEL IN 'STEEL': LEE DIXON IN SPOT

Hollywood, Jan. 12.

Anne Nagel, widow of Ross Alexander, and Dick Burcell will top

Steel Highway, which B. Reeves
Eason will direct for Warners, Yarn

is by Luci Ward and Jo Graham.

Alexander, who was to have costarred with Ruby Keeler in Warners' Ready, Willing and Able, has
been supplanted by Lee Dixon; ners' Ready, Willing and Able, has been supplanted by Lee Dixon dancer. Dixon made his screen bow in 'Gold Diggers of 1937' (WB).

PAR'S VICTOR HERBERT G-B's Television Debut in Theatre For an Admish Fee Proves So-So

Jan.

Dominion theatre abandoned Baird television after one week, until it can rebuild new transmission apparatus destroyed in Crys-tal Palace fire.

sion apparatus destroyed in Crystal Palace fire.

World, premiere of television in a theatre was held at Gaumont-British's Dominion theatre here, Jan. 4. Showing was made possible by means of the new Baird superscreen apparatus which, it is claimed, is the highest definition receiver, yet constructed. With the introduction, plans were completed whereby a broadcast will be given three times daily at the Dominion. Other G-B houses are being equipped as rapidly as possible for similar reception.

Transmission of show was

as possible for similar reception.
Transmission of show was
made from a studio on the roof of
the theatre. Voices came over excellently but the ictures were
slightly blurred.

proximity of origination point, it is considered doubtful that there would be more interference. Screen used is reported eight feet by six feet, six inches, although looking

six feet, six inches, although looking slightly smaller than that size. John-Baird, inventor, 'Has 'spent 25 years' developing this system. Personnel of the broadcast comprised, besides the announcer, Cabinet Mi siter George Lansbury, the inventor, and two acts, 'Billy Benett, and Haver and Lee. Latter, a crossfire act, the straight man talki through mike and the comic on the screen. rally, the broadcast was perfect, but the photography somewhat blurred.

ograpny somewhat blurred.

Setup here differs greatly from the
customaty home image of 10. by 8
inches in use in Great Britain (even
smaller in the U. S. at present).
Definition of the expanded image is
masked by dark vertical li

Hollywood, Jan.

Hollywood, Jan.
One gagaroo which flacks have worked to the hilt and which is beginning to pall the casting contest idea. Much resement is heard around against this type of stunt, with many echoes from abroad, where number of publications have accused Hollywood of downright dishonesty in what they call the heartbreak racket.'
Case in point is current cast.

heartbreak racket.'

Case in point is current casti
The Road Back,' with every aspiring
juvenile in town testing for lead. Insiders believe film may emerge cast
with Universal stock people, several
of whom have already been
signed to it. Same goes for
With the Wi 'casting expeditions
to Dixie; many have their
doubts eventual casting of
'Adventures of Tom Sawyer,' although latter seems to offer best
chance for unknowns.

Publications abroad point to end-

Publications abroad point to end-less personality, acting, dancing, stars doubles, panther women and other contests, which (with the ex-ception of panther woman, search by Par) have been notably devoid of any results leading to

careers.

In 'Hollywood as well as abroad 'heartbreak' contests born in flacks' minds have done much to keep army of overflow people at doors of studios, when humane and intelligent thing to do would be to discourage film aspirations of these thousands who haven't a chance, and thereby decrease Hollywood mob of flotsam and jetsam.

Metro Readies 'Firefly' For MacDonald, Jones

Los Angeles, Jan. 12.

The Firefly will be the first of the major musicals on Metro's forthcoming program. Robert Z. Leonard will direct. Hunt Stromberg producing. Cast includes Jeanette MacDonald, Allan Jones and Frank Morgan.



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Sheehan, Laemmle, Goetz-Gordon, And Other Unit Pix Producers May Augment UA Sked; \$5,000,000 B.R.

There is every indication that additional independent producers will become associated with United Artists and that this company may inists and that this company may increase its production output by from 9-15 additional films, with financing for such additional producers set to come from Wall Street bankers. Wall Street accounts are that around \$5,000,000 available for this purpose.

\$5,000,000 available for this purpose.

Those producers who may come under this plan are Winfield R. Sheehan, Carl Laemmle, Jr., besides the possibility additionally of Harry Goetz and Max Gordon. The Goetz Cordon combo is a likely producing team for U.A. The first of their joint play-pix productions, "The Women," is current on Broadway.

Sheehan and Laemmle, Jr., have been mentioned repeatedly as U.A. roducers.

been mentioned repeatedly as U.A. roducers.

The probability lies that should any all of the three mentioned producer-units become associated with U.A.; that each would provide initially three falms annually to the U.A. program.

This financial deal is not only unique but important i trade history, in that the financing, so tar as known, is to be made directly between the bankers and the producers, providing they qualify for U.A. distribution, but for the trade generally. Under the plan, the producers retain the imdependent status, their connections with U.A. being on the customary U.A. distribution basis.

ODLUM TO SIT IN ON RKO'S **REORG PLAN**

Floyd Odlum is giving personal attention, to RKO's reorganization problems and it is expected that upon his return to New York many matters' now in dispute will be amicably settled. Incidentally the expectations downtown are that hearing on the company's reorganization plan may not be held until the close of the month. There are several reasons for assuming this viewpoint and by postponing discussion at this time, the chances are improved for harmonizing the whole situation before the plan gets is final airing court.

nizing the whole situation before the plain gets, its final airing—court.
Orpheum preferred holders wish to intervene in the situation and it is fairly possible that Ike Libson and the Ted Lauder-Albee, (midwest) interests may perk a little on the ituation but not severely in any event, according to what is to be heard.

event, according to what is to be heard.

Leo Spitz, president of the company, is on the Coast for general studio matters and production, with several h. o. officials having departed for the Coast to join him in such conferences, much of which undoubtedly will have to do with the coming season's. program. Ned Depinet and Jules Levy, distribution chieftai , are among those now on the way the Coast for this purshortly to New York.

Mrs. MacKenzie Dies

Maurice MacKenzie, assistant to Will H. Hays, is in Crown Point, Ind., his home town, where funeral was held yesterday (Tues.) for Mrs. Ina Beattle MacKenzie, his wife, who died Sunday afternoon (10) after a long illness at the Harbor Sanitarium, Now York

Mrs. MacKenzie underwent a ma Mrs. Mackenzie underwent a ma-jor operation nine months ago and never rallied from complications which resulted after the removal of tumor. An emergency operation was performed Christmas day (28) when her condition became critical.

METRO'S PENAL YARN

Hollywood, Jan. 12.

'Men From Guiana,' story of the
French penal colony, has been
bought by Metro.
Robert Thoeren authored.

After Montgomery

New film company formed in London-under the title Messalum Pictures Corp., Ltd., with Robert M. Messalum head and a British nobleman as angel. Other officer is Bruce Airlie Gregory.

Outfit is now negotiating with Mrs. Ad Schulberg for Robert Montgomery for the first production.

DUNNINGCOLOR MAY LAND WALT DISNEY'S BIZ

Hollywood,
Dunningcolor plant is installing
equipment to expand its present twocolor process for screen cartoons to
three because of a tentative agreement with Walt Disney to switch
from Technicolor to Dunningcolor if
latter can satisfy him with the threetint process.

tint process.

Present Dunningcolor cameras are declared to be capable of three-color, work, requiring no alteration.

Second three-color carbon camera has been sent to England where Dunning Process, Itd., is operating as a subsidiary in the laboratory of George Humphries & Co., said to be preparing to expand from two-color to three shortly.

Minnelli Starts at Par

Vincente Minnelli heads coastward for Paramount this week on his initial picture assignment, but plans to return to Broadway next season with another musical.

Next Broadway production will be nore of a book show.

Par Scribs Pouting

Hollywood, Dec. 12.
Paramount writers are a bit miffed because none of them was invited to the Adolph Zukor Jubilee Dinner. While resenting the slight, scrib-blers are unanimous in admitting that nothing can be done about it.

ZUKOR'S FETES IN D.C. AND N.Y.

Proposed swing around the country which 'Adolph Zukor planned making with Neil F. Agnew, Par general sales manager, in connection with the Silver Jubilee drive, has been called off. Zukor feels he can't take the time off from the

However, he is coming east shortly However, he is coming east shortly to attend a proposed dinner in Washington to be tendered him by Commissioner George Allen of the District of Columbia, with government notables as guests, on Jan. 22 and a dinner at the Aston. N. Y., tentatively planned by the Broadway Association.

After the Astor dinner, scheduled for Jan. 25, Zukor will return to the Coast. 'Champagne Waltz' will have its premiere at Loew's, Washington, evening of the planned dinner there, picture on same date opening in various other keys around the country.

Tibbett Wants Stronger Pix Script; In Opera Now

Lawrence Tibbet is cold on another picture until a sturdy story is ready for him. Singer is concentrating on opera and concert now and is shying at any new Hollywood deals for the time being.

Negotiations are under way between London managers and Evans & Salter division of Columbia Concerts to present him in Covent Garden during coronation month. He is

certs to present him in Covent Garden during coronation month. He is
wanted first for the leading role in
'Don Juan,' new opera composed by
Eugene Goossens of the Cincinnati
Symphony, which will be premiered
over there at that time.
Tibbett has never sung in Europe
before. An extensive continental
tour will follow if a contract is consummated.

Laemmle at 70, Champing at the Bit For Another Whirl at Making Films

Hollywood, Jan. 12. Seventy year's old and only a year in rettrement, can Laemmle is itching to return to the business he helped rear trong infancy to audibility.

ity.

Next Sunday (17) Laemmle will throw open the doors of his huge home on a hill overlooking Benedict Canyon and Beverly Hills. He will welcome within hundreds of friends and sower agreement who will some or the sunday. and former associates who will come to celebrate with him his 70th birth

welcome within hundreds of triends and former associates who will come to celebrate with him his 70th birthday.

There will be reminiscences, but it isn't likely that Uncle Carl will take much part in them. It isn't his philosophy to think in terms of the past. A year ago he sold Universal and went into retirement. But he isn't happy. He admits that much. For an even 30 years he had been a potent factor in the motion picture business. Sitting on the top of a hill, swinging back and forth in a rocking chair, may be okay for some men, but not for Laemine. He wants action and longs again for busy offices, for the hustle and bustle of picture making, for problems to solve, for people to help.

Watching for That Yarn
I am keeping my eyes open and when a good story comes along, one like 'All Quiet on the Western Front,' I will make it into a picture! he admits. No, not with Junior. He has his own life to live, his own career to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of paddling his own cancer to carve. He is plenty capable of the his to have a cancer to carve. He is plenty capable of the his to have a cancer to carve. He is plenty capable of the his to have a cancer to carve. He is plenty capable of the his to have a cancer to carve. He is plenty capable of the his to his town his cancer his carve his stand. On his desk with his town his cancer

stantly on the lookout for the story that he can turn into a picture epic. 'I have honestly tried to devote half of my time since leaving Universal to the services of others,' he explains. 'Some charity, yes, but it would be best to put it in the light of a helping hand.' I cleammle not long ago set aside \$100,000 in cash to establish the Carl Laemmle Foundation, which will engage in charitable enterprises. The organization will have five directors, with Laemmle heading the list. His son, Junior, and his daughter, Mrs. Stanley Bergerman, are two others.

son, Junior, and his daughter, Mrs. Stanley Bergerman, are two others. He has invited Dr. A. H. Giannini to be the fourth director and the fifth has not yet been selected.

Likes to Move Around
The founder of Universal would like to travel to the far ends of the earth, to meet people and see sights, but he realizes that he is no longer a young man and that he must conserve his strength.

a young man and that he must conserve his strength.

T have never been to Jerusalem, he explains, 'and it is one place I would like to visit. If I feel up to it I will make a trip there next month. After that it will be too hot to travel there in comfort.'

In the midst of his talking there are a ran on the door. A secretary

was a rap on the door. A secretary appeared.

was a rap on the door. A secondary appeared.
You'll have to now, Mr. Laemmle, he said.
Laemmle was apologetic.
'I'm sorry my time was so short.
You see, I've an appointment. The first race at Santa Anita. You'll understand.'
Of course it was easy to under-Of course it was easy to under

Of course it was easy to understand. On his desk was the program for the previous day's racing at Santa Anita. It was opened to the fifth race and there was a pencil ring around a nag's name. His horse test the transfer of the same of

Zukor Silver Jubilee Dinner a Gay And Gala Tribute to Vet Showman

Par's 'Sea' Encounters **Union-Card Shoals**

Hollywood, Jan. 12, Snowstorm and the Screen Actors Guild combined to slow production of Paramount's 'Souls at Sea' while of Paramount's 'Souls at Sea' while shooting scenes on board a ship off San Pedro. Guild forced several extras off the set because they failed to produce union cards. Property man and several hairdressers also were forced to quit.

About the time another gang of extras was recruited the snow came petting down.

pelting down.

PAR EXECS IN **EXODUS AFTER ZUKOR FETE**

Main body of eastern visitors who came here to participate the Adolph Zukor silver jubilee and to Adolph Zukor silver jubilee and to Ake part in the production conferences pulled out for the home sectors last Sunday (10).

Stanton Griffis, chairman of Paramount's executive committee, and Barney Balaban, president, are staying over until Friday (13) to help Adolph Zukor iron out suggestions which developed from the parley at the Ambassador hotel.

Neil F. Agnew, v. p. in charge of sales, and Robert Gillham, advertising and publicity director, are staying over until Sunday (17) to concentrate on advertising, publicity and exploitation details in connection with the program outlined at the production conference.

Scattered departures over the week-end were Frank Walker, New York; A. H. Blank, Des Moines; Samuel Goldstein, Springfield, Mass.; R. B. Wilby, Atlanta; J. J. Fitzgib-bons, Toronto; M. A. Lightman, Memphis, E. V. Richards, New Orleans; Belle Goldstein, New York; Y. Frank Fereman, New York; Martin Mullin and Sam Pinanski, Boston, Karl Hoblitzelle and R. J. O'Donnell, Dallas; John Balaban, Chicago; J. J. Unger, New York; John W. Hicks, I., New York; Frank Meyer, New York; Martin Mullin and Sam Pinanski, Doston, Karl Hoblitzelle and R. J. O'Donnell, Dallas; John Balaban, Chicago; J. J. Unger, New York; John W. Hicks, T., New York; Frank Meyer, New York; Martin M. Austin Keough, New York and Austin Keough, New York.

Paramount home office executives, scarcer at the home office than knocks from a press agent, are expected back by the end of the week, with some arrivals probably in tomorrow (Thurs.). Adolph Zukor himself comes on later, being due Jan. 23.

While Zukor is in New York he will probably remain to attend a meeting of the board scheduled for Jan. 28. The regular December meeting was passed due to inter-

Jan. 28. The regular December meeting was passed due to inter-ference by holidays and departure of execs west for the Zukor testi-monial dinner.

Francesca Braggiotti Set in Italian Film

Rome, Jan. 1.
After much looking around, Director Carmine Gallone has finally found someone to play the femme lead in the Italian film 'Scipio the African.' It is Francesca Braggiotti, of the numerous Braggiotti clan, Nation by thesh and married to John

of the numerous Braggiotti clan, Italian by birth, and married to John Lodge, English film juve. Mrs. Lodge is new to Italian films, but not to American; she did the dances in 'Anna Karenina' (MG) and 'Lives of a Bengal Lancer' (Par).

CHAS. KING'S COMEBACK

Chas. KING'S COMEBACK

Hollywood, Jan.
Charles King, star of ori inal
Broadway Melody, and last heard
from on screen in extra ranks, gets
his first part on comeback trail in
Selznick's A Star Is Born.
Part is little more than bit, but
has story importance, and it will be
King's first screen credit since flashin-pan following success of early-

in-pan following success of early musical talker.

Hollywood, Jan. 12,
Paramount's 'family' party on the
occasion of the opening of the silver
jubilee for Adolph Zukor brought
out 400 notables to the dinner which
preceded the Zukor broadcast last
Thursday (7). Paramount's studio
eatery was converted into a lavishly
decorated banquet hall for the occasion.

casion.

Program was held single speech by Will Hays a short response by Zukor. Hays presented the Paramount studio head with a book of testimonial autographs from persons high in governmental, civic, social and film circles in almost every country on earth.

Reviewing Zukor's work in helping to build the industry, Hays sai

ing to build the industry, Hays sai
'You were a pioneer in the effort
to satisfy the growing desire for better motion picture entertainment.
You made feature pictures when
such an innovation was considered
financial suicide. You recognized
and solved the problem of distribution. In an ever widening circle,
you made it possible for the best
artists, directors and technicians to
give to a tired world the tonic of
youth, beauty and romance.'

Hay's Encomium

In his summary of why Zukor was being feted by his friends and Para-mount associates, Hays explained:

mount associates, Hays explained:
We do well to honor one whose career has been so closely interwoven with this amazing progress of the motion picture art. We honor him because of his inspiring leadership. We honor him because of his wisdom and counsel. We honor him because of his kindness and patience, his sympathy and understanding. We honor him because of his accomplishments. We honor him because his character and personality are such that he has gained the admiration and appreciation of all.

In according the huse book of

tion and appreciation of all.'

In accepting the huge book of autographs, Zukor declined it as a personal memento, accepting it in the name of all his Paramount associates. He modestly declined presonal credit for the success of the firm's long business struggle; ving credit to those faithful workers who had stood by his side in times of distress.

The banquet was followed by the broadcast over a coast-to-coast hook-up and by a dance on the big assembly stage to which 1,000 more guests had been invited.

'CHAMPAGNE WALTZ'S' WORLD PREEM IN D. C.

Washington, Jan.
Local Loew-Metro staffs plan
go to town on 'Champagne Waltz'
international press preview to be
held at the Palace, Jan. 22. Showing, which will be initial. U. S. unreeling, is to be one of some 60 to
be staged in world itals simultaneously.

Local showing will be sponsored by White House Correspondents' As-sociation, creme de la creme of newspaper crowd here, which made debut as film sponsors with opening of Gorgeous Hussy.'

Adolph Zukor, Neil Agnew, Barney Balaban and other Far exes are expected to be on hand along with several Far contract players, probably Gladys Swarthout and Fred MacMurray.

Event will also mark premiere of Metro short, Servant of the People, concocted in honor 150th anniversary of signing of Constitution. versary or signing or Constitutions. Boys are staying away from any hook-up with Sol Bloom's Constitutional Sesquicentennial, an obvious tie-up, preferring to let short get by on its own as timely entertainment.

Down Under's Upbeat
Sydney, Dec. 22.
John Kennebeck, local Par boss,
has laid down big plans locally for
the celebrations for Adolph Zukor
on Jan. 22. On that date 16 first release theatres in Australi, and four
in New Zealand will play 'The
Champagne Waltz.'

Mags will carry special Zukor Editions, Par exhibs will be invited to a special dinner, Zukor trophies will be presented to winners of exploitation campaigns, and the name of the Par chief will be splashed from one end of Australia and New Zealand to the other.

H'WOOD TOLD OFF ON 'B' P

SPREAD OF DUALS **DITCHES SHORTS**

Producers Still Grinding Out the Same Number Despite Diminishing Playdates Little Room Left Besides the Newsreel

CHIEFLY CARTOONICS

By JOHN C. FLINN

Buried away in fireproof vaults in Alm-exchanges in key cities are scores of positive prints of short subjects which never will see either the light of day or the bright are of a projection machine. They are the mute evidence of the industry's most muddling and annoying crime and waste. They are the pain in the neck, or some place, which has law of supply and demand has pushed off the booking sheets.

Double-billing of feature pictures, which has lengthened film shows from the one time universal standard of two hours sitting marathons of three hours or longer, is the chief contributory factor for the blockade of short subjects. Another reason is the persistence of some major distributors to keep up the flow of shorts when the industry has gone berserk on ever-production of fillers in a constantly shrinking market.

Meanwhile the hue and cry from exhi itors grows louder and less funny. The Motion Picture Theatre Owners of America has taken up the issue, which has become acute in the months since the suspension of the NRA film code, under which cretain restrictions were placed against the forced selling of short subjects.

Some distributors are said still to be observing the spirit of the NPA provider.

subjects.

Some distributors are said still to be observing the spirit of the NRA provisions, but exhibitors on the whole, are aroused about the pressure practices. That is why item No, 10, of the MPTOA reform platform, demands the discontinuance of forcing excess and unwanted short subjects with the features picture sales.

618 Shorts Scheduled

618. Shorts Scheduled
A recent survey, which included
discussions with several chief bookers of some of the major theatre circuits, brought to the surface rather
surprising facts about the short-reel
situation. In the 1935-36 season the
ight major distributors listed for
sale 750 short subjects (one and two
reders, exclusive of newsreels) of
which they actually delivered, or
had available in film exchanges for
booking, 618.

had available in his booking, 618.

Not more than one-third of the total supply had sufficient booking to justify the negative and print

to justify the negative and print costs.

In the face of the rapidly spreading dual feature policy the distributors, ever sanguine about play dates, in 1936-37 (current season) listed 732 shorts, a decrease of only 18 subjects, although every market analysis showed the theatres incapile of absorbing even as many shorts as in the previous season. One film purchasing manager of a large circuit said, 'Even if half of the shorts were good entertainment, there's no room to show them. We for them as little as possible, which is too much, and then we leave them on the shelf.'

The Major Distribs

The Major Distribs

The Major Distribs

istributor listing of shorts (other
than newsreels) for 1936-37 are;
RKO-Radio, 49 two-reelers, 45 single
reels; 20th-Fox, 42 and 58; Metro,
12 and 80; Columbia 26 and 101;
Vitaphone (Warners), 36 and 104;
Paramount, 1 and 11; Universal 1
two-reeler and 65 single reels. Totals
are 187 two-reelers and 565 single
reels. Universal, in addition, releases four 13-part serials of two
reels each. There is: a separate market for serials in heighborhood and
small, town matinee bookin for
the juve trade.

In the previous season (1935-36)
the totals were 240 two-reelers and
(Continued on page 21)

Philadelphia,
Mrs. Etta Mastbaum, widow of
Jules Mastbaum, local film magnate,
was bequeathed entire estate,
amounting to more than \$200,000, by,
her sister, Mrs. Jessie Wedell Herold,
department store director, who died
Dec. 17 in New York.
Mrs. Mastbaum was named sole
executrix of will.

White House Invite To Schenck-Goetz After Inaugural

Hollywood, Jan. 12.
Joseph M. Schenck and William
Gostz will attend the reception at
the White House, Washington, D. C.
following the inauguration of President Roosevelt.
Pair received invitations direct
from the White House. Only two
filmers known to
hid thus far.

Revnes Start Delayed

Hollywood, Jan.
Paramount has sidetracked
phire due to casting difficulties.
It was to have been first assignment the studio for Maurice
Revnes as producer.

Christie Back in N. Y.

Hollywood, Jan. 12.
Al Christie has returned to New
York to resume shorts production for
Educational at Astoria, I. Educational at Astoria, . I.

Producer came out to spend holidays with his mother and sister.

EINFELD WEST Postponing his trip west twice low. Charli Einfeld left Monday now, (11).

Einfeld will probably accompany
Harry M. Warner east, both coming
on within a month. Warner has been
at the studi -Xmas.

Mrs. Mastbaum's Legacy 20TH, M-G, RKO ACT ON 'B' PIX BUDGETS

Hollywood, Jan. Twentieth Centuryhopping

Twentieth Centurytup its ictures several
films will run over the original \$200,000 budget.
Metro's B's sticking to the ori inal
figure of around \$250,000 iece.
Warners, Universal and Columbia
making no changes in original setup.
Discussions on B product will
dominate the RKO-Radio studio's
executive sessions on Friday (15)
with the arrival of Jules Levy and
Ned Depinet. Ned Depinet.

Ned Depinet. Leo Spitz, prez, and Nate Blum-berg, theatre head, are already here for the production conferences.

ROACH STARTS 23D YEAR AS PRODUCER

Hollywood, Jan. 12.
Hal Roach last week celebrated his
23rd anniversary as a producer in
his own studio. Roach will pass his
55th birthday tomorrow (Wed.).
To commenimorate double-header
back lot studio employes filled producer's office with flowers.

Butcher Joins S-I

Hollywood, Jan.
E. W. (Ted) Butcher goes from 20th-Fox to Selznick-International as production manager. Henry Ginsberg, general manager of S-I, closed the deal.

Lastfogel Back Abe Lastfogel, general manager of the William Morris office, returned to Hollywood Monday (11), accom-panied by Mrs. Lastfogel (Frances Arms).

L. B. Mayer's Slight Cold

New York's mild winter weather has had Louis B. Mayer confined to his hotel suite for the past two days as a result of a slight cold. He is remai ing in New York through the week attending meet with Metro icials on production and distribution plans.

tion plans.
Howard Strickling accompanied him east from Hollywood. Both go to Florida next week.

Fox-W.C. Spending \$1,250,000 on New Houses, Dust Off

Los Angeles, Jan. 12...

Fox-West. Coast has budgeted \$1,250,000 for new, houses and reconstruction work in 1937. Around \$500,000 will go into three new theatres in the L. A. Half of remainder will be expended during first half of year on rehabilitation of present. houses. Circuit spent 1,000,000 in its building campaign in present houses. Circuit spent \$1,000,000 in its building campaign in

1936.

New house, costing \$100,000. will be erected at Compton, Cal., replacing one destroyed by fire. Two other new ones will be erected in L. A. neighborhoods. Around \$48,000 will be spent to renovate Loew's State here and \$60,000 the Capitol, Sacraments.

Sacramento, Will Hoyt, owner of the California theatre building in Stockton, will erect a 900-seater there for circuit operation, costing around \$150,000. Chain also has closed a new 10-year lease on the State at Oakland. This 1,400-seater is a downtown first run in the East Bay city.

Arzner to Direct at M-G

Hollywood, Jan. 12.
Dorothy Arrare has been given a directing contract by Metro. Her first assignment is 'Girl from Trieste' with Luise Rainer topping the cast. Joe Mankiewicz will produce.

EXHIBS SOUAWK DIRECT TO COAST

Take Advantage of Zukor Jubilee Conclave to Air Their Peeves on Duals—
—Distributors in N. Y. Elated at Protests—Ex-hibs Don't Want Mediocre Dual Fodder — Demand Holdover Production Quality

LONG ON SHORTS

Hollywood, Jan.

Class B pictures, which grown in number at all the major studios this season, must be limited if producers are to meet the necessities of theatre operators. Leading exhibitors of the country here this and last week, attending the festivities in connection with the Adolph Zukor 25th anniversary, have been outspoken on this point.

The men who pay the film rentals have expressed themselves as certain that the industry is pointed the wrong way when so many B pictures are being made to the exclusion of more expensive, showmaniship films. The latter attractions, theatre menassert, can be played as single, bill entertainment, which will restore the former era when pictures remained two and three weeks in a theatre, with commensurate increased film rental returns.

rental returns.

Sales Heads Pleased

Hollywood studios have had a rude jostling over the week end, it was reported in distribution offices in New, Xork yesterday, as a result of conferences between production executives and operators of some of the major theatre circuits who went to the Coast to attend the Adolph Zukor Silver Jubilee dinner and remained long enough to fell the film makers what they think about pictures generally and B product particularly.

Every sales manager in New York and his staff, of division supervisors are wearing broad smiles which say, I told you so.' Where the protests of sales managers against the number of B pictures have been ignored at their respective studios for nearly a year, the frank, outspoken criticism of exhibitors is said to have left the studios groggy.

The theatre operators, among

of exhibitors is said to have left the studios groggy.

The theatre operators, among whom are some of the nation's leading exhibitors, have simply passed the word along from the public that the continuance of B pictures, in the volume of the current season, will kill the box-office goose which has been laying fat film rental eggs for years.

kill the box-office goose which has been laying fat film rental eggs for years.

What started out to be a love feast and some delightful informal gatherings of the men who make the plctures and the men who show them developed into sessions of plain speaking, backed up with columns of attendance figures to prove the exhibitors contentions.

Casght H'wood Unawares
Hollywood was not prepared for the blow. The impression at the Coast for months has been that the studios were doing the theatres a favor in turning out low-cost features, sans star names, to fit into the lower bracket of theatre double-billing. Exhibitors made themselves very plain by stating that the coperation was not appreciated. They've had all the B pictures they can stand for some time. They want AA ictures, and they backed up their position by pledging longer runs and higher rentals for class product, built from good stories, well directed, and played by personalities known to the theatregoing public.

The conferences in California have not been confined to one or two stu-

public.
The conferences in California have not been confined to one or two studios. While many of the theatmenen who attended the Zukor celebration affiliated with Paramount, nearly all of them are substantial customers of all the major (Continued on page 21)

Par Theatre Partners Contribute Their Own Ideas on Quality Films

Hollywood Jan. 12.

Promising an initial outlay of \$30,00,000 for pictures during the 1937-38 season, Paramount for the first time in history took its theatre partners into its confidence at the annual production conference held last Friday (8) at the Ambassador, in opening the session, said that the \$30,000,000 figure was not an arbitrary one and would fluctuate to whatever point might be necessary to maintain a high standard of enthal the partners, following the 2000,000, or around that approximate figure.

Desision was reached when it was pointed out that they were classed as being neither top-moth product and yet too expensive for the B programs.

Theatre partners, enjoying the privilege of handing out suggestions to the studio as to what they want in the way of pictures, came through with plenty of suggestions to the studio as to what they want in the way of pictures, came through with plenty of suggestions. Studio heads indicated that for the most partners, enjoying the privilege of handing out suggestions to the studio as to what they want in the way of pictures, came through with plenty of suggestions. Studio heads indicated that for the most partners, enjoying the privilege of handing out suggestions to the studio as to what they want in the way of pictures, came through with plenty of suggestions. Studio heads indicated that for the most partners, enjoying the privilege of handing out suggestions would be incorporated in production plans.

Predominant was the cry for bigger and more star names to lure the patrons. M. A. Lightman of the patrons, M. A. Lightman of the studio was also brought out and won studio as to what the three is a need for more careful casting of drawing players. He laid particular stress on a desire for costarring pictures with romantic players appealing to the theatre going public.

The audiences are crying for pictures which put the right man's army, Lightman sai.

In Canada, It's Musicals in the move of the producer in the line for the move of the producer in the line for the m

Current British Film Situation Now Augurs the Likelihood of G-B Shifting Any Deal Back to London

Advices from London are that the British trade is still up in the air the Ostrer-Schenck deal, and the scene of activity involving the Ostrers, now in America, may n shift to London, as John Max-

well personally wants to is hand at smoothing things. Intimations from across the sea are that Maxwell has indicated he might prefer to handle things personally in London ith representatives of the American interests involved. There fore, idney R. Kent, president of 20th Century-Fox and others, may again make

> Ostrers, while accomplished toward

accomplished toward
ameliorating the situation caused
when the Ostrers concluded a deal
for John Maxwell to purchase the
Ostrer shares in Gaumont-British.
The Ostrers huddled with 20th-Fox
execs on the Coast, in Florida and
in N. Y.

The current state of the British film trade makes an in-London pow-wow more than ever obligatory.

wow more than ever obligatory.
Whether Maxwell, by
ferences in London with American
representatives of Metro and 20th
Century-Fox, can pick up the pieces
remains to be seen, and at this date
it is not certain that there shall be
such London confabs. However,
consideration of the matter is under
way and this may ease the Ostrer
brothers situation personally, in the
current swing of things, so that they
may soon depart for London also.
Isidor Ostrer, while here has dis-

may soon depart for London also.

Isidor Ostrer, while here, has discussed matters with Nicholas M.
Schenck, president of Loew's, also J. Robert Rubin, Metro counsel; Sidney R. Kent, president of 20th Century-Fox; Joe Schenck, et al. There nothing official to indicate that any solution has been reached.

In so far as 20th Century-Fox company's handling the physical distribution of G-B product over here is concerned, as it has been doing in the past, seems to be purely a matter of negotiation. 20th-Fox cannot assume to distribute more product than its exchanges can handle efficiently.

nciently.

G-B has been talking the establishment of an exchange system in the U. S. Considering its limited American market possibilities, such an expensive idea hardly sounds practical.

German Travel Pix Gratis to Schools, On 16 MM. Prints

Travel films on Germany are being issued gratis to schools, colleges, clubs, etc., by German Railroads Information Office in New York. Series numbering close to 400 prints is divided between the N. Y., Chicago and Coast offices. The eastern department says it has requests numbering about 30 a day for usage along the east coast. Promotional stunt has been in effect for several years, but past few months the campaign has been intensified.

Fictures are 16 mm, and include both silent and sound releases. Towns, scenic vistas and usual travel stimili are played up. lympic pix not offered.

LEONIDOFF TO STAGE **WANGER'S FILM REVUE**

Hollywood, Jan. 12.
Leon Leonidoff will stage Walter Wanger's 'Vogues', filmed revue, Among the eastern talent signed for the show by Hal Horne is Estelle and LeRoy, dance team.
Horne has been commuting between both Coasts by plane huddling here with Wanger and signing talent in New York.

Another Broadway stager they're talking of for pictures is Clifford C. Fischer, entrepreneur of the French Casino night club shows.

Lesser, in Europe, Buys Songs for Breen Film

Sol Lesser, now in Europe, cabled Principal Pictures that he had pur-chased several songs, both French and Russian, which he expects to in-corporate in the score of "Boy Blue," his next icture starring Bobby icture starring

Breen.

Lesser expects to return to America Feb. 15.

Music Hall Has 3 From 20th-Fox Incl. Berlin Pic

20th Century-Fox has sold three films to R. C. Music Hall. Presumably this smooths some of the ples which have separated the two parties. The deal hasn't any effect on the proposed 20th Century-Fox takeover of the Roxy theatre, N. Y. Films sold the M. H. are Lloyds of London," following its \$2. run at the Astor, on Broadway. Also, Wings of the Morning, British-made color picture, and 'On the Avenue,' the new Irving Berlin musical.

JACK HOLT'S SON, TIM, WILL ACT FOR WANGER

Hollywood, Jan. 12.
Tim Holt, son of the screen veteran, Jack, has been signed to a contract by Watter Wanger.
Youth was graduated from the Chiver Milliary Academy last year, lis only theatrical experience was in Tapa is All, produced by MacClarke for the Westwood Village Theatre Guild.

Cardozo Bows Out

Washi

Washi , Jan.

U. S. Supreme Court Justice
Cardozo refused Monday (1)
to intervene litigation between William Fox and AllContinent Corp., once his,
wholly-owned personal holding
company, over assets of the deposed cinema magnate.

Withholding decision, Justice
Cardozo passed along to the
full bench the question of issuing stay orders preventing further proceedings against Hiram
Steelman, trustee of the Fox
estate, in highly complicated
legal maneuvering to settle the
tangled Fox affairs. Steelman
is attempting to get his hands
on All-Continent assets, charging the company was created by
Fox to keep his holdings out of
the reach of creditors. Trustee
contends that assets Fox gaye
him were virtually worthless,
consisting of \$100 in cash and
securities of slight value. Claims
against the estate amount to
around \$9,000,000.
Seeking help out of the maze,
Steelman so ug ht an order

around \$3,000,000.
Seeking help out of the maze,
Steelman so ught an order
blocking the lower courts from
proceeding with contempt action i Pennsylvania Justice
Cardozo, to who m lengthy
were submitted, declined
to issue a hasty ruling and
passed the buck his ight
colleagues for decision.

DONAHUE-COE'S 20TH-FOX ACC'T

Donahue & Coe, which has been handling theatre advertising for 20th Century-Fox, including the \$2 run of Lloyds of London, just closed at the Astor, N. Y., has taken over the entire 20th-Fox account in an agency switch which lets out Handfletzer. H.M. in Fox on the picture end since S. R. Kent became president and formerly handling Par, is now without a major film account. Geting the entire 20th-Fox business the D-C agency now has the largest film representation, its clients also including United Artists, Loew-Metro and Radio City Music Hall. Joe, and Nick Schenck are reputed owners of 50% of the D, & C. agency.

Wm. Fox Bankruptcy Shifted From A. C. to Camden: Film Man Examined CANTOR AS ALI BABA

Atlantic City, Jan.

The bankruptcy action of William Fox, formers film tycoon, will be shifted to, the U. S. District Court, under a ruling made Saturday (9) by Vice-Chancellor W. Frank Sooy. Counsel for Fox has asked the Chancery Court for a removal of the case to a federal court because of a diversity of residence of all concerned. It was shown that the All-Continent Corp, set up as a trust by Fox in October, 1930, for Mrs. Fox and their two daughters, was a Delaware corporation, that Mr, and Mrs. Fox and their two daughters, was a Delaware corporation, that Mr, and Mrs. Fox and their two daughters, was a Delaware corporation, that Mr, and Mrs. Fox and their the chancery action last October asking the court to restrain the All-Continent or other defendants from making further disposition of the assets pending outcome of the hearings before Federal Referee Robert E. Steedle. Sleelman contended that All-Continent or other defendants from making further disposition of the assets pending outcome of the hearings before Federal Referee Robert E. Steedle. Sleelman contended that All-Continent was Fox's alter ego and that the company was set up to defraud creditors.

Vice-Chancellor Sooy, however, ruled that on the question of resi-

was set up to defraud creditors:

Vice-Chancellor Sooy, however, ruled that on the question of residence the defendants may remove the entire case to the Federal Court. It is expected that action will now come before Judge John Boyd Avis at Camden, N. J., who is already considering Mrs. Fox's contempt matters growi out of the bankruptcy hearings before Referee Steedle.

Examination

resumed last Thursday (7) before Federal Referee Robert Steedle and touched upon the and touched upon the acquisition of certain sound moving picture invention rights in America from the

Tri- rgon, A.G., corporation.
Questions asked by A. L. ichards, of Righes, Shurman & Dwight, New York attorneys representing 20th Century-Fox Film Corp. as one of Fox's creditors, raised objections from Murry C. Becker, of Fox's legal staff. Becker contended that the examination might be continued for years but the referee allowed Richards to continue.

Previously Fox has testified that he was worth considerable money in January, 1931, when it is alleged that he formed the All-Continent Corp. for his wife and daughters as a trust vafued in excess of \$7,000,000. Fox iclaimed that he was worth about \$15,000,000 at the time and included in his assets the rights from Tri-Ergon. Richards said that the patent rights did not belong to Fox, but to the corporations Fox headed at the time, including Fox Film and Fox theatres.

time, including Fox Film and Fox theatres.

Richards produced numerous documents relating to the contract between Fox and Tri-Ergon, A.G., asking the former pix magnate about trips to Germany and Austria in the summer and fall of 1926 by John M. Joy, engineer who investigated the inventi'rs with the idea of acquiring the American rights.

Fox recab d having sent Joy abroad for the purpose of obtaining the rights for him, but not for the corporations, which he headed. Richards then reminded Fox that the Fox-Case Corp. furnished ex-

Glanvill Enthoyen Withdrawal From British Film Financing **Keynotes Pix Situation Abroad**

Cromwell Gets 'Zenda.' Ronald Colman Starred

Hollywood, Jan. 12.
John Cromwell will direct The
Prisoner of Zenda, starring Ronald
Colman, for Selznick-International.
Wells Root and Leo Birinski are
adapting the Anthony. Hope play.
Production is slated for Feb. 15.

Roxy Reorg Plan **Hearings Now Set** For Jan. 29 in N.Y.

Hearing on the proposed plan of reorganization of the Roxy theatre, N. Y., on Wednesday (6) was post-poned by Federal Judge rancis causey from Jan. 15 to Jan. 29 at the request of White & Case, attorneys for the Pounds Committee, framers of the plan, in order that sufficient time may be had to submit it to depositors.

time may be had to submit it to depositors.

The Court also granted the torneys' request that in the event a requisite number of depositors accept the plan by failing to signify their dissent they would be privileged to submit the plan on Jan. 29 without further delay.

The attorneys turned over to the Court a report of the floancial standing of the Roxy as of July 2 last which reveals the following securities and claims against the corporation including prior lien receiver certificates amounting to \$259,000, first mortgage 614% gold bonds, \$3,595,208; five year secured 61% sinking fund gold notes, \$1,548,000, and equity receivership accounts payable amounting to \$52,345. Claims of general creditors amount to \$70,633. The report shows also there are 125,000 class A stock and \$50,000 shares of common stock outstanding: The total, exclusive of stock, amounts to \$5,516,186.

IN 1ST 20TH-FOX TUNER

Hollywood, Jan. 12.

This Arabian Nights will be Eddie Cantor's first starring picture for 20th-Fox. Previously Darryl Zanuck had slated Saratoga Chips' as the initialer, Night's is to be an elaborate musical version of AThousand and One Arabian Night's and Cantor will play role of Ali Baba.

Gene Fowler did story and Laurence. Schwab will produce, starting around March 1. 'Chips' will be Cantor's second.

WB Releases Craven To Direct B'way 'Glory'

Hollywood, Jan.

Warners has given Frank Craven a six-week leave as assistant to Bryan Foy so he may direct the Nat Perrin play, 'Glory for All,' on Broadway,' Gordon Hollingshead will aide Foy Instead of Buster Collier, , who moves to London production spot for WB. Hollingshead will handle westerns, first of which will be Dick Foran's 'Pettleoat Ranch,' now being written by Anthony Coldeway.

Fox recast d having sent Joy abroad for the purpose of obtaining the rights for him, but not for the corporations which he headed. Richards then reminded Fox that the Fox-Case Corp. furnished expenses for Joy's trip, but Fox said that the corporation had been reimbursed.

It developed that Fox spent \$40,000 in exercising the option he took on the Tri-Ergon rights in June, 1927, but paid nothing on the option in, latter process.

London, Jan. 12.

Looks very much like British film production has come up against that w.k. economic denominator and will have to take time out to get the tangles unwound. Twickenham Films last week went boom, with a receiver appointed and liabilities likely to be near \$2,000,000. This started a whole series of rumors and reports and about Wardour Streef and a near panic was started immediately afterward by the announcement that Glanwill Enthoven & Co. had decided to wash its hands of any further financing of pictures.

Glanvill Enthoven is a big city insurance broker and perhaps the most prominent in recent years in lim financing. In conjunction with Lloyd's, firm advanced considerable money to various of the more important indies as well majors against guaranteed releases and part production costs.

Conservative estimate is that Glanvill Enthoven had invested about \$30,000,000 in film big, with unsatisfactory results before it decided, last week, that enough was enough.

While there are still important bankers and insurance brokers left for film biz to turn to, it is undoubtedly a serious blow, especially since it is figured to be merely the first of a series of such back-outs.

Hagen's Three Ces.

In the matter of Twickenham, a receiver was named for the three

a series of such back-outs.

Hagen's Three Ces.
In the matter of Twickenham, a receiver was named for the three companies involved, all headed by Julius Hagen. Liabilities are expected to reach about \$2,500,000. Temporary arrangements have been made for takeover, however, with John Maxwell (British International) understood ready to take over the distributing company (Twickenham Film Distributors), which has five completed pictures on hand and six not quite ready.

Also understood that Warner Bros. (London) will buy out the debenture holders of Julius Hagen, Ltd., and Twickenham Film Studies. If this deal goes through, Warners' idea being to strengthen its British production, Hagen would remain in charge for cardustelon and remain in charge for cardustelon and control of productions.

tion, Hagen would remain in charge of production and studios.

SCHULBERG BOWS OUT OF GERING-DESTE DEAL

Deal under which B. P. Schulberg was placing Luli Deste, Viennesse actress, under a term contract, has been called off and the import may go to another producer. Miss Deste recently arrived f.om England where she had made a picture with Edward G. Robinson for Atlantic Films. Contract on her services, held by Marion Gering, former Paramount director, was to be assumed by Schulberg, according to agreement between Gering and Schulberg, but latter since cooled on the deal. Both are pn the Coast now.

WB Frees Dvorak

Ann vorak's contract at Warners has been settled amicably, and the actress will freelance. She recently completed two tures at RKO.

Jane Withers Finales

P.A.'s in Chi, Then Pix Jane Withers, 20th-Fox starlet, who played the Metropolitan, Boston, last week for Paramount and is in New York now, leaves tomorrow (Thurs.) to fill date RKO at the Palace, Cleveland, Thence to RKO Palace, Chicago, for the windup.

up. She goes back to the Coast from there to prepare fo, her next at the 20th plant. The ild actress re-cently completed Holy Terror, to be released.

WB' 'Talent Scout' Pic

Hollywood, Jan. 12.
Louis King will direct "Talent Scout," Warners' entry in the cycle of major studio productions dealing with picture making.
Craig Reynolds, Jane Madden and Rosalind Marquis top cast.

FDR HOT FOR BIZ CONTROL

President Cues Congress That 10% Tax on Admissions Must Stick

Washington, Continuance of 10% admissions levy for another year was advocated last week by President Roosevelt in the annual budget message to Con-

Crossing up advance dope which had him preparing to urge abolition of nuisance taxes which produce small amounts, Prez told lawmakers that government revenue require-ments necessitate perpetuation of all miscellaneous imposts. If Congress wants to drop any, it must enact a substitute which will bring in equiv-

wants to drop any, it must enact a substitute which will bring in equivalent cash.

Backing up F. D. request for one-year extension of all present taxes, Budget Bureau statisticians made back-hand recommendation against any modification in the admish levy. Attempting to head of any move to lift the starting point, now at 4tc figure, experts showed that three-fourths of the income from this source would evaporate if. the levy is not continued as it was before 1932 would knock \$15,240,000 out of Uncle Sam's 1937 pockethook. Confidence that amusements are headed for better business and will profit from the general boom was reflected in budget figures. Anticipating freer spending, President told Congress in his analysis of anticipating freer spending, President told Congress in his analysis of anticipated revenues, that 'sundry taxes are expected to increase \$6,000,000, reflecting principally the normal concomitant of returning prosperity in the increased puse of telephone telegraph, radio, etc., as well as an increased number of admissions to theatres, concerts, etc.

On the strength of this outlook, budgeteers boosted the estimate for

See More Revenue
On the strength of this outlook, budgeteers boosted the estimate for the current year in addition to fore-casting a big rise in the government's share of box-office receipts 1837-38. Treasury guessers saw yield of \$20,800,000 from admish levy in fiscal year starting July 1. This is \$3,700,000 more than was collected in 1935-36 and about \$5,500,000 ahead of the government's take for 1934-35. Encouraged by reports of fatter

fake for 1934-35.
Encouraged by reports of fatter grosses during the past fall, estimaters upped current year guess by 2800,000. Treasury now looks for \$19,700,000 from admish levy from July 1, 1936 to June 30, 1937, instead of \$19,500,000 calculated when this year's budget was drafted a year ago.

ago.

The President's message wiped out hopes that the joint Congressional committee studying burdensome taxes might recommend modification of the theatre tax in immediate fu-ture. While the House and Senate can make any changes they desire in the present schedule, seems cer-tain now that bill drafters will pro-

Montgomery Reading Pair for Brit. Int'l

Hollywood, Jan. 12 Hollywood, Jan. 12.
Douglass Montgomery is reading
two scripts sent by British International and in event he okays them
he will go to London shortly.
They are 'Under Western Eyes,' an
o'rig by Joseph Conrad, and 'Star of
the Circus,' by John Monk Saunders.

Mistinguett Just Lookin' Around H'wood, She Says

Hollywood, Jan. 12.

Mistinguett, top French revue name, in town for past week, seeing the sights. Not interested in films, she says, although she recently made one in France.

She of the famous legs, whose age was benevolently given by local dallies at 47, confirmed her forthcoming marriage with Chicago broker.

After seeing her fill of studios, will travel north this week to San Francisco, then back across country.

Calif.'s New Law Ideas

Sacramento, Jan. 12 Sacramento, Jan. 12.
Legislature on Monday got a bill, believed aimed at femme picture players, to compel married women with incomes to support indigent parents. Other measures before the state solons would repeal right to sue for alienation of affections and permit breach of promise suits only when supported by written contract. Labor groups are behind a move to shift the entire burden of unemployment insurance to employers, instead of splitti cost with workers.

CHI SCHOOL B'D TO OK \$60,000 M'VICKERS BID

Deal for the take-over of the McVickers theatre by Balaban & Katz for Jones, Linick & Schaefer operation is practically set, following a revision of the bids for the house, which has been dark for several months. School Board, owners of the 2,800-seater, turned down the original offer of \$48,000 annual rental but has indicated that it's ready to okay the new bid of \$60,000 made by B. & K.

original offer of \$48,000 annual rental but has indicated that it's ready to okay the new bid of \$60,000 made by B. & K.

Only hitch in the consummation of the deal last week was the term of the lease, with B. & K. holding out for a 30-year paper. School Board, at first unwilling to signature for 30 years and desiring a shorter term, has changed its mind on the matter and now appears also in favor of the three-decade agreement.

House will be taken by B. & K. and turned over to J-L-S for operation on a straight 50-50 deal to run for the duration of the lease. J. L. & S. will receive a fixed management fee, but will share and share alike with B. & K. ither losses or profits. If at any time either of the two parties doesn't shoulder its share of the losses if any, it drops out of the policy for the house not yet de-

Policy for the house not yet decided, with vaudfilm, similar to the State-Lake, being considered.

FOX, DETROIT, REORG

it. Jan. 12.
Reorganization plan for the Fox
theatre here is being opposed by
minority stockholders in Federal
Court this week, and decision is expected in a week or 10 days.
The plan, proposed by the Colwood Corp., nominal mortgagor,
would provide for leasing of
the theatre to National Theatres
and an exchange of bonds for stock.
The plan, according to minority objectors, would favor directors of the
Colwood company to the detriment
of other bondholders.
Intervention by minority stockholders was ordered recently by the
public trust commish, which charged
that actual cost of the theatre, exclusive of carrying charges, was less
than the original \$6,00,000 bond issue and that William Fox, who was
behind the Colwood Corp., had set
up a kick-back system whereby Fox
received thousands of dollars from
various parties concerned in construction of the building.

Ursula Parrott at M-G

Parrott will go to Holly-wood late this month under a deal with Metro. She'll adapt an untitled orig she wrote recently for films.

WOULD DIRECTLY 5-Day, 40-Hour Week Bill in Calif. AFFECT ALL FILMS

From Production to Distribu tion-President Strong for Retaining Certai **Principles**

OTHER BILLS IN HOPPER

Washington, Jan. 12.
Statutes broadening Federal control over all branches of industry, affecting every ramification of the film business, and reviving at least certain principles of the NRA will be enacted at this session of Congress.

certain principles of the NRA will be enacted at this session of Congress,
With the New Deal committed to the policy of greater regulation of economic activity, President Roosevelt Wednesday (6) paved the way for ambitious new business control laws by stating in his amuial message to the national legislature that although NRA has been outlawed, the problems which it was created to solve still exist. This invitation to revive business regulation was accepted promptly by a horde of law-makers who rushed to introduce bills affecting hours and wages, Federal licensing, anti-trust policies, price-fixing, and assorted topics of related nature.

The film industry was singled out as usual with customary array of anti-block-booking measures going in the hopper. More than a half-dozen members put in bills which will have a direct effect on the picture business, all of them pretty much, identical with former proposals to bring the industry under government supervision or regulation.

Following the President's indirect

government supervision or regulation.

Following the President's indirect
endorsement of new business control
measures, chief attention centered
on the O'Mahoney-Mead bill, which
has the blessing lof many reform
groups and to date is the most significant proposition of its type. This
measure, giving the Federal Trade
Commission dictatorial powers, embodies a host of unprecedented
policies. It was put before both
branches, Senator Joseph' C. O'Mahoney of Wyoming and Representative James M. Mead of New York
being promoters.

No Mistaking Intent
The President did not give his
support to any particular scheme or
throw out any concrete hints about
the sort of law he would like Congress to write. But his speech was
a plain indication that he will not be
(Continued on page 59)

Assembly Threat to Film Makers

Garbo Into Carthay, L. A.

Hollywood, Jan. 12.

New Garbo. Allm. Camille, goes into Carthay Circle Jan. 29.

Metro will put on an extra heavy exploitation campaign for the west coast premiere. It opens Friday (15) at the Capitol, N. Y.!

House will remain dark during the three-week interim between closing of 'Lloyds of London' (20th) on Jan. 10 and arrival of 'Camille.'

LOEW'S REALTY NET, \$423,699, S.E.C. SHOWS

Washington.
With siggregate receipts exceeding \$7,000,000, Loew's Theatre Realty Corp., wholly-owned subsidiary of Loew's, Inc., made a profit of \$423,-699 last fiscal year, report to Securities & Exchange Commission showed last week.
Annual statement showed the realty unit, which controls six subsidior its own, took in \$6,69,1176 miscellaneous income and \$500,399 from rents. Operations cost \$3,721,-901, booking fees \$322,400, and rent \$913,000. The subsidiaries contributed \$913,897 of the miscellaneous revenue and \$11,055 of the rent.

Denver's 'Sterilized Air' Ads Offset Flu Inroads

After considering closing theatres because of the severity of the fluepidemic, the board of health decided against it, holding that the peak of such epidemics are usually passed before their severity is realized and that no good would be accomplished by closing theatres. The public schools extended their Christers weeting a week.

public schools extended their Christ-mas vacation a week.

At the beginning of the flu scare theatres plugged 'fresh, sterilized air in their ads, and thus kept business up to and above normal in spite of the fact that the board of health ad-vised against public gatherings.

Picture industry, for the first time, i many legislative sessions, apparently faces no serious threat of further state taxation unless the chain store tax bill, drawn to include all theatres, service stations, etc.,

further state taxation unless the chain store tax bill, drawn to include all theatres, service stations, etc., passed.

Both Republicans and Democrats generally agree that the present taxation system adequate and there is no use in adding further; burden to taxpayers when state elections are coming up in 1933.

However, when the session started elections are coming up in 1933.

However, when the session started from bills, affecting all industry, including film making, were tossed into the hopper. Some are: Proposal for a five-day, 40-hour week, sales tax repeal with plan to boost in income tax; assessment of real, estate for tax purposes on basis of actual valuation, and increase in old. which would boost all taxes.

First legislative attack on unlicensed horse-race bookles; came is a bill introduced by Assemblyman Samuel. W. Yorty of Los Angeles, providing for, state operated part mutuel setups in specified districts.

Bill would. Himit the number of, off-track pati-mutuel; shops and, would give the state added revenue in the form of 12% of total bets and by Senator Samborn Young of Los Gatos, hits at narcotic practices altered by senator Samborn Young of Los Gatos, hits at narcotic practices all elgedly indulged in. His measure provides that any person who infuences or connives with an owner, jockey, groom or other person in any stable, kennel, horse or dog race to prearrange the result of a race, or who stimulates an animal to win, is guilty of a felony.

There is no indication as to the reaction on Yorky's measure, but it is considered highly probable that is considered highly probable that is the session will result in some type of elgislation intended to curb unlicensed on-track betting.

BETTER FILMS FEMMES ALL HET UP IN B'HAM

Birmingham. Jan. 12.

Birmingham Jan. 12.

The rigid censorship which has prevailed in the 'Ham. for years is about to be cracked wide-open despite a march on the city hall last week by petitocats representing the Better Films Council. Within a few days one of the most stringent censorship methods in the south may be completely revised.

Petterson Marzoni, former picture editor of the News is slated to take charge of the amusement inspector's office but if such a thing happens it will be over the hardboiled protests of a whole flock of femmes who resent the idea of Mrs. Harriet B. Adams being demoted to assistant.

A large group of women who serve as members of the Better Films Council appeared before the city dads last week and told them they didn't like the idea the least bit. For one reason they inferred they didn't like the idea of a man having a say-so over the morals of young people. They made it plain that it was a woman's job.

Marzoni who left the News several months ago was the first picture editor in the United States. He has been reviewing pictures for 23 years,

Loretta Young, Ty Power Top 20th's 'Metropole'

Hollywood, Jan.
Loretta Young and Tryone Power will top cast of 'Cafe Metropole' at 20th-Fox.
Jacques Deval, French playwright, is scripting. Nunnally Johnson will produce, Edward H. Griffith directing.

The second second

PLAN DECISH SOON Lack of Funds May Crimp U. S. Investigation of Telephone Co.

Washington, Jan.

Commish

Washington, Jan. 12, runing knife will be applied Federal Communications Commission next year under retrenchment program outlined to Congress by President

Fri
Making numerous slashes all along the line in 1938 appropriation estimates, Prez proposed cut of \$250,00 in outlay for FCC. Bulk of the slash si end of the telephone luvesti with nearly all temporary personnel due to get the gate, ciency allotment will permit conticuance for months more, with final stanza due in the fall.

Although, special probe staff will be dropped simost in toto, Commish will have more cash next year for regular activities. Budget contains an increase of \$100,000 general administrative expenses, principally for additional work i connection with radio features of sea safety act. Only other important new item is a \$55,000 grant for new monitoring

Just Too Cold and Wet for L. A. to Go Pic Shopping; Hefty \$31,700 for 'Million'; 'Diggers' 20G; H.O.'s Oke

Los Angeles,
Heavy rains, followed by extreme cold, burt trade in the first runs with a few exceptions, where even the elements couldn't keep 'em back. Town's leader is 'One in a Million,' the Sonja Henie film, which looks like a neat \$31,700 at the day-date State and Chinese.
Fox West Coast currently added its deluxe Wilshire (Beverly Hills) theatre to its continued first-run ranks, house day-dating with the United Artists (downtown) on follow house for the State-Chinese. On basis of trade opening week, observers would not be surprised to see house shortly made a first-run situation. On first day of initial moveover, Wilshire trade topped the Chinese by several hundred dollars, which is argued as a good omen.

Estimates for This Week

which is argued as a good omen,

Estimates for This Week
Carthay Circle (Fox.) (1,518; 55-831,10-1,85)—1,10-yds of London' (20th'
(7th-final week), Winding up six
weeks and five day run, 'Lloyds'
drew satisfactory \$3,900 in latter.
Last week, aided by heavy holiday
trade, neat at \$5,000.

Last week, aided by heavy holiday trade, neat at \$8,000.
Chinese (Grauman) (2,028; 30-40-55)—One in a Million (20th) and Sinner Take All' (MG) dual. Heading for another substantial week at \$13,700. Last week, Thin Man' (MG) and Woman-Wise (20th) with New Year's trade, hit nifty \$18,700, plenty profitable.
Downtown (1,800; 30-40-55—60)—Gold Diggers (FN) and King and Gooks headed for \$8,000 in estart and looks headed for \$8,000 in elseventy and \$100 in the \$10

and Pugitive in Sky (WB) six days on second week, helped by hollday trade to better than \$7,800.

Fem Star (Fox) (900; 30-40-55)—Rembrand'. (UA) (3rd week). After smart hollday trade, opus starting to drop and at \$3,000 will be okay. Second week (WB) \$4,276; 50-40-55-55) 'Gold Diggers' (FN) and 'King of Hockey' (WB), dual. Return of 'Gold Diggers' to WB screen quite a local event as \$11,000 testifies. Last week, holdover of 'Three Men on Horse' (FN) and Tugitive in Sky (WB) six days. Came up to expectations for neat \$7,500, aided by holl-day trade.

Orpheum (Bdwy) (2,280; 22-30-35-40)—Love and Kisses' (Melody) and Chile. Weever Bros. and Elvira, back in vaude, get credit for most of \$9,500 draw. Last week "Mummy's Boys'. (RKO) and vaude, hit smash \$13,000. Tast week "Mummy's Boys'. (RKO) and sudde, hit smash \$13,000. Fantages (Pan) (2,700; 30-40-55)—Girl from Paris' (RKO) and \$12,200.

Paramount (Parimar) '(3,581; 30-40-55) (2,581; 30-40-55)—Girl from Paris' tweek sweet at \$12,200.

Paramount (Parimar) '(3,581; 30-40-55)—Girl from Paris' (RKO) and \$12,000.

Paramount (Parimar) '(3,581; 30-40-55)—Girl from Paris' (RKO) and '(3,581; 30-40-55)—Girl from Paris' (3,580; 30-40-55)—Girl fro

over that off six days with obsauls, factory \$10,500. Initial week smash \$20,000. (2,950; 30-40-55).—Girl from Paris' (RKO) and 'Racing Lady' (RKO), dual. (2d week). Second tanza (6 days) poor at \$5,800. First week very good at \$11,700. State (Loew-Fox) (2,024; 30-40-55-75).—One in a Million' (20th) and Simner Take All' (MG), dual. Heavy rains and extreme cold held down rade, although \$18,000 not to be sneezed at. Last week, 'Thin Man' (MG) and 'Woman-Wise' (20th), tops at \$24,000. United Artists (Fox-UA) (2,100; 30-40-55).—After the Thi Man' (MG) and "Woman-Wise' (20th), dual, Moveover of Thin Man' heading for sweet \$10,800, which pretty near a record. Last week. Stown and "Woman-Wise" (20th), dual, hoveover \$10,800, which pretty near a record. Last week. Stown as a record. Last week. Stown as a record. Last week. Stown \$20,000. Which pretty near a record.

\$5,000.
Wilshire (Fox) (2,296; 30-40-55-85)
—After the Thin Man' (MG) and
Woman-Wise' (20th) dual. Initial
week of this nabe defuxer as a continued first-run house is giving it
top take for all time; \$12,000.

B'KLYN BACK TO SLEEP

and Fugitive From Sky' (WB), \$15,-000, fair.
1000, fair.
Metropolitan (2,400; 25-35.55)—
Accused' (UA) and 'Garden of Allah' (UA), Good \$16.000. Last week, Born to Dance (MG) and Flying Hostess' (U) (2d week), \$17,-000, fine.

Olo, fine.

Paramount (4,000; 25-35-55)—Gold
Paramount (4,000; 25-35-55)—Gold
Diggers' (WB) and Captain's Kid'
(WB) open today (Wednesday). Last
week. College Holiday' (Par) and
Jungle Princess' (Par) (2d week)
\$16,000, excellent.
Strand (2,000; 25-35-50)—Beware
of Ladies' (Rep) and 'Along Came
Love' (Par). Okay \$9,500, Last week
Plack Cat' (WB) and 'Hats Off'
(WB), \$11,000, fine.

BUFF. GOES FOR 'CAMILLE,' 16G

Buffalo, Jan.

Buffalo, Jan.

Following one of strongest weeks in years at local boxoffices, current period seems to be getting back to normal. Camille' is building rapidly at the Buffalo; Thin Man, in for a second run at the Lakes, continues strong, and Pennies, held over at the Latayette, is shooting plenty high.

Temple, \$7,000; 'Winterset.' \$3,000, Tops in Birm'ham

\$3,000, Tops in Birm'ham |
Birmingham, Jan. 12.

Winterset and Stowaway are tops along amusement row this week. Things look pretty good generally this week, provided the weather breaks properly.

Labama (Wilby-Kincey) (2,800; 30-35-40)—Stowaway (20th). Shirley still takes them. \$7,000, pretty good of the weather breaks properly.

Bay Stowaway (20th). Shirley still takes them. \$7,000, pretty good of the weather breaks properly.

Empire (Acme) (1,100; 25)—More Than a Secretary (Col). Moderate at \$1,900. Last week 'Great Guy'

1st Runs on Broadway (Subject to Change)

Week of Jan. 15 Week of Jan. 15
Capitol—'After the Thin Man'
(MG). (4th wk).
Criterion—'Great Guy. (GN)
(3d wk).
Music Hail—Lloyds of London' (20th) (14).
Paramount—'The Plainsman'.
(Par) (13).
Rialto—'Hideaway Girl' (Par)
(12).
Birali—'Men. Are. Not. Gods'

Riveli-'Men Are Not Gods' (London) (16).

Roxy—'One in Million'
(20th) (3d wk).

Strand—'Black Legion' (WB)

Week of Jan. 22

Capitol—'Camille' (MG).
Music Hall—'Lloyds of Lonon' (20th) (2d wk).
Paramount—'Plainsman' (Par)

(2d wk), Rialto—Under Cover of Night

Rialto—'Under Cover of Night'
(MG) (20).
Rivoli—'Men Are Not Gods'
(London) (2d wk);
Boxy—'Three Smart Girls'

Strand—'Black Legion' (WB)-(2d wk),

(GN), \$2,200, moderately good.
Risk (Wilby-Kincey) (1,600; 25-38)
—Winterset (RKO). Good publicity is getting dandy crowds and should top \$3,000. Last week Three Smart Girls' (U) slipped to \$2,200,

Smart Girls (U) Suppen to enemy, 50-50.

Panhages (Wilby-Kincey) (2,300; 30-40)—Love/Letters' (U) and Parlez Vous Paree' unit. Latter getting the play; house runs only three days a week. This week got around \$4,-300, darn good. Last week, Letts. Make a Million' (Ind) and 'Swing Time Varieties' unit, got around \$2,-300. 'air.

300 tair.

Strand (Wilby-Kincey) (800; 25)—

Harvester (Rep). Another pictorscheduled to go in later in week, pictor four days will ger around \$1,200. Last week, Daniel Boone'
(RKO) around \$1,000.

'Paris,' Lederer **Getting Okav** \$16,500 in St. L.

St. Louis, Dec. 12,
Sleet storm starting Friday (8)
evening, following an all-day rain,
put a crimp in the bo. activity at
cinema palaces, but, with weather.
clearing (9), biz began to pick up.
Fight for best bo. honors will be
between 'Plainsman' at the 5,000seater Fox and 'That Girl from
Paris,' augmented by Francis Lederer
on stage, at Ambassador.

Estimates for This Week
Ambassador (F&M) (3,018; 25-40-55)

—Girl from Paris (RKO) and stage
show, Francis Lederer on stage
show, Francis Lederer on stage
show, Francis Lederer on stage
show ented with \$16,001, swell.

Fox (F&M) (9,036; 25-36-55)

—The
Box (F&M) (9,036; 25-36-55)

—The
Box (F&M) (9,036; 25-36-55)

—The
Waitress' (RKO), finished with \$17,500, very good.

Leew's (Loew) (3,162; 25-35-55)

Auto Strike, Flu Unhealthy for Det. B.O.'s; 'Pennies,' 0&J Unit, Big \$34,000

Detroit, Jan. 12.
Auto strikes and flu scare putting big dent in b.o's downtown as well as in the nabes.
Only one house, the Fox, playing Pennies From Heaven' (Col) plus Olsen-Johnson unit, is showing anything currently.

Estimates for This Week

B'KLYN BACK TO SLEEP

'Accused' and 'Allah,' \$16,000, Good But Other Duals Mild

Brooklyn, Jan.

Things are quicking down now that Rolidays are gone, but bir satisfact But Loves Song at Ing. (Song 25-35-55)—We Mood Are About to Die' (RKO) and 'Crack (Stowaway' (20th) and 'Plot Thick-Brow (Agong, Sa5-55)—Sing Me a Love Song 'Condition of the Power of the State of State (Ind), dual. Doing oke at \$2,000. Nice \$3,500 last session on State (United Detroit) (3,000; 25-35)—(Albee (S,500, 25-35-55)—Sing Me a Love Song 'Chron (RKO) and 'Crack (Ind), Dus 'Cart Get Away 'U).

Downtown (Indie) (2,400; 25-35)—(Albee (S,500; 25-35-55)—We Mood Are About to Die' (RKO) and 'Crack (Ind), Dus' Cart (Ind) and 'House of Secrets' (Ind), Sintey State (United Detroit) (3,000; 25-35)—(Albee (S,500, 25-35-55)—Sing Me a Love Song 'WB) and 'Indie' (RKO) and 'Crack (Ind), Dus 'Love and tory at majority of downtown (Ind) and 'House of Secrets' (Ind), Sintey State (United Detroit) (3,000; 25-35)—(Albee (S,500, 25-35-55)—We Men of Secrets' (Ind), Sintey State (United Detroit) (3,000; 25-35)—(Albee (S,500, 25-35-55)—(Albee (S,50

a Million' (20th) Francis Lederer on stage.
Madison (United Detroit) (2,000;
30-40-65)—Winterset' (RKO), N.s.g.
at \$7,800, which doesn't-spell, ho, Oke \$8,000 last week on 'Garden of Allah' (UA) (2d week), following good \$11,500 first session.

good \$11,500 first session.

Michigan (United Detroit) (4,000;
30-40-65)—Sing. Me a Love Song'
(WB) and 'American Pageant of
Youth' unit on stage. House off at
\$20,000. Fine \$29,500 last stanza on
Gold. iggers' (WB) plus Ina Ray
Hutton ork.

Flu. Unseasonable Weather, Strikes Taking Their B. O. Toll All Over

'After Thin Man' (MG) (2d wk), Still okay at \$11,200 pace; \$24,000 collected first week, when biz was biggest since 'Night at Opera' (MG), 18

okay at \$11,200 pace; \$25,000 tourself of first week, when biz was biggest since "Night at Opera" (MG), 18 months ago.

Missouri (F&M) (3.514; 25-40)—3 months ago.

Missouri (F&M) (3.514; 25-40)—3 months ago.

Istart and should collect \$13,000 not biggest in months. Last week College Holiday" (Par) and Jungle Princess' (RKO) got \$12,000, nice.

Shubert-Rialte (F&M) (1,725; 25-40)—Shuttered (8) due to trouble with IATSE. Last week Flying Down to Rio" (RKO) and Rich Relations' (Sup) got \$1,800, poor.

\$1. Leaits (F&M) (4,500; 25-40)—Jane Turner (RKO) and Rich Relations' (Sup) got \$1,800, poor.

\$4. Leaits (F&M) (1,500; 25-40)—Jane Turner (RKO) and Rich Relations' (Sup) got \$1,800, poor.

St. Leaits (F&M) (1,500; 25-40)—Jane Turner (RKO) and Rich Relations' (Fam) and Rich (Par) and stage show climbed to \$8,000, above average.

COLLEGE CHEER IN WASH., \$15,000

Washington, Jan.

This week generally oke but it's last week that's still causing the talk. Capitol, largest local showshop, smashed all-time record and Belasco, local foreign flicker, spot, folded. Capitol, playing After the Thin Man' and 'Folies Parisiehne' unit last week, had line at b. o. from opening day and played two extra complete the property of the stanza, with last day tops for the stanza, This Weat Th

Estimates for This Week Belasce (Radin) (1,100; 25-35-50)— Folded last Tuesday (5), Plans to reopen either with legit or vaudilm policy.

policy.

Capitol (Loew) (3.424; 25-35-60)—
Garden of Allah' (UA) and vaude.
Some help from Salici Puppers adding; toward probable good \$23,000.
Last week, 'After the Thin Man'
(MG) and Folics Pariseme' unit,
smashed all records with \$44,000 in
ciabit dave.

Last works prounde good \$25,000.

After the Thin Mani(MG) week After the Thin Manismashed all records with \$44,000 in
eight days.

Golumbia (Loew) (1,583; 25-40).

Fourth week on mainstem headed for
big \$4,500. Last week same pic won
swell \$7,000.

Earle (WB) (2,424; 25-35-40-60-70)

—Sing Me Love Song' (WB) and
vaude. May sneak into black with
\$14,500. Last week, God's Country
and Worman' (WB), with Herbert
Mindin and Little Jack Little on
Stage, took god \$18,002, 28-35-80).

That Girl from \$1,839; 28-35-80).

That Girl from \$1,839; 28-40.

That Girl from \$1,839; 28-40.

That Girl from \$1,859; 28-40.

That Girl from \$1,950; 28-40.

That Girl from \$2,950; 28-40.

That Girl from \$2,950; 28-40.

That Girl from \$2,950; 28-40.

That Girl from \$1,800; 28-35.

That Girl from \$1,950; 28-35.

That G

MILLION,' \$16,000. TOPS FLU-HIT CINCY B. O.'S

Definite trade tumble along cinema front currently. It's the letdown from holiday splurge, aggravated by epidemic of flu.

'One in a Million' is this week's bo, topper.

b.o. topper.

Estimates for This Week
Albee (RKO) (3,300; 35-42)—One
in a Million' (20th). Smiles all
around, \$16,000. Last week Thin
Man' (MG), in seven and one-half
days, got \$26,500, burg's top mark of
the season.

Capitol (RKO) (2,000; 35-42)—Thin
Man' (MG) (2d run'). Getting \$7,500,
Capitol (RKO) (2,000; 35-42)—Thin
Man' (MG) (2d run'). Getting \$7,500,
Cad run's tolk. Stowawy (Fox).
Family. (RKO) (1,000; 15-25)—Twill
Family. (RKO) (1,000; 15-25)—Twill
Family. (RKO), 1000; 1000

Auto strike in Detroit, mari strike in San Francisco (which is already worrying the Australians on the shortage of film shipments down under), the flu epidemics brought to by the extraordinarily mild weather in some spots, and other complications, cropped up this past week as a boxoffice hazard. In some spots it didn't hurt; elsewhere it bothered nients.

didn't hurt; eisewhere plenty.
Weather was so mild last i New York that few, if any, atres turned on the heat up to day night. Saving in theatre tion was sizable, especially large picture theatres.
Center, one of the largest legiters, saved \$1,500 item.

item.

Epidemic of influenza and grippe affected theatre and night club attendance. That was particularly true early last week. In one film office, with a force of 44 persons, 50% were out ill.

Auto Troubles

Detroit, Jan.

With efforts to settle the widespread and strike at a stalemate,
theatre managers in the state are
dragging out the crying towels as
the dent in bo.'s continues to mount.
Figured 'I'll take coupla weeks for
cash registers to regain normal gate
after the labor difficulties are ironed
out, when and if.

First real pinch started late last
week, with a good 15% attendance
drop-off throughout the territory,
first-runners and nabes alike. Similar
slump reported from Fint, Saginaw,
Lansing, and other key cities of
Michigan, where car assembly plants
were forced to shut because of shortage caused by Detroit sit-down
strikes.

Crimp in the hox offices deepens.

strikes.

Crimp in the box offices deepens currently, with practically all houses in this area away below normal. While the auto workers' innes are not depended on for sustemance by the better class niteries, legits, hotel spots, etc., strikes have created a general uneasiness among all classes, which is reflected in curtailed spending everywhere.

Ansse's Werry

Ansae's Werry
Sydney, Dec. 22.

American maritime strike is getting pretty serious over here for distribs. Although there are sufficient films to last for a while, situation is becoming quite a worry and the film men are watching their supplies closely.

Two Matson liners are held is San Francisco, two British boats trading to this port have been withdrawn, leaving only two boats plying between this port and Vancouver. Some of the distribs are arranging for supplies to come via England, and if the worst comes to the worst, instructions have been gotten out to shoot pix to Australia by air mail, running on a twice-weekly schedule.

By boat from England, pix would take about six weeks to get here, whereas via the air route the time is under 14 days. Cost this way is very much higher, of course, which is the worry.

Louisville's Threat
Louisville, Jan.
Dr. Hugh Leavell, director
health, has announced that unless
the influenza spread is checked, the
theatres here will be closed.
Recent extremely mild weather
and excessive rainfall have greatly
increased the number of flu cases.

Chi H.O.'s Force 'Pennies' Into Small House, \$8,500, Nice; 'Lloyds' \$17,000; 'Thin Man,' 2d Wk., 20G

Chicago, Jan. 12.
Number of hold-over flickers in fown holding down the total take round the theatres, but business Strongest of the newomers are rennies from Heaven' and 'Lloyds' (London.' Bing Crosby flicker is etting a splendid evening play, and addicates easy ability to stick for go-weeks at the Garrick. Jan-up' pictures in the bigger houses nessitated shifting pic to this tiny pot.

L'ville Holds Okay B. O. Pace: 'Plainsman,' \$8,500

Pace; Plainsman, \$8,500

Pace holding up well after terrific New Year's biz, and all first runs will wind up with good grosses. Of the new yroduct, Plainsman' and Rainbest should be the state of the third of the state of the third wind the best should be the state of the third will be the state of the s

'3 Girls' Dig Okay \$10,000 In K. C. Sleet

with former an odds-on favorite ove weekend. ing day there was a no parking order out for downtown area because of sleet storm, consequently trade was exceptionally light.

'Garden of Allah' stepping into lead with Three Smart Girls giving the Mainstreet a comfortable session.

Estimates for This Week

Mainstreet (BKO) (2 200: 25.40).

Estimates for This Week Mainstreet (RKO) (3,200; 25-40)—
Three Smart Girls (U) nicely ballyed and should touch \$10,000, fine. Last week. Plainsman (Par) cock-eyed the estimate and went for great \$18,000. Best house has done with exception 'Adverse' since last spring.

great \$18,000. Best house has done with exception 'Adverse' since last spring.

Midland (Loew) (4,000; 25-40)—'Garden of Allah' (UA) and 'Sinner Take All' (MG), dual, Town's only first-run dualler looks for fair \$12,-000. Last week Camille' (MG) stumbled towards the finish, but okay at \$14,00 arr (1,800; 25-40)—'Great Guy' (GN). Cagney may get \$7,000, nice. Last week 'College Holiday' (Par) got steady biz, catching good \$7,600 for second week.

Tower (Rewot-Fox) (2,200; 35)—'Chan at Opera' (20th) and vaude. Doing all right at \$6,900. Last week 'Mind Your Own Business' (Par) and yaude got good \$7,600.

Uptown (Fox) (2,030; 25-40)—
Plainsman (Par) (2d run). Moved from Mainstreet and will get ten from Mainstreet and will get ten Last week 'Gold Diggers' (WB) (2nd run), \$4,200, fair

QUICK, WATSON, ASPIRIN

Lincoln, Jan. 12 Zero weather is the headliner this week and b.o. tempo slowed down.
'Three Smart Girls' getting good ride at the Lincoln.

freat Guy' sets precedent of some kind, being held over because the first week was so bad, not because

Pace holding up well after terrific lew Year's biz, and all first runs will wind up with good grosses. Of the lew product, 'Plainsman' and 'Rain-bow, on the River' are making the best showing. The best showing he best show

Port.'s Temp., Biz Drop: Stoves Get Top Grosses

weather \$5,500. First week contected raves and good b.o. results at great \$3,200.

Paramount (Evergreen) (3,000; 30-40)—Theodora Goes Wild' (Col) and Can This Be Dixie? (20th). (2d wk). Good biz entirely on merits of first pic, \$5,000. First week registered great, \$8,700. First week registered great, \$8,700. The first week terrific winner with \$7,000.

Cold Nips Denver B. O.'s; 'Diggers' Tops at \$11,500

Denver,

Denver,
With mercury hitting 14 below grosses were kept down first of the week, but as soon as the temperature climbed above zero business picked up, 'Gold Diggers' is easily topping town at the Denver.

Estimates for This Week
Ahaddin (Huffman) (1,500; 25-40)
—Garden of Allah' (UA), following a week at the Denver. Okay at \$3,000. Last week, 'Banjo on My Knee (20th), was good enough at \$3,000 to 1,000. Last week, 'Banjo on My Knee (20th), was good enough at \$3,000 to 1,000. Last week, 'Banjo on Wy Knee (20th), was good enough at \$3,000 to 1,000. Last week, 'Banjo on Wy Knee (20th), was good enough at \$3,000 to 1,000. Last week, 'Banjo on Wy Knee (20th), was good enough at \$3,000 to 1,000. Last week, 'Banjo on Wy Knee (20th), 'Was good enough at \$2,000. Last week, 'Banjo on Wy Knee (20th), 'Was good enough at \$4,000 pace. Last week, same pic, packed house repeatedly and closed with mammoth \$10,000. Diggers' and stage to 1,1500. Last week, 'Banden (RKO) (2,600, 25-35-40).—'After the Thi Man (MG) and General Spanky' (MG) (2d week). Letdown and only fair \$6,000 in sight. Last week, same pix played to enormous business, \$17,500, cluding New Year's Eve show.

Paramount (Huffman) (2,000, 25-40).—White Hunter' (20th) and 'Beloved Yagabond' (Col). Not so good \$3,000. Last week, 'Gore Than a Secretary' (Col) and 'Slalom' (World), got nice \$5,000.

Post-Holiday B'way Ease-Off, Many Holdovers: 'Million' Big \$42,000, 2d; 'Thin Man' 35G 3d Wk; Pons 60G NSG

An all-time low in new pictures is recorded for the current week, only a brace of fresh ones having come.

An all-time low in new pictures is recorded for the current week, only a brace of fresh ones having come.

God's Country and the god's country is god's country. God's Country, is gasping through a seven days run which will mean at tops only \$15,000 for the somewhat unfortunate Warner's show-window which found competition disappoint of the god's country is god's country in the god's country in the god's country in the god's country in the god's country and the g causing the many holdovers any concern.

The tinted northern, 'God's County,' is gasying through a seven days' rith which will mean at tops only the control of the control

innikely that the gross will go over 85,500. By the end of the week several New Year holdovers will throw in the sponge, letting in fresh celluloid, among openings being 'Plainsman' today (Wed.) at the Paramount, 'Lloyds of London' at the Music Hall tomorrow (Thurs.), 'Men Are Not God,' at the Riv Saturday (16), and 'Black Legion' at the Strand, also Saturday (16). After an 11-day holdover of 'We Who Are About to Die' at the Rialto, 'Hideaway Girl' was ushered in yesterday (Tues.).

an II-day holdover of 'We Who Are About to Die' at the Rialto, 'Rideaway Girl' was ushered in yesterday' (Tues.).

Of the holdovers, two are very strong, 'After the 'Thin Man' and 'One in a Million,' former now in its third week at a Cap pace that may mean \$35,000, while 'Million' augura a sturdy \$40,000 the 'Million' augura a sturdy \$40,000 the 'Million' augura the strong of t

on River' (RKO) (2d run), dualed, close to \$1,2000, fine.

Paramount (3,684; 25-35-55-85).

College Holiday' (Par) (3d week) and Mario Braggiotti orchestra (1st week). Disappointing 'third week for 'Holiday' but no bruises at \$20,000 on final stanza up last night (Tues.), On second week with Glen Gray Casa Loma band, which couldn't stay a third, gross fell off somewhat at \$45,000, but still lots of grayy. Plainsman' (Par) and Ray Noble orchestra, plus Shells Barrett, the new-show today (Wed.).

Radio City Musie Hall (5,989; 40,0585-99-\$1.65) — 'Girl from Paris' (RKO) and stage show (2d week), with the couldn't stay a short of the should be shown to the stay and stage show (2d week), which is should be shown to the stay and stage show (2d week), which is should be shown to the stay and stage show (2d week), which is should be shown to the stay and stage show (2d week), which is should be shown to the stay and stage show (2d week), which is should be shown to the stay and stage show (2d week), which is should be shown to the stay of the should be shown to show the shown to show the shown to show the should be shown to show the shown the sho

holdover (currents as week, but on at \$60,000; just each time at \$60,000; j

Ind'polis Icy, Especially To Dietrich; 'Allah' 6G

ianapolis, Jan.

Ley roads along with other wintry
weather hazards cutting into grosses
at downtown first-run houses, but
still most of the spots are managing
to keep out of the red.

Estimates for This Week

beep out of the red.

Estimates for This Week

Apollo (Fourth Ave.) (1,100; 25-40)—3 Smart Girls' (U). Doing okay
with strong campaign selling Deanna
Durbin's debut; may hit \$5,100. Last.
week, Gold Diggers of 1837 (WB)
with \$4,800, moderate.
Circle (Monarch) (2,800; 25-40)—
Plainsman' (Par). Second week is
proving a money-getter with indications of plenty okay *4,500. Same
pic opened up its run with smashing,
first week gross of \$9,250.
Indiana (Monarch) (3,100; 25-40)—
Great Guy' (GN) and Mind. Your
Own Business' (Par), dual. Cagney
exploited, bytic stake is such to be
captured to the company of the company of the company
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Frisco Biz Okay Despite Cold, Flu,

Strike; 'Thin Man' \$30,000, Terrific

iz here is zooming along in soite of the coldest January in 25 years and a flu epidemic which has thousands in hospitals and at home. Maritime strike is still going strong. Fox and Paramount have the only new pix in town. Former has 'After the Thin Man,' which is doing terrific biz. Paramount not so fortunate with 'Sing Me a Long Song' and 'Sinner Take All,' takings being considerably below expectations.

Estimates for This Week.

Embassy (RKO-Cohen) (1.512: 30-

Estimates for this week.

Embassy (RKO-Cohen) (1,512; 30-35-40)— Rainbow on the River' (RKO) and Everything is Thunder' (GB) (3d wk). Not so forte at \$1,900. Last week, second, swell at \$4,000.

fancy at \$28,000.
Golden Gate (RKO) (2,850, 35-55)
—'Girl from Paris' (RKO) (2d wk)
and Three Stooges on stage. Hot at \$15,000. Admish raised 15c, for this show. Last week, first for 'Paris', socko at \$23,000.
Orpheum (F&M) (2,440; 30-35-40)
—'Pennies from Heaven' (Col) and

(You Can't Get Away With It' (U) (3d wk). Overflow from Fox, where they have been standing them out on the sidewalks every night helping Crosby get a satisfactory \$5,000 on final week. House also stimulated bix somewhat with a preview of May Robson's 'Woman in Distress' (Coll). Last week, second, fine at \$10,000.

**Paramount (F-WC)' (2,749, 30-35-101.
**Last Web, second, fine at \$10,000.

**Paramount (F-WC)' (2,749, 30-35-101.
**College Holiday' (Par) and Join the Mari (Rep) slipped to \$10,000 considerably below expectations. Last week 'College Holiday' (Par) and Join the Mari (Rep) slipped to \$1,000 in second stanza.

**St. Francis (F-WC)' (1,470; 30-35-40)—Plainsman' (Par) and 'Man I Betrayed' (Rep). Booking problem prevented Gary Cooper picture from being held over at Fox for a second whealth week at \$3,000. Last week (Colddingers' (WB) and Fucitive in the Sky' (2d wk) good at \$7,500.

**United Artists (UA-Cohen) (1,200; 25-40)—Stowaway' (20th) 'Gd wk). Should have been stowed away after two weeks; very poor \$3,500 indicated for final stanza. Last week, second, \$5,000. n. s. g.

**Warfield (F-WC)' (2,680: 35-40-55)—One in a Million' (Par) wk). Biz holding up nicely at \$1,000. Last week, first, peachy at \$18,000.

Cleve, Decides Dick-Joan Marriage NSG B.O.; 'Girls'-Jarretts Strong 18G

A bit slow in some quarters, but majority above average. Phenomenal spring weather, giving everybody the pip, accounts for low attendances. Eleanor Holm and Art Jarrett plus Three Smart Girls' at the top for Palace. 'Garden of Allah' just getting by at Loew's State.

Both way below 'After the Thin Man, which cracked the State's records last week, and Olson and Johnson—Sing Me a Love Song combo, which SRO'ed the Palace on New Year's week.

which S.R.O'ed the Palace on New Year's week.

Estimates for This Week
Aliambra (Printz) (1,200; 20-30-35)—Man Who Lived Twice' (Col) and Mr. Cinderella' (MG) (dual).

State S. Man Who Lived Twice' (Col) and Mr. Cinderella' (MG) (dual).

Alien (RKO) (3,000; 25-40)—One the stronger for five days, \$2,800.

Alien (RKO) (3,000; 25-40)—One May Passage' (WB) (Teissue). Too many recent Powell pix makes this one seem dated, yet okay at \$6,00.

Last week 'Chan at Opera' drew Oland fans, \$5,600.

Circle (Marmorstein) (1,900; 15-35)—'Accusing, Finger' (Par) and Love and Kisses (Self) Mr. And Love and Kisses (Self) (1,900; 15-35)—'Accusing, Finger' (Par) and Love and Kisses (Self) Mike Speciale, Clevelander, walloped, all of the house's figures for New Year's week. First time girl' show played here since opening at Centennial Expo, and with two midnight shows 'I landed \$12,200, terrif.

Hipp (Warner) (3,700; 30-40)—'Challed explication budgets by Warner's holding it down to about \$15,500. Last week 'Girl from Paris (RKO) armed good notices for Pons and a satisfactory, \$18,500.

Three Smart Girls' (Col) with Eleanor Holm and Arthur Jarrett topping vaude. Olympics stuff cracked yeary fron't page' responsible for a right' \$18,500, but bill still aweant. State (Loew's). (3,450; 38-40-55)—(Saret of Allah' (UA), A disappointment at \$16,500, natives not soon of the same of Allah' (UA), A disappointment at \$16,500, natives not soon of the same of Allah' (UA), A disappointment at \$16,500, natives not soon of the same of Allah' (UA), A disappointment at \$16,500, natives not soon of the same of the same of Allah' (UA), A disappointment at \$16,500, natives not soon of the same of Allah' (UA), A disappointment at \$16,500, natives not soon of the same of Allah' (UA), A disappointment at \$16,500, natives not soon of the same of Allah' (UA), A disappointment at \$16,500, natives not soon of the same of Allah' (UA), A disappointment at \$16,500, natives not soon of the same of the s

Yaudum Account Senny.
Sillman (Loew's) (1,872; 25-35)—
Thin Man' (MG). Moved over here for a second stanza after wowling them at State, it's headed for another stunning \$13,500, best in last year. Last week College Holiday (Par) also ho, rated \$8,500, excellent.

'Lloyd's,' \$10,000; 'Allah,' \$8,000, in Okay Mont'l

Montreal, Jan. 12.

Current week's grosses look good with Palace leading town with Iloyd's and Princess runner-up with 'Allah.

Estimates for Tals Week His Malesty's (CT) (1,60); 50)—Rembrandt' (UA) and Mont Minter of (Regal & Week His Malesty's (CT) (1,60); 50)—Lloyd's (20th). Will beat all straight pix in town at \$10,000, very good. Last week. 'Born to Dance' (MG), also very good at \$10,000.

Capitol (CT) (2,700; 50)—Sing Me a Love Song (WB) and Case of the Black. Cat' (WB). Should gross around \$7,000, good. Last week College Hollady' (Par) and Case of the Black. Cat' (WB). Should gross around \$7,000, good. Last week College Hollady' (Par) and Case of the Black. Cat' (WB). Should gross around \$7,000, good. Last week College Hollady' (Par) and Cuban Revels' unit. House points to \$11,000, good. Last week College (Think of the College (Think of th

ticularly from theatres. Opening day crowds more resembled end-of-therun patronage. By Saturday and control of the state o

Gril From Paris (RKO) and 'Night Waitress' (RKO), dual got benefit of New Year's Eve. Delivered good 55.500. Gmaha (Blank) (2,100; 25-40)—Unugle Princess' (Par) and Mad \$5.500 in sight. Last week and por \$5.000 in sight. Last week and por a sight of the port of the sight of th

PITT. PUSHOVER FOR 'CAMILLE,' \$25,000

Pittsburgh, Jan.

Business generally not particularly strong, but Metro's brace of January socks, 'Camille' and 'After the Thin Man, are crashing through with blistering grosses.

Trade for these two 'Camille' at Particular and the Thin Man at Particular and the Thin Man at Particular and the Same time tears. Product jams at both houses so tough that they'll probably have to depart anyway warner could stand 'Man' for another week and Penn could keep 'Camille' too, but that looks impossible.

Estimates for This Week

sible.

Estimates for This Week
Alvia (Harris) (2,000; 25-35-40)—
White Hunter (20th), and Sins of
Children (GN). Curiously enough,
a town that in the last year has become a hotbed for duals is cooling
on the two-for-ones in the downtown sector. Okay in the nabes,
but they have so be exceptional in
the first-runs on else. Alvin's cur-

National 1st Runs

UNIVERSAL

UNIVERSAL

'Conslict,' Col, Erie, Jan. 23;
Strand, B'ham, 23; Park,
Youngsi'n, Feb. 4; Garden,
Flint, 18; Garden, Devenp't, 20.

'Three Smart Girls,' 5th Ave,
Seattle, Jan. 13; Keith, Balto,
14; Apollo, Ind'apolis, 15; Keith,
Wash, 15; Eztec, S. Antonio, 15;
Lincoln, Miami, 16; Par, Cedar
R, 19; Orph, St. Paul, 21; Tivoli,
Chat'nooga, 21; Fox, Detroit, 22;
Jayhawk; Topeka, 24.

"Mysterlous Crossing,' Keith,
Sy'cuse, Jan. 23; Pal, Ft. Wayne,
24; Crown, Mobile, 27.

UNITED ARTISTS

UNITED ARTISTS

24; Crown, Mobile, 27.

UNITED ARTISTS

Beleved Enemy, Court, Wheeling, Jan. 15; Cent, Balto, 15; Poli, Hartfd, 15; Albee, Cincy, 22; State, Houston, 22; Pal, Ind'apolis, 22; State L'ville, 22; Midland, K. C. 22; State, Nortolk, 22; Grand, Atlanta, 22; State, Prov. 22; Loews, Rochestr, 22; State, Memphis, 29; Warner, Mwaukee, Feb. 5; State & Corph, Boi, 5; Rembrandt, Fox, Phoenix, Jan. 13; Call, S. Diego, 14; Roosevelt, Chl, 15; Par, Miami, 16; Cap, Oklahoma C, 21; Eckel, Sycuse, 29; Hwood, Ft. Worth, Feb. 19.

'Garden of Allah, State, Prov. 15; Valentine, Toledo, State, St. L, 15; Orph, Mpls, 22; State Memphis, 22; Penn, Pitt, 22; Roosevelt, Des M, Feb. 4.

'Come and Get It, Lincoln, Jan. 15; Orph, Mpls, 15; Mayfair, Miami, 15; Pal, Wichita, 15; Par, Des M, 22.

'You Only Live Once, Maj, Dallas, Jan. 23; Strand, Altoona, Feb. 12.

PARAMOUNT

PARAMOUNT

'Champagne Walts,' Denham, Denver, Jan. 28; Chi, Chi, 29. 'Jungle Princess,' Tower, K. C, Jan. 15; Oriental, Chi,

WARNER BROS.

WARNER BROS.

"God" C e un stry and
Woman, Mich, Detroit, Jan.
Anderson, L'ville, ; Maj, S.
Antonio, 16; Warner, Erie, 16;
Empire, Quebec, 16; State,
Cedar 16; Vic, Dayton, 17.

'Once a Doctor,' Imperial,
Toronto, Jan. 15; Orph, Vancouver, 15; Lyric, Ind'apolis, 15.

rent pair will be lucky to attract \$4,700 in six days. Going out day shead of schedule to get 'One in a Million' (20th) under way Thursdure (20th) under way Thursdure days out New York (20th) (20th)

Duals in Minne. N.S.H.; '3 Girls' Strong \$9,000 m H.O.; 'Thin Man' \$13,000, Big

Minneapolis, Jan. 12.

Double features at State, marking larst real dual bill invasion of territory, was off to a tepid start, although first program contains Winnerset', rated tops by local critics, and although afternoon admission and although afternoon admission mind although afternoon admission with the program contains Winnerset', rated tops by local critics, and although afternoon admission will be mind after week, will play them only the last three lays of each week at its same 15-25c. cale.

Fifteen below zero weather and meumonia and flu epidemic uncountedly are adverse business factors, but, in spite of them, Thrace mart Girls, at the Century, is a highly sensational, box office perormer, and After the Thin Man, at Minnesota, is headed for a high racket gross.

Aster (Publix-Singer) (900; 15-25)

Dimples' (20th), second run, and Laughing at Trouble' (20th), 34000.

Last week, Publix-Singer) (900; 15-25)

Time (Berger) (290; 15-25)—Dead

**Time (Berger) (290; 15-25)—Dead from the first real dual bill invasion of territory, was off to a tepid start, although first program contains Winterset, rated tops by local critics, and although afternoon admission (until 5 p. m.) has been sliced from the control of the contro first real dual bill invasion of terri

\$7,000, good.
Cinema de Paris (France-Films)
(600; 50). Club de Femmes: \$2,800, good. Last week, third repeat of Les Deux Gosses; grossed \$1,200, ns.g.
St. Denis (France-Films) (2,300, \$4).—'Jimples' (20th), second run, and Cet homme une Femme.' \$4,000, chair \$900 in prospect. Last week, 'Nuit Moscovite' and 'Mes Tantes et Moi,' \$3,500, fair.

*Gold Diggers' Can't Take
Omaha Snow; \$5,000, Fair
Omaha, Jan. 12.

Weather man blanketed heaviet he

Last week, Stowaway (20th), \$4,000.
Poir.

Time (Berger) (200; 15.25)—Dead March (Sherman). Current-day war clips assembled into full-length feature, with Boake Carrent arrating. May hit fair, \$1,000 L. Barten, May hit fair, \$1,000 L. \$2,000, tair. Uptown (Publix) (1,200; 25.35)—"Reunion' (20th). Okeh \$3,000. Last week, "Three Men on Horse' (FN), \$2,800, fair.

World (Steffes) (350; 25.35-40.55)—"Rembrandt' (UA). Laughton flin has class appeal. Looks like fair \$1,500. Last week, "Middummer Night's Dreem' (WB) (2d week), \$1,800, satisfactory after big \$3,000 first week.

Comparative Grosses for December

Total estimated grosses during December for towns and houses listed a previously reported weekly. Dates given are the closing days of the

NEW YORK

	Dec. 10	Dec. 17	Dec. 24	Dec. 31
MUSIC HALL (5,989; 40-60-85- 99-\$1.65) High. \$134,800 Low 44,000	Winterset \$69,000 (Stage Show)	More Than Secretary \$49,000	Rainbow on the River \$91,800	Rainbow \$110,800 (Bobby Breen) (2d week)
PARA- MOUNT (8,684; 25-35-55- 85) High \$103,800 Low 8,000	Go West, Young Man \$20,000 (3d week) (Al Donahue Orch.)	Pennies from Heaven \$45,500 (Art Shaw Orch.)	Pennies \$31,000 (2d week) (Shaw Orch.)	College Hoilday \$57,000 (Casa Loma Orch.)
ROXY (5,886; 25-45-55- 75) High. \$173,650 Low. 5,200	Luckiest Girl in World \$30,000 (Stage Show)	Banjo on My Knee \$36,100	Stowaway \$34,800	Stowaway \$42,500 (6 days; 2d week)
CAPITOL (4,620; 25-35-55- .85) High.\$110,400 Low. 7,000	Born to Dance \$52,000	**Born	Born \$15,000 (3d week)	After Thin Man \$75,000
STRAND (2,767; 40-65-99) High. \$81,200 Low. 5,000	3 Men on a Horse \$28,000 (2d week)	3 Men \$19,700 (3d week)	3 Men \$12,700 (4th week)	Goid Digger of 1937 \$27,000

CHICAGO

1.00	Dec. 10	Dec. 17	Dec. 24	Dec. 31
CHICAGO (4,000; 85-55-75) High. \$75,000 Low., 18,500	Garden of Ailah \$19,000 (2d week) (Stage Show)	3 Men on a Horse \$28,900	Theodora Goes Wild \$22,100	College Holiday \$46,000
PALACE (2,500; 85-55-75) High. \$35,200 Low. 7,000	Smartest Girl in World \$14,200 (Stage Show)	Waitress \$17,100	We Who Are About to Die \$22,100	Rainbow en River \$25,000
UNITED ARTISTS (1,700; 85-55-75) High. \$43,500	Born to Dance \$15,200 (2d week)	Born \$10,000 (3d week)	Love on the Run \$16,200	Love \$10,000 (2d week)

LOS ANGELES T. Dec. 24

DOWN- TOWN (1,900; 30-40-55- (85) High. \$38,500 Low. 1,700	Anthony Adverse \$6,400 (2d_week)	Pole Joe and Tundra \$5,100	One Way Fassage and Jailbreak \$6,200 (8 days)	3 Men on a Horse and Fugitive in Sky \$13,500	
HOLLY- WOOD (2,756; 25-35-40- 55) High. \$37,800 Low. 2,400	Anthony Adverse \$4,800 (2d week)	Polo Joe and Tundra \$5,500	One Way Passage and Jailbreak \$6,800 (8 days)	3 Men on a Horse and Fugitive in the Sky \$15,000	
PARA- MOUNT (3,595; 80-40-55) High, \$57,200 Low. 5,600 Go West, Young Man \$20,400 (Stage Show		Jungle Princess \$17,400 (Duke Elling- ton's Orch.)	Pennies from Heaven \$21,000	\$17,000 (2d week)	
STATE (2,024; 80-40-55) High. \$48,000 Low. 4,800	Born to Dance and 15 Maiden Lane \$12,000	Banjo on My Knee and Love in Exile \$10,900	Old Hutch and Crack-Up. \$11,200	Stowaway and Charlie Chan at Opera \$15,100	

SAN FRANCISCO Dec. 17 Dec. 24 Dec. 31

PARA- MOUNT (2,740; 80-35-40) High. \$37,500 Low 5,000 (2d week)		Born and Bowl \$8,000 (3d week)	One Way Passage and Captain's Kid \$7,000	College Holiday and Beware of Ladies \$19,000	
GOLDEN GATE (2,850; 80-85-40) High, \$26,000 Low. 5,400		Make Way for Lady \$14,500	Plot Thickens \$13,500	Rainbow on River \$21,000	
ORPHEUM (2,440; 80-35-40) High. \$27,000 Low 2,100	Theodora Goes Wiid and Fiying Hostess \$10,000 (2d week)	Theodora and Hostess \$8,000 (3d week)	Theodors and Hostess \$5,000 (4th week)	Pennies from Heaven and Can't Get Away with It \$15,000	
WARFIELD (2,680; 35-40) High. \$57,400 Low. 8,200	Love on the Run and Case Black Cat	Love and Cat \$12,000 (2d week)	Love and Cat \$7,000 (3d week)	East Meets West and Smart Blonds \$10,000	

ST. LOUIS

190	Dec. 10	Dec. 17	Dec. 24	Dec. 31	
AMBASSA- DOR (3,018; 25-40-55) High. \$20,500 Low. 18,000	Pennies from Heaven \$18,000 (Stage Show)	Make Way for Lady \$20,500	Hideaway Girl \$11,000	College Holiday \$21,000	
FOX (5,038; 25-85-55) High. \$17,500 Low., 9,500	Love on the Run \$11,500 (2d week)	Luckiest Girl and Polo Joe \$8,500	Banjo on My Knee and Career Woman \$12,000	Stowaway and Laughing at Trouble \$13,500	
LOEW'S 3,162; 25-35-55) High. \$22,500 Low.: 11,000 Flying Hostess \$17,500		Born to Dance \$18,500	Born \$9,000 (2d week)	Camille \$19,000	
MISSOURI (3,514; 25-40) High. \$11,500 Low., 6,500	MISSOURI One Way Love in E (3,514; 25-40) Passage and igh. \$11,500 and Easy to T		Bengai Tiger and Man Lives Twice \$8,600	Rainbow on River and Piot Thickens \$10,700	
ST. LOUIS (4,000; 25-40) High. \$8,200 Low. 6,000	Cain and Mabel \$8,200	Murder with Pix and Charge Light Brigade \$6,000	Big Broadcast \$5,500	White Hunter \$6,500	

(Continued on page 16)

3c LEGIT FOR POOR AGAIN IN ROME

Prices will range from 3e to 10e at this year's 'Theatrical Saturday' nces for Italy's workers and essants.

Theatrical Saturdays are an institution tried out for the first time year: all the important theatres in Italy give Saturday performances at nominal admission prices in an at nominal admission prices in an attempt to bring poor people back to legit and bring the theatre closer to thi people. Attendance at these performances last year was so great, that this year they are being re-

peated.
Only workers, peasants, clerks, postmen, porters, state employees and pensionaires whose monthly income is below \$40 are admitted to these performances. Theatres stick more or less to regular programs of the same type they live to their wealthier audiences.

SMITH-KORDA TALK MERGER

In midst of several indie film co ies tottering, Sam Smith, head British. Alexande

Korda (London Films) are discussing a deal to join forces, the former to make 16 pictures annually in conjunction with Korda. Deal, if conjunction with Korda. Deal, if consummated, would involve over \$3,000,000. It's likely to go through this week, with productions to start early in March, using Smith's studies at Beaconsfield and London Films' studies at Denham.

Korda is now concentrating part of his activities on small but popular demand pictures. Smith, one of the important indies here, still is in position to raise finances in The City. Smith will likely go to Hollywood soon to line up medium-priced names, da (London Films) are discuss-

U.S. Singer Wins Suit Against Vienna Nitery

Leda Ray, American singer, won aer suit against the Vienna Femina, nightie, and is to get-back pay withheld to her.

Miss Ray had informed the management that due to hoarseness she was not able to appear one night. Management sent a messenger to her more shortly before midnight, only to learn that she was not in her rooms. Sued for \$200, informed Miss Ray of immediate dismissal and refused payment of salary due. Court ruled in favor of the nitery, arguing that the singer ould not have been in such bad health if she was able to go out. Dr. Egon Perce, her lawyer, appealed to the higher court and won a reversal.

'Rose-Marie' Appeal

Melbourne, Dec. 22. result of the 'Rose Marie' between Williamson-Tait and tangle between Williamson-Tait and Metro will probably not be known until next March. W-T will appeal against the verdict given in favor of Metro last week, this following an appeal by Metro over a verdict in favor of W-T.

In the meantime the ic remains

In the meantime the ic remains in the can locally.

S. African Stage

Johannesburg Dec.

This section of South Africa
tinues with live slage shows. Incumbent at His Majesty's is Sholem
Aleichem's 200,000, 'staged by Jacob
Waesilit and Sarah Sylvia, with an
all Jewish company.

Jimmy Hunter's London Follies'
and Rulyan's Marionettes are due to
open son at His Majesty' Paut's
Open son at His Majesty' Put's
Cinderella' is skeded for premiere
Dec. 24 at the Empire. Pagel's Circus
and Menagerie is also current here.

Had Their Warning

Sydney, Dec. 22.
In December, 1935, VARIETY asked the Chief Secretary's Department to define the Quota Act.

Questions asked by VARIETY. together with replies by E. B. Harkness, Under Secretary, are repeated, now that distribs have brought governmental wrath down on them by not payl

repeated, now that distribs have brought "governmental wrath down on them by not payi attention.

(Q). Providing there are not sufficient pictures produced in Australia to make the total required for Quota, would the Americar distributors operating in Australia be required to enter into picture production to make up the required total?"

(A). "Attention is invited to Subsection (I) of Section 4 of the Cinematograph Fins (Australian Quota) Act, 1935, which reads as follows: 'Of the total number of 'quota' films other than British films acquired by a distributor for the purposes of his business in any of the years mentioned in the First Schedule, it shall be his duty to acquire and make available for distribution in that year not less than the proportion of Australian 'quota' film specified in the said Schedule. Where such proportion is not a whole number, any fraction exceeding one-half shall be deemed to be whole number. For the purpose of calculating such proportion, no Australian 'quota' film shall be counted more than oned in Section 2 of the same Act. The definition reads: 'AC-QUIRE, IN RELATION TO A DISTRIBUTOR. INCLUDES THE PRODUCTION OR OBTAINING POSSESSION OF FILMS FOR THE PURPOSE OF HIRING OR SELLING THEM!'

(Q). 'Does the Government fully intend to see that the

OF HIRING
THEM!
(Q). Does the Government
fully intend to see that the
Quota Act is absolutely abided
by as from Jan. 1, 1936,

VAUDE COMING BACK INTO NEW ZEALAND

Wellington, Dec.

Wellington, Dec.
Connor-Paul revue-vaude unit is making out very nicely here in conjunction with the Fullers. Public here is relishing a return of vaude and vaude-revue, with biz on the up. Reported that Frank Neil will send some units across from Australia early next year in his contemplated chain expansion.
Neil, in Australia, has worked up a sizeable circuit and intends spreading, hence the idea take in this territory.
Years ago, before vaude hit the skids, the Fullers maintained a huge chain of pop vaude here and copped plenty of coi

AUSTRIAN PRODS. ELECT

Austrian Film Producers Association has elected its officers for 1937. Hermann Paul of the Patria film company was named president, while Dr. Lebzelter of the Selenophon weekly and Dr. Szekely of Intergloria will act as Vice-presidents.

AUSTRALIA GOES AFTER DISTRIBUTORS ON FILM QUOTA; WILL FORCE ACTION

Merger in Vienna

loria and Rex film have merged, with new title of Intergloria. Dr. Wilhelm Szekely is responsible for the deal. Gloria produced Operaring ith Jan Kiepura; while a new picture with Zarah Leander, Swedish star, is forthcoming itle most likely will be 'Premiere.'

NATIVE FILMS AIDED IN **MEXICO**

Mexico City,

Mexican legislature passed three laws this week affecti

is now compulsory to show at least one native-made feature per month. Other two new laws are tax revisions calling for a five-year exemption for all exhibs from a municipal tax and a slash on theatre taxes of from 8% to 15%

tion of native films.

New tax laws were carried out to compensate for the one-per-month law now in effect and because of the nix put on the application for ex-

nix put on the application for exemption from all taxes, including federal, state and municipal for one year, which exhibs had asked for. Exhibs must show at least one Mexican feature each month. If full length films are unavailable, several shorts may be substituted. Tax slash is applicable only during the period of exhibition of this native product. Latter measure is regulated by the size of the theatre.

Penalties involved for infraction of the new regulation call for fines of from \$14\$ to \$280 for first offenses. Repeats make offenders liable to cancellation of their respective franchises.

Protestant Council Nixes Pastures' for Brit. Kids

London, Jan.
inema Christian Council; representing all Protestant denominations in Great Britain, and having as its head the Archbishop of Canterbury, in a formal statement approved 'The Green Pastures' (WB) as a 'moving and reverent' representation of a primitive conception of Old Testa primitive conception of Old Testa should not be seen by juveniles, and should only be played alongside a suitable supporting pic program.
Council asks churches throughout the country to do what they can to ensure that these two recommendations are carried out.
Picture, after five weeks at the New Gallery, moved into the Marble Arch Pavili continue its West End season.

Distributors Have Failed to Follow Through on Law, Gov. Charges - Mostly American Pic Cos. Involved-Will Be Forced to Produce

Rebellion in Vienna

Vienna, Jan.

Latest issue of the Selenophon ilm newsreel of Austria was used as a political demonstration excuse by the harassed public. It was the first time since the weekly (founded i 1934 under the Dollfuss government and obligatory in all theatres) that no member of the government was portrayed making some kind of a speech. When the issue was shown in a cinema in the 10th district, someone in the audience remarked sarcastically, First time I don't see those faces.' Audience started applauding, shouting, and almost rioting.

MORE VAUDE AT THE HAGUE

The Hague, Jan,
Looks like vaudeville is due for a
comeback in Holland. Newly rebuilt
Arena theatre, Rotterdam, is playing
acts; Theatre Carre, Amsterdam, is
again in line with flesh, and there is
talk that the long idle Scala will once
again house vaude.
Vaudeville has always been very
popular in Holland, especially that
presented by the late Fritz van
Haarlem. After his death interest
waned. Only the Carre, Amsterdam,
retained it. The Arena then burnt
down and the Scala went in for revues.

vues.

Chaz Chase is the feature this wat the Carre and reported doing go

BRIT. EXHIBS, DISTRIBS AT IMPASSE ON QUOTA

London, Jan.
Negotiations between exhibs and distribs for a solid motion picture trade, front on the quota' problem are at a temporary deadlock. Cinematograph Exhibitors Assn. is firm in its support of a Government commission to act as air arbitration board, but Kinematograph Renters Society (the distribs' organization) is solid against any form of state in-

tervention.
With C.E.A. able to exert most in-

With C.E.A. able to exert most influence in Govt circles, trade fears are that some form of state control of the industry is highly probable.

K.R.S. proposal for self-government of the industry, as in the U. S., has substantial support, but is likely to break against the wall of C.E.A. hostinacy, latter body seeing a State commission as machinery to give exhit the power over distribs, with the Board of committee's recommendations supporting that belief.

MG, Warners and Col.'s 5-Day Week in London

Metro has adopted a five-day-weel Metro has adopted a nive-day-week policy here, entire outful shutting down Friday Sam Eckman announces the as a gesture to his staff for a successful year. Columbia took the lead with a similar announcement just one day

warners, too, will follow suit, so as to bring the London exchanges into li ith the policy already in existence i the United States.

Yiddish Play in Vienna

Jewish Cultural theatre presented as its New Year's premi Schwer zu Sein ein Jud' ('Hard to be a Jew'), play by Shalom Aleichem, directed by E. Jubal. In the leading roles Alice Koch, Eva Scharf, Marcell Barter and Ru-dolf Ernst.

Sydney, Dec. 22.
Government here intends making tough istribs who fail to live to their quota obli next

up to their quota obli next year.

Chief Secretary Chaffey has stated that 'the failure of distributors to comply with the law is regarded very seriously by the government. In the absence of evidence that they have made every effort to meet their obligations, the department will further consider the matter.

This statement is taken mean that the government will force the foreign (American) distribs operating in Australia to obey the law the limit as regards the quota. Exactly one year ago the Chief Secretary informed Vaniery that the government had every intention of foreing the carrying out of the act. Now, after one year, Minister charge has come to the conclusion that the distribs have not lived up to their obligations.

On Carpet

On Carpet Investigations quo

that the distribs have not lived up to their obligations.

On Carpet
Investigations quota officials disclose the fact that six of the 13 distribs registered under the Act have not complied with the provisions of the law, which requires that up to Dec. 31, 1936, 5% of quota pi should be Australian.

Bughear to distribs is the inclusion of the word 'acquire' in the Act. is the term of the word 'acquire' in the Act. is the term of the word 'acquire' in the Act. is the word acquire' in the property of the word 'acquire' to include in their schedule the number of Australian pix ready for exhibition. They point out that the word does not mean they must produce pix to bring the required total up to the stipulated quota amount.

Apparently the government now takes the view that distribs must enter the production field if the total required by law falls below the output of local producers.

Admittedly Failure.

Generally admitted that the quota has been a complete failure in N. S. Wales. For months representations have been made to the government by production interests, and others that foreign distribs were net living, up to the Act, and that legislation should be brought in to force the distribs to co-operate with local producers. On the other hand, distribs point out that they are obeying the law by distributing all locally-mades available.

Actually, only one American (Columbia) has produced a pic in Australi up to the present.

This week the Film Coard of Trade will organize a deputation to the Chief Secretary on behalf of the Motion Picture Distributors Assn. to point out the actual position and clear up any misunderstanding between the government and the foreign istribs and the deputation to the distribs and the deputation to the distribs and the deputation will have some tall explai ing to do.

Williamson-Tait Pays 6% on \$131,500 Profit

Sydney, Dec. 22.

Williamson-Tait, legit and concert operators, turned in a net profit last year of \$131,500, after providing for taxation and depreciation. Result shows an increase of \$30,000 over the previous trading year.

Previous dividends of 6% has been pai irectors point out that taxings are still very heavy on the taxings are still very heavy on the attrical bix, and also that there has not been any great improvement in big from the legit point of view. Tax paid to the government amounted to \$154,900.

big from the legit point of view. Tax paid to the government amounted to \$154,900.

Today the firm operates only one legit House in Sydney, whereas a few years ago four houses were under its management. W-T may build a new theatre in Sydney next year on lines similar, to its ace Mel-bourne legiter.

Svensk Filmers in Detroit

Detroit, Jan. Wilhelm Grill, technical adviser of

winein Gril, technical adviser of in Detroit studying lamps manufac-tured by a local firm for se in film making. With him is Per Bergmanson, of the Agfa Film Corp., Stockholm.

Plenty of Anglo-American Vaude Acts Clicking Big in London

liver is holding over on the new Holborn Empire bill. , but in dire need of new sock materi

in dire need of new sock materi
Ken Harvey is an easy ith
his electric guitar.
DeVito, Denny and Stevens, back
from a continental tour, are still very
popular with local audiences.

Renee Houston and Donald Stewart, latter an American brought over
by Felix Ferry for his Crosvenor
House floor show two years ago, are
still disappointing.
Nicholas Bros. playing their first
vaudeville date here after clicking
solidly in 'Blackbirds,'

plause hit of the

plause hit of the capacity.

Gipsy Nina and Vic liver are both at the Trocadero restaurant, both doubling from the Mayfair hotel, which is a rarity, since the two are opposition spots. It makes three simultaneous engagements for Oliver. Both he and Gipsy Nina are doing well in both restaurant dates. Carroll and Howe are also at the Troc, making their first cabaret appearance, and already booked for a return.

Billy Bissett and Band, from the Royal York hotel, Montreal, is at the Mayfair, replacing Harry Roy, and satisfactory.

PARAMOUNT, N. Y.

Glen Gray and the Casa Loma orchestra's debut into the Rainbow Room, N. Y., last Wednesday necessitated a new pit band show coming into Par for the final (third) week of 'College Hollday' (Par). Marie Bragglotti. from the snooty Hotel Pierre, was drafted and the emergency booking isn't by any means distinguished. Just a fair band presentration.

of College Holiday (Par) Mario Braggioti from the snooty Hotel Pierre, was drafted and the emergency booking isn't by any means distinguished. Just a fair band presentration.

Surrounded by Judy Starr, Paul Hobinson, Dale Winthrop and Robert William (Red Vust, the dope it's a large of the start of the start of the surrounded by Judy Starr, Paul Braggioti (New Acts) is politic and polished, but lacks the necessary punch and presentation house unction to command attention. Of his supporting specialists, Judy Starr is a cetite songstress who's done a few Vallee spot radio broadcasts. She essays 'Shake Your, Feet' and 'Devil and 'Devil House's Shake Your, Feet' and 'Devil and 'Devil Pierre of the start of the start

denced the bast at the now defenced the bast at the now defence Casino de Parce, or production in. Winter Garden show last yearly with anything in between. Strong click of Faul Sydell and Spotty at the Paradise suggests this excellent animal socialty for another cafe revue. William works the dog neatly and look deft. William works the dog neatly and look deft of the case of the capt of the capt of the control of the capt o

STANLEY, PITTS.

STANLEY, PITTS.

Itisburgh, Jan.

Probably the hot spot of the country for Benny Davis is right here in I'll Smoky Town. He's been dynamite with his Stardust Revuestonsistently, and to very decrease that when he used to own added ago in a two-act with the lady who's now the Mrs. It's true that he always brings with him a flock of talented youngsters, some of them so spectacular that Davis' own part in the success of this type of show has possibly become mi imized. But youngsters with part in the success of this type of show has possibly become mi imized by and that's all. But under the Davis aegis, they're genuine showsteppers. Not that there are any third-rate turns in Davis' current crop. Neither is it exactly a unit of new faces. Shea and Raymond were with him three and two seasons and later mi into the Scandis's an

film player, of course). Youngster's a mimic and his vocal impressions of the great and neft-great are the last word in this sort of thing. He even looks ilke some of them.

Extra attraction, okay but not necessary since show aiready runs overboard, is Gypsy Ramaje, exotic looking, femme who tosses in a couple of hot torch tunes and does a bit of torso swinging that takes her off big. Davis, of course, is still going through the old medley of his song hits; winding up with the inevitable "Margie," and it's a bit the mob expects of him as much as they do like the course of the course

COLONIAL, DETROIT

COLONIAL, DETROIT

Detroit.

Comiderable letdown currently at this Class Is spot. There was only one can be to the control of the control of

ORIENTAL, CHI

Chicago, Jan. 8. Sophie Tucker is at the Oriental this week. She's what they come to see, and it's a long wait between the end of the picture, 'Hideaway Girl' (Par) and Sophie's entrance. But the time doesn't seem so long, because with a good it's filled spotted right, to build-up Sophie Tucker's entrance.

Marilyn Marlowe opens in front of

Tucker's entrance.

Marilyn Marlowe opens in front of the Dorothy Hild girls with a cleancut tap rout! Although the girls are dressed work! better these days, the opening is slow. Show begins to catch when the Lightning Trio, who are just that, comes on. Two men and a girl roller skaters, they offer speed, daring, and lots of novelty.

Joe May and June, Earle follow, the Lightning the speed until to by the Lightning that the states of the states of the states, they offer speed, daring, and lots of novelty.

Joe May and June, Earle follow, the Lightning the speed until to by the contract of the states, and show that the states of the same the states, and they go over nicely with intimate, easy gagging between man, woman, and a stooge in the box, the last meaningless until harmonica playing.

Not time for Sophie Tucker yet, so the Hild dancers come back, and with them argued in sorting in a novel Spanis cost the Hild dancers come back, and with them argued in the sort of the state of the state

STATE, N. Y.

STATE, N. Y.

Down to four acts this week, with a slow running bill. The abbreviation is in the number of surns rather than running time, for the Fats Waller band (New Acts) extands the surn of the fath of the

cards to justify a quarter hour's stay.

Waller band contains 13 musicians and Myra Johnson, singer, besides Waller. The act is mostly Waller and it's too much of one thing for 30 minutes. In his introduction of a song, giving a gag title, Waller took an unnecessary chance with remark that was deliberately rushed but still cleer enough to reach the loge. For those who heard it, I was downright filthy, with no possible excuse for it here or where else, except possibly show.

Mae West's Go West, Young Man Mae West's Go West, Young Man (Par) was brireing them in nicely Friday night. New idea of marcuee heralding is a tungsten strip outside the theat's billing Milton Berle for next, week.

CAPITOL, WASH.

Washington Jan

Washington, Jan.

House back to straight vaude again, after two successive units, with the Salici Puppets, which provide last aminutes of three-act bill, ving program plenty novelty. Salici act is beginning to mean something at the b.o.

Following overture, footlight fare well indeed.

Waters.

gets under way with Stafford and Louise in effective dance revue. Team does three numbers, fast ball-room, tango and modernistic routine with lifts and whiths that garner hetty applause. Act is done in full stage with lighted serim and two planists, one of whom doubles in nice acrobatic tap. Vlolet West is on active the control of the

ST. LOUIS, ST. L.

Louis, Dec. 8.
Perhaps it was the slim attendance occasioned by a sleet storm following an all-day rain that took the edge off the stage show here (8), but callbre of bill is far below pre-vious standards and only a solo by

Freddy Mack, m.c. and bator swinger, it from being a com-plete washout. To begin with, a wave of flu has reduced the numerical strength of the Roxyettes. Girls try hard the old zippo is

strength of the Roxyettes. Girls try hard the 'old zippo is missing.

Current show is labeled 'Ranch House.' Opens with the line, clad in boots and sombreros, when further the control of the control of

EARLE, PHILLY

Philadelphia, Jan. 11. Earle's current vaude array con-tains plenty of familiar names and faces, but taken altogether they spell

rains plenty of familiar names and faces, but taken altogether they spell as bill of more-than-average powers of entertainment. Film is 'Smartest Girl in Trown' (RKO).

Stare show is N. T. G. 'stare show is not show in the show is not show in the show is N. T. G. 'stare show in the show is N. T. G. 'stare show in the show is N. T. G. 'stare show in the show is not show in the show in the show is not show in the show in the show is not show in the show is not show in the show in the show is not show in the show in the show is not show in the show in the show is not show in the show in the

HIPP, BALTIMORE

HIPP, BALTIMORE

Battimore, Jan. 8.

When, viewed Exiday afternoon, the unit Tex King a sternoon, the unit Tex King a sternoon, the unit Tex King a sternoon, the unit Tex King a sternoon at the sternoon and the

other helping of same, and finale whisks through a strictly inning.

For some reason, couple of standard acts are billed under temporarily adopted labels. I this unit the heat and club jugging 5 Eight of the heat and same before heat and same before heat and same heat and s

couple of chants for line 'Irls' picture numbers.

Sextet of femme harmonizers.

Sextet of femme harmonizers.

Silled Six Lovely Ladies, also hoof with line, and have one singing shot on own, it s.g. Line enlists services of 18, and 15 billed 'Elida Ballet' Troupe is definitely not the silck and top-talented array Betty Friedman had under wing ton many appear.

When matter was broached, management declared line is a No. 2 group of Miss Friedman's. It's No. 2 group of Miss Friedman's. It's No. 2 group of costumes and sets.

Show spans about an hour.

'Gril From Paris' (RKO) is h. o ling on screen.

Bert.

KEITH'S, BOSTON

KEITH'S, BOSTON

oston, Jan. 7.

With James Melton heading the lineup, this week's offering, produced by Macklin Megley, develops into a fair-to-middlin' offering. Melton sticks to singing, simple arrangements of pop songs, such as 'House That Love Built, 'Way You Look' and 'Lone Prairle,' His encore' 'Shortnin' Bread' supplies a pleasing contrast. Melton's excellent vocaling memerged the winner in a show overboard with singing because of his easy-to-take arrannements.'

Hildegarde, from radio, and night clubs, charms with her sweet voice and ace diction, as well as an entitle of the season of the seasons. Latter one had the teustomers restless before it was finished.

Johnny Perkins, one of the too

mental reasons. Secretary the customers restless before it was finished.

Johnny Perkins, one of the too m. c.s of vaude, knits the unit to the control of t

EMBASSY, N. Y. (NEWSREELS)

(NEWSREELS)

newsreel sticks out its neck

rai This time it is in reporting
the controversy between the auto
workers' union and General Motors.
Paramount isn's astisfied with showing scenes around the blants where
sitdown strikes are taking place, but
it poses a couple of workers to tell
the public they're agreeable to the
company union setup and all they
want is to get back to work because
they need the money. No worker
was pictured presenting the contrary
view.

view.
Outside of the strike clips, thi
weel's runoff at the Embassy gives
the impression that things are pretty
(Continued on page 19)

God's Country and the Woman (IN COLOB)

Hackneyed and incredible story, of the type once known as 'the great outdoors,' count against this one Fact that it was made in technicolor adds to its b. o. chances and likelihood is for tough sledding.

There is no doubt that this film skipped re-make if it But the were the But the pigmentation alone isn't

mere pigmentation auoue anienough.
James Oliver Curwood's type of
vide-eyed incredible Americana
seems now washed up, under present
standards. There's still room for
cowboy stories and westerns—but
even the kids aren't as credulous
these days as they used to be. As
a silent it was last produced in
1016.

these days as they used to be. As a silent it was last produced in 1916.

In this particular effort, beautiful Beyerly Roberts is managing a rought and tough lumber camp. And tough lumber camp and tough lumber camp and tough lumber camp sitton camp and is a really tough the control of the c

COUNTERFEIT LADY

Columbia production and release. Feaures Raipa Bellamy, Joan Perry, Douglass
jumbrille, Directed by D. Ross Lederman,
creen play by Tom Van Dycke from story
y Harold Shunatet, camera, Alien G.
y Harold Shunatet, camera, Alien G.
W. Runaing time, Se mina.
No. Runaing time, Se mina.
Joan Perry
darine. Joan Bagh Bellamy
hyllis. Joan Perry
darine. Douglass Dumbrille
darine. Douglass Dumbrille
darine. George McKay
Jone;
Jones Jones Jones Jones
Jones Jones Jones Jones
Jones Jones Jones Jones
Jones Jones Jones Jones Jones
Jones Jones Jones Jones Jones Jones
Jones Jones

Though crammed with tingling melodramatics and several first-rate performances, 'Counterfeit Lady' is

melodramatics and several first-rate performances, 'Counterfeit Lady' is pretty thin for other than double-programmers. It spossesses flighty story development uneven pace and episodic action. The flim has a little of everything, including a gent hief who this off how she's traveling and a country town that is port of call for a giant transport airplane. That's the picture's chief trouble; it is made up largely of counterfeit situations, actions and locales. This may have been where the producers obtained the idea for the pix title, situations, actions and locales. This may have been where the producers obtained the idea for the pix title, and the counterfeiting have been where the producers obtained the idea for the pix title, and the counterfeiting have been where the producers obtained the local for the pix title active the counterfeiting have been where the producers of the severy shop.

With such an absurf opening, it is no wonder that what follows measures up to the basic motif. Audience is tipped early who has the precious stone, that the slick private detective has a dupe gem matching it and that the police and two gangster buddles of the jeweler are racing each other to grab it from the fair femme. For the producers of the producers of

melodramatics and several first-rate performances. Counterfeit Lady is perty thin for other than double programmers. It possesses flightly for a miners. It possesses flightly for a miners. It possesses flightly are considered that the office and it is a considered that the construction of the possesses flightly are the constructions and content that is port of call for a giant transport airplane. That's the picture's chief trouble; it is made up largely of counterfeit is that the side of the pix title. A content of the pix title structure, and the idea for the pix title, and the country gall who worked as placed the idea for the pix title. Rowland and the case with nothing much alike country gall who worked as placed to the pix wicked city that the copped a \$37,000 diamond from an exclusive jewelry shop.

With such an absurd opening, it is no wonder that what follows measures up to the basic motif. Audience stope, that the slick private detective is tipped early who has the precious stope, that the slick private detective is tipped early who has the precious stope, that the slick private detective is tipped early who has the precious stope, that the slick private detective is tipped early who has the precious stope, that the slick private detective is tipped early who has the precious stope, that the slick private detective is the proton of the proton

through the implausible gem thief (country gal) role like a vet trouper. Other astonisher is the feeble way she shows up her beauty before the leas. For a New York model, the least of the least of the least with a new comer to films, Do see with a new comer to films, Do show the least of the least of the least of the least least

SMART BLONDE

Warner ros, product	lon and malones
Features Glenda Farrell,	Danton Mantan
Winifred Shaw, Craig 1	Darton MacLane,
Richards, Directed by	Emple 35-Daniel
Story, Frederick Nebel;	FIRIT MODOREIG.
Ryan and Kenneth Ga	reeplay, Don
lyrics, M. K. Jerome and	met; music and
Poloce N. R. Jerome and	Jack Scholl. At
Palace, N. Y., week, Jan	e, 37, on double
bill. Running time, 57 n	nina.
Torchy Blane	Glenda Farrell
Steve McBride	.Barton MacLane
Dolly Ireland	Winifred Show
Tom Carney	Crole. Boundle
Fitz Mularkey	Addison Richards
Dixio	Tono Williamon
Lewis Friel	David Carlyle
Lewis Friel	Joseph Crehen
Cahagan	Tom Kennedy
Cahagan Blyfuss	Tohn Sheeban
Pickney Sax	Coorgo Tland
Pickney Sax	George Liloyu
A Committee of the comm	

Biytuse
Chuck Cannon. Max Warner Fickeey Sax.

Looks like an adventure alim which became another whotunit it's got a good handle and sufficient boo come-on among the cast for an okay dualer.

Picture is fairly well paced with gunplay, an amount of flip talk, but no mountings to mention. Glenda Farrell is a newspaper girl who tags Barton MacLane, chief detective, through a couple of murders until he smacks her down for the oldest chrough a couple of murders until he smacks her down for the oldest still give loid in a finale fadeout. Still give loid in a finale fadeout. Still give loid in a finale fadeout. Still give loid in a still give loid in a male fadeout. Still give loid in a still give loid in a male fadeout. Still give loid in a still give loid in a male fadeout. Still give loid in a still give loid in a male fadeout. Still give loid in a still give loid in a male fadeout. Still give loid in a still give loid in a male fadeout. Still give loid in a still give loid in a male fadeout. Still give loid in a still give loid give loid in a still give loid in a still give loid give loid in a still give loid in a still give loid in a still give loi

ALONG CAME LOVE

	of Richard A. Rowland
	Irene Hervey, Charles
Starrett. Doris Ker	yon, H. B. Warner,
Irene Franklin. Di	ected by Bert Lytell.
Story and adaptation	. Austin Strong; addi-
	r Caesar: camera, Ira
Morgan. At Strand	Brooklyn, week Jan.
7. '87. dual bill. R	unning time, 65 mins.
Emmy Grant	Irene Hervey
John Patrick O'Rya	Charles Starrett
Mrs. Gould	Dorls Kenyon
Dr. Martin	H. B. Warner
Mrs. Grant	Irene Franklin
Saran Jewett	Bernadene Hayes
Mr. Vincent	. Ferdinand Gottschalk
Joe	.Ferdinand Gottschalk
	V. I.

Miniature Reviews

'God's Country and the Woman' (WB). Great outdoors in technicolor. Not likely for much be.
'Counterfeit Lady' (Col). Grade B gem-sleuth meller, for the dualers. 'Smart Blonde' (WB). Whodunit with Glenda Farrell and Barton MacLane. Okay dualer. 'Along Came Love' (Par). Routine romantic item of only passing interest. For the doublers. 'Beware of Ladles' (Rep.).

doublers. 'Beware of Ladies' (Rep), Fairly entertaining and pretty well made romantic melodrama but not strong enough for solo dates.

dates.

'Crack Up' (20th). Peter Lorre and Brian Donlevy stand out in airplane spy thriller; best suited for dualers

girl's bold approaches with rather amazing indifference. The fact the girl persists is as unreasonable, plus the fact that when the young doctor (Starrett) falls he then goes overboard.

The dialog is commonplace and the comedy weak. Doris Kenyon does impressively as a store employee and a good bit is turned in by Charles Judels. H. Warner as the doctor proves fair.

Char.

BEWARE OF LADIES

BLWARE UT LAJIES
Republic release of Nat Levine prodection. Features Denaid Cook, Judith Allein, George Meeker, Goodee Monigomery, Russell Hopton, Directed by Irving Fichel Celton, English and Prodection, Erneat Nime; camers, William Nobles, At Strand, Brooklyn, week Jan. 7, dual bill. Running time, 62 mins. 75, dual bill. Running time, 62 mins. 197, dual bill. Running time, 62 mins. 198, dual bill. Runni

For average double bi require-ments Beware of Ladies suffices. Away from the twinners it would have difficulty pleasing, since, while it manages to entertain fairly well, it is without cast names. The title may help some in this connection however,

A hot campaign between two can

however,

A hot campaign between two candidates for district attorney, and a newspaper which is backing one of the contestants, is the premise. Title derives from the fact that a married young reporter for the newspaper, separated from a worthless husband, attaches herself to one of the candidate of the contestants of the contestant o

E' Tornato Carnevale (Carnival Is Here Again') (ITALIAN MADE)

Produced by Tiberia Fil Directed by Raffaele Matarazzo. Features Armando Falconi, Clara Tabody, Signor Pieu, Signor Coop.

'Carnival is Here Again' de refer to the reappearance of the village fair, but to the return of a gen-tleman named Carnival. Carnival

lage tar, but to the return of a gentleman named Carnival. Carnival
was a gay young blade who, little by
little, squandered his fortune. By the
time he appears here he
oughly impoverished, living a
wretched istence far away from
that bright social world in which he
once shone. Only person who has
stayed with him and now shares his
garret, his sorry food, and his recollections, is the old family servant,
At anis boint the past shows up in
the form of two people who want to
be fairy godmother in two different
ways. One is a painter whom Caranival, in the days when he was
a wealthy duke, gave his first break.
Painter has now become a great success and wants the duke to live with
him and share the fruits of his fortune,
Other is the daughter of an old
flame, whom her dying mother recommended to his care, not knowing
that he was no longer rich. She is

a very modern young person with very definite ideas; she wants to help her mother's old admirer get set up in business. Between the painter's scheme and the girl's scheme for making the did to the girl's scheme for making difference and did to the set of the girl and the painter. All of which ends by their falling in low. Duke feels a bit left out, but consoles himself with his business and his new-found comfort.

Armando Falconi is amusing as the impoverished duke: And Coop, who is a specialist in servants' parts is delightful as the faithful old retail

EIN IDEALER GATTE ("The Ideal Husband") (GERMAN MADE)

(GERMAN MADE)

Casino release of Terra-Pilm production.
Features Brigitte Helm, K. Ludwig Diehl,
Svillie Schmitz, Georg Alexander. Directed
by Herbert Selpin. Scenario, Thea von
Wilde; must, Werner Bochman. At the
Casino, N. Y. on double bill, week Jan.
3. 37. Running time, S. mindering bill,
Mady Chillern. Car Brieffitte Heim
Mabel Chiltern. Annie Markart
Lord Goring. Georg Alexander
Gloria Cheveley. Sull Henckels
Gloria Cheveley. Sull Henckels
Gloria Cheveley. Karl Dannemann
Ingenieur Parker. Meink Foerster Ludwig
Mr. Vickers. Heink Foerster Ludwig
Mr. Vickers. Babette Jensen
Lady Markby. Ton! Tetzlaf

(In German)

This is unlike average German dramatic fare, and for that reason dramatic fare, and for that reason only so-so as ho. draught in York-yille and ivalents. Yarn, how-ever, the whole is mentiorious, fitted with a strong adaptation by Thea yon Harbau from Wilde's play. Selpin's direction good, and the

Thea yon Harbau from Wilde's play. Selpin's direction good, and the acting, while spotty, has the nod in its law you have so a steel magnater with a blackmailer (Sybille Schmitz). Plenty of legitimately good situations are inherent, although the general lines of the plot are nothing new. Terra-Film's version-scoops up most of possibilities, but Miss Schmitz-despite hard work—is badly miscast. Generally enrolled as a heavy, she's asked to do a sophisticated job here, and the results are somewhat mangled. At least they might have taken away her gay '90's feathers and some of the grease paint. Brightte Helm, comparatively new former than a care than picture of the presence of the grease paint. Brightte Helm, comparatively new former than a care than picture of the grease paint. Brightte Helm, comparatively new former than a care man picture of the grease paint. Brightte Helm, comparatively new former than a care man picture of the grease paint. Brightte helm, comparatively new former than a care man picture of the grease paint. Brightte helm, comparatively new former than a care man picture of the grease paint in the great of the grea

Drei Blaue Jungs und Ein Blondes Maedel

(Three Sailers and a Blonde').

(GERMAN MADE).

Europa release of Carl Boses production.
Features Prize Kamper, Vederics Ruelmann.
Fractures Prize Kamper, Vederics Ruelmann.
Richter. Directed by-Karl Boses. 'Mysic by Edward Kuenneck', At Casino, N. X.,
week Dec. 25, '36, Ruining time, 30 mins.

(In German)

German comedy, of program call-bre for foreign audiences, paced evenly for laughs according to Teutonic film standards, which is slow and sometimes outright sluggish.
Picture is overboard on running
footage with 90 minutes utilized for relating a tame sailor's yarn both on board ship and on land. Music

relating a tame sailor's yarn both on board ship and on land. Muslc for a frame, but no singing. Also no English subtitles.

Photographically, the camera work is excellent. Naval maneuvers are used frequently for atmospheric buildups and they interesting. Interior views are clearly defined and close-ups of the none-too-interesting German cast are good. The technical side of a foreign production from this country is always up to par. Land scenes reveal a waterfront resort which is immaculately maintained. This is no studies with the four than the result of the strength of the form of the faintly humorous fracas. All get a chance to dance with her, and two think they rate first with her; but it is the third husky who wins her. No excitement in the plot, with laughs confined to leisurely developed clinches. Heinz Ruehmann, sightly built comit; carries the brunt of the comedy burden, and he comes through nicely. Will is played by Friedrich Benfer, who might do things up right in a studier constructed film. Fritz Kamper completes the third member of the musled pictures. Feminine types can be a filled to plot structure as is devoted to the musical phases and backgrounds of this feature, the Hungarian product in a dance-hall affair, with a buxom blonde the center of the story of the more than the plot, with laughs confined to leisurely developed clinches. Heinz Ruehmann, sightly built comit; carries the brunt of the comedy burden, and he comes through nicely. Will is played by Friedrich Benfer, who might do things up right in a sturier constructed film. Fritz Kampers completes the third member of the musled production of the friend of the story about Franz Liszt's immediated to plot structure as is devoted to play the function of the france of the musled phase and backgrounds of this feature, the Hungarian product in the function of the france of the musled phase and backgrounds of this feature, the Hungarian product in the function of the

CRACK-UP

(WITH SONG)

20th. Century-Fox production and release, Peatures Peter Lorre and Brian Donlevy. Directed by Malcolin St, Clair. Screen play Directed by Malcolin St, Clair. Screen play to the Control of the C

Weak scripting and uneven tempo will keep this off most single feature programs. That's unfortunate be-cause Peter Lorre and Brian Donlevy turn in ace performances. This is true all down the line—the players generally are better than the material and situations. The picture, which probably will grab plenty of

which probably will grab pienty or coin in dual set-ups and some-solos, undoubtedly will be tabbed as another step in Donlevy's progress and further Peter Lorre with American cinema audiences. Both are capital. "Crack-Up' sputters and misses fire like a balky airplane motor before fixed by the supplemental process of the supplemental process of with an inspired plane christening episode and male marching song that is so phoney it, inritates. From the supplemental process of the supplemental process of

SZERELMI ALMOK

('Dreams of Love') (HUNGARIAN MADE) (MUSICAL)

MUSICAL)

Danubla release of Attilla phoduction, Features Ferone Taray, Maria Sulyok, Geza Foldeasy, Bela Fay. Directed and written by Heinz Hille. At Modern Play-house, N. T., week Jan. §. '37. Running House, N. T., week Jan. §. '37. Running Franz Liest. Frenz Tarey, Maria Sulyok Her Inother Giza Bathory Haria Sulyok Her Inother Lieut. Konton. Geza Foldeasy Wendland, Bels. Fay Wendland, Bels. Fay

Advance Production Chart

Hollywood, Jan.

Placing of seven new features before the cameras last week brings total to work up to 45; which is above normal activity and exceptionally high An equal number have been thrown in the laps of scenarists for treatments. Severy indication that this high level ments. Sever pictures were taken from the cutting rooms last week and will continue for months to come, as there are 78 stories in final stages of previewed, leaving 78 in that division to be edited, previewed and shipped.

Columbia

Four in work, eight editing, 'RACKETEERS IN EXILE' preparing. In work: 'WEATHER OR NO, reported VARIETY,

RACKETEERS IN EXILE Dec. 30. Starting last week:

SPEED MAD, produced by Harry L. Decker, directed by D. Ross Lederman, original by Grace Neville and Fred Niblo, Jr. Cast: Rosalind, Keith, Joe Allen, Jr., Doseph Saw er, J. M. Kerrigan, John Tyrell, Arthur Lott, Al Hill, Richard Terry, Ray Bennett, Lee Prather, Martha Tibbetts. Story centers around speed hoat racing driver who falls in love with daughter of boat builder. Driver becomes associated with big-time gambing ring, the head of which is the master mind for ring of opium smugglers. Master mind faxe it so that the racing driver gets into debt with the gamblers and in order to pull himself out he is forced to use his boat to bring in a cargo of dope. Before he leaves, the girl tips the cops, and as he delivers the cargo the police capture the smugglers.

MOROCO'O, produced by Larry Darmour, directed by Engles Checked Rec. School Coppended to the produced that the control of the copy of

Varconi.
Story concerns American newspaper reporter assigned to track down international rum runners during prohibition. He is caught in Paris, shanghaied and sent to Morocco, where he is forced to join the Foreign Legion. Here he proved to be a hero for his deeds, and after an investigation of circumstances foreign him into the Legion he is rewarded for his which becomes the sensation of the times be exposing an American ring that had operatives in strategic points of the world.

Readied to start: #AGUING LUCK, "THE NEW TEAIL AHEAD," HEART FLUSH, "HONEYMOON PILOT."

Metro

Ten in work, five editing, six preparing. In work:

**MAYTIME,' reported VARIETY, Sept. 2; 'A DAY AT THE BACES,' reported Sept. 16; 'GAPAINS COURAGEOUS,' reported Oct. 7; 'PARNELL,' reported Nov. 25; 'LAST OF MRS. CHEXNEY,' reported Dec. 2; 'MAN OF THE PEOPLE,' reported Sept. 25; 'BURNT FINGERS' and 'BANGEROUS NUMBER,' reported Dec. 23; 'BURNT FINGERS' and 'ESPIONAGE,' reported Jac. 6. No new pictures started last week.

Readied to start: 'MADAME WALEWSE A,' 'BROADWAY MELODY OF 180 UNDER OLD SOAR,' 'SRANTORA', 'SHE GAVE HIM A GUN,' THE FOUNDRY,' SKIDDING,' 'NIGHT MUST FALL' and 'FIREFLY.'

Paramount

Nine in work, 11 editing, 8 preparing. In work:

**SOULS AT SEA, 'SWING RIGH, SWING LOW,' reported VARIETY
NOV. 18; 'CLARENCE,' reported Dec. 9; 'WAIKIKI WEDDING, reported
Dec. 23; 'INTERNES CAN'T TAKE MONEY, and THE LOVE TRAP,' re
ported Dec. 39; 'MURDEE GOES TO COLLEGE,' reported Jan. 6. Starting

ported Dec. 30; MURDER GOES TO COLLEGE, reported Jan. 6. Starting last week:

"BANGER, MEN WORKING, produced by general office, directed by Charles Barton, original story by Ellery Queen and Lowell Brentano, Cast: Lew Ayres, Ruth Colman, Eugene Pallette, Benny Baker, Vivienne Osborne, Theodore Gottschalk, Colm Tapley, Purnell Pratt.
This creates which are the places they have been writing about. This creates series of comedy situations.

"HIGH, WIDE AND HANDSOME," produced by Arthur Hornblow, Jr., directed by Rouben Mamoulian, original by Oscar Hammerstein II, music.
Jeffen WIDE AND HANDSOME, Akim Tamiroff, Elizabeth Patterson, Ben Blice.

William Fraviey, Charles Dickiord, Akim Tainiton, Edizabeth Fave-son, Ben Bille.

Story is comantic musical comedy centering around young girl acompanying her father around country with medicine show. Arrived in a small Pennsylvantia town, young farmer boy meets the gal. As romance develops they learn the boy has discovered oil on nearby farm. Her father sees possibilities and decides to give up his business to swing with the young boy. "A well is blown, marking the first discovery of oil in Pennsylvania.

Readied to start: 'END OF ADVENTURE,' 'YOU AND ME,' 'YEARS ARE SO LONG' and TMET HIM IN FARIS.'

Republic

One in work, six editing, 10 preparing. Started last week:
WITHOUT A NET, produced by Herman Schlom, directed by John

PRODUCTION TABLE

(This table shows number of features promised to be delivered to exhibitors by the major distributing organizations, and the independent producers contributing product to their producing organiza-

tions for the 1936-37 season.)			W. C.			
Producers and contributing companies. COLUMBIA Larry Darmour. METEO Hal Roach. PARAMOUNT B, P. Schulberg. Emanuel Cohen Harry Sherman.	Number of pix promised 50.848.48.88.88.86	Number now com-	now in	Pix now in the cutting	Salance to be piaced before the camera: 27 5 25 2 17, 4	in prep- ara-
Frank Lloyd. EKO EADIO David Loew George Hirliman Sol Lesser REFUBLIC A W. Hackel 20TH CENTURY-FOX Sol Lesser UNITED ARTISTS:	··· ··· ···				MCA?	9 1 1 9 1 7 1
Samuel Goldwyn. Walter Wanger. Selznick Inter. E. Berger. Critenion Korda London UNIVERSAL Buck Jones. WARNERS	•	3 1 31	6		5 4 2 1 2 6 28 7	3
Totals		139		7.8	250	78

the state and breedly

Auer, original story by Frank Adams, screen play by Adele Buffington. Cast. June Travis, Bob Livingston, Donald Cook, Charles Murray, Emma Dams, respectively. The story is circus considered a depicting Donald Cook, aerial headliner, marrying June Travis, who has sapirations to ion his troupe, but is prevented by the management because they think she lacks experience. Heavy played by Bob Livingston, and member of the acrobatic troupe, sets you to get Cook because he is also in love with his wife. He fixes it so that Cook is dropped beyond the net and is crippled. The wife takes his place. Upon recovery Cook realizes what has happened and retaliates, Readied to start: 'EVER SINCE ADAM,' 'SPECIAL ORDERS,' THE HIT PARADE' and 'LEGION OF THE DAMNED.'

RKO-Radio

Four in work, 11 editing, 12 preparing. In work:
"ROBBEE BARONS," CHINA PASSAGE, reported as MISS CUSTOMS
AGENT and "ESCADRILLE," reported Dec. 22; "STEPPING TOES," reported Jan. 6. No new pictures started last week.
Readied to start: "WINGS OF MERCY," TAKE IT EASY," CONVENTION IN CUBA' and OUTCASTS OF POEER FLAY."

20th-Fox

Six in work, 6 editing, 8 preparing. In work:

"NANCY STEELE IS MISSING, reported Dec. 2; "SEVENTH HEAVEN," reported Dec. 9; "TIME OUT FOR ROMANCE," reported Dec. 23; "THE LAST SLAVEE," reported Dec. 50. Started last week:

"PEAD YESTERDAY," produced by John Stone, directed by James Tinling, original story by Micnon Eberhart, treatment by William Conselman, screen play Jerry Cady. Cast: Sally Blaine, Thomas Beck, Siegtried Rumann, Wade Boteler, Jane Darwell, Joan Davis.

Story is murder mystery localed in hospital. Patient believing to have heard a shot calls his nurse and reports he saw man crawl through window and into the next room. Upon investigation, it is found gangster moved in to rub out one who has been put on the spot, etc.

"59 ROADS TO TOWN," produced by Raymond Griffith, directed by Norman Taurog, novel by Frederick Nebel, screen play by William Conselman and George Marion, Jr. Cast: Ann Sothern, Don Ameche, Allan Lane, Douglas Fowley, John Qualen, Stepin Fetchit, Jane Darwell, Walter Catlett.

Story is comedy drama centering arou couple about to be married.

Catlett.

Story is comedy drama centering arou couple about to be married. They receive mysterious call to leave town. While motoring to a mountain lodge, they find themselves being pursued by another car. Latter contains G-men looking for two jewel robbers. Couple are cleared after adding the G-men to land the real crooks.

Readled to star: MIDNIGHT TAXI. WAKE UP AND LIVE. CAFE METROPOLE. WEE WILLE WINKE and THAT WE MAY LIVE.

Two in work, 2 editing, 9 preparing. In work:
"HISTORY IS MADE AT NIGHT, reported VARIETY, Nov. 11, and 'A
STAB IS BORN, reported Nov. 18. No new pictures started last week.
Readied to start: in the Walter Wanger unit, "VOGUES OF 1938,"
'CASTLES IN SPAIN' and "SUMMER LIGHTNING.' In the Samuel Goldwyn unit: "THE WOMAN'S TOUCH," STELLA DALLAS and "HURRI-CANE.' In David O, Selznick unit: "PRISONER OF ZENDA." "THE
WORLD'S OUR OYSTEE and 'ADVENTURES OF TOM SAWYER."

United Artists

Three in work, 10 editing, 3 preparing. In work:

"CLASS PROPHECY" and "PERSON TO PERSON CALL," reported VARIETY, Dec. 23, and "WE HAVE OUR MOMENTS, reported as "WE'VE HAD OUR MOMENTS," Dec. 30. No new pictures started last week.

Readied to start: "NIGHT KEY." THE ROAD BACK, "THE STONES CEX OUR," WHOS OVER HONOLUU, "DELAY IN THE SUN, "SHORT HAUL." and "SMOKE TREE HANGE."

Warners

Six in work, 19 editing, 12 preparing. In work:

"SLIM" and "CALL IT A DAX? reported VARIETY, Nov. 25: "THE GOGETTER," PRINCE AND THE PAUPER' and "MARKED WOMAN," reported Dec. 16, and "MARRY THE GIRL," reported Dec. 30. No new pictures started last week.

Readied to Start: DANCE, CHARLIE DANCE, "PUBLIC WEDDING,
"RID GARHAD," TALENT SCOUT," BLACK WIDOW and "THE SINGING MARINE."

S.E.C.'S CAREWE NIX ALSO K.O.'S STUDIO

San Francisco. 12.

The final chapter in the proposed establishment of motion picture studio on the outskirts of Palo Alto, Frisco suburb, apparently was written last week when the Securities & Exchange Commission here announced that the registration statement of Edwin Carewe Productions, Inc., voluntarily had been withdrawn. Carewe's permit to sell stock in the venture was revoked some months ago by the State Corporation Dept.

Rosen Stays at Rep

Hollywood, 12.
il Rosen has been given a director's pact at Republic.
He recently finished 'Old Lady
Ironsides' there.

live Olsen's Fic. Spot.
Hollywood, Jan. 12.
Olive Olsen, who appeared in the
stage show, "Meet My Sister," at the
El Capitan here, goes into Warners
'Dance, Charlie, Dance,"
Bryan, Foy will produce with
Frank McDonald directing.

Rainer-Odets East

Hollywood, 12.
Luise Rainer goes to New York shortly. She and her husband, Clif-ford Odets, ill journey to Europe.
They were married last Thursday

(7).

Playwright married the Metro contractee-actress at her home in Brentwood Heights here. First time for both.

WB Testing Baritone

WB lesting Baritone
Warners
Middleton, baritone, arcently
appeared with Paul Whiteman's orchestra at the Hippodrome, N. Y.,
premiering the new Rödgers and
Hart opus, 'All Points West.' He was
tested short time ago. Musical
comedy writing team is also interested in him for a role in a forthcoming book show.
Paul Louis of Columbia Concerts
is handling.

RKO'S VAUDE TRIO

Chicago, Jan. 12.
Lowe, Hite and Stanley, from vaude, set for pictures with RKO by Music Corp. of America.
Act slated for spot in 'New Faces' flicker.

REVIEW ORDER **GRANTED TO ECSTASY**

Albany, Jan.

Opportunity to view the much publicized film Eestasy is afforded the Appellate Division. Third Department, by a certiorari order which Supreme Court Justice Schenck yesterday (Jan. 11) granted to the Eureka Productions, Inc., owner of the United States rights to the picture. The order directs the regents the University of the State of New York and Dir. Frank P. Graves, commissioner of education, to submit to the Supreme Court within 20 days all papers and exhibits pertaining to the banning of Ecstasy' in New York state.

all papers and exhibits pertaining to the banning of Testasy' in New York state.

The Eureka Corp. has asked for a review of the action of state authorities in censoring the film, and for a decision lifting the ban.

By commencing the certiorari action now, the corporation safeguards for itself the alternative of seeki a favorable ruling in state courts, it he event its case in Federal Court is unsuccessful.

Eureka Productions has appealed to the U. S. Circuit Court of Appeals, according to Charles A. Briand, Jr., counsel to the Education Department, from a decision of the U. S. District Court, Southern District of New York, that the state has power to censor foreign-made dims. The corporation claimed that the regents had no furisdiction over, the picture, which has been admitted to the country by the Treasury Dept. In its petition, the corporation recounts the obstacles stimmonized before Testasy' was allowed to be shown in the U. S.

'GET IT' PERFORMANCES GET S.A.G. TOP AWARDS

Hollywood, Jan.
Edward Arnold and Walter Brennan brevetted by Screen Actors'
Guild for the best performances dur-

Guild for the best performances dur-ing month of November.

Arnold got his citation the starring role, Brennan for the sup-porting role UA's 'Come and Get It.'

'FURY' STARTED SOMETHIN'

Spotty B.O. Pic Meantime Created Quite a H'wood Cycle

Quite a H'wood Cycle

Hollywood, Jan.

Whatever skhibs may have said about Fury, and whatever it did at bo., it certainly has started cycle of social theme film denouncing bi otry and lynching. Par has two ready for release: one contemporary, Happiness Preferred, anti-lynching story produced by Major Producetions, the other a New England costumer, Maid of Salem, produced by Frank Lloyd. Metro, producer of Tury, is readying another lyncher, with Spencer Tracy to be starred agai. It is Courthouse Square, from Hamilton Basso novel.

Mervyn LeRoy, who did T Am. a Fugitive From a Chain Gang, and is therefore not new to this type of thing, will do Ward Greene's 'Death In the Deep South' at Warners. Mindful of racial and sectional angle in whole business, and in order not entagenize southern public LeRoy.

Mindful of racial and sectional angle in whole business, and in order not to antagonize southern public, LeRoy has announced locale of his pic will not be specified, and bigotry indicted will be of universal type, not pe-culiarly southern.

Karloff's Duet

Hollywood, Jan. 12.

Upon completion 'Night Key,' which is slated for an immediate start at Universal, Boris Karloff turns to Warners for 'The Widow' which Nick ri will direct. Don Ryan and Kenneth Camet are scripting 'Widow'. Start of 'Key' was postponed last week because of Karloff's fluthe first time the actor layed a picture through illness.

WB TAGS WELDON Hollywood, Jan.
Ben Weldon, stage player, brought
out from New York for comedy spot
in 'The King and the Chorus Girl.'
has been signed to contract at

Warners.

He'll go into 'Marked Woman,'
Bette Davis starrer.

EXPLOITATION -:- By Epes W Sargent

Hearing Devices

While much has been printed about the installation of hearing devices, no one until now has kicked in with

no one until now has kicked in with a definite angle on the matter, George E Planck, of the Palace and Marion theatres, Marion, Ohio, is the first to analyze the situation from his personal point of view, which is that of an intimate observer.

Planck has played the game from every angle and knows show business. He was a member of the staff of Lem Stewart, at Paramount, has been an exchange man in Kansas City, has operated theatres in various parts of the country and he is an expert advertiser, All of which gives weight to his opinions, He writes:

writes:

I have been operating theatres in Marion for the past two years and almost a year ago—last Jan. 10 to be exact—we installed the Western Electric hard-of-hearing-equipment

Electric hard-of-hearing-equipment
T became very interested in this
equipment, through a young man
locally who was anxious to see each
his parents. We studied the benefit
rather thoroughly from
any the installation of this equipment in
houses I visited in several errors in
the State.

houses I visited in several spots in the State.

For example, one theatre I found had the back row of the tileatre reserved for this equipment and for several reasons I considered that bad. First of all the same people are usualy troubled with bad eyesight. And secondly, and possibly more important, many people seem particularly sensitive about the hard of hearing asistance and do not like the back row of the theatre which frequently has standees behind them and they become more or less conspicuous in the back row with the fairly well lighted foyers.

We also found some theatres that wired their least desirable seats—where their least desirable seats—appeal to me either.

And anally there were those theatred.

appeal to me either.

'And finally there were those theatres that wired every seat in a row or rows making it impossible for a result of the company of the

hard of hearing.
"With these thoughts in mind we family went ahead, wring 12 seats and the control of the contr

seats between every two wired seats.

We enameled the arms of the
seats where the plus wire
seats where the plus wire
located his that they located with
found by patrons entering he row.

These two rows were opped off
with the permission of the Fire Department, in this manner: The old
type of carpet snaps, used for fastening carpet to wooden floors, were
placed on the seat arms and the
ropes fastened to them. The ropes
keep people out of the rows but
once a patron enters the row he can
leave easily by applying a little
pressure on the snap making it
absolutely safe for exits.

We secured mailing list, of

assolutely safe for exits.

We secured malling list, of people that represented prospects for the use of this equipment, from a local agent for individual hard of hearing aids. This list included people actually using his equipment and prospects he was attempting to sell.

and prospects he was attempting to sell.

I am enclosing one of the cards that we sent to the people at the time the equipment was installed.

'And finally a word about the economic end of all this—I think your estimate regarding the business possibilities is sort of seeing things though rose colored glasses. After all the investment in a limited number of the color of the color experience seats is not large and our experience seats in the large and the large

substantial amount of good will."

The card spoken of is similar to those used at the Radio City Music Hall and other spots. It is issued to responsible persons and is exchanged at the box office for a head set. When the set is turned in the card is handed back, for use next time. We still differ with the writer as to the possible returns from use of equipment and believe that business can be built among the hard of hearing, but Mr. Planck speaks from the fullness of his personal experience. It would be interesting to hear from others.

Doings for Deanna

Doings for Deanna

In exploiting Three Smart Girls;
p.a. Homer H. Harmon of the Ambassador, and F. F. Vincent, Universal exploiteer from L. A., conversal exploiteers also had a fine from L. A. (L. A.) from L. A. (L. A.) from L. A. (L. A.) from L. A. (L. A. (L. A.) from L. A. (L. A. (L. A.) from L. A. (L. A. (L.

Played Up Charts

For the first time in the history of the St. Louis Public Library sees of institutions urmitted its sacred precincts to be used for pic exploitation purposes and Bob Hicks, mgr. of Fanchon & Marco's 5,000-seater Fox theatre on Grand blud, is the boy who broke the ice. Hicks; starting a full month in advance of play date of The Plainsman' (Partook full advantage of the 'production charts' sent out by the studio for this feature.

Hicks had the charts many the studio heavy seater for the production charts' sent out by the studio heavy seater for the production

tion charts' sent out by the studio for this 'feature.

Hicks had the charts mounted on heavy cover stock, one to a sheet, and the sheets bound into three huge volumes which were placed in the library rotunda, Fox lobby and a third used at meetings of various women's clubs in townsel of the state of the

Perambulating B. O.

Perambulating B. O.

One good stunt which, so far as is known, was worked but once, is the berambulating box office. It was done in connection with a charity drive on a better type feature, and it proved to be a cleanup.

Working along the lines of the walking book, the theatre built a framework ticket klosk, light enough to be carried around by one man. From this were sold special tickets for the feature advertised, the structure being plastered with the amouncement that of the special office would be donated to the ispecial office would be donated to the local Red Cross.

This enabled the manager to obtain a permit for the affair to move through the shopping section, pausing at advantageous spots to make sales. Two girls in Red Cross uniforms accompanied the outfit to persuade purchasers, and in the background there lurked strong-arm man to protect from a possible raid.

Catch was that the picture ran for week and the special tickets were shaded to the special tickets were feeling figured that word of mouth advertising would greatly help laterales. As it worked out, so many tickets were sold from the special booth that it was necessary to take care of the overflow on the second day, but that only made for bigger his production to gaining much goodwill. Permanent special box offices have been erected, particularly in postofices and other frequented spots, but the walking besender was so different it made a different it made bigger sales.

P. A. Helped

ittsburgh. George Tyson, advertising head for Harris Amusement Company, saw too it that Sonja Henie got in Pittsburgh Friday (8) day ahead of her personal appearance on ice at Duquesne Garden. Sports arena is operated by same compast that runs Alvin the same compast that runs and the same compast that runs are runs and r George Tyson, advertising head for arris Amusement Company, saw to

fire questions at the star.

Tyson also showed Miss Henie off at a hockey game in Garden night before her appearance, got her to get in flock of plugs for the flicker via the loudspeaker and also had her potted on several local air programs. Originally her Garden showing was scheduled for Jan. 2 and postponement for week fitted in better all around for Alvin's exploitation purposes,

Three on 'Romeo'

Three on 'Romeo'

Atlanta Ga.

Metro shot the work on 'Romeo and Juliet', bringing in Exploiteers.

E. B. Coleman, Dallas, and Clint Bolton, New Orleans, to join forces with Jim Thames, Jr., local publicity man, in putting over road showing of bard's classic at Loew's Grand theatre.

Trio collaborated with Manager Eddie Melniker and his assistant, Eddie Pentecost, and they effected contact with Board of Education, Better Films Committee, Parent Teacher Associations and Film Review Board, securing endorsements and enlisting aid of various groups in visiting schools and promoting pic.

To an or the students were held out as bait, town was plastered with paper and newspaper ad space tripled for campaign—and, while none of aforementioned is new, advance reservations proved the old stuff, properly executed, still brings in the cash customers, which, after all, is the result desired.

Smartest stunt of all was to set the top at \$1.10, which is 55c lover than customary road show prices hereabouts.

BEHIND the KEYS

ittsburgh.

ittsburgh.

Warner Brothers rushing construction work on newest nabe house, in Squirrel Hill district, in order to get it ready for announced opening on Feb. 12. It'll be a 1,000-seater and will be called the Squirrel Hill theatre. Spot's about three blocks from other WB site in that district, the Manor. Architect on job is Victor Rigamont, of Pittsburgh, who also remodeled Alvin for Harrises and Barry for Bill Skirboll here.

After operating small-seat Palace or Diamond street as a first-run house for last six weeks, Harris out-th has decided it's no go, and spot goes back to old subsequent run, double feature policy this week. Idea was to get rid of lot of accumulative nough for second week at Alvin, but peculiar location of Palace was against it from start.

Uhrichsville, O.

Uhrichsville, O.

Uhrichsville, O.
The Twin Theater Co. which operates the State and Ohio theatres, the Ritz at nearby New Comerstown and the Lincoln at Dennison has been reorganized with Matthew J. Smith, as president and Edward Egin of Dover as treasurer and general manaer.

Dover as treasurer and general manager.

The new president of the company nominally represents the Federal Depositors Insurance Corp. and succeeds Charles W. Wheland, Uhrichsville banker. Elsie Englehart of New Philadelphia has been relected secretary of the firm.

E. E. Bair, who had been in charge of the two houses here has been retained as assistant manager.

Canton,
George A. Delis, district manager
of the Interstate Theaters, Inc., has
announced several managerial
changes.

announced several managerial changes.
Keith Chambers, manager of the Palace here has been transferred to East Liverpool to State R. H. Shaffer, former manager of the New Garden at Portsmouth, O., has assumed the management of the Palace here. former manager of the Chartes at Seubenville, O., and at Wellsburg, W. Va., has been made manager of the Garden theatres at Portsmouth.

Columbus, O.
Work will be started immediately
on a new \$200,000 deluxe suburban
movie theaton suburban in the suburban suburban in the suburban suburban suburban suburban the suburban suburban the suburban subu Columbus, O

Galveston.

Fox negotiating for site at Corpus Christi to erect \$300,000 theatre building, according to J. E. Garrett, banker of that city. Atlantic City. A new pix house is going up in Pleasantville about five miles from here. Ben Wirth, of New York, builder. Expected to be ready by May.

Recpening of the old Family thea-tre, now called the Embassy, delayed by labor trouble.

St. Louis.

Harry Greenman, pres, Greenman
Theatres, Inc., has purchased Dahots
and Yale Theatres, St. Louis nabes,
as nucleus of an independent string.
Greenman, former mgr. of Fox
Theatre has branched out into business for himself.
Russell Armentrout, Shelbyville,
Mo., opened the Clark, \$20,000 structure Xmas Day, He also operates another house, same name, at Louisians, Moeterson has introduced
Louisians, Moeterson has introduced
thing marathed of Alderman prohibiting marathed of Alderman prohibiting marathed of Alderman in the string marathed of Alderman prohibiting roces, bicycle grinds and similar events in which men, women and children would participate for longer period than three days consecutively and also prohibiting contestants from participating in two such events within 10 days of each other. Fine from \$100 to \$500 provided for violations.

Reginning Jan. 2 Missouri Theatre street special Saturday morning and children will be permitted to remain for regular program.

Roxy Theatre, South St. Louis nabe, reopened New Year's Eve after extensive alterations.

Hartford, Conn.

Hartford Conn Hartford, Conn.
Eddy Meyerson, formerly assistant
manager of the Loew's theatre, promoted to manager of the Worchester,
Mass. Family theatre. Replaced
here by Harry Dramin, formerly
chief of staff.
Hugh Campbell '#66' manager of
theh WB Central, and Barney
Grogan is at Warners' Rialto.
Zack Freedman, formerly with
Fox, Brooklyn, now manager of
State, Hartford.

Greenville, S, C.

Greenville, S. C.

Harry M. Pickett, Jr., onetime connected with the Rivoli and Carolina here but recently in other biz here, gone to Greensboro, N. C., where will manage the Criterion.

Work nearing completion on small pic house in St. Matthews, S. C. This will be the first time town has had theatre in over 10 years.

Sam Kirby, former theatre and publicity man with the Interstate Circuit and in Fort Smith and Little Rock, is new manager of Orpheum, stuceeding Lou Heliborn Fetturns to theatre interests in Denver. Chalmers Cullins will continue booking the Orpheum shows.

George A. Allan, who opened the Center several months ago, has sold to J. B. Melton and returned to Salt Lake City. Center, now a 15-cent grind, was a first-run house.

Seattle.
Jensen-von Herberg announce Bill
Cooley from manager Roxy in Bal-lard district to manager of Vene-tian, in Capital Hill district, suc-ceding Art Hile, resigned. Bob Shearer, former J-v H employee, be-comes manager of Roxy.

Lincoln.

Election in the I. A. T. S. E. here places Roy Warner in the presidential seat for 1937. John Hampton is v.p.; Lem Mulner, sergentararms; Ashley Williams, treasurer; Homer Hotchkiss, corresponding secretary; Jimmy McCauley, business agent.

agent.
A \$15,000 fire completely destroyed the Crystal, Wauneta, Neb., this week. House was owned by Dr. F. E, Rider.

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Window Stoppers

Window Stoppers

Simple stunts to attract attention to window displays help materially, but they seem to be seldom used. Chief among these is the 'broken' window, which is produced without injury to the glass plate. These are produced by cutting some object apart and pasting the halves to the glass plate. These are produced by cutting some object apart and pasting the halves to compare the compare t

Easter Fashions

Easter Fashions

Easter Fashions

Easter Tashions

Easter tashion shows should be planned sufficiently far ahead to aster comes pretty early this year. Stores should be contacted early and sold hard on the idea that it pays to work in advance.

This season one manager plans not one fashion show but three. He will permit each of a trio of stores to stage its performance one night, providing the stage and accessories, but letting the store plan its own presentation, select its own models to the store that the stage and accessories, however, will bring in a professional model from its key city who will spend a week training the girls, using the theatre in the mornings. As the town is fairly small, it is presumed the models will be pretty much the same in all three shows. The professional will not stage the shows, but merely teach the girls how to model. Manager figures that each store will be on tiploe to beat the others. Subulation is that only the store will be on tiploe to beat the others, Subulation is that only he used for advertising plus one two minute chat on fashions, if desired. Generally, however, better results come from letting all who desire enter models in a single production.

Prior to the fashion show for govern over smaller shows can be obtained. Harder to get the men to strut than to persuade the women.

The fashion show went down during the depression. That's over now, and the stunt can be revived.

No Takers

Greenville, C.
A good try but nevertheless exploitation dud jumped back i Fred (Ritz Theatre) Curdts face while trying to ballyhoo 'Mr. Deeds'

while trying to ballyhoo 'Mr. Deeds' pie here.
Curdts spent no end of time i trying to find two kind old ladies who believed in 'pixies' so that he could admit them free, thus getting a build-up on that laughable sequence of the film concerning them. No two old ladies could be found who would sell their mirth right for a mess of foolage!

Type Mortises

Type Mortises

With double features prevalent, there is a growing difficulty in getting the type mortised into the display, particularly where a cut used for the main feature. Some years ago Nelson B. Bell, of Washington, solved the problem neatly y making up new cut copy. Locking type into a mortise is often uncertain and presents many mechanical difficulties. He used a composite cut copy, pasting specially set banks of type onto the drawn design and having it photographed as a whole. It formed a solid printing surface in which the type lines could not shift or ride up.

This is particularly good where (Continued on page 39)

Gran The Control of t

Comparative Grosses for December

(Continued from page 10)

WASHINGTON

	Dec. 10	Dec. 17	Dec. 24	Dec. 31
EARLE (2,424; 25-35- 60-70) High: \$27,000 Low: 6,000	Go West, Young Man \$18,000 (Stage Show)	Pennies from Heaven \$18,000 (Hollywood Follies Unit)	Pole Joe \$13,000 (Josephine Huston)	Gold Diggers of 1937 \$19,000
CAPITOL (3,424; 25-85-00) High, \$41,500 Low. 11,000	Our Relations \$18,000 (Ethel Waters) (Stage Show)	Banjo on My Knee \$19,000 (Dave Appollon Unit)	Charlle Chan at Opera \$14,000	Sinner Take All \$21,000 (Rudy Vallee Orch.) (6 days)
KEITH'S (1,830; 25-85-60) High. \$25,500 Low. 3,000	Rembrandt \$10,000	Rembrandt \$6,500 (2d week)	We Who Are About to Die \$5,000	Rainbow on River \$6,500
PALACE (2,363; 25-35-60) High, \$32,000 Low. 6,000	Love on the Run \$9,500 (2d week)	Born to Dance \$17,500	Born to Dance \$7,000 (2d week)	Camille \$20,000
COLUMBIA (1,583; 25-40) High. \$19,000 Low. 1,000	Tarzan Escapes \$4,300	Come and Get It \$4,000	Rose Bowl \$3,800	Love on the Run \$5,000

BOSTON

	Dec. 10	Dec. 17	Dec. 24	Dec. 31
KEITH- MEMORIAL (2,000; 25-35-50) High. \$43,000 Low. 4,000	Winterset \$10,000 (2d week)	Rembrandt \$15,000	Rembrandt and Stowaway \$9,000 (Split week)	Stowaway \$17,000 (8 days)
STATE (3,300; 25-35-40- 50) High. \$29,000 Low., 2,000	Love on the Bun \$7,000 (2d week)	Tarzan Escapes and Manhattan Adventure \$11,000	Old Hutch and Man Lived Twice \$8,500	Garden of Allah and Come Closer, Folks \$14,000
METRO- POLITAN (4,200; 35-50-05) High. \$67,000 Low. 11,500	Hideaway Girl \$24,900 (Phil Baker) (Stage Show)	Charge of Light Brigade \$20,500 (Francis Lederer)	Banjo on My Knee \$14,500	College Hollday \$40,000

PORTLAND, ORE.

	Dec. 10	Dec. 17	Dec. 24	Dec. 31
BRO ADWAY (2,000; 30-40) High. \$21,000 Low. 2,500	Love on the Run and Two in a Crowd \$8,100	Love and Two in a Crowd \$5,700 (2d week)	Love and Two in a Crowd \$3,800 (3d week)	After Thin Man \$13,600
UNITED ARTISTS (1,000; 30-40) High. \$13,200 Low 1,200	\$5,000 (2d week)	Born to Dance \$3,700 (3d week)	Gold Diggers. \$6,000	Gold Diggers \$5,200 (2d week)
PABA- MOUNT (8,000; 30-40) High, \$16,000 Low. 3,000	Brigade and Lady Be	Valiant Word for Carrie and Hideaway Glri \$5,500	College Hollday and Chan at Opera \$7,700	Holiday and Chan \$7,000 (2d week)

BUFFALO

	Dec. 10	Dec. 17	Dec. 24	Dec. 31
BUFFALO (3,600; 30-40) High. \$42,000 Low. 8,300	3 Men on a Horse \$13,300 (Stage Show)	Valiant Is Word for Carrle \$15,300 (Major Bowes Unit)	Winterset \$8,000	College Holiday \$20,000
CENTURY (3,400; 25-35) High. \$21,000 Low. 3,600	Murder with Pix and Ig Game \$7,200	Can This Be Dixle and Mr. Cinderella \$7,600	Mummy's Boys and Isle of Fury \$6,300	Jungle Princess and General Spanky \$8,500
HIPP (2,400; 25-40) High. \$22,000 Low. 3,600	White Hunter and Back to Nature \$5,400	One Way Passage and In His Steps \$7,200	Stowaway \$6,100	Stowaway \$6,000 (2d week)

MONTREAL

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	Dec. 10	Dec. 17	Dec. 24	Dec. 31
PALACE (2,700; 50) High, \$18,000 Low, 4,500	Go West, Young Man \$5,500	Woman Rebels and Without Orders \$6.000	Old Hutch and Mr. Cinderella \$5,000	Love on Run and Longest Night \$9,500
CAPITOL (2,700; 50) High. \$30,000 Low. 5,100	Come and Get It and Man I Marry \$6,500	Banjo on My Knee and Come Closer, Folks \$4,500	Midsummer's Dream \$4,500	Gold Diggers of 1937 and King of Hockey \$6,500
PRINCESS (2,300; 50) High. \$25,000 Low 3,500	Theodora Goes Wild and You May Be Next \$5,500	Tarzan Escapes and General Spanky \$5,500	Polo Joe and Fugitive in Air \$4,500	Stowaway and Lucklest Girl in World \$4,500
LOEW'S (3,200: 50) 'High. \$20,000 Low. 3,000		Make Way for a Lady \$11,000 (Count Berni- Vici Unit)	Hideaway Girl \$8,500 (Glorified Follies Unit)	White Hunter \$11,000 (Follies of Night Unit)

	PHILADELPHIA			
5 5	Dec. 10	Dec. 17	Dec. 24	Dec. 31
ALDINE (1,300; 40-55-05) High, \$16,830 Low. 2,700	C	Rembrandt \$14,000	Rembrandt \$10,000 (2d week)	Beloved Enemy \$16,500
EARLE (2,000; 25-40-50) High. \$33,000 Low. 10,500		Jungle Princess \$10,000	Pennies from Heaven \$11,000	Rainbow on River \$19,000
FOX (8,000; 40-55-05) High, \$41,000 Low., 10,500	Fax For	White Hunter \$10,500	Stowaway \$16,000	\$17,500 (6 days, 2d week)
STANLEY (8,700; 10-35). High, \$48,660 Low. 3,866		Pennies from Heaven \$22,000 (10 days)	Banjo on My Knee \$11,500	Gold Diggers of 1937 \$22,000

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	Dec. 10	Dec. 17	Dec. 24	Dec. 24
DENHAM (1,500; 25-35-40) High. \$16,000 Low. 1,700	Go West, Young Man \$6,500 (Stage Show) (2d week)	Easy to Take \$10,000	Make a Million \$5,000	College Holiday \$6,000
DENVER (2,500; 25-85-50) High. \$27,700 Low. 3,000	Theodora Goes Wild \$10,500	3 Men on a Horse \$9,500	Pennies from Heaven \$12,500	Stowaway \$9,000
ORPHEUM (2,600; 25-35-40) High. \$20,000 Low. 2,000	Born to Dance and Our Belations \$4,000	Winterset and Smartest Girl in World \$6,500	Roberta and Mutiny on Bounty \$4,000 (Revivals)	Rainbow on River and Plot Thicken \$8,500
PARA- MOUNT (2,000; 25-40) High. \$22,000 Low. 1,200	Here Comes Carter and Isle of Fury \$3,000	Come Closer, Folks and North Nome \$9,500	Captain's Kid and One Way Passage \$4,000	Polo Joe and King of Hockey \$4,000

MINNEAPOLIS

1.3	Dec. 10	Dec. 17	Dec. 24	Dec. 31
MINNESOTA (4,200; 35-40-60) High. \$45,000 Low. 5,000	Dance Mad \$8,500	Love on Run \$7,000	White Hunter \$5,000	College Holiday \$8,500
ORPHEUM (2,800; 25-35-40) High \$25,000 Low 2,000	Smartest Girl In World \$13,000 (Olsen- Johnson Unit)	Theodora Goes Wild \$13,000	Theodora \$8,000 (2d week)	Golddiggers of 1937 \$8,000
LYRIC (1,300; 20-25) High. \$28,000 Low. 2,500	(Stage Show) Our Relations \$2,000	15 Maiden Lane \$1,300	Accusing Finger \$1,000	Rose Bowl \$2,000
STATE (2,300; 25-35-40) High, \$17,000 Low. 900	Banjo on My Knee \$6,000	Hideaway Girl \$2,800	Tarzan Escapes \$3,000	Rainbow on River \$3,500

INDIANAPOLIS

3.	Dec. 10	Dec. 17	Dec. 24	Dec. 31
APOLLO (1,100; 25-40) High. \$15,400 Low. 1,200	Banjo on My Knee \$4,400	Can This Be Dixie \$3,100	Passage \$2,700 (Revival)	Stowaway \$6,800
LYRIC (2,000; 25-30-40) High. \$15,500 Low 1,800	Fugitive from Sky \$10,800 (Bowes Dance Band Unit) (Stage Show)	Pole Joe \$9,000	White Hunter \$7,890	Smart Blonde \$8,900
CIRCLE (2,800; 25-40) High: \$26,000 Low: 1,700	Smartest Girl and Jungle Princess \$4,200	East Meets West and Without Orders \$4,000	College Hollday \$7,100	Hollday \$4,000 (2d week)
LOEWS (2,600; 25-40) High. \$19,000 Low. 2,000	Pennies from Heaven and Legion of Terror \$7,200	Born to Dance \$13,000	Rembrandt and Our Relations \$4,000	After Thin Man \$13,000

KANSAS CITY

	Dec. 10	Dec. 14	Dec. A.	Dec. or
MIDLAND (4,000; 25-40) High. \$35,100 Low. 5,100	Theodora Goes Wild and Mad Holiday \$13,800	Born to Dance \$18,000	Rembrandt and Come Closer, Folks \$7,200	After the Thin Man \$25,000
MAIN- STREET (3,200; 25-40) High. \$35,000 Low. 3,300	Banjo on My Knee and Easy to Take \$10,000	Winterset and Smartest Giri \$7,500	Love in Exile and White Hunter \$5,000	Gold Diggers of 1937 \$11,000
NEWMAN (1,906; 25-40) High. \$33,000 Low. 3,300	Woman Rebels \$4,100	Hideaway Girl \$6,800	Make a Millon and You Can't Get Away with It \$7,000	College Holiday \$10,200
UFTOWN (2,040; 25-40) fligh. \$11,000 Low.: 1,500	Flying Hostess and Down the Stretch \$3,500	In His Steps and Laughing at Trouble \$2,500	Stowaway and Rose Bowl \$5,200	Stowaway and Bowl \$7,700 (2d week)

DETROIT

MICHIGAN (4,000; 30-40-65) High. \$58,100 Low. 6,600	Go West, Young Man \$21,500 (Herbert Mundin) (Stage Show)	Hideaway Girl \$20,000 (Milt Pritton Orch.)	Mad Hollday \$10,500	College Hollday \$25,000 (Clyde Lucas Orch.)
FOX (5,000; 30-40-05) High. \$50,000 Low. 4,000	Theodora Goes Wild \$26,000 (Ben Bernie Orch.) (Stage Show)	Ranjo on My Knee \$20,000 (Manhattan Scandals Unit)	Career Woman and Can't Get Away with It \$14,000	Stowaway \$32,000 (Harry ichman)
UNITED ARTISTS (2,000; 30-40-65) High. \$27,000 Low. 2,600	Love on the Run \$8,500	Born to Dance \$13,500	Born \$10,000 (2d week)	Bern \$12,400 (3d week)

SEATTLE

	Dec. 10	Dec. 17	Dec. 24	Dec. 31
FIFTH AVE. (2,400; 27-37-42) High. \$26,000 Low. 2,500	Charge Light Brigade \$6,000	Love on the Run \$7,100	Love \$4,300 (2d week)	College Holiday \$7,300
PARA- MOUNT (3,106; 16-21-32) High: \$57,800 Low: 3,400	3 Men on a Horse and Rose Bowl \$3,600 (2d week)	White Hunter and Hideaway Girl \$4,800	In His Steps and Smartest Girl in World \$4,600	and Chan at
LIBERTY (1,900; 16-27-37) High, \$12,600 Low. 1,700	Theodora Goes Wild \$7,200 (2d week)	Theodora \$5,000 (3d week)	Theodora \$4,000 (4th week)	Pennies from Heaven and North of Nome \$9,600
MUSIC BOX (900; 27-37-42) High. \$17,000 Low. 1,700	Libeled Lady \$2,700 (4th week)	Libeled Lady \$2,000 (5th week)	Libeled Lady \$1,700 (6th week)	Banjo on My Knee and Thank You Jeeves \$3,000

(Continued on page 23)

Greene, Balaban Talking to F&M On St. Louis Deal

Chicago, Jan.

Arthur Greene, local financier, is supposed to be ready to put \$1,000,000 in a theatre situation and has picked upon \$t. Louis, with accounts indicating that he has talked to Fanchor & Marco about buying into that outfit. A. J. Balaban is understood to have notified F. & M. that any deal which Greene might make would involve Balaban also.

There has been no deal made as yet. The thing apparently awaits the return of Harry Arthur, Jr., to \$t. Louis. Arthur is in New York currently, as is Mike Marco.

This does not mean that A. J. Balaban will operate but if the becomes interested financially, undoubtedly would have some advisory say-so on things.

A. J. Balaban has been figuri re-entering show business for the last three or four years. His most recent possibility with RKO, through Leo Spitz, the studio.

20TH-FOX ANNOUNCES FURTHER STUDIO BLDG.

Hollywood, Jan.

In line with studio policy of using up surplus so as to reduce taxes (attested by Christimas bonuses, lavish tokens to press and others at Yule-tide, and generally upped budgets on most films on all the lots), newest construction program is announced by 20th Century-Fox, following on heels of building work done by Metro, Warners, Paramount, Universal and Columbia. Twentieth itself put up several swank new buildings during 1936, spending \$2,000,000. Built were two new stages, administration building with 250 offices, property building, editorial building, with 18 cutting rooms, 54 film vaults and six projection rooms, electric powerhouse and new wing and new kitchen on Cafe de Paris.

For 1937 Robert Fairbanks, studiomanager in charge, announces three new stages, three-story building production dept., three-story dressing room building, and two-story wardrobe building, as well as new mechanical shops and extensions sound dept. and coffee shop.

DeSylva Hires Savo

Hollywood, Jan. 12.

Jimmy Savo will come out from
New York to do a chore i Universal's 'Hippodrome'.

Savo was the first casting for the
picture which will be produced by
B. G. DeSylva. Allen K. Foster set
to put on the dances.

Arthur Voegtli , veteran designer identified with N. Y. Hippodrome for years, leaves this week for Hollywood, where he will help in production of 'Hippodrome' for Universal.

RKO Ties Stevens

Onslow Stevens, currently appearing in 'Stage Door' on Broadway, has been given a contract at RKO. tudio recently bought screen rights to 'Door' with Katharine Hepburn, 'Ginger Rogers, and Burgess Meredith tentatively cast.

Gravet Quits Coast

Hollywood, Jan. 12.
Fernand Gravet, French actor, has pulled out for New York whence he'll sail Jan. 16 for Paris.
Gravet was brought over by Mervyh LeRoy for The King and the Chorus Girl,' at Warners.

PAR UPS LIL MANLEY

illian Manley, formerly assistant-director of tests for Paramount d. N. Y., has been promoted to talent coach.
She replaces Cecil Clovelly, goes to London as talent scout same outfit.

rew In Col. Pic.

Hollywood, Jan.
Roland Drew, recently returned from picture work in England, goes into Weather or No' at Columbia.
Ralph Bellamy and Ida Lupino top cast.

Inside Stuff—Pictures

One of the biggest 1937 hangovers for the picture industry is the recent outbreak of litigation. Real headache is wrapped up in the bundle of new civil actions instigated by exhibitors against major distributing companies, legal staffs working overtime as the cases continued to grow in number during recent weeks. Most of these suits are based on the old complaint of unfair clearance or that the exhibitor is not given a fair deal in the matter availability. Majority of them are brought under the anti-trust acts. Neither parties to the suits likes them. ven the complaining exhi itor thinks they are costly both from a monetary viewpoint and also from the standpoint that they quite often take him away from his theatre business.

After seeing 'A Doctor's Diary, print of which has just arrived in the east, Paramount people believe John Trent, former air pilot, worthy of a buildup. This is Trent's first picture, made for Par release by B. P. Schulberg, who holds the actor's contract.

Schulberg discovered Trent in a unique manner while on a plane between Los Angeles and New York. Several women on the airshi, ga-ga over the pilot, suggested hed be great pictures, so Schulberg asked him if he'd like to act. Trent declared he wouldn't, but later on, after some crashes, his wife wanted him to quit flying and he went to Schulberg to see if the offer still held good. It did,

Basic patents held by S. A. Murdock on the 16mm. camera, acquired some time ago by H. L. Gumbiner, former Los Angeles independent exhi itor, are the basis of a new 16mm. camera just perfected. Gumbiner, with Gerry Fitzgerald, L. A. department store executive, and R. C. Leitner, engineer, have been working on the invention for several years. It is claimed the new camera will function the same as a 35mm. machine, and that studio production costs can be materially reduced by use of the new type equipment for all preliminary shooting on pictures.

Film industry lobbyist crashed the Congressional gates we Prompting much finger-pointing, picture rep lounged against the back while President Roosevelt was making his annual address to joint sess the Senate and House. Only other outsiders on the floor were repeople running broadcasts of the speech, kids members and House tables.

attacnes.

Contrary to general belief, filmite did not pose as cameraman (they were all confined the galleries) but was invited inside by indiscreet lawmaker.

Quite a ruckus was raised on the Coast recently when the California Prison. Board investigated the filming of certain prison scenes at San. Quentin without permission of Warden Court Smith. Studio had allegedly taken the film after offering a guard \$250 weekly to act as technical adviser. Outcome was that Gov. Frank F. Merriam asserted that the officials would not make a decision as to the interior shots until they had seen the completed film.

Summary of Federal Communications Commission delving into Electrical Research Products, Inc., history may never see daylight. Running short of cash, commish, has shelved the voluminous documents on which recent New York hearings were based and only record the still-unpublished transcript. Unless Congress lossens pursestri probably never will be in position to print the record for general distribution or issue chronology of ERPI activities.

Two-way winner is Vic Shapiro, publicity boss for Major Productions, who engineered successful gag in contest for bachelors to some to Hollywood and visit Mae West. He has now written a scenario titled 'The Farmer's Son, 'which deals with the bachelor contest. Additional claim to fame is that story is first of year to be registered with Screen Writers' Guild of Authors' League. Shapiro writes under pen name of Victor Mansfield, his first two names.

Federal expenditures for motion pictures will remain the same next ear, President Roosevelt's 1938 budget estimates showed last week. With he outlay for propagands being cut in many departments, principal agen-ies spending money for production or lease of films were not sliced, grigultitur Department gets \$79,000, same as this year, for production of ducational reels, and Navy gets \$80,000, unchanged, for rental of pix for he fleet

Early press day (Sunday) for VARIETY'S anniversary issue resulted in ome of the estimates on picture grosses outside New York going awry, hiefly due to unexpected over the holiday stanza. 'After the Thin Man' (Metro) at the Penn, Pittsburgh, got \$31,900, a new record ight for the house with straight pictures. On the other hand, 'Plainsman' (Par) at the Chicago, Chicago, estimated to do \$55,000 last week, wound in with \$30,000 last week.

Indie writer, a Hollywood vet, insists on having his modest paycheck padded with extra emoluments by way of a title, such as story editor, script supervisor, etc., as he moves from studio to studio in Hollywood. Recently he consented to join a major organization at no increase in salary, but on the inducement he would be given some fictitious sub-exec billing. He is generally humored.

February issue of Modern Screen, fan mag, medallions Columbia's Tost Horizon' as the best picture of the month despite the fact that the film had not been given a press preview. Two months previously Red Book went overboard on same picture as best of the month at that time, although it was only partially shot and nobody had seen much more than a few rubek.

Chicago Council for Freedom From Censorship, origi organized as result of municipal banning of Tobacco Road and Children's Hour, legit shows, now beginning to peer into the picture censorship situation in Chicago as a sort of sideline and as a wedge for greater power in the legit biz. Are seeking an investigation of the salaries and setup of the Chi flicker censor board.

General Theatre Equipment Corp. has paid off loan from the Chas National bank amounting to nearly \$2,000,000. Understanding in Wa Street is that most of money used in clearing up the obligation was secured through exercise of subscription warrants for the capital stock Stock warrants for more than 91,000 shares had been exercised to the company of t

Airplane which crashed near Hollywood killing 12 aboard was the ship that George A. Hirliman rented for the air location trip for 'Park Avenue Logger.' Pilots and hostess, Yvonne Trego, were on board and the latter spoke lines. After the tragedy these scenes were clipped, Hirliman substituting several scenes with Dixie McCoy, script girl.

Janet Gaynor, has more than one point of similarity to What Price Hollywood, produced by Selznick several years back at RKO-Radio, with Constance Bennett and Lowell Sherman. Studi states same story not

Veteran writer, actor and irector, working with a novice scenarist on is first important job at a Coast major studio, refused screen credit although the latter admitted his collaborator deserved 75% of the laurels for doing the ori inal story. Just a gesture.

KEITH REINSTATED

Equity Fine Revoked—Had Bee Laid Up, III

Suspension and fine of Ian Keith from Equity revoked and he was reinstated after explaining why he did not join the Screen Actors Guild as
ordered. Actor explained that he was hospital suffering from a
broken back, sustained when stuntling on a horse before the camera
and did not receive notification from Equity.

Keith also stated he was out of
pictures for eight months and was
at Ann Arbor, Mich, last summer for
legit apearance and returned to the
Coast, after the Guild situation had
been disclosed.

There are still 24 members on the
Coast who were suspended and fined

Coast who were suspended and fined \$100, same fine to apply each season.

COLOR STILLS' DEVELOPMENT

By George Barr Brown

By George Barr Brown
Hollywood, Jan. 12.
Gain in popularity of color photographs and increased available publication space for all types of still-photos has raised this phase of motion picture production to unprecedented importance in the industry during 1936. The outlook for 1937 indicates an even further increase, particularly in color.
The past year has seen the major studios, and man of the more prominent independent producers, install special color equipment in their portrait galleries and laboratories, taking advantage of the increasing outlets for color stills in the daily papers, Sunday sections, fan magazines, and other periodicals going in for this type of reproduction. Lobbies and displays are also demanding more color, especially full-toned portraits and shots exploiting production value.

At the present stage, two processes are favored—the Dufay negative process and the hand-tinted paper method. Estimates show that color costs about 10 times as much as regular black and white, the tint being than the negative process.

ing the train as the process.

According to several studio executives, if color publication continues to increase at the present rate, half of the stills mainly used for advertising, exploitation publicity will be made i color, while the majority of the usual routine production set pictures will continue in black and white.

Rush On Candids

Demand for more pictures of all kinds, particularly candid camera shots and miracle eye photos, by the amos, particularly candid camera shots and miracle eye photos, by the press and public, is putting heavy calls upon the studios for more photographs. This is also due to increased publication space. Many daily pagers, devoting several full pages to photos, consume thousands

10 B'way First-Runs Eating Up Lots of Film Product; Holdovers **Alone Help in Some Situations**

of negatives and prints, while some syndicates are serviced with as sampy as 150 prints from a single negative. News magazines, as well as other types of periodicals, want more and more, while some of the mags fill practically all pages with photographs. New publications, appearing on the stands for the first time during 1936, have further added to output, and upped size of numerous rots sections come in for their share material.

Based on a computed average cost of \$1,200 per motion picture for stills, Hollywood's important studios have spent close to \$50,000 during 1936 and expect to far exceed is figure for the coming year. Average major studio expended in the neighborhood of \$80,000 each for mattenance of this single department.

Advent of color, naturally, is upping costs, with some studios paying experts as high as \$250 for delivering one negative and one print using Dufay equipment and quoting prices of \$50 aprint, thereafter. These costs occur in studios which do not own their color cameras, which cost, \$6,000. Studios such as Warners, Whoto, Paramount and Universal are color camera equipped and cost off-operating is cut down, as their own experts do the photographing and lab work. Others are using private experts on special assignments.

Hand-Tints Favored

The hand-tint process is favored highly by some organizations due to the comparative extremely low cost. These shots are specially posed and costumed for tinting and laboratory charges on them are far below those of the straight negative process.

With Warners heading the list of contemplated equipment improvements with a planned \$85,000 new plant, all other studios are considering further expansion in their still photograph departments.

Probably the largest unit is at Paramount, with a personnel consisting of two portrait artists, two news photogs, candid camera expert, one color photographer and the varying number of unit men, cording to number of motion pictures in production. Warners tops with three portraiters.

All seven major studios mai in

negatives at a cost of from 65c. to \$1, depending upon the individual studio's overhead charge.

While most of the independent producers making films for major releases have their still work done by their respective studies, Wood-lany bury and the Archer laboratories do full most of the work of the straight ands Indies.

Demand for first run ings i the Times Square ithin a radius of 10 blocks, has reached peak which, in the opinion of operators, will eventually mean the elimination of some houses. These, it is held, will fall by the wayside because of inability to sustain themselves in a catch-as-catch-can fight for product. Whether theatres are to continue in first or second runs—or mix both, in first or second runs—or mix both,

for product.

Whether theatres are to continue in first or second runs—or mix both, as some do—it is inevitable that some of them, whichever the victures, cannot permanently weather the odds they are struggling against in the face of present difficulties. The quest for first run pictures has finally become so frenzied that almost any independent picture has chance to shoot for Broadway playdates of a calibre better than ever before in history.

Were it not for the fact that during the past year there have been a large number of holdovers of first runs in the larger houses, many aweek would have seen theatres of lesser importance unable to fill first run playdates. Playing second runs is no easier since something of a monopoly on second runs is maintained by a few circuit buyers.

Mixing 'Em in Dualers

The merchandising of pictures in the Broadway zone by wered.

Mixing Em in Dualers
The merchandising of pictures in the Broadway zone by a varied group of operators has developed to the point where now a total of 10 theatres are regularly buying first runs, while more than a half dozen others getting pictures first crack as occasionals. Sometimes the occasionals will have two nictures crack as occasionals. Sometimes the occasionals will have two pictures first run, but generally it's as company with a second run on double bills. Situation has reached the state where any feature of even a remotely passable character is considered.

In addition to the Astor, which

motely passable character is considered.

In addition to the Astor, which now roadshows pictures, new product is demanded regularly by the Music Hall, Capitol, Roxy, Paramount, Rivoli, Strand, Rlatto, Criterion and Globe. This is a total of 10 new features week in and week to duals, it will mean one more to fill that house's demands. Over and above this heavy demand on the distributors, there being only eight fright on the control of the

UA Theatre Circuit's Recap Plan Pays Up \$15 Cash Back Dividends

Preferred shareholders United Artists Theatre Circuit will get a \$150 cash dividend plus new common stock under the company's proposed recapitalization plan. There is a back dividend due on the company's outstanding 30,000 shares of preferred amounting to around \$35 per share, and the preferred shareholders probably will be asked to take a reduction in the interest rate on the preferred from \$7 per share to \$5 per share annually. The common stock of the company will be increased from \$50,000 shares to 60,000 shares under the plan, which in all probability may be announced in the next few days.

Practical result of the plan is that the company will have liquidated its back due dividend entirely, without increasing the amount of preferred shares outstanding.

For the year ended Aug. 31, 1936, the U. A. Theatre Circuit of the company will have liquidated its back due dividend entirely, without increasing the amount of preferred shares outstanding.

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For the year ended Aug. 31, 1936, the U. A. Theatre Circuit entirely without increasing the amount of preferred and the preferred shares outstanding.

Grace Moore Standing the amount of preferred the preferred shares outstanding the amount of preferred shares outstanding.

Grace Moore comes eastward Jan. 25, Alpresent she is resting at Trinagle Ranch, Her appearances to the pref

U Flaps 'Wings'

Hollywond, Jan. 12.
Preparations are being made at
Universal to put Wings Over Hono-lulu' into production. Isabel Dawn
and Boyce De Gaw scripted.
Potter will irect.
Ray Milland, Jane Wyatt and William Gargan will be toppers.

FAY BAINTER'S PAR PIC

FAY Bainter has gone to the Coast to appear in 'The Years Are So Long,' Paramount feature starring Victor Moore.

She is slated to take the place formerly assigned to Aline MacMahon.



SEE The riot in the death house!... Murderers' Row an uproar! Missiles flying!... Tear-gas creeping!... Machine guns rattling... Prisoners in revolt, screaming: "Don't let that innocent boy die!"

SEE Gangland in action, as killers hold up a factory, snatch the payroll and shoot their way out!

SEE inside secrets of prison life ... The prison grapevine telegraph in action ... a message hammered in code over the waterpipes through the walls: "Thompson's not guilty!"

SEE "Truth serum" in use!... A "squeai" wrung from the lips of the man who killed a squeaier.

SEE THE EXCITING ROMANCE OF JOHN THOMPSON...OF THE GIRL WHO BELIEVED HIM...AND OF THE COP WHO PUT HIM IN JAIL AND FELL IN LOVE WITH HIS GIRL!

ONCE KNEW LOVE AND TENDERNESS!



with PRESTON FOSTER ANN DVORAK JOHN BEAL

> An Edward Small Production Directed by Christy Cabanne

United Theatrical & M. P. Workers Union, New Outfit Allied With Lewis

A theatrical union whose memberip would include everyone working in theatres, studios, laboratories and exchanges excepting the owners, visualizes a charter from the industrial organization federation which the studies of Labor. The union is known as the United Theatrical and Motion Picture Workers of America.

Although United has been in existing a property of the studies of the studies and the studies are about the studies and the studies and the studies are should be supported the studies and the studies are should be supported to the studies and the studies are should be supported to the studies and the studies are should be supported to the studies and the studies are should be supported to the studies and the studies are should be supported to the studies and the studies are supported to the studies and the studies are supported to the supporte

Atthough of the control of the contr about nine months, not until

At present total of 60 locals throughout the U.S. have been set throughout the U.S. have been set up by United organizers, according to Bernard Deckoff, who is president of the first of these locals organized, No. 1 in New York. The 60 locals will become part of a national organization and other locals will be formed later in larger as well as meinmentaged communities.

The I. A., which is supporting William Green and the A. F. L., with clearer E. Brown now a v.p. of the latter, is assertedly opposed to a single union's jurisdiction over an entire industry and thus is opposed to Lewis.

tire industry and thus is opposed to Lewis.

The United union, according to Deckoff, will include in its membership not only all salarled persons working in theatres (film and legit), such as operators, stage hands, musicians, managers, electricians, ushers, cashiers, matrons, doormen, etc., but will also embrace all help in studios, film laboratories and exchanges, Deckoff declares the United membership is growing daily, but declines to even approximate what the membership figure is at present. He himself has been a licensed operator, but carries no card in any union such as 306, Allied or Empire. He declares he couldn't get into Local 306.

One of the moves already made by the United outfil is taking into its fold the Film Exchange Employees Union, which staged an unsuccessful campaign last spring to unionize shippers, examiners, handlers, etc., in exchanges in New York. This union obtained a charter from the A. F. L. and was known as Local 20043. This charter has since been dropped.

pped.

ckoff states the United union
no charter and is not incorpoed, the goal being a charter or
afever form of recognition is
out by Lewis, when and if he

sets up his own labor federation sets up his own labor federation.
United is enrolling only men who
are working at their crafte in theatres, studios, laboratories or exchanges, according to Deckoff, who
infers also that men who are membets of other unions flow Joining United on the qt.

House Reviews

EMBASSY, N. Y.

(Continued from page 12)

quiet along the domestic front. And

removal of 12 bodies from the wreck of an airplane on the mountainside has omission, the same seems to apply for international matters, despite the difference of newspaper headlines. Far amount does come through with spanish to gher racing from New York has been the gher racing from New York has been the gher racing from New York has been cutter the Learus, ready to halt the former in the event word from Washington says that Congress has acted against shipments to countries stricken with civil war.

Metro leads off the clip melange with some excerpts from President Roosevelt's address before Congress. The colluloid contribution couldn't have been much more skimpy. This same newsrel outfit scores on the dramatic side with an illustrated sermon on the theme that crime does not pay. District Attorney Geoghan of Brooklyn is shown listening to the story of a youth who is about to die in the electric chair for the killing of a subway coin collector. Appended to this seen, are others revealing the death chair and the last mile, with Warden Lawes ac-

Carle's 1st 100

Hollywood, Jan. 12. ichard Carle's 100th role i

pictures came up in 'Racketeers in Exile' at Columbia. Before going pictures in 1927, actor was on the stage for 30

IA MULLS GEN'L UNIONIZATION **OF SHOW BIZ**

Hollywood, Jan. 12.

Semi-annual meet of the executive IATSE opened here board of with hearings and review of Jan. charges of infractions of union rules by membership. Board is the last court of appeals in the organization aside from legal action.

Most important discussion to come before board will be the proposed organizing of all theatre employees, including ushers, doormen, janitors, cashiers, et al. Commercial laboracashers, et al. commercial labora-tory workers and sound engineers working for major electrics also be-ing considered for unionizi

Another angle for muli is the necessary revisions of the basic studio agreement to be presented at producer meeting with IA in N. Y. March 1.

George E. Browne, prez of IA, -siding at sessions which continue through week.

Col.' 'American Legion'

Hollywood, Jan. 12.
Columbia Pictures is rushing Martin Mooney's 'American Legion' into production in anticipation of a cycle of such stories.

Yarn sketches activities of the Le-gion since the world war.

COL.'S REGULAR DIVVY

Columbi Pictures declared the usual quarterly dividend of 68%c per share on the preferred stock last week. This divyy is payable Feb. 15 to stockholders on record Feb. 3. It maintains the usual rate of \$2.75

enews Science Shorts
Hollywood, Jan. 12.
Paramount has contracted Jerry
Fairbanks and Robert Carlisle for six more Popular Science shorts.

Deal also gives Paramount release on their other novelty shorts.

companying it all with a plea to help eradicate youthful crime.

complanying it all with a plea to help eradicate youthful crime. He tells that most of the 26 who are currently awaiting their turn in the death house in Sing Sing come from poverty-stricken environments, and he urges that crime by youth be stemmed by providing the right schooling and athletics.

More tragedy comes from Universal by way of a shot showing the removal of 12 bodies from the wreck of an airplane on the mountainside near Sayres, Cal. Pathe also acounts for a plane crash clip, this one picturing the section of a private dwelling smashed in by a pilotless bomber. In this accident three seeping children had a narrow escape.

Latest episode in the kidnaping of

Hispano Orgs at \$25,000 To Produce Spanishers

Hollywood, Jan. 12.
Hispano Film Corp. has filed in corporation papers at Sacrament for the production of Spanish lan guage films at the International studio here.

Company, incorporated for \$25,000, has as officers: Victor Clebborn, president; Francois B. deValdes, v.p., and K. R. Clebborn, secretary.

NAME WB REMOTELY IN SOUND PATENT SUIT

Claim infringement of a certain sound patent, Virgil C. Crites, electrical engineer, filed suit Thursday (7) in U. S. District Court, N. Y., against Albert Radtke, Leonard Day, Thomas Marti the Radtke Patent Corp., United Research Corp. and Warner Bros. The plaintiff asks no monetary damages but seeks the return of all sound equipment in which he claims his device is being utilized. To his complaint in which Warners.

In his complaint, in which Warners came in as a remote defendant, Crites cites that Radtke in December, 1922, filed a patent for a sound im-provement. He subsequently as-signed his rights the patent to the American Development & Operating

Crites claimed that Radtke worked for American in 1916 as his assistant and that the invention Radtke now claims was based on information gotten by him while in the American Co.5 employ. Crites also claims that in 1931 all the defendants conspired to obtain a second patent on the sound improvement and that Warner Bros. at that time obtained 'certain interests' in the patent.

Medbury Talks 'Sea'

Modbury will narrate his dialog of Grand Nationals 'Killers of the Sea', which Raymond Friedgen produced off the coast of Florida.

Picture is being completed here with release skeded for February.

Enright Lands 'Marine', Hollywood, Jan. 12.
Direction of 'Singin Marine', starrer for Dick Powell at Warners, soes to Ray Enright.

Pic rolls Jan. 19.

Wilcoxon to Egypt

Hollywood, Jan. 12.
Henry Wilcoxon will leave this month for Cairo, to start work in Capitol, Flims production of 'Salt.' Actor currently worki in Souls, at Sea' at Paramount.

20th Signs Jr. Chaney

Hollywood, Jan. 12.
Lon Chaney, Jr., signed to termer at 20th-Fox.

Will get a heavy studio build-up.

Tilkin Hacea How him while in the American in Marine', starrer for Dick Powell at Warners, soes, to Ray Enright.

20th Signs Jr. Chaney

Will get a heavy studio build-up.

Tilkin Hacea How him while professional marine and first further extended for a full year's period. If the present earnings are substantially maintained-in the subsequent three-quarter's Loew would be able to show around 38 on the common for the one quarter cover full dividend requirements for the full year, while the preference earnings are approximately four times than the deed for a full year's period. If the present earnings are substantially maintained-in the subsequent three-quarter's Loew would be able to show around 38 on the common formation will be forthcoming on Loew common. Crites claimed that Radtke worked Crites claimed that Radthe worked for American in 1916 as his assistant and that the invention Radthe now claims was based on information gotten by him while in the American Co.'s employ. Crites also claims that in 1931 all the defendants conspired to obtain a second patent on the sound improvement and that Warner Bros. at that time obtained "certain integrates" in the retain interests' in the patent.

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didge of Grand National's Killers
of the Sea, which Raymond Friedgen
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Reorganized Monogram (Sterling Picts) All Set, Golden Sales Head

Real and Reel

Hollywood, Jan. 12. Warwick is playi the role of Lord Warwick in 'The Prince and the Pauper' at Warners.

Few miles away Metro has he real Earl of Warwick in a icture

5 AMUS. STOCKS **AGAIN MAKE NEW HIGHS**

stocks reached new highs for this year and last during the first full week of trading on the New York stock exchange last week.

York stock exchange last week."
Paced by the persistently strong
Paramount group, General Electric,
General Theatre Equipment, Loew's
and Par common and first preferred
registered new peaks. Subsequently,
Paramount second preferred also hit
a new biefs.

With a meeting shortly to be held with franchise members of W. Ray Johnson's restored Monogram Pictures, sales organization is bei prepared with Eddle Golden at its head. Golden rejoined, Johnston Saturday (9). He had been general sales manager for the old Monogram company, later shifting to Republic and some months ago resigning from latter.

company, later shifting to Republic and some months ago resigning from latter.

In consequence of recently acquiring about 45% of outstanding, stock in the old Monogram outfit, owned largely by franchise holders who shifted into Republic when Mono became inactive, Johnston has changed the name of Sterling Pictures Corp. to Monogram. Sterling had been organized by Johnston, pending action of the Mono board which resulted in complete acquisition of the Mono stock by Johnston, Now that all the assets which Johnston did not have; control have been taken from other Mono stockholders, new Mono company acquires executive setup of Sterling, which is Johnston, president; Scott R. Dunlap, v. D.; J. F. Friednoft, treasurer; M. S. White, secretary. Trem Carr, who was v. p. of the old Mono company in charge of production, is now with Universal.

While under an amended certificate of incorporation, terling Pictures hecomes Monogram Pictures, a Delaware corporation, the New York organization of Sterling is changing its name to W. Ray Johnston Enterprises, Inc., in order that the Delaware company may register to do business in New York state.

Dunlap, who will be in full charge of production, is now setting up shop in Hollywood and expects to get the first Mono picture for 1937-38 release under way by March 15. So far four associate producers have been set, I. E. Chadwick, formerly with Mono, Lon-Young, recently with Republic, Ken Goldsmith Dorothy (Mrs. Wallace) Reid, Mrs. Reid was also with the old Mono company.

Hollywood, Jan. Monogram Pictures, under super-vision of Scott Dunlap, vice prez in charge of production, will be made at New Hollywood Studios, formerly Talisman. I. E. Chadwick, Ken Goldsmith, Lon Young and Dorothy Reid will act as supervisors. Para-dise Isle' will go into production March 15, with no assignments made as vet.

march 15, with no assignments made as yet.

Chadwick is turning two of his pix, recently completed, into the Mono-gram program. They are 'Legion of Missing Men' and 'The Outer Gate.'

Cansino, Ritter Toppers In GN's Western Picture

Hollywood, Jan. 12.

Rita Cansino and Tex Ritter have top spots in Trouble in Texas; Ritter's fourth western for Grand National, Robert N. radbury is irecting with Lindsley Parsons supervising. Parsons and Robert Emmett wrote the original. "Others in cast are Yakima Canift, Charles King, Earl Dwire and Horace Murphy."

New Indie's Caruso Pic

New Indie's Caruso Pic
Oceanic Pictures Corp., new indie,
will make as its first production
'Caruso,' by Burnet Hershey and
Lyon Mearson. Howard A. Newman
is attorney for the firm.

James Simonelli, company rep,
now in Rome, has been assured, of
the co-operation of the Italian picture industry and of the Caruso
family reproducing the earlier
episodes in the life of the great
tenor. The screen adaptation of the
play has been made by the authors
who sail for Italy Jan. 18 to obtain
additional pictorial and atmospheric
data.

A 'GRAND' NATIONAL PIC

"A \$1,000 Bill," Cosmo mag yarn by
Manuel Komroff, will be produced
for rand National release by Zion
Myers and Victor Schertzinger,
Glen Tryon is adapting.

Hairy Grunter in Rix

Man Mountain Dean, bewhiskered rassler, has been set by Robert Welsh for a comedy spot in "Three Legionaries."

Culkin Has-a-Few Ideas

Fortunately, It's Still Just in the Idea Stage —In Re Pix

Washington, Jan. 12.
How the exhibs are going to entice patrons through the turnstites of Congressman Francis D. Culki of New York has his way and puts stringent film control laws on the books looms as a box-office influence business, Culkin has slipped into the legislative hopper once more his masterpiece which tells Hollywood what it can and cannot do in the way of themes, scenes, and dialog. Makes the Hays code look like salacious literature.

I Should Culkin's proposal ever side through Congress and receive he President's signature, Hollywood would have to watch its step every inch of the way, It would be illegal, under the New Yorker's bill, to provide for the manufacture of wholesome motion pictures' for producers to turn out any film:

Based upon white-slavery or commercial vice.

Based

Leads still unset.

IN LOVE!...



ROMANCE WRITTEN IN STEEL AND FIRE...AND THE TEARS OF A WOMAN

A great drama, radiant, with the genius of men with the genius of men win. The prize win.



Show Biz Salaries for 1935

(As reported by the Secretary of the Treasury to the Ways and Means Committee, once-a-year. A Federal regulation, report covers major come for 1935. The American press gave it vide national publicity, reprinted here for foreign show business information. U. S. press also emphasized the Hollywood salaries because of the widespread prominence of the film notables, although the automotive and other industries had many top-bracketed incomes by in ividuals not as widely known to the

West. \$480,833. Marlene Dietrich, \$368,000. Bing Crosby, \$318,907. Gary Cooper, \$311,000. Charles Chaplin, \$260,000. Will Rogers, \$258,000. Joe E. Brown, \$173,438. Janet Gaynor, \$169,750, Carole Lombard, \$156,083. Paul Muni, \$150,000. Harold Lloyd, \$125,000 Katherine Hepburn, \$221,572. John Boles, \$117,416. Kay Francis, \$115,157. Ronald Coleman, \$108,916, Warner Baxter, \$208,000. Charles Ruggles, \$106,278 Gladys Swarthout, \$101.833. Jack Oaki , \$101,625. Claudette Colbert, \$100,000. Joe Penner, \$100,000; from \$69,500.

Fredric March, \$76.666.

Fredric March, \$76,666.
Lawrence Tibbett, \$63,750; from opera, \$15.712.
ZaSu Pitts, \$55,555.
Ricardo Cortez, \$67,917.
Ruby Keeler, \$38,383.
Pat O'Brien, \$64,500.
Warren William, \$64,500.
Dolores Del Rio, \$75,870.
Adolphe Menjou, \$50,000.
Carl Brisson, \$80,147.
George Burns and Gracie Allen, \$20,000.
William G. Lalla, Caracie Allen, \$20,000.
William G.

22,000.
William C. ields, \$76,875.
Ann Harding, \$153,750.
Jan Kiepura, \$101,806.
Elissa Landi, \$74,478.
Pauline Lord, \$52,197.
Herbert Marshall, \$105,667.
Victor McLaglen, \$121,000.
George Rath, \$90,000. Sylvia Sidney, \$84,168. Margaret Sullavan, \$102,431. Shirley Temple, \$69,999. Sigmund Romberg, \$65,905 (from

Sigmund. Komberg., \$85,905
adio).
Rudy Vallee, \$166,348.
Paul Whiteman, \$242,372.
Al Jolson, \$78,200.
Victor Young, \$58,701.
George O'Brien, \$68,191.
Richard Dix, \$80,000.
Miriam Hopkins, \$86,250.
Miriam Hopkins, \$86,250.
William Powell, \$66,668.
Barbara Stanwyck, \$80,833.
Edward Arnold, \$51,854.
Wallace Beery, \$75,000.
Silm Summerville, \$70,833.
Dick Powell, \$69,500.
Eddy Duchin, \$65,000.

WRITERS AND DIRECTORS

WRITERS AND DIRECTORS

James Whale, \$137,750.
Lloyd Bacon, \$122,625.
Busby Berkeley, \$69,750.
William Dieterle, \$76,333.
Archie Mayo, \$76,750.
Michael Curitz, \$102,325.
Al Green, \$89,750.
Max Reinhardt, \$105,000.
Frank Borzage, \$242,000.
Cecil B, DelMile, \$72,000.
Maxion Gering, \$71,833.
Mack Gordon, \$52,250.
Zane Grey, \$90,000.
Al Hall, \$65,100.
Samuel Hoffenstein, \$72,250.
Grover Jones, \$75,250.
Zane Grey, \$90,000.
Al Hall, \$65,100.
Samuel Hoffenstein, \$72,250.
Grover Jones, \$75,853.
Norman Krasna, \$79,583.
Norman Krasna, \$79,583.
Norman McLeod, \$52,250.
Edwin Justus Mayer, \$81,500.
Leo McCarey, \$129,133.
Norman McLeod, \$52,250.
William Slavens McNutt, \$72,917.
Ralph Murphy, \$54,883.
Norman McLeod, \$53,250.
William Slavens McNutt, \$72,917.
Alfred Santell, \$124,417.
Norman Taurog, \$88,750.
Frank Tuttle, \$115,500.
King Vidor, \$140,000.
Richard Wallace, \$63,182.
Raoul Walsh, \$63,000.
Waldemar Young, \$71,167.
Living Berlin, \$150,000.
Sidney Franklin, \$60,000.

AND ADVERTISING.

AND ADVERTISING

William Randolph Hearst, \$500,000. Arthur Brisbane, \$260,000. Walter Winchell, \$137,000 (incl.

Walter Winchell, \$137,000 radio); Sidney Smith, \$119,130. Walter Lippman, \$54,329. Arthur Hays Sulzberger, Julius Ochs Adler, \$45,000. Col. Frank Knox, \$75,000. W. R. Hearst, Jr., \$58,293. Jack Lait, \$52,000. W. A. Curley, \$76,829. Albert J. Kobler, \$74,810. Harold T. Webster, \$57,699. \$45,000. Howard Davis, \$56,160.
Arthur E. Gri iths, \$100,000.
Kenneth Payne, \$100,000.
Kenneth Payne, \$100,000.
Preston Goodfellow, \$55,700.
R. Berli, \$91,435.
Morrill W. Goddard, \$156,000.
Mortilmer Berkowitz, \$123,971.
Edgar M. Swasey, \$63,500.
T. J. White, \$79,648.
John R. Hearst, \$55,818.
B. M. Meck, \$69,000.
J. V. Connolly, \$54,400.
J. V. Connolly, \$54,400.
J. Sterling Getchell, \$57,000.
George C. Smith, \$58,225.

EXECUTIVES

RABOUTIVES

W. R. Sheehan, \$344.231.
Nicholas, M. Schenck, \$183.43
David Bernstein, \$171.905.
David L. Loew, \$74.500.
Leopold Friedman, \$52.900.
Charles C. Moscowitz, \$52.900.
Leopold Friedman, \$52.900.
Lyving Thalberg, \$151.762.
Edward J. Mannik, \$129.057.
Harry Rapt, \$104,000.
J. Robert Rubi, \$73.475.
Felix Feix, \$76.000.
Merian C. Cooper, \$119.520.
Pandro S. Berman, \$138,852.
J. R. McDonough, \$90.204.
Ned E. Depinet, \$72.224.
David Sarnoff, \$75,000.
James G. Harbord, \$54,000.
Marlon Davies, \$104,000.
Marlon Davies, \$104,000.
Mary Pickford, \$22,750.
Darryl Zanuck, \$134,833.
William Goetz, \$18,833.
H. J. Yates, \$75,000.
Edward J. Bowes, \$249,999.
E. W. Hammons, \$62,749.
S. A. Lynch, \$79,500.
John E. Otterson, \$81,000.
Adolph Zukor, \$33,233.
Jules C. Stein, \$50,000.
H. D. Buckley, \$129,526.
Edward Small, \$12,000.
James R. Grainger, \$52,000.
Carl Laemmle, \$71,437.
S. R. Kent, \$167,310.
W. C. Michel, \$52,133.
John D. Clark, \$53,300.
Herman Webber, \$58,800.
Robert T. Kane, \$65,500.
Joseph Bernhard, \$53,000.
Albert L. Warner, \$86,333.
Abel Cary Thomas, \$13,2500,
Sam E. Morris, \$78,500.
Herman Starr, \$53,000.
Herny Herzbrun, \$73,500.
Hernan Starr, \$53,000.
Herny Herzbrun, \$73,500.
Myron Selznick, \$50,000.

14 U.S. FILMS OF 15 SHOWING IN S. AFRICA

Capetown

Out of a total of 15 films playing South Africa's three leading cities, 14 are American. Single outsider is a product of London Films.

a product of London Films.
American-manned clear through,
Capetown has "Till We Meet Again'
(Par) at the Alhambra (ACT); Perfect Gentleman' (MG), Royal, (U);
'Only Yesterday' (U), Elstree (ACT);
Frisco Kid', (WB), Apollo (ACT)
and 'Our Relations' (MG) at the
Plaza (U),

These of the Albary of Longon Control of the Con

Plaza (U).

Ituation alters in Johannesburg with the lone British Scarlet Pimpernel! (London) at the Bijou (U). Others are 'Black Room'. (Col.) Plaza (ACT); '13 Hours by Air' (Par), Collosseum (ACT); 'White Angel' (WB), Palladium (ACT) and 'Tough Gu' (MG) at the Metro (MG).

(MG).
Durban, same as Capetown,
cludes all but Yanks i the current
crop. Show Book! (U) is at the Playhouse (ACT); Every Night at Eight!
(Par), Criterion (ACT); 'Last of the
Mohicans' (UA), Prince's (MG);
'Mighty Barnum' (20th), King's: (U)
and 'Here Comes Trouble' (20th) at
the Cameo (Inde).

Long on Shorts

(Continued from page 5)

(Continued from page 5)
510 single reels. The shrinkage in the number of two-reel subjects was cited by a sales manager as a concession to the devastation which has taken place through widespread double billing. He pointed out, however, that the increase in single reels of 165 individual subjects during the current season complicated the problem.

Estimates of the loss to dustry of unplayed short subjects is too difficult to approximate, in the opinion of film experts. None would venture a guess the amount of film rentals paid for the product by exhibitors who are unable to pick the for lack playing time.

film rentals pand for the product by exhibitors who are tunable to pick up the for lack playing time.

Notwithstan , a few of the individual seri of short subjects, which include the whole gamut of cartoons, travelogs, scientific studies oddities of nature and human ture, musicals, dramatic and farce sketches, are quite profitable. Included in such a listing are the Disney Symphonies and Mickeys (VA), the Pete Smith commentations and Crime Doesn't Pav' (Metro); the March of Time' (RKO-Radio), Christic comedies (20th-Frox). Pop-Bye and Grantland Rice Sportlights (Pat) and the better grade cartoons and sketches released by Vitaphone (WB) and Universal. All of these, except 'March of Time' and Metro's Crime' series are 'Deviewen 500' and the ter program between the wind the newsrees.

Production cost of Some of the Technicolor Disneys has exceeded \$75,000 to produce. Two-reel so doesn't pav' quality, which means one or more spot names from films, vaude or radio, cost \$10,000 to \$20,000 each. The black' and whites average one-half as much. Time reel so d. 2,000 feet have frequently exceeded \$75,000 to produce. Two-reel so doesn't pav' quality, which means one or more spot names from films, vaude or radio, cost \$10,000 to \$20,000 each. Add to these figures the positive print investment and the breaking point op fordistribution and censorship fees, is considerable. There are numerous travel series which are produced economically, but the booking rentals are proportionally modest. The fact is that what is played and pald for does not carry by many thousands of dollars annually the load of what is paid for and not played. NRA code provisions restricted forced sales of shorts to the limitations of an exhibitor's available playing time, regulated by the total number of features purchased.

The issue of forced selling of shorts will be one of the important trade questions to be discussed at the annual convention of the MPTOA, to be held in Miami in March. Exhi itors will take the policy at the profit and proposed produced

WB, Col., Par and Republic Yet to Be Heard From on MPTOA's 10-Point Plan

sition that the quality of features does not justify any attempt on their part to return to single billing, which would open some booking time for shorts. Particular and vehement objection will be raised against the sales policies of such distributors who charge theatres a weekly playor-pay fee for shorts, most of which never leave the film vaults.

B' Pix Squawks

As soon as all replies are in from major distributors on the 10-point trade practices program of the Motion Picture Theatre Owners. America, excepting Warner Bros. which has no thought of considering the proposals made by the exhibitor organization, Ed. Kuylendall will summerize the desisions reached and attempt to get distributor to agree on points at which there is variance. Additionally, Kuylendall will press for more concessions than have been granted so far by 20th Century. Fox. Metro, United Artists, RKO and U, which have rendered decisions as to what they will do or may do. RKO's decision, the form of a letter from Ned E. Depinet, last to be received and forwarded to Kuykendall at Columbus, Miss. Monday (11) from the New York MPTOA offices, will be analyzed by Kuykendall and before the end of the week no doubt will have his reply. The MPTOA president is expected to inform RKO that the 10-point program asked for much more than is being granted, the same as was written the other majors.

Aside from WB, which is not expected to be heard from, Columbia. Paramount and Republic remain to state their position. Both Col. and Par have been held due to absence of New York executives. With return from Florida, Monday (11) of Abe. Montague, sales manager, that company may reply this week, while the Par answer is exceeded sometime the coming week: after Nell F. Agnew's return to the home office. Reports are that both Col. and Par will agree to 10%, cancellation privileges with conditions similar to those of other majors. It is also understood that Col. will agree to 10%, cancellation privileges with conditions similar to those of other majors. It is also understood that Col. will agree to 10%, cancellation privileges with conditions similar to those of other majors. It is also understood that Col. will agree to 10% cancellation privileges with conditions similar to those of other majors. It is also understood that Col. will agree to 10% cancellation privileges with conditions similar to those of other majors.

Score Charges

that direction.

Score Charges

The score charge question is one on which Kuykendall will fight for 100% uniformity, which, if successful, would probably mean that WE would be forced to give up this practice in spite of the position it is now laking. The return on score charges ranges up to between \$1,000,000 and \$1,500,000 for the distributors, with WB in the higher brackets. UA and Universal have agreed to drop score-charges, but unless they change their present stand, 20th-Fox, Metro and RKO will continue to exact this extra rental from its accounts. Should Col, and Par agree to eliminate score charges, these companies together with UA and U may mean enough competitive selling strength against others to eventually force a final end to this practice. This, at least, is the MPTOA conclusion now.

It has not yet been indicated whether UA and U will give up score charges where provided for in contracts already written or whether they will be out only on sales in the future.

RKO's decision to the MPTOA, ex-

they will be out only on sales in the future.

RKO's decision to the MPTOA, except on score charges which it believes is a matter for negotiation between distrib and exhib, is generally the same as other companies. In addition to agreeing to a 10% cancellation clause where all the features offered are "contracted for. RKO, believes a conciliation board set up is desirable and will cooperate on any steps taken. set up is desirable on any steps take

MPTOA All Set for Miami March 16-18; Allied Meets in Baltimore, Jan. 21-22

With plans to attend the inaugura-Ed L. Kuyken-Washi dall, president of the Motion Picture Theatre Owners of America, will ar-

dall, president of the Motion Picture Theatre Owners of America, will arrive in New York immediately after this ceremony to consider further the 10-point MPTOA program as well as plans for the convention in Miami which the board last week set for March 16-18.

The Miami-Biltmore convention will consider the progress made on the trade practice program as well as other trade problems.

Reduced hotel rates at the Biltmore and Roney-Plaza, 50% underscale, together with special railroad rates from all over the U. S. Special trains will go out from New York, Chicago and New Orleans.

Annual meeting Allied States in Eachieve of the New York, Chicago and New Orleans.

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Annual meeting Allied States in Eachieve of the New York, Chicago and New Orleans.

Annual meeting Allied States in Eachieve of the New York, Chicago and New Orleans.

Annual meeting Allied States in Expected to develop from representative of affiliated regional associations over the advance thrusts made in Allied bulleti at the MPTOA program for the industry. Another topic which always arouses interest at this season of a congressional year is, as in the past, expected to be an outline of an outline of the past, expected to ear outline of the past, expected to ear outline of the past, expected to be an outline of the past, expected to ear outline of the past, expected to be an outline of the past, expected to ear outline of the past, expected to be an outline of the past, expected to be an outline of the past expected to the past expected of a congressional year is, as in the fomented in other branches of the past, expected to be an outline of industry.'

the campaign for independents' interest in all legislation to be taken up in Washington.

Third angle that may develop considerable debate is the manner in which affiliated organizations are to take part in the directorate session. While each organization has been urged send two to six representative members to observe and advise at this directorial confab and sit in at the council table, voting is to be confined to accredited directors. Notice to all Allied leaders tabs the meeting as of vital import and that it is important for every affiliated organization to be represented.

Recent bulletin sent to Allied members makes much of the Major George L. Berry meeting in Washington last month and what it describes as the 'snubbing of the Industrial Progress' Coordinator, call by other branches of the film business. Bulletin states 'whatever may be the results of Major Berry's meeting, he and his associates are aware and will report that Allied States Association, representing the independent theatre owners, did not joi the organized boycott of his meeting and the studied affront to the admi istration fomented in other branches of the industry.

PIX IN PALESTINE

Mostly American Films in Jerusa-lem, Tel Aviv and Haifa

Jerusalem, Dec. 19.
Current pix here include The
Mighty Barnum' (20th), at the Zion
Hall, with 'Modern Times' (UA) for
matiness', Royal Waltz' (German),
at the Eden, with 'Casino de Paris'
(WB) as mat; 'Cappiain Blood' (WB)
and 'Bonnie Scotland (MG), at the
Edison.

and Bonnie Scotland (MG), at the Edison.
Tel Avly houses have: Becky Sharp' (RKO) and 'Modern Times' (UA), at the Eden; 'Captain Blood' (WB) and 'Captain January' (20th), at the Ophir; 'Confeit' and 'Wildfang,' at the T. A. Mograbi; 'Nur Ei Komodiant' and 'Emil and the Detectives' (UFA), at the Migdalor; 'Thanks a Million' (20th) and 'Captured' (Criterion), at the Rimon.
Haifa houses have: 'Veronika' and 'Mutiny on the Bounty' (MG), at the Armon; 'Show Them No Mercy' (20th) and 'Gandoura' (Arabic), at the En-Dor; 'Rose Marie' (MG) and 'L'Equipage' (French), at the Orah.



ZOE AKINS and GEORGE BARRAUD
Produced by MARCEL HELLMANN

"ACCUSED" AT CRITERION THEATRE, N. Y. RECEIVES CRITICAL PRAISE!

"Murder mystery carries punch with ingenious plot and excellent cast
... An absorbing theme with a strong plot that builds to grand
suspense, and a superb cast of sterling players"!

— Film Daily

"Well written, forcefully acted and skillfully directed"!

--- Bland Johaneson, N. Y. Mirror

"Expertly acted murder melodrama...A spirited and engrossing film that can be recommended as generally enjoyable entertainment"!

— William Boehnel, N. Y. World-Telegram

Skouras' \$155,000 Bid for Academy Of Music, N. Y., Ordered Accepted

U. S. Circuit Court Judge Martin T. Manton on Monday (11) signed an order autitorizing Milton C. Weisman, receiver for Fox Theatres to accept the sealed bid made by Skoutas Theatre Corp. of \$155,000 for the long-term leasehold and the theatre equipment of the Academy of Music, N. Y. Since October, 1931, the Skoutas Corp. has been paying \$175,000 a year rental for the big theatre, under a lease of 41 years from Fox. Recently attorneys for the tenant protested that the rental greatly exceeded the receipts and asked the receiver to sell them the property. Another bid for the property was entered by Philip F. Siff and the Bankers' Securities Corp., who made an offer of \$151,500.

The building housing the theatre is valued at \$635,172 and the theatre squipment at \$247,672.

Weisman was continued in his office as receiver for Fox Theatres by Judge Manton for the next six months, commencing Jan. 12.

The receiver submitted to the fourth his report of the financial standing of Fox Theatres covering the period from July 1 to Dec. 31, 1936, which showed cash receipts amounting to \$883,702.53 and dishursements of \$753,353.56. The consolidated cash position amounts to \$783,707.

The report also shows that the total amount of claims allowed to date is \$713,858 and the claims not yet disposed of \$8,873,354. The receiver caim against William Fox on behalf of the theatre corp is \$17,000,000.

Seattle B. O.'s Down With Temp.; Henie, H. O., 8G

Wi first cold spell chilled b.o.'s as mercury went as low as 10 above zero. Icy streets inducing many to stay at home.

32)—'Dodsworth' (UA) and 'Dimples' (20th), dual. Looks to do \$3,300, okay. 'Pigskin Parade' (20th) and 'Gay Desperado' (UA), dual, \$3,100, mod-

Fifth Ave. (Evergreen) (2,400; 27-37-42)—'After Thin Man' (MG) (2d wk). Paced at \$7,000, good. Last week, same film, swell \$13,000.

week, same film, swell \$13,000.
Liberty (J-vH) (1,900, 27-37-42)—
Liberty (J-vH) (1,900, 27-37-42)—
Pennies from Heaven' (Col) and
Francisco (Same film, swell \$13,000.
Last week,
same film, big \$8,000.
Last week,
same film, big \$8,000.
Music Box (Hamrick) (900, 27-3742)—(College Holiday' (Par). Arter
week at Blue Mouse, doing slow \$2,000 here. Last week 'Stowawa'
(20th) and 'Chan at Opera' (20th),
got \$3,400 in second week, good.
Music Hall (Hamrick) (2,300, 2737)— Jungle Princes' (Par) and
Wanted: Jane Turner' (RKO), and
Wanted: Jane Turner' (RKO), and
Wanted: Jane Turner' (RKO), and
'Artizona Mahoney' (Par),
dual, with vaude, slow at \$3,000.
Orpheem (Hamrick) (2,700, 27-37-

(Par) and 'Arizona Mahoney' (Par), dual, with vaude, slow at \$3,000.

Orpheum (Hamrick) (2,700; 27-37-42)—'One in 'Million' (20th), and 'Smart Blonde' (20th), dual (2d wk), Routed for great \$8,000 and holding third week. Last week, same films, solid wallop at \$12,000.

Falemar (Sterling) (1,450; 16-27-37-50-50n Comes Home (Par) and Farnd \$4,200; one (Par) and Farnd \$4,200; one (Par) and Farnd \$4,200; one (Par) and vaude; \$4,300, good.

Paramonnt (Evergreen) (3,106; 27-37-42)—'Rainbow on River' (RKO) and 'Flying Hostess' (U), dual. Expect \$5,500; nkay. Last week 'Plainsman' (Par) and Luckiest Girl, dual, great, at \$1,400.

"Midsummer. Night's Dream' (WB) and 'Girl on Front Page' (U), dual, Looks like slow \$2,000. Last week 'Cain, and Mabel' (WB) and 'Two Is Crowd' (U), dual, \$2,800, nice.

Incorporations

TEXAS

Estimates for This Week
Blue Mouse (Hamrick) (900: 27-3742)—Plainsman (Par) and Lucklest Girl' (U), dual, after big week
af Paramount. Good \$4,000 expected.
Last week College Holiday (Par), 2d
week, \$3,000, okay.

Coilseum (Evergreen) (1,800; 21
Tans School Band and Oxferresconsesectation, inc, Austin Tuslet, capital stok, all 100d Reitz,
Ward G., Brandatetter, Dan Martin
Last vent College Holiday (Par), 2d
week, \$3,000, okay.

Coilseum (Evergreen) (1,800; 21-

Comparative Grosses for December

(Continued from page 16)

BIRMINGHAM

	Dec. 10	Dec. 17	Dec. 24	Dec. 31
ALABAMA (2,900; 30-85-40) High. \$29,000 Low. 3,500	Love on the Run \$8,100	Come and Get It \$7,400	Tarzan Escapes \$7,000	College Holiday \$6,800
STRAND (800; 25) High. \$5,100 Low. 800	Crime of Dr. Forbes \$1,500	Without Orders \$1,600	Sea Spoilers \$1,400	Our Relations \$1,500
EMPIRE (1,100; 25) High. \$12,800 Low. 800	So They Married \$2,500	Adventure in Manhattan \$2,000	Lone Wolf Returns \$2,200	Pennies from Heaven \$2,600

PITTSBURGH

	Dec. 10	Dec. 17	Dec. 24	Dec. 31
PENN (3,300; 25-35-40) High. \$41,000 Low. 3,800	Go West, Young Man \$9,500	3 Men on a Horse \$14,000	Winterset \$8,500	Goiddiggers of 1937 \$17,000
WARNER (2,000; 25-40) High. \$29,000 Low;000	Born to Dance \$8,500	One Way Passage and Mr. Cindereila \$6,000	Daniei Boone and Along Came Love \$4,200	Fugitive in Sky and Ali American Chump \$5,700
STANLEY (3,000; 25-40-60) High, \$48,300 Low. 3,200	Smartest Girl in World \$23,000 (Folie Parisienne Unit) (Stage Show)	Jungle Princess \$14,000 (Rudy Vallee's Varieties)	Hideaway Giri \$19,000 (Ethel Waters Unit)	Sing Me a Love Song \$23,500

CINCINNATI

200	Dec. 10	Dec. 17	Dec. 24	Dec. 24
ALBEE (3,300; 85-42) High. \$35,500 Low. 5,800	Go West, Young Man \$12,000	Born to Dance \$18,000	Born \$7,500	Gold Diggers \$13,000
PALACE (2,000; 35-42) High. \$28,000 Low. 4,500	3 Men on a Horse \$15,000	Pennies from Heaven \$12,000	Rembrandt \$6,000	Stowaway \$10,500
LYRIC (1.400; 35-42) High. \$28,900 Low. 1,800	Rose Bowl \$4,000	Go West, Young Man \$3,500	White Hunter \$4,500	Rainbow on River \$6,000
KEITH'S (1,500; 30-40) High. \$22,100 Low. 3,000	Garden of Allah \$3,000	Smartest Girl \$4,000	One Way Passage \$5,000 (Revival)	Banjo on My Knee \$9,500

PITTSBURGH

PITTSBURGH

(Continued from page 10)
rave notices, looks, headed for okay
\$3,500. Product not so plentiful here
that management can let loose of a
dicker doing that biz, so it holds.
Not certain whether it'll be for a
full week, however, with dual of
'Country Gentlemen' (Rep) and
Missing Girls' (Rep) standing by to
go in at any minute, tast week,
second of Stowaway (20th), at
\$6,100 about \$300 better than opening stanzas, take,

Perm (Loew's Lyd), 3, 300, 25-35Second standing to the second standi

A 100 New Year's Week around.

Warner (WB) (2,000: 25-35-50)—
After Thin Man (MG) Brought.

Hern and resolution for another left and resolution for the left and resol

4 OUT OF FIVE HAVE H. O.'S IN BALTO

Baltimore, Jan. 12.
Four of the five downtowners are housing h.o.'s and all are prancing along at perky pace. The Stanley slapped a new entry on the spools, Sing Me Love Song, and is doin'

Sing one Love Song, and that tends to lure the populace down-town to the pic plants. Also, fact there is no influenza scare here is likewise okay for bo.'s.

Estimates for This Week

likewise okay for bo's.

Estimates for This Week

Control Cont

TOO HOT IN SYDNEY

Seasonal Drop-off in Biz Starts Off Okay

Weather is inst indoor biz, being hot and humid. Nevertheless, the managers can afford to wait because they know they'll get plenty very soon now. Best bet in town appears to be 'Romeo and Juliet' (M-G). 'Suici Cub' (M-G) is holding up well on its second week. 'Show Boat' (U) is in its seventh month and shows no sign of leaving. 'Dishonor Bright' (AD) opened weakly and leaves next week. 'Lonely Road' (ATP) found biz lone-through Road' (BIS) found for through Road' (B 'Lonely Road' (ATP) found biz lonety too, and quits. 'Sing, Baby, Sing'
(20th) in just for one week, should return a fair gross. 'Gay Desperado'
(UA) moves on after two weeks, and
'Suzy' (M-G) ill call it a day.
'Everything is Thunder' (G-B) can't
hope for much and will make room
for 'Dodsworth' (UA).
Weekly-change has 'Devil (M-G), 'Mr. inderella' (M-G), 'Daniel
Boone' (RKO), and 'Guard That
Girl' (COl).'

Chi Smoking Ban in Theatres **Welcomed by Mgrs.**; Very Costly

'PLAINSMAN' TOPPING ROSY PROV. WITH 11G

Providence Jan 12

Everything is peaches and cream with exhibs, business being the best in weeks. It looks li a tug-of-war between 'One Million' and Plainsman, although latter seems to have edge. One holdover 'Camille' at Loew's, but the goi

Estimates for This Week Fay's (2,000; 15-25-40)—'Smart Blonde' (WB) and vaudeville. Holi-Blonde' (WB) and vaudeville. Holiday momentum keeping right side up for this only variety spot in town; gross should come close to \$7,100. Last week 'Career Woman' (20th) soared to \$8,100, big.

Loew's State (3,200; 15-25-40)—'Camille' (MG) (2d wk). Not so forte in second week; opposition too tough to give this one more than a fair \$8,000. Last week Garbo-Taylor combination garnered record \$17,500; terrific.

so,000. Last week Garbo-Taylor combined proof \$17,500; combined to the combined proof \$17,500; combined to the combined proof \$17,500; combined proof \$18,000; combined proof

\$12,000.

Strand (Indie) (2,200; 15-25-40)—

Plainsman' (Par). Slow on opening, but built up fast fo capacity over week end, indicating house will get near \$11,000, maybe more. Last week 'Go West' (Par) and 'Beware of Ladies' (Rep), all right at \$9,800, but house figured more.

Dance, \$42,000, **Still Plenty Hot** In 2d Hub W'k

Boston, Jan. 12.

Born to Dance, on holdower dual bill at Orpheum and State, is biggest film news in town. After crowding house records for first week, it opened second frame with little let-down in pace and there is talk of a third stanza.

Met is going into Thursday openings this week, current show, 'Gold Diggers' and Major Bowes' all-girl unit, running for six days.

Estimates for This Week.

Boston (RKO) '33500', 35-55-75—
Wanted: Jane Turner' (RKO) and stage show, with James Melton: Doing okay at \$25,000 trot. Last week ig \$44,000 for 'Kelly' (MG) and Ken Murray topping stage show.

Rechay (M&P) (1,400; 25-35-40-50)

Herolays (M&P) (1,400; 25-35-40-50)

Herolays (M&P) (1,400; 25-35-40-50)

Lest week good \$7,500 with 'Love song' (FN) and 'Chan at Opera (20th).

Keith Memorial (RKO) (2,900; 25-35-55)—'Girl from Paris' (RKO) (2d week). Promising about \$12,000, oke. Initial frame very good \$20,000.

Metropolitan (M&P) (4,300; 35-55)—Gold Diggers' (WB) and Major Bottes all-gal unit on stage shifting stay of the stage shifting show the stage shifting shifting

Smoking will be prohi Chicago theatres as of this Saturday (16), according to a new city

nance passed by the town's council last week. Theatres are in a great measure happy over the ordinance since the smokers were becoming an increasing danger the houses. At first restricted to up-per balconies and loges, the public was beginning to squawk if not per-

was beginning to squawk if not permitted to light a heater any place is the house. Besides, they were burning up rugs and seats and causing plenty of cleaning troubles.

City last week also banned lobby. hold-outs, ruling, that anybody not seated in the theatre proper must be held out on the sidewalk. Won't even permit people to loll in the lobby while waiting for a friend. This ruling has been issued as part of the city's efforts to curb the flu menace, and will probably be relaxed when the present epidemic pass.

'PLAINSMAN' NO QUAKER RIOT, \$14,500

iladelphia, Jan. 12. Current crop of films in downtown houses do not hold out promise for any great amount of box office activ-

y, 'Plainsman,' at the Stanley, got est set of notices a DeMille pic has had here in a long time, but isn't doing terrific and likely to be held to single week.

had here in a long time, but, isn't doing terrific and likely to be held to single week.

Earle is snappy, with return of vaude to Market street house a couple of weeks ago stimulating trade plenty. Fox resumes stage shows Friday. (15) with James Meleton as headliner.

Beloved Enemy doing nice trade and did and and goes into a third week, Garbo's 'Carifile' opens tomorrow (Wednesday) at the Boyd.

Estimates for This Week
Aldine (1,200; 40-55)—Beloved Enemy' (UA) (2d week). Will get third week, with second aimed at okay \$12,000. First week's \$21,000 was terrific.

Arcadia (600; 25-40-50)—'Great Gry (17). This ship was the condition of the condit

\$14,000. Stanton (1,700; 30-40-50)— Wanted: Jane Turner (RKO). Tepid \$4,500 seen, Last week, Go West, Young Man (Par), in last nine days, got good \$11,000.

Melbourne Biz Up

Melbourne, Dec. 2z.
iz is picking up here, although
the big shows have had no growls.
Current lineup includes 'Show Boat'
(U). Private Number (20th). General Died (Par), 'Uncivilized' (Expeditionary). '(M-G) and White
Angel' (WB).





YOUR BEST BET FOR THIS YEAR, TOO —



THE KEYSTONE OF YOUR FUTURE Played to 238,886 people in 11 days at the Roxy, N. Y. A new house record! 3rd week hold-over set! Typical of the smash business throughout the country, where hold-overs have already been announced in 73% of its key-city runs!

Clear your date book for this long-run hit!

ONE IN A MILLION" with SONJA HENIE and Adolphe Menjou, Don Ameche, Ned Sparks, Jean Hersholt, Ritz Brothers, Arline Judge, Borrah Minevitch and his gang, Dixie Dunbar. A 20th Century-Fox Picture, Darryl F. Zanuck in Charge of Production.

Directed by Sidney Lanfield. Associate Producer

Raymond Griffith

CALENDAR OF CURRENT RELEASES

Chesterfield

Lady Luck. Story of a sweepstake winner. Patricia Farr, Wm. Bakewell, Dir. Chas. Lamont. 82 mins. Rel. July 8.
Missing Girls. Martin Mooney's Story. Roger Pryor, Muriel Evans. Dir. Phil. Roger. 63 mins. Rel. Sept. 10, Rev. Oct. 7.

Studios: Gower at Sunset, Columbia

: 729 Seventh Ave., New York, N. T.

Mew York, N. T.

Adventure in Manhattan. Joel McCrea, Jean Arthur, Reginald Owen, Herman Bing, Dir, Edw. Ludwig, 73 mins, Rel. Sept. 20. Rev. Oct. 23.

Auni for Murder. Mystery. Wm. Gargan, Marguerite Churchill. Dir. Ross
Lederman, 61 mins, Rel. Sept. 22. Rev. Oct. 11.

Blackmaller. Eight persons face: suspicion of murder of a blackmaller, Wm.
Gargan, Florence Rice, H. B. Warner. Dir. Gordon Wiles. 68 mins. Rel.

July 10. Rev. July. 29.

July 10. Rev. July 29.

Come Closer, Fells, Outdoor show story. James Dunn, Marian Marsh, Wynne Gilson. 61 mins. Rel. Nov. 7, Rev. Nov. 25.

Crair's Wife. John Boles, Recalind Russell, Bulle: Burke, Raymond Walburn. Dir. Dorothy Arzner. 73 mins. Rel. Sept. 30. Rev. Oct. 7.

End of the Trail. Jack Holt, Douglas Dumbrille, Louise Henry, Erle C. Kenton. Rel. Sept. 48: Rev. Nov. 4.

Rel. Sept. 49: Rev. Nov. 4.

Final Hour, The. Innocent siri escapes the gallows through the efforts of the men sie had beriended. Raiph Bellamy, Marguerite Churchill. Dir. D. Ross Lederman. 57 mins. Rel. July 7. Rev. Aug. 5.

Forbiddeh Trail. Western. Buck Jones. Barbara Weeks. . Lambert illyer. 65 mins. Rev. Nov. 4.

NOSS Leverman. 87 mins. Rel. July 7. Rev. Aug. 5.
Prohided Trail. Western. Buck Jones Barbara Weeks. Lambert illyer.
65 mins. Rev. Nov. 4.

194 mins. Rev. Nov. 4.

194 mins. Rev. Nov. 4.

195 mins. Rel. June 1 Rev. Oct. 21.

195 mins. Rel. June 1 Rev. Oct. 21.

195 mins. Rel. June 1 Rev. Oct. 21.

195 mins. Rel. Nov. 21.

196 mins. Rel. Nov. 21.

196 mins. Rel. Nov. 21.

197 mins. Rel. Nov. 21.

198 mins. Rel. Oct. 21.

198 mins. Rel. Nov. 21.

198 mins. Rel. Nov. 21.

198 mins. Rel. Nov. 22.

198 mins. Rel. Nov. 22.

198 mins. Rel. Nov. 24.

198 mins. Rel. Nov. 24.

198 mins. Rel. Nov. 25.

198 mins. Rel. Nov. 26.

198 mins. Rel. Nov. 27.

198 mins. Rel. Nov. 28.

199 mins. Rel. Nov. 29.

199 mins. Rel. Nov. 29

Studios: Burbank, First National

: 321 W. 44th St., New York, N. Y.

Studios: Burbank;

Captain'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. 72 mins. Rel. Nov. 18.

Case of the Blace Cat. Mystery thruller from the story of the Blace Cat. Mystery thruller from the story of the Blace Cat. Mystery thruller from the story of the Blace Cat. Mystery thruller from the story of the Blace Cat. Mystery thruller from the story of the Blace Cat. Mystery thruller from the story of the Blace Cat. Mystery thruller from the story of the Blace Cat. Mystery thruller from the story of the Blace Cat. Mystery thruller from the story of the Blace Cat. Mystery thruller from the story of the Blace Cat. Mystery thruller from the story of the Gangle Story of the Story of th

Levene, Teddy Hart. Dir, Mervyn Le Roy. 85 mins. Rel. Nov. 21. Mev. Dec. 2.

lar West. Swift-paced western with music. Dick Foran, Paula Stone, Gordon Elilott, Addison Richards, Robert Barrat. Dir. Noel Smith. 56 mins. Rel. Sept. 5. Rev. Oct. 21.

Rel. Sept. 6. Rev. Sept. 6. Rev. Sept. 8. Rel. Nov. 21.

Rel. July 16. Rev. July 17.

Rev. July 17.

Rev. July 18.

Rel. July 4. Rev. July 18.

Parancis, Donald Woods, I an Hunter, Henry O'Neill. Dir. William Dicterie.

91 mins. Rel. July 4. Rev. July 1.

Grand National

Captain Calamity (Hirliman) Natural color Gea. Houston, Marian Ixon.

Dir. John's (Hirliman) Natural color Gea. Houston, Marian Ixon.

Dir. John's (Hirliman) Natural color Gea. Houston, Marian Ixon.

Dir. John's (Hirliman) Natural color Gea. Houston, Marian Ixon.

Dir. John's Hour, The (Chesterfield) A fast-moving mystery, presenting a baffling problem in crime detection. Irone Ware. Ray Walker, Burton Churchill.

Dir. Charles Lamont. Rel. Jan. 15. Rev. Aug. 5.

Beyli on Horseback, The (Hirliman). Natural color.

Beyli on Horseback, The (Hirliman). Natural color.

Beyli on Horseback, The (Hirliman). Natural color.

Fare Gray. Dir. Wm. Nigh. 65 mins. Rev. July. 22.

reac Guy. Backeteer Story. James Cagney, Mac Clarke.

Luis Albermi, Steets Gallagher. Dir. Boris Petroff. 65 mins. Rel. Nov. 4.

Jan. His Steeps (Zeidman). Parental trouble that followed an elopement, ric. Song. Linden. Cacillia Parker. 77 mins. Rel. Song. 22. Rev. Jan. 6.

Song Linden. Cacillia Parker. 77 mins. Rev. Song. 22. Rev. Jon. 6.

We're in the Legton Now (Hirliman). Natural color. Reginald Denny, Vince Barnett, Esther Ralston, Claudia Dell. Rel. Nov. 4.

White Legion, The (Zeidman). Jan. Keith, Tala Birell.

White Legion, The (Zeidman). Lan. Keith, Tala Birell.

Rel. Oct. 13. Rev. Nov. 18.

1600 Broadway, New York.

C-B

1000 Broadway,
New York.

Rest Meets West. rama of Orientar politics in which Arliss plays a willy Rajah.

George Arliss, Lucie Mannheim, Ronney Brent Dir. Herbert Mason. 74

Everyntus. Rel. Oct. 15. Rev. Nov.

Everyntus. Rel. Oct. 15. Rev. Nov.

Everyntus. Rel. Der. 15. Rev. Nov.

Dir. Cliuck Reisbert. Rel. Der. 15.

Everything is Thunder. Romantic melodrama of war-time Europe. Constance.

Bennett. Douglass Montgomery, Oscar Horinolka. Dir. Milton Rosner. 73

It's Leve Again. Musical comedy with dances and song. Jessie Matthews. Rob
Love ert. Young. Dir. Victor Saville. 83 mins. Rel. May 30. Rev. May 23.

Love ert. Ronner. Clinic drama. King abdicates his throne for the love of a common. Clinic drama. King abdicates his throne for the love of a common. Clinic drama. King abdicates his throne for the love of a femins. Rel. Nov. 15. Rev. Dec. 16.

a Who Lived Again, The. The story of a scientist who makes strange experiments with minds. Boris Karloff. Anna Lee, John Loder. Dir. Robert Stevenson. 64 mins. Rel. Sept. 15. Rev. Dec. 23.

Ing Days a Queen, The story of Lady Jane Grey who ruled the British Em-

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 a Listing is given when release that are retained for six menths. Managers who receive service subsequent to that period should preserve a copy of the calendar for reference.

a copy of the calendar for reference. The running time as given here is presumably that of the projection room showings and can only approximate the actual release length in those states or communities where level or state censerable may result in deletions. Running time in the reviews as given in 'Variety' carry the actual time, clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

showings.

While every effort is made to held this list accurate, the information supplied may not always be correct, even though efficial. To obtain the fullest degree of accuracy, 'Variety will appreciate the co-operation of all managers who may note discrep-

ancies.

Bey its Addresses
Harold Auto. 120 Bresses
Harold Auto.
Harold Aut

Hoerl's Director Chore

Hollywood Jan 12

Arthur Hoerl has arrived from New York to direct The House That Jack Built for Peerless Pictures.

Sam Efrus of Peerless is searching for a rental spot to start the picture, Hoerl wrote the adaptation.

CONTRACTS

Hollywood, RKO exercised options on Lily Pons, John Beal, Ann Sothern, Pres-on Foster, P. J. Wolfson and Hermes

RKO picked up Brothers Shore.

Brothers Shore.

Peggy Bates given stock covenant
at Warners.

C. Bakaleinikoff, Metro's ork
manager, had his pact renewed.
Harry Hamilton, author of 'Banjo
On My Knee,' iven year's contract at
Metro.

manager, had his pact renewed.
Harry, Hamilton, author of 'Banjo
On My Knee,' iven year's contract at
Metro.
RKO lifted options on BurgessMeredith, Constance Worth and
Frank M. Thomas.
Sam Messenheimer, Metro pianist
and vocal coach, had his pact renewed.
Charles C. (Buddy) Coleman, Jr.,
drew directing contract at Columbia.
Donald Grayson, singing actor, optioned by Columbia.
Joe Allen, Jr., termed at Columbia writing staff.
Walter Wanger pacted Arthur
Ripley as writer-director.
Eric Hatch given term contract at
Hal Roach.
Metro ticketed P. G. Wodehouse to
another document.

STORY BUYS

Tomorrow's Headlines, an original by Thomas Ahearn dealing with a news broadcaster, has been taken at RKO.

'Jezebel,' play by Owen Davis, r., purchased by Warners.
'Corazon de Mujer' ('A Woman's Heart), an original by Don Taylor, purchased by Hispano Films.

Maurice Conn has purchased Scavengers of Broadway, an orig by Betty Laidlow and Bob Lively.

RKO has bought 'You Can't Beat Love,' orig by Olga Moore.
Universal bought 'Vene Whitehead's ori inal, 'Channel Crossing,'

TITLE CHANGES

Hollywood, Jan.
Major Pictures has changed piness Preferred to Youteast."
The Thing Is the Play. George Jessel production at Universal, retagged Goodbye Broadway."
Class Prophecy at Universal becomes When Love Is Young.
"Robber Barons' at RKO changed to Toast of New York."

pire for nine days. Cedric Hardwicke, Nova Pilbeam, John Mills, Desmond Tester. Dir. Robert Stevenson. 80 mins. Rel. Sept. 1. Rev. Oct. 7.
Seven Sinners. Comedy mystery. Edmund Lowe, Constance Cummings. Dir. Albert de Courville. 70 mins. Rel. Aug. 15.
Strangers on a Honeymoon. Mystery comedy based on Edgar Wallace's novel, The Northing Tramp. Constance Cummings, Hugh Sinclair, Noah Beery, Rel. Dec. 15.

Studios: Culver City,

Metro

1540 Broadway,

After the Thin Man. Sequel to 'Thin Man.' Wm. Powell, Myrna Loy. W. S. Van Dyke, 107 mins. Rel. Dec. 25. Rev. Dec. 30.

All American Chump. Title tells the story. Start Erwin, Robt. Armstrong, Betty Furness. Dir. Edwin L. Marin. 63 mins. .cl. Oct. 16. acev. Moy. 4.

Born to Dance. Musical comedy of the stage. Lelanor Powell, James Stewart, Virginia Bruce. Unia Merkel, Sid Silver. Dir. Roy Del Ruth. 105 mins. Rel. Nov. 27. Rev. Dec. 9.

Born to Bance, Musical comedy of the stage, Eleanor Powell, James Stewart, Virginia Bruce, Una Merkel, Sid Silver, Dir. Rey Del Ruth. 105 mins. Pervil Boll, The, Hortor story of human awaried to doll size, Lionel Barrymore, Maureen O'Suilivan, Frank Lawton. Dir. Tod Browning. 70 mins. Rel. July 10. Rev. Aug. 12.

Bevil Boll, The, Hortor story of human awaried to doll size, Lionel Barrymore, Maureen O'Suilivan, Frank Lawton. Dir. Tod Browning. 70 mins. Rel. July 10. Rev. Aug. 12.

Bevil Boll, The Brown of the State Sept. 18, Rev. Sept. 19, Rev. Sept. 9, Rev. Sept. 19, Rev. Sept

Studios: 5851 Marathon St., Paramount : 1501 Broadway, New York, N.

Studios: SSi Marathon St., Paramount .: 1501. Broadway, 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. 61 mins. Rel. Oct. 23. Rev, Nov. 18.

Along Came Love. Salesgiri falls for a picture theatre doorman. Big Broadesta of 1504. Comedy in a broadesting station. Jack Benny, Burns and Allen, Bob Burns and many other known names. Dir. Michael Leisen. 100 mins. Rel. Oct. 9. Rev. Oct. 23. bedgeround. Clady's Swarthout, College Bollday. Mostly specialities by well knows. Jack Benny, Burns and Allen, Dir. Frank Tuttle. 97 mins. Rel. Dec. 25. Rev. Dec. 30.

Orth Sence. From a Zane Grey novel. Larry Crabbe, Katherine De Mille, Toyn Keene. Dir. Otho Lovering. 57 mins. Rel. Feb. 14. Rev. March II. 1509. Rev. Bed. 1509.

Rose Bowl. College story with football background. Eleanore Wintery. Tom Brown, Larry Crabbe. Dir. Chas. Barton. 75 mins. Rel. Oct. 33. Rev. Son Cornes, Home. A. Mary Boland in her first dramatic role on the screen. Mary Boland, Donald Woods, Julie Haydon. Dir. E. A. Dupont. 74 mins. Rel. July 31. Rev. Sept. 9.

Spendthrifts. Penniless sportsman stages comeback as radio commentator. Henry Fonda, Fat Paterson. Mary Brian. Dir. Raoul Walsh. 89 mins. Rel. Sept. 30.

Klad frustrates gangsters. Dut not a kangster yarn. Ralph Bellamy, Katherine Locke, David Holt. Dir. Stuart Heisler. 66 mins. Rel. Sept. 30.

Texas Ranger. Rev. Nov. 18.

Fed. Macdurray. Jack. Oakie, Jean Parker. Dir. Klag Vidor. 97 mins. Rel. Aug. 23. Rev. Sept. 30.

Three Married Men. Martual story of marital life. Lynne Overman, Wm. Frawley. Roscoc Karns, Mary Brian. Dir. Edw. Buzzell. 51 mins. Rel. Sept. 30.

Valian Erd. Sept. 30. Carrie. Recent best seller story with a new twist mins. Rel. Oct. 2. Rev. Oct. 14.

Wedding Present. Slightly lunatic story about a defeated lover who calls out the fire and police departments to lazz his faithest sweetheart's wedding. Joan Bennett, Cary Gran. Geo. Bancroft. Dir. Rich. Wallace. 80 mins. Rel. Oct. 2. Rev. Oct. 14.

Wyes. Never Khow. P. Seudo psychologist strs. up trouble for himself and friend. Chas. Ruggles. Mary Boland, Adolphe Menjou. Dir. Ellott Nugent. 73 mins. Rel. Sept. 18. Rev. Nov. 4.

Wours for the Asking. New York gamblers in a Forda locale. Geo. Raft. Dolores Costello, Ica Lupino, James Gleason. Dir. Alex. Hall. 68 mins. Rel. Sept. 18. Rev. Nov. 4.

Studio: Hollywood.

Studios: Hollywood, Calif. R.K.O. Radio R.K.O. Bldg., Radio City, N.Y.C.

All Scarlet (tentative). Racing melodrama. Ann Dvorak, Harry Carey, Smith Ballew. Frank M. Thomas, Berton Churchill, Ray Mayer. Dir. Wallace Fox. Rel. Jan. 29.

Big Game, The. Exposing the evils of football samblers.

Glesson, June Travia, Bruce Cabot, And Devine.

James

Gresson, June Travia, Bruce Cabot, And Devine.

Gresson, June Travia, Bruce Cabot, And Devine



(Continued from page 25)

willing to try. Barbara Stanwyck, Gene Raymond, Robert Young, Ned Sparks, Helen Broderick, Dir. Leigh Jason. 80 mins, Rel. July 10. Rev July 15.

willing to try beatest's Status Co. Gene may make a control to the second of the secon

Jan. I. ny's Boys. Wheeler and Woolsey on an archaeological expedition to Egypt. Bert Wheeler, Robert Woolsey, Barbara Pepper. Dir. Fred Guiol. 68 mins Rel. Oct. 2. Rev. Dec. 18. Rel. Uct. 2. New Dec. 10.

Waltress. Night waltress exposes illegal activities of gang of highjackers posing as detectives. Margot Grahame, Gordon Jones. Dir. Lew Landers & mins. Rel. Dec. 12. Rev. Dec. 22.

56 mins, Rel, Dec. 18. Rev. Dec. 22.

Man Cass Sack. Row an Innocent ann can be a rested, tried and sentences and the se

Charles Butterworth. Dir. Kurt Newmann. 85 mins. Rel. Dec. 25. Rev. Dec. 23.
Iddle of the Dangling Fearl (tentative). School teacher Hildegarde Withers and Inspector Ocear Piper again solve mystery. James Glesson, Zasu and Inspector Ocear Piper again solve mystery. James Glesson, Zasu and Inspector Ocear Piper again solve mystery. James Glesson, Zasu struck Method and Charles and Charles

the state of the s

1776 B'way, New York, N. Y Republic

Republic

New York, N. Y.

Bar Z Bad Men. Johnny Mack Brown and Lois January. Rel. Jan. 20.

Beware of Laddes. Donald Cook, Judith Allea, Russell Hopton, Reginald Denny.

Is Show, The. Gene Autry, Smiley Burnette,

Is Show, The. Gene Autry, Smiley Burnette,

Mins. Rel. Nov. 16.

Bold Rel. Jan. 11.

Border Phantom. Bob Steele, Harley Wood. Rel. Dec. 28.

Bulldog Edition. Ray Walker, Evylav Knapp. Regis Toomey. Charles Cavilly Edward. 13.

Border Phantom. Bob Steele, Harley Wood. Rel. Dec. 28.

Cavilly Edward. 14.

Border Phantom. Bob Steele, Harley Wood. Rel. Dec. 28.

Cavilly Edward. 15.

Bold Steele, Frances Grant. 69 mins. Rel. Soc. 14.

County. Bob Steele, Frances Grant. 69 mins. Rel. Oct. 14.

County. Bob Steele, Frances Grant. 69 mins. Rel. Oct. 14.

County. Bob Steele, Frances Grant. 69 mins. Rel. Oct. 14.

County. Bob Steele, Bob Steele, Bob. 12.

County. Bob Steele, Bob Steele, Bob. 12.

Forbiddes Meaven. English workman adopts a waif. Chas. Farrell, Charlotte Scotto. 22 mins. Rel. Soc. 15.

Gentleman from Louisiana. The. Eddle, Quillan, Charlotte enry. Chic Sale. Dir Irving Pichel. 69 mins. Rel. Aug. 25. Rev. Sept. 16.

Gonteman from Louisiana. The. Eddle, Quillan, Charlotte enry. Chic Sale. Dir Irving Pichel. 69 mins. Rel. Aug. 25. Rev. Sept. 16.

Gont Brancet. The. Bob Steele, Eleanor Stewart. 49 mins. Rel. Nov. 19.

Gun Brancet. The. Bob Steele, Eleanor Stewart. 49 mins. Rel. Nov. 19.

Bordage. 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 Dunn. Mac Clarke. Charlotte Henry, David on the Manter. Avers. Rel. Aug. 13. Rev. Oct. 21.

Rel. Jan. 18.

Lavely on the Alf. Bob Livingston. Willard Larceny on the Alf. Bob Livingston.

Rel. Jan 18.

Laregy on the Air, Bob Livingston, Louise Stanley, 55 mins. Rel. Nov. 2.

Lawloss Land. Johnny Mack Brown. Louise Stanley, 55 mins. Rel. Nov. 23.

Man Betrayed. A. Eddie Nugent Lloyd Rughes, Kay Hughes, Rel. Dec. 23.

Mandarin Mystery, The. Eddle Quillan, Charlotte Henry 63 mins. Rel. Dec. 24.

Mandarin Mystery, The. Eddle Quillan, Charlotte Henry 63 mins. Rel. Dec. 27.

Old Lady Irondes.

Inig. Rel. Feb. 20.

Mer. Sel. Feb. 20.

Henry Wilcoos. Betty Furness, Dir. Inil Rosen. 81 mins. Rev. Wilcoos. Betty Furness, Dir. Inil Rosen. 81 mins. Rev. Mer. 1918.

Ide. Ranner, Ride.

Rel. Seb. 130.

Iders of the Whist Rel. Jan. 4.

Roarle Veade. Bob Livingston, Ray Corrigan, Max Terhune. Roarle Veade. Bob Livingston, Ray Corrigan. Terhune, Christine Maple. 33 mins. Rel. Dec. 9.

Roand-Up Time in Texas. Gene Autry, Maxine Dovie Cabin Kids. Rel. Feb. 28.

Sept. Trophadour, Western, Gene Autry, Dir. Jos. Kane. 57 mins. Rev. Sept. 3.

Ralph. Red. Roser Profor. Ralph.

Sept. 9.
g on the Moon. Grace Bradley, Roger Pryor,
g on the Moon. Grace Bradley, Roger Pryor,
Staub. 68 mins. Rel. Sept. 25. Rev. Sept. 30.
Three Mesquiteers. Rav. Corrigan, Bob Livingston, Syd Saylor. Rel. Sept.
Three Mesquiteers. Rav. Corrigan, Bob Livingston, Syd Saylor. Rel. Sept.
Undercover Man. Johnny Mack. Brown, Steamer, Sept. Sep.
Sep. 9.
Sept. 9.
Sep Sept. 24.

20th Century-Fox

: 444 West 56th St. New York.

Across the Atale.

Rei July 24.

As You Like It. Elisabeth Bergner, Laurence Olivier.

Rei July 24.

As You Like It. Sept. 16. Rev. Sept. 11.

Back to Nature (Jones Famity). Jed Prouty Shirley

Dir. Jas Tinling 56 mins, Rel. Oct. 9 Rev. Sept.

Banlo on My Knees. Shanity hoat romance. Barbara Stamwyck, Joel McCrea.

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Banlo on My Knees. Shanity hoat romance. Barbara Stamwyck, Joel McCrea.

Can This Be Dixle? Jane Withers, Silm Summerville, Helen Wood. Dir. Geo. 1

Charllo Seller. 75 mins. Rel. Dec. 13. Rev. Dec. 16.

Charllo Seller. 75 mins. Rel. Dec. 14. Rev. Dec. 16.

Charlle Chan at the Race Track, Warner Oland, Helen Wood. inchart.

Dir. H. Bruce Humberstone. 20 mins Rel Aug. 7 Rev

Implied Temple, Frank Morgan. Dir. Wm. A. Sciter.

Banlo Maldeu Likey Temple, Frank Morgan. Dir. Wm. A. Sciter.

Cesa Romero. Dir. Allan Dwon. 66 mins. Rel. Oct. 30. Rev. Oct. 14.

Glirk Dormitory Herbert Marshall. Ruth Chalterton. Simone. Simon. Dir. Riving Cummings. 65 mins. Rel. Aug. 14. Rev. Sept. 2.

CALENDAR OF CURRENT RELEASES Glory. Jane Darwell, Delma Byron. Dir. Frank Strayer. Rel. Dec. 18, High Tenston. Glenda Farrell, Brian Doulevy. Dir. Allan Dwan. 63 mins Rel. July 17. Rev. July 15. Holy Lie, The. Jane Dawell, Claire Treyor, J. Seiler, Rel. Aug. 28. romberg. Dir. Lewis

Rel. July 17. Rev. July 15.

Roly Lile, The, Jane Dawell, Claire Trevor, J.

For Seller, Rel. Aug. 28.

Klag of the Boyal Mounted. Zane Grev western. Robert Seller, Rel. Aug. 28.

Klag of the Boyal Mounted. Zane Grev western. Robert Lorente, Rel. Aug. 28.

Klag of the Boyal Mounted. Zane Grev western. Robert Seller, Rel. Aug. 28.

Klag of the Boyal Mounted. Zane Grev western. Robert Lorente, Rel. Sept. 28.

Klag of the Boyal Mounted. Zane Grev western. Robert Sept. 28.

Klag of the Boyal Mounted. Rel. Sept. 18.

Ladles in Love. Janet Gaynor, Constance Beannett, Lorente Young, Simone Simon. Don Ameche, Paul Lukas. Dir. Edw. H. Griffith: 97 mins. Rel. Sept. 28. Rev. Nov. 4.

Lloyds of London. Historical Madeleine Carroll, ir Guy Standing, Freddie Grev. Dec. 27.

Rev. Jan. 6.

Peppert. Story of a waif. Jane Withers: Irvin. Cobb. Silm: Simmerville. Ir. Piriskin Parade. Stuart. Erwin. Johanne Downs, Artika Judge.

Dir. David Butler. 90 mins. Rel. Nov. 18.

Rev. Nov. 18.

Fool Little Rich Gisl. The. Shirley Temple, Allee Faye. Gloria Stuart, Jack Baley. Dir. Living Cummings. 19 mins. Rel. July 28. Rev. July 11.

Reuniss. Dionne Quintuolets. Jean Hersholt. Rochelle Hudson. Dir. Norman Borner, 28 mins. Rel. Nov. 18.

Rev. Boyal Stage. Stage. Rel. Nov. 18.

Stage. Stage. Stage. Rel. Nov. 18.

Rev. Boyal Stage. Stage. Rel. Nov. 18.

Stage. Stage. Stage. Rel. Nov. 18.

Rev. Boyal Stage. Stage. Rel. Nov. 18.

Rev. Boyal Kelly. Dir. Sidney Leasning. Stage. Rev. Boyal Kelly. Dir. Sidney Landelle. Stage. Rev. Boyal Kelly. Dir. Sidney Landelle. Stage. Rev. Ref. Sept. 4.

Rev. March 13. Rev. March 18.

Stage. Stage. Rev. Boyal Kelly. Dir. Sidney Landelle. Stage. Rev. Boyal Stage. Rev. Boyal Kelly. Dir. Sidney Landelle. Stage. Rev. B

Studios: 1041 No. Formosa Blvd., United Artists Offices: 729 Seventh Ave.

Bollywood, Calif.

Beloved Enemy (Goldwyn). Story of the Irish revolt of 2f. Merle Oberon, Brian Aherme. Dir. H. C. Potter. 90 mins. Rel. Dec. 25. Rev. Dec. 30. Come and Get it. Goldwyn's production of Edia Ferber's novel about north-merlet and the Come and Get it. Goldwyn's production of Edia Ferber's novel about north-merlet and William Wyler. 99 mins. Rel. Nov. 8. Rev. Nov. 18. Come and William Wyler. 90 mins. Rel. Nov. 8. Rev. Nov. 18. Come and Habakes and William Wyler. 90 mins. Rel. Sept. 30. Garden of Aliah. Romance in the Sahara. Marlene Dietrich, Charles Bover. 14. Rev. Sept. 30. mins. Rel. Oct. 14. Rev. Nov. 25. Garden of Aliah. Romance in the Sahara. Marlene Dietrich, Charles Bover. 190 mins. Rel. Oct. 14. Rev. Nov. 25. Garden of Aliah. Romance. Mino Martini, Ida Lupino, Leo Carrillo. Pickford-Lasky production. Dir. Rouben Mamoullan. 90 mins. Rel. Oct. 2. Rev. Oct. 14. Last of the Moditons. (Reliance). Randolph Scott. 91 mins. Rev. Cot. 2. Rev. Oct. 14. Last of the Moditons. (Reliance). Randolph Scott. 91 mins. Rev. Mam. Who Could Work Miracles. Based on an original by H. Wells. Roland. Young. Joan Gardner and Ralbh Richardson Dir. Lothar Mendes. Reubrand (London Films). Story of the artist. Chas. Laughton. Gertrude Lawrence. Dir. Alex. Korda. 81 mins. Rel. Dec. 4. Rev. Dec. 9.

Studios: Universal City, Calif. : 30 Bockefeller Center, Universal

Studios: Universal City, Calif.

Boss Rider of Gun Creek. Dir. Les Selander. 60 mins. Rel. Nov. 1.

Rev. Dec. 16.
Crash Benovan. Jack Dir. Ed Laemmle. 55 mins. Rev. Nov. 1.

Rev. Aug. 12.

Rapty Benovan. Jack Dir. Ed Laemmle. 55 mins. Rev. Nov. 1.

Rev. Aug. 12.

Rapty Benovan. Jack Dir. Ed Laemmle. 55 mins. Rev. Dec. 20.

Flyin Saedtess. Judith Barrett, Wm. Hall Dir. Murray Roth. 66 mins. Rel. Nov. 12.

Rev. Dec. 16.

Four Bays' Wonder. Jeanne Dante, Kenneth Howell. Ir. Sidney Salkow. Girl on the Front Fage. The. Edmung Lowe, Girl Grant Pront Fage. The. Edmung Lowe, Girl Grant God. Henry Hunier, Polity Rowles. Dir. Lois R. Foster, Milton Carruth. 66 mins. Lucklest Gall Nov. 8. Rev. Dec. 2.

Love Letters of a Star. Murder mystery from The Case of the Constant God. Henry Hunier, Polity Rowles. Dir. Lois R. Foster, Milton Carruth. 66 mins. Lucklest Gall Nov. 8. Rev. Dec. 7.

Lucklest Gall Nov. 8. Rev. Dec. 7.

Man Harry, The. Drama. Victor McLaglen. Blanie Barnes. Dir. John G. Bystone. 77 mins. Rel. Sept. 20. Rev. Oct. 23.

Man Harry, The. Society girl who knows her theatre puts the best boy over Dords Nolan. Michael Whalen. Dir. Raiph Murphy. 79 mins. Rel. Nov. 1.

My Man Godfrey. Comedy-drama. Wm. Powell, Carole Lombard. regory LaCava. 393; mins. Rel. Sept. 6. Rev. Sept. 23.

Murder on the Mississippl. James Dunn, Andy Devine. Dir. Arthur Lubin. Rel. Paratols. A. Preston. Henry Hunter. Louis Friedlander. 67 mins. Rel. Postal Inspector. Drams. Relard. Cortez. Dits. Beaver. 58 mins. Rel. Aug. 2. Rev. Sept. 20. Rev. Dec. 16.

Sea Spoilers. John Wayne. Nan Grey.

Lovel Edw. Cowboy, Buck, Jones western.

Sept. 20. Rev. Dec. 16.

Sea Spoilers. John Wayne. Nan Grey.

Lovel Edw. Cowboy, Buck Jones western.

Sept. 20. Rev. Dec. 18.

Sea Spoilers. John Wayne. Nan Grey.

Lovel Edw. Lovel John Sell. Aug. Sept. 23.

Studios: Warner Brothers

Warner Brothers

Sept. 23. Ww. 44th St., New York, N.

ices: 321 W. 44th St., New York, N. Warner Brothers

Satan Met a Lady. Bette Davis, warren William, Allson Skipworth, Winitred Shaw, Marie Wilson. Dir, William Dieterle, 74 mins. Rel, Aug. 8. Rev. July 29.

(Continued on page 30)

Studio Placements

Hollywood, Jan. 12.
George E. Stone, Frank McDonald, direct; 'Dance, Charlie, Dance, 'WB. William Davidson, 'Marked Woman,' WB.

direct; Dance, Charlie, Dance, WB.
William Davidson, Marked Woman, WB.
Barney Tury, Gordon Jones, Jack
Wynne, Ginger Connolly, Robber
Barons, RK.
Mone, Herrick Herrick,
Mimi Joyle, Patay Doyle, George,
Kerebel, Mary Lou, Pisher, Conni
Evans, Dorothy Curtis, Inex Mortison,
Carmen Baretta: obby Koshade,
Mami Henderson, Jimmy Casey,
Harry Ravin, Bill Cody, Jerry Frank,
Bill Arnold, Bobbie Barber, John
Murphy, Eugene Hughes, Harry
Timms, Willard St. Clair, Tom Wotton, John Campbell, Herry Mayo,
Ray De Ravenne, Art Du Lac, Myron
Geiger, Mick Lally, Lowe Henderson,
George Barton, Martelle De Serrand,
Louis Paysing, Ronnie Rindell, Norman Brand, Beadrille, RKO.
Franklin, Coen, screenplay, QuinGeorge M, Thomas, George Irving,
Philip, Huston, Wings of Mercy,
RKO.
Jack Townley, screenplay, Misses

Philip RKO.

Mose Hyrell to the test of the

Par.
Purnell Pratt, James Blaine,
Robert Perry, James B. Carson, Edward Emerson, Tom O'Grady, Tiny
Newland, 'Murder Goes to College,'
Par.

Newland, Muruet Coss
Par.
Lee Shumway; Bob McKenzie,
Fritzie Brunette, Jack Keckley,
Marty Faust, Earl Pingree, Souls at
Sea, Par.
Esther Howard, Franklyn Pangborn, Richard Kipling, Gino Corrado,
Lotus Liu, Swing Hi Swing Low,
Par.

Esther Howard, Franklyn Pangborn, Richard Kipling, Gino Corrado,
Lotus Liu, 'Swing H', Swing Low,'
Pedro Regas, George Kaluna,
Harty Field, George Herrera, JoeManuella Dallie, Tony Urchel, 'Waikiki Wedding,' Par.
Charles Middleton, Robert Spencer,
'Class Prophecy,' U.
Alleen Carlyle, Hal Cook, Francis
Greig, Lowell Drew, Don Brody, Bess
Flowers, Zen, Hal Cook, Francis
Greig, Lowell Drew, Don Brody, Bess
Flowers, Zen, Hal Cook, Francis
Greig, Lowell Drew, Don Brody, Bess
Robert, Anderson, Selmer Jackson,
Person to Person Call, 'U.
Jim Toney, 'The Last Slaver,' 20-F.
Eddie Shubert, Si Jenks, 'Time Out
for, Romance,' 20-F.
John Wray, Charles King, Lester
Rorr, Lu Miller, Kay Deslys, Georgia
O'Dell, Don Roberts, Betty, Roche,
Anderson, Withounk, Fella Ringh
Franklyn Pangborn, Virginia Sale,
Olaf Hitten, Ray, Brown, 'We Have
Our Moments,' U.
William Demarest, Jane Darwell,
Joan Davis, 'Thomas, Beck,' Dead
Yesterday,' 20-F.
Donald, Meek, Roads to
Toon,' 20-F.
Ed Deering, Jim Milligan, Lester
Dorr, Homer Dicki, 'Weather or
No,' Col.
Charles Quigley, Eddie Nugent,

20-F.
Ed Deering, Jim Milligan, Lester
Dorr, Homer Dicki Weather or
No. Col. Charles Quigley, Eddie Nugent,
Gene Morgan, John Gallaudet, Dordon Elliott, Achur Aylesworth, RacGeorge, Ernest, Joseph Sawyer,
J. M. Kerrigan, Arthur Loft, Al Hill,
Richard Terry, Ray Bennett, Lee
Prather, Beatrice Curtis, Howard
Hickman, John Tyrell: Martha Tibbetts, Earl Pingree, Nick Copeland,
Ralph Byrd, Carleton Griffin, Marty
Fain, John Dilson, Wedgewood Nowell, 'Speed Mad,' Col.
Buster Phelps, Sherwood, Bailey,
Two Shall Meet, GN.
Russell Hicks, '23'/2

GN

GN.
Mary Gordon, Jessie Perry, Katherine Sheldon, Georgia Cooper, Alfred P. James, Robert Dudley, Rackcteers in Exile. Col.
Frank Conroy, 'Private Enemy,'

20-F.
Richard English, treatment 'Double Richaru Trouble, Rep. Joseph Poland, writi western, Rep. Wallace Smith, screen play operetta for Victor Schertzinger-Zion Myers,

Wallace Smith, screen profession Myers, for Victor Schertzinger-Zion Myers, GN.
Virginia Kellogg, script 'Magnolia Grove'. Unne, script and alag. Lendon Bridge Is Falling'. Unnerstell, The Stones Cry Out, 'U.

Mac Clarke, Trouble i Morocco,' Darmour-Collond, 'A Right Guy,' Coll.

Albert DeMond, 'A Right Guy,' Coll.

Albert DeMond, 'Nancy Missing,' 20-F.

Manny Seff, Woman's Touch, 'Goldwyn,' id Galahad,' WB.

Mary Maguire, id Galahad,' WB.

Manny Seft, Touch, 'Goldwyn, Mary Maguire, 'id Galahad,' WB, Pergy Wood, 'Call It a Day,' WB, Joe Cunningham, 'San Quentin,' WB.

the manager can't be disturbed — he's in an important MEETING!



...They're making plans now to blast the town wide open on Jan. 30 with WARNER BROS.

BLACK BELLACION TO THE SEARCH BELLACION TO THE SEARCH

HOUSIE' (MDSE. GAMES) NIXED IN CANADA

St. John, N. B., Jan. 12.

A sudden order to the local police from the sity council in secret conference at city hall was to close all housie, bingo, beano, corno games in the city. This action followed complaints from retail merchants and theatre operators. It was announced that those who do not head the warning will be prosecuted and subject to maximum penalty of \$2,000 and and imprisonment for two years. The housie closing is under a section of the forminal code, which makes it an indictable offence to dispose of any goods, wares or merchandise by, any game, or mode of ance or mixed chance and skill in which the contestant pays money or other consideration.

St. John has been housis-mad for the past and heatr men and merchants have been control to the contestant pays money or other consideration.

St. John has been housis-mad for the past and heatr men and merchants have been cost to then because of the craze. From 3-12 house games and the service of the craze form 3-12 house games have been open to the public at admissions of from 25-50c, each, weekinght. Additional cards available at 5 and 10c each. Usually each player use at least two cards. At the close of the regular number of games, additional plays are made at 5-25c, a card, the playing continuing until 3 and 4 a.m.

Cash, jewelry, watches, furniture, electric appliances, wearing apparel, foodweer, silverware, chinaware, confectionery, cigarets, toiletries, etc., have been direct as prizes. Electrical equipment for displaying the numbers' conspicuousty and promptly, amplifiers, etc., have been installed for the house games, W. B. Sterns, one promoter, took over entrally located bowing alleys on the street Joor, and provided accommodations. 500 house patrons, with a house game twery night, the regular house been until a mythen police under a previous regular number conspicuousty and promptly, amplifiers, etc., have been installed for the house games, W. B. Sterns, one promoter, took over entrally located bowing alleys on the street Joor, and provided a

GORDON, WEINSTOCK IN **VOLUNTARY B'K'PTCIES**

Edgar C. Gordon of Mount Vernon N. Y., 'producer of entertainments, filed a voluntary petition in bank ruptey in U. S. District Court. Lia bilities, \$2,159,91. No assets. Credi tors unprofessional.

Weinstock, neighborhood solvid wensuck, neighborhood picture theatre manager, 305 West 86th Street, N. Y., led a petition in bankruptcy in U. S. District Court. Li ilities of \$40,957; no assets.

Youngclaus Into Grand Island, Neb., Shifts Map

Youngclaus Into Grand Island, Neb., Shifts Map incoln, Jan. 12.
William Youngclaus, who has made: money the courts in Nebraska as well as from operation of indie theatres, has taken another strong step, preparatory to, wading the Grand Island, Neb., exhibscene and take a crack at the Tri-States circuit which has two houses there. Youngclaus has been operating the Empress in GI for the past two years, and on Jan. 17 acquires the Island, a 600-seater.

Latest maneuver comes after he successfully ousted Howard K. Allen from the Island, by acquisition of 75% of the \$30,000 bond issue on the house and contesting the remewal of the lease. Youngclaus is making at yto eliminate dime admissions in GI. He wants Tri-States to put a 35c pon the Capitol, a 25c, top on the Capitol, a 25c, top on the Majestic, while he'll agree to 20c. for the Majestic, while he'll agree to 20c. for the Empress and 15c, for the Island. Second indi ib, Harry Schiller is building a new 800-seater, but won't enter active competition until the house is opened in April. Youngclaus is fighting the increased use of bank night in GI, which now falls on four nights a week, he says. If his negotiations with Tri-States falls through it'll be signal for a battle. He even has il out for a possible stage show policy at the Island now. GI is the third city of Nebraska and the only place in the state besides Lincoln which plays every scrap of film produced.

2 Canadian Stickups

Winnipeg, Thugs taki ir toll among the impson local film men again, booker for Paramount, \$65 worth of goods from his locked car parked outside the local exchange. Simpson had just left car

for a few minutes to dash into office Other was Manager ie New man of the Miles Loop Lyceum Newman was held by bandits after the office had closed for the evening, but they only got \$50 in small change, missing the majority, of the evening's take.

NEB. DRIVE AGAINST BANKO INSURANCE

Circulation bank night insurance coupons in Omaha, which, for a dime insures the holder against loss of the bank: gift prize up to \$500, resulted this week in order from State Insurance Director Smrha here to the Omaha police to gather all the evidence available on the matter. Outfit guaranteeing to protect policyholders is called Bank Night Security Co.

Smrha's office attack is made because he recently refused to license an insurance company applicant who broached a similar scheme. Smrha's ruling is that it's not legal or possible to insure a man against the loss of something he does not possess. With compilation of this evidence, Smrha's promises to go directly to the state attorney general's ice and start prosecution. and start prosecution

Reade Encounters Bldg. Opposish at N. Y. Spa

Saratoga Springs, N. Y., Jan.
At a meeting marked by a sharp exchange personalities between Walter Beade, president of the American Community Theatre Corp. and Mayor Addisor Mallery the City Council voted 4-1, to reject Reade's petition for rezoning of a site at Heusits Court and Broadway to make way for a projected \$150,000 playhouse. house. ade left the chamber in disgust

Reade left the chamber in disgust, but intimated he would build a theatre on another Broadway site which he had purchased. William E. Benton representing the Congress and Palace, and a spokesman for the Masonic Hall Association, whose building is next to the site on which Reade proposed to build, opposed the re-zoning plea. It had been amnounced that theatre would be centinged for relevation

nounced that theatre would be equipped for television. Reade has purchased the Saratoga Club and is having it razed for the new playhouse. State Department of Labor has approved the building plans. Edward B. Ashton, from whom Reade purchased the club, is directing the razing. Saratoga, with a winter population of approximately 14,000, already has two theatres, operated by William E. Benton. Benton opposed Reade's re-zoning petition.

SKIPPY ON SCREEN

Crosby Stripper Will Be Tinted for UA Animation

Hollywood, Jan. 12.
Mayfair Productions is preparing
first of a series of animated cartoons in Technicolor based on Percy
L. Crosby's strip, 'Skippy,' for United Artists release. Company is occupy-

Artists release. Company is occupy-ing quarters formerly held by Walt Disney on the UA lot, 'Ken McCellan is producer, ill Dolan, head animator; Norman Stephenson, general manager, and Charles Mahler assistant.

RICHEY DET. VARIETY PREZ

H. M. Richey, general manager of Allied Theatres of Michigan, was elected president of the local Variety Club and installed Monday (11) at annual banquet Book-Cadillac hotel, Johnny Harris, national Variety Club pres, attended installation.

Other officers are William Carlson, Alex Schreiber, v. ps; Dave Newman, see; Jack Saxe, treasurer. Board of directors, besides officers, are: Frank Wetsman, William Flemmon, Charles Perry, Frank Downey, Barney Kilbride and Carl Buermele. H. M. Richey, general manager of

CHI GIVEAWAYS' LEGAL SHOWDOWN THIS FRIDAY, BUT SPREADING IN N. Y.

Par's State, Mpls., Twins Em at 25c Mats: Squawks

Minneapolis. Independent neighborhood

tors are wrought up because Publis loop house, State, with inaugurati of dual bill policy currently, has lowered admission for matinees to

lowered admission for matiness to 25c., in place of former 35c. Action against the exchanges is planned. The independents point out that they must wait 5t days under present clearance for State pictures and then show them singly, in most situ-ations, for 25c, They claim this gives the downtown house unfair ad-vantage;

wantage:
Before installation of the double feature policy. State scale was 25c. to 5 p.m. and 40c. thereafter.

ALL GIFT GAGS NIXED IN SYDNEY

ilm Board of Trade has decided that exhibitors must quit free gifts; bank nights, and all similar tangents by Jan. 1, 1937. Motior Picture Distributors' Asson, has agreed, not to the supply pix to those exhibs who break the rule.

Free gift gag, was growing enormously here until the matter was brought before the Exhibitors' Asson, and, although it was agreed that it should be stopped, a few exhibs continued to play it up. With formation of, the F.B.T., one of the first motions brought forward was this item and the decision to wipe it out. Few months back exhibs here were giving away everything from a suite of furniture to scanties, and opposition exhibs were hard pressed to combat it. Try was made with the introduction of triple-feature bills, but the public would have nothing to do with these marathons.

COPS. BESIDES THE **CHURCH. BAN BINGO**

Schenectady, N. Y., Jan. 12.

Schenectady, N. Y., Jan. 12.
Schenectady theatres received another break last week when Chief of Police William H. Funston ordered a ban on bingo. Following the prohibition of the game under Catholic auspices which went into effect Jan. 1, on direction of the Most Rev. Edmund F. Gibbon, Bishop of the Albany Diocese (in which Schenectady is situated). Chief Funston clamped down the lid on public promotion of bingo. This forced the turning away of 600 people who had come to the Elks forced the turning away of 600 people who had come to the Elks club for the regular night's entertainment, and BPOE officers squawked. They could not understand why it took Funston so long to decide that hingo was illegal, and declared his action would crimp the order's charity activiti Police chief said fraternal and church groups could, iff they wished, hold bingo parties for members only.

Fire's Ballyhoo Values

Spartanburg, S. C., Jan. 12; Edenton theatre film broke and flashed light across screen last Sat-urday night. Excitement seized crowd, resulting in stampede with injuries to three persons, including flunter Jackson, photographer, who was burned. Minor blaze over in 10 minutes.

minutes

Next a.m. Carolina dailies played
up story, one of them using cuts of
Joan Crawford and Clark Gable,
stars in busted film, with caption
Film Burns as Cinema Lovers Love;
Crawford and Gable Generate Plenty
of Heat. Worried projectionist instead of expected blame got many
pats on back for the biggest free
publicity splurge a Carolina theatre
has had in many a day.

Onus of Cops and B.B.B. Tabu Chills It With Exhibs in Midwest-Around N. Y., Recent Legal Okay Is Extending It Further

Bank nights and other ights are absolutely cold, not only in Chicago, but throughout Illinois, following court ruling disallowing injunction gotten by theatre men to enjoin police from interfering with banks. While some theatre men still talk of fighting, most of the exhibitors agree that it's washed up following ficck of summonses handed out by police throughout the state to bank night theatres.

of summonses handed out by police throughout the state to bank night theatres.

Not only have Balaban & Katz and Warner Bros. the two major outsis. Chicago, kicked the prizegimmicks out of their houses, but also have a great number of the other smaller circuits and individual houses. These exhibitors believe that the stunt is washed up, and that they might as well drop it gracefully instead of getting themselves messed up and mixed up with the county in the bottle and that even if the police were to be overruled in the police were to b

N. Y.'s Renewed Vogue

While warfare on giveways, bank nights and other cash prize games in film theatres is growing in many sections, of the U. S., the contests continue to hold sway in the New York metropolitan area, aided unquestionably by the state court of appeals rulling recently in favor of bank nights. That manufacturers and creators of these prize contests and games feel confident of their continuance in favor for some time, is indicated by the number of new ones being placed on the market each succeeding week. Many of thembelieve that if bank night drawings are able to duck the lottery or gambling angle, the way is the limit. Only thing they have to watch out for is to be careful that no literature or reference is made in any house programs and throftwayays sent through the mails, since U. S. postal authorities have isseed definite ders prohibiting such practice under the lottery angle.

Latest N. Y. court ruling is that bank nights are not lotteries as employed in theatres so long as non-patrons have the same chance at ticket holders, to register and participate in awards (without buying at ticket). Exhibitors regard this as giving official blessing other similar contests. All more or less conform to this stipulation, although it is stretching a point to believe that many actually play such games in hopes of winning prizes in the lobby immediately outside the theatre auditorium.

Popularity of such cash drawing contests, patterned along general lines of banks, perhaps is best attested to by the wholesale or giant cash givenaya plant seed in the gigantic cash givenaya plant seed in the gigantic cash givenaya plant soft on understay and Thursday nights (5-7), ith \$1,000 in awards promised each night. This meant that \$3,000 outlay was necessary for the RKO circuit for the stunt the first week unless winners were announced simultaneously in all theatres included in the accredited group. accredited group.

\$3.000 Prize

RKO's project, as with Loew's, could produce only one cash winner charles Geis, first three frist per mar, with ticket holders from the fire group chouses eligible ager.

While few patrons realized it, the addition of five or six theatres besides the Fordham, meant five or it times as many ducats were outstanding with resultant possibilities winning reduced that much.

Independent exhibitors, bucking the RKO stunt last week, squawked long and loudly but without avail.

Independent exhibitors, bucking the RKO sturt last week, squawked long and loudly but without avail. They charged that the marquee bally in the major circuit theatres was misleading as was other advertising. Claimed, the impression was given that \$3,000 was to be awarded i each house on each one of the three nights, whereas, \$1,000 per night was actually offered with numbers scattered among the group of theatres. Among the New York film theatres, it no longer Screeno or Lucky; it now has become 'Glant Screeno' and 'Giant Lucky' Games are the same as ever though the amounts offered have been increased. Yopkilarity of these contests has prompted National Screen Service to put out 'Ten-O-Win,' a game that is worked from the stage. Screeno Amusement Co. has another give-away gadget, 'Movie Races.'

Atlanta. Ja Atlants, Jan.
Bank night suspended at the quest of county authorities.
A printed sign, with the above legend, told the story to Buckhead (nabe) theatre patrons last week.

Sharp-Eyed Cashier Identifies B.O. Thug

Seattle, Jan. 12.

Frances Carlson, cashier at the Paramount boxoffice, has sharp eyes and a good memory. Recently, unmasked man made her hand over \$50 while his partner engaged the doorman in conversation.

From a lot of pictures of ex-cons, she picked out one as being that of the sticker-upper. This lead to the suspected man's arrest in a southern state, and his extradition is now be-

St. Louis, Jan. 12.

Margaret Weaver, cashier at the Congress, midtown nabe, was held up in the box office Thursday night (7) and robbed of \$75 receipts by a nervous and armed bandif. Robber, about 25, approached Ardell Lynch, an usher, who was taking tickers, produced gat and ordered him to lead way to box office. At Lynch's approach Miss Weaver fooked up and gat carrier ordered her to shove all the dough out of window. She compiled and bandit disappeared before Milton J. Bischof, manager, could summon gendarmes.

Fio Rito's RKO Short

Hollywood, Jan. 12.
Ted Fio Rito, his band and Bar-bara Pepper are making an untitled musical short at RKO. Bert Gilray is producing.

Jean W. Yarborough is directing.

Ships' Banko

Cash giveaways and games incorporating the so-called lottery angle in recent weeks have spread to steamships plying the Atlantic. They have found particular favor on special cruise boats where they constitute part of recreational features.

Tinton's New Slate

Union's New Slate
lection of officers to the executive board of Local 686; International.
Photographers Union for two-year
period from January, 1937, last week:
Bertel J. Kleerup, pres; Emil Montemurro, Fred Felbinger, v.p. S: Mervin
LaRue, recording sec.; Walter Hotz,
financial sec.; Fred Hafferkamp,
treas; Harry Birch, sergeant at arms,
and Floyd Traynham, Harold Witt,
Charles Geis, first three trigstees. W.
H. Stafford retained as business manager.

Film Reviews

SZERELMI ALMOK

(Continue from page 13)

(Continue from page 13)

life story is dramatized. For a time, seems as though the charming countess would turn out to be one of the musician's big moments. But this idea is sidetracked for the old reliable angle of jealousy between a young musician and a soldier, both in love with the counter of the old reliable and the counter of th

Dreams of Love' has been given elaborate staging, large cast of competent people and excellent photography. Miss Sulyok is fine; and Ferene Taray as Liszt, Geza Foldessy, in the the role of the lieutenant, and Bela Fay, as the young rival pianist, stand out.

CORSARO NERO ('Black Pirate') (ITALIAN MADE)

Rome, Dec. 30.

Rome, Dec. 30.

Oduced and released by Artist Areaclast. Directed by the Artist Areatures Circ Verrattl, Silvana Jachino, Ade
Blagfini. Camera, Vaclay Vich, music,
Maestro Cicognini.

(In Italian)

(In Italian)

This film, which features the Italian Olympic feneing champion, Ciro Verratti, Is an old type adventure.

Three Ventimiglia brothers are tricked by a rascally villain named. You Gould and one of the brothers is killed. Other two swear revenge, but only one of them, the one who eventually becomes known over the seven seas as the Black Pirate, lives to see Von Gould punished.

In the course of pursuing his nemy, Black Pirate has many adventures and escapades; of course, he is a pirate only for the sake of punishing the traitor, and does not take his piracy seriously, but is very gentlemanly and generous about it.

Film practically teems with duels, mapes. Nevertheless, it is handled too descriptively, without enough action having any bearing on the plot.

As an actor, Verratti makes a good fencing champion. Thotography is very good.

GUNS AND GUITARS (WITH SONGS)

epublic release of Nor Levine. production. Stars Gene. Autry: features Smiles Burnette. Fiected by Joseph Köne. Stor and adaptation by Dorrell and Stuart McGowan; cumera, Ernest Miller, At Chalener, N. Y., two days, commeacing Jan 11-12, 27, double bill. Running time, 5

Adventures of Gene Autry this time stem from his connection with a medicine show and the conglomeration of horse opera standbys and the conglomeration of horse opera standbys and the standbys of the standby Adventures of Gene Autry this me stem from his connection with

the backs of the ple-tossing school but it's okay as interlarded in 'Guns and Guitars,' with Smiley Burnette on the receiving end of most of the horseplay. Time is frequently taken out during the narrative for Autry to uncork a ditty of the tall pines, while Burnette pitches in at point of the medicine show se-



Shea's Buffalo Theatre 418T WEEK 'Arao'e defectable musty brought insistent quences to string together a number of hillbilly verses about relatives. Fable itself follows the western formula closely. Autry rubs the undercover leader of the local banditti the wrong way and gets himself accused of the sheriff's murder. There's an attempt to frame him but miself activitions when existent the string when the string the string the string that t

MISTER FLOW

(FRENCH MADE)

Values et al. (Chematographicus talease of H. Vondas production. Directed by Robert Slodmak. Screen play, Henri, Jeanson original, Gaston Leroux; camera, Gaveau. At Le Paris, Paris, Dec. 2, '30. Running time, 65 mins, 65 Amendo Cartina de Cart

L'Onore Della Figlia Del Popolo

('The Poor Girl's Honor)
(ITALIAN MADE)

Roma ilm release of Claudia Film pro-luction, Stars Leda Gys. At Miami V. Y., week Jan. 9, '37. Running time I. mink.

(In Italian; Partial English Titles) (In Italian; Partial English Titles)
In this allm they do the Charleston, wear knee-length dresses, and nomp amorously on a tapestry couch. If that isn't enough to show where it fits into the film industry's family album, it may be remarked that at least 75% of the pic is silent. The rest was silent once, but they've subsequently dubbed in sound. Roma distributors must flave had it on the

circuit once before, some years ago, although the files don't list it under this title.

In view of this, appraisal of a property of the control of the cont

this title. In view of this, appraisal of any merit is too late by perhaps a decade, Right now 'Poor Girl's Honor' in title, plot, acting, and photography is a museum piece—unless shortage of new Italian product necessitates showing on a double bill at low rental fee.

Exploitation

(Continued from page 15)

the cut design is oversize, permitting the use of a 10 or 12 point type where a six point is desired. It pho-tographs better and often a print shop will have better faces in the larger sizes than in the si which is generally some form of straight Roman.

in generally some form of straight Roman.

The inserts are schemed to size and proofed up carefully on white paper, being pasted into proper position. Illustrative matter may be shand drawn or can be cut from the press book and pasted down. Where the press book material is in and the allowance should be allowance should be a half tone will be to increase the screen measure, perhaps beyond the point of good printing quality. A four-column cut reduced to a two column width, for example, will give a 120 screen, as against the original 60 and this is rather too fine for a newspaper run. But with careful and the selection a perfect printing surface can be produced that will be proof against the usual drawbacks.

Not so practical for the smaller houses, but excellent where engravers bills are not a financial handicap.

Just on the Side

Just on the Side

Just on the Side

Though 'Camille' (MG) won't firstrun at Loew's Century for few
weeks, Lou Brown, Loew's local
lusty-lunger, whipped over a nice
stunt in advance last week.

Chose a 10-year-young crippled
lass in a hosp and, aided by NewsPost, worked up a human interest
yarn that paper thought oke enough
topy. Gag was the little girl was
ardenk admirer of Robert Taylon,
and star, hearing of her plight, sent
a box of tamelias to brighten up her
bedside.

Brown was shot in a still thoust-

bedside.
Brown was shot in a still showing him acting as Taylor's proxy as he bent over bedded girl with fancy flowers. ('camille' got tied in nicely for a plug on the camelias' idea.

New Year Preview

Louis Gordon, owner of the State and Opera House, Waterville, Maine, combined two old gags into a new one for the State's New Year's eve special. He announced a preview without mention of the title, and offer one dissatisfied. Edward Harrison, his manager, writes that even the wiscerackers did not ask a refund, and that the stunt drew an extra large business.

The kicker was the statement that the house could not announce the title as it was being shown in advance of the regular release. The picture was Deanna Durbin in Three Smart Girls.

CALENDAR OF CURRENT RELEASES

(Continued from page 27)

Miscellaneous Releases

Miscellaneous Keleases
Aces and Eights (Syndicate). Tim McCoy, as benign gambler. im McCoy,
Luana Waiters. Dir. Sam Newfield. 62 mins. Rev. Aug. 12.
Caryl of the Mountains (Marcy). Western. F. K. Bushman, Jr., Lola Wild,
Rin-Tin-Tin. Dir. Bernard B. Ray. 61 mins. Rev. Sept. 30.
Cavalcade of the West (Diversion). Western. Hoot Gibson. Dir. Harry Frazer.
The mins. Rev. Sept. 30.
Chost of mins. Rel. Aug. 3. Rev. Sept. 16.
Last of the Warrens. Western. Bob Steele.
Rel. May 10. Rev. July 8.
Llou's Den, The (Puritan). East-West story. Tim McCoy, Jean Woodbury. Dir.
Men Sam Newfield. 68 mins. Rel. July 8. Rev. Sept. 2.
Men Sam Newfield. 69 mins. Rel. July 8. Rev. Sept. 2.
65 mins. Rev. Sept. 30.

Prison Shadows (Puritan). Prize rines story.

Lucille Lund.
Prize of the story.

Lucille Lund.

65 mins. Rev. Sept. 30.

Prison Shadows (Puritan). Prize ring story.

Bob Hill. 67 mins. Rev. Sept. 2.

Ridding Avenger (Division). Western.

Bison, Ruth Mix. Harry Song of China, The (McLean). All Chinese cast and production. Dir. Lo Ming-Yau. 60 mins. Rev. Nov. 11.

Traitor, The (Puritan). Modern dey western. Tim McCoy, Frances rant. Dir. Sy Neufeld. 60 mins. Rel. Aug. 29. Rev. Nov. 4.

Trails of the Wild (Syndicate). Kermit Maynard western. Dir. Sam Newfield. 50 mins. Rev. Dec. 16.

Foreign Language Films

(Most of these available with English titles) (Most of these available with English titles)
Abyssita (Russ) (Amkino). War record. £3 mins. Rel. Dec. 1.
Alla en Rancho Grande (Sp.), Mexican musical; Title (Bulzar, Landentes, 90 mins. Rel. Rov. 15. Rev. Dec. 2.
Amo Te Sola (It) (Nuovo Mondo). Love under handicap, title, 15 mins. Rel. July 15. Rev. July 23.
Amour de Toul, Les (F) (Metropolis). Heavy drama.

80
Amna (Russ) (Amkino). Love and linti
mins. Rel. July 1, Rev. July 22.
Anna und Elisabeth (Ger) (Casino). Heavy drama. Hertha Thiele. Dorothea
Wiecke. Dir. Frank Wysban. 70 mins. Rel. July 1.
Asi Es La Mujer (Sp.). Frothy romance: ir. Jose Bohr. 70 mins. Rel.
Az. UJ Feeldeser (Hung). Semi-historical drama. Dir. Bela Gsal. 90 mins.

Baratsagos Arcot Kerek (Hung) (Danubia) Romantic farce. Szoke Szakall. 70 mins. Rel. Oct. 1.

mins. Rel. Oct. 1.
Barbier de Seville. Le (Fr) (Franco) Rossini's opera.
Jean Kemini' 80 mins. Rel. 86pt. 15.
Bartarole (Ufa) (Ger). Offenbach's
Neuser. 83 mins. Rel. Oct. 15.

Befehl ist Befehl (Ger) (Casino). Army farce. Weiss Eerdl.

vo mins, Rei. Nov. 15.

Betterstudent, Der (Ger) (Ufa). Millocker's opera. Marikka Rokk. Dir. Jacoby, 75 mins. Rei. Dec. 15. Rev. Dec. 30.

Biroble Reise mins. Rei. Dec. 15. Rev. Dec. 30.

Biroble Reise mins. Rei. Dec. 15. Rev. Dec. 20.

Bolek and Lolek (Pol). Musical comedy. Dir. J. Rosen. 87 mins. Rev. Dec. 16.

Calandria, La (Sp). Romance of a singer. Dir. Fernando de Fuertes. 60 mi Rel. Oct. 1.

Rel. Oct. 13. Nonlance of a singer. Diff. Reliands de Fuertes. 60 m.

Calvarlo de Una Esposa, El (Sp.). Mexican sentimental drama.

'O mins. Rel. Sept. 15.

Campo Bl Magjio (II) (New World). Story by Mussolini about Napoleon,
G. Forzano. 100 mins. Rel. Sept. 1. Rev Sept. 16.

Capello a Tre Funte, II (II) (New World). Facre. Dir. Mario Camerini.
mins. Rel Sept. 15. Rev. Sept. 30.

(Iboulette (Fr) (Franco). Operetta. Dir. Claude Lara. 60 mins.

Cleca di Sorrento, La (II) (Nuovo Mondo). From Mastriani's
Nunzio Malasomma. 22 mins. Rel. Aug. 1. Rev. Aug. 5.

Clellto Lindo (Sp.). Mexican made romance. Ir. O'Quigley. 80 mins.
Nov. 1

. Carl Boese. 70 mins.

Drei Blaue Jungs (Ger) (Casino). Nazi naval l Rel. Dec. 15.

Brei Ball Patens, (Lesri) (Lasino), Nazi mava'i Cari Boese, 10 mins, Bede Mostoha (Hung) (Danubis), Kid's yarn, Rel. Dec. 1, Rev. Dec. 16.

Ein Anto und Keln Geld Ger) (Germania), Musical farce, mins, Rel. Aug. 1, Rev. Aug. 12.

Ein Lied, in Kuss, Ein Masedel (Ger) (Germania), Cinderella again, with music, Gustav Froehilch, Martha Eggerth, Dir. Geza von Bolvary, 98 mins, Rel. Dec. 1, Rev. Dec. 16.

Eine Frau die Weist Was sie Will (Ger) (Casino), From Oscar Strauss' operetta. Lil Degover, Dir. Viktor Jansen, 82 mins, Rel. July 15, Rev. July 25.

Ember a: Hid Alata (Hung (Danubia), Heavy drama. Dir. Laszlo Vajda.

mins. Rel. Nov. 15. Rev. Dec. 2.
Fahrt in die Jugend, Die (Ger) (Casino). Farce comedy. Dir. Carl Boese.
mins. Rel. Sept. 1.
Flat Voluntas Del. (1t) (Nuovo Mondo). Talky comedy. Angelo Musco.
Amleto Palermi. 80 mins. Rel. July 1. Rev. July 15.
Friesennot. (Ger.). Nazi propaganda. Dir. Werner Kortwich.
Oct. 15. Rev. Oct. 28.

Embriss. Rei. Nov. 15. Rev. Dec. 2.
Fahrt in die Jugend. Die (Ger) (Casinio). Farce connecty. Dir. Carl Roses.
Fatz Voluma. Dei: (11). Giviow Mondo). Taily connecty. Angele Musco.
Analete Falernit. 80 mins. Rei. July 1. Rev. July 15.
Ginne Weil Breits Sich um Liebs. 16 (Ger). Mystery-comance.
General Las Spon. Garlyshidan (11). Halin form of Arc.
General Las Spon. Garlyshidan (11). Halin form of Arc.
General Las Spon. Garlyshidan (12). Halin form of Arc.
General Las Spon. Garlyshidan (12). Halin form of Arc.
General Las Spon. Garlyshidan (12). Halin form of Arc.
Grysies (Huss) (Ankino). Sees of collective farms. Event School (13).
Grysies (Huss) (Ankino). Sees of collective farms. Event School (13).
Grysies (Huss) (Ankino). Sees of collective farms. Event School (13).
Haron Sarkany (Huns) (Haunbia). Romance of collegistes. Lasic Videa.
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Haron Sarkany (Huns) (Haunbia). Romance of collegistes. Lasic Videa.
Halles (Ger) (14). Romance of collegistes. Lasic Gravutte.
Camilla. Horn. 80 mins. 201. Johannes Riemann, Rel. Sept. 1. Rev.
Camilla. Horn. 80 mins. 201. Johannes Riemann, Rel. Sept. 1. Rev.
Camilla. Horn. 80 mins. 201. Johannes Riemann, Rel. Sept. 1. Rev.
Camilla. Horn. 80 mins. 201. John Sept. 10 mins. 201. John Sept. 201. John Sept. 10 mins. 201. John Sept. 201. John Sept.

Collier's Settles en Plagiarism

it brought by Robert Winsmore against Collier's for infringement of copyright was recently settled out of court on the day scheduled for the trial by payment of a substantial sum to Winsmore by the defendant. Action grew out of a complaint made by Winsmore to the Authors' Guild Council stating that his story, 'Almost Reilly,' published in the Saturday Evening Post Nov. 21, 1931, had been infringed in a story by Edward Gardner, Jr., in Collier's of June 3, 1933, 'called ''On Lady's Advice'.

June 3, 1933, called 'On Lady's Advice.'
Authors' Guild Council appointed a committee which unanimously reported it to be a genuine case of plagiarism and attempted to arrange an amicable settlement with Collier's. Editors first said they didn't feel story was a lift, and as a result set was filed by Winsmore. Motion of the defendants for dismissal was denied by Federal Judge William Bondy, and settlement negotiated the day the was to have been tried.

Boston Transcript for Guild Truce

Boston Transcript for Guild Truee
Boston Transcript last week
reached a temporary agreement with
the Newspaper Guild unit of that
saper establishing minimum wages
and hours. Negotiations with Wiltiam Hines, publisher, had been
going on for some time and the
agreement follows a vote by the
unit last month authorizing a strike.
Agreement, which expires Oct.
1, recognizes 'as fair' the scale established by the Herald-Traveller, \$45
minimum for experienced men, and
this will be instituted as soon as
possible. It establishes a grievance
commisted of members of
the Transcript unit of the Guild,
grants vectime wages, and disnisal pay. Disputed dismissals are to
be arbitrated by the Mass. State Bd.
Arbitration and Condiliation.

be arbitrated by the Mass. State 16.

of Arbitration and Conciliation.

Grievance committee members will be Ed Allen, president of the Newspaper Guild of Boston; George Neary, president of the Transcript Guild unit, and Harland Ratcliffe of the Transcript.

Sucs Rearst on Contest

Sues Hearst on Centest
In a suit filed in Federal Court,
Spokane, Wash, last week, Elizabeth
S. Denzel seeks \$1,000 a year for the
past three years, with interest, from
The American Weekly, Hearst Sunday magazine section, plus \$1,000
a year for 19.49 years to come, her
computed average life.

Miss Denzel claims she submitted
the slogan 'A' Nation's Reading
Habit' in a contest in 1933, which
was won by an eastern man's entry,
The Nation's Reading Habit,' and
that her slogan was frauduently
thdrawn to keep it from final consideration with the winner's. Prize
was an annuity of \$1,000 a year for
life.

Chi Newsmen Switch

Number of important changes
made in Chicago newsoaner staffs,
with The Chicago Dailv imes losing two top-notch men, Ray Barclay, star photog, who went to the
Herald Examiner, and Charles
O'Riley, special story man, who
joined the Daily News staff.
Other changes include those of
Mike Fish, who advances from chief
photographer of the Times to city
editor of the paper; Al Rose, city
editor of the Times, now in charge
of special events; Bob Lee, as
managing editor of the Tribune, and
Charles Cleft, who has left his post
as assistant day city editor of the
Herald and Exami

Coast Scotch Treaters weekly luncheon has just

Coast Scotch Treaters weekly luncheon has just signalized permanency of the Scotch Treat Club, luncheon outfit of the Authors' Club in Hollywood. Sponsored by Irvin's S. Cobb and Gene Lockhart, with Mark doing the plugging on the contact end, club is a carryover of the Broadway Dutch Treat into the film colony. Unpublicized Wednesday luncheons set the members back 75c. each and give them a chance to foregather away from studio atmosphere. Harry Hershfield, Rupert Hughes, Charlie Irwi, and others are among regular attendees, with all visiting celebs rung in for good measure.

Berger's L. A. Move
Jack Berger, city editor of the
Los Angeles Times, has moved into
the c.e. job for
aminer, succeedi
who becomes day manging editor.
Guy Stafford takes Berger's spot at
the Times. Time

the Times.

Ray T. Van Ettisch, ill for some time, has returned to the Examiner in a supervisory capacity, with W. Woolard, who subbed for him, maining as managing editor.

Record

Past year sets a record in the book publishing business, with more new books appearing in 1936 than in any other previous

year.

Annual survey by Publisher's
Weekly discloses 8,584 new
books as against 6,914 in 1935,
and a previous peak of 8,506 in
1931.

Runyon Or Hill?

Both Edwin C. Hill and Damon Runyon are apparently apparently groomed for Brisbane's position on the front pages of Hearst newspapers, with Hill believed to have an edge because of his radio broad-

an edge because of his radio broad-casts.

Hill is a one-time N. Y. Sun re-porter and former story editor for Fox. After eight years in Holly-wood he returned to the N. Y. Sun and then joined Hearst.

Runyon, sports writer and special reporter, last week began writing a dally double column titled 'As I See It' for the N. Y. American and King Features. Switch in title from his sports column caused talk to the effect that he would take over Bris-bane's spot, but Hearst excess deny this. this.

James Spearing Dies
James O. Spearing, 49, automobile
editor of the New York Times and
the first motion picture critic for
that paper, died of pneumonia on
Jan. 9 at his home in New York. He
had been with the Times for 23
years, but left twice at intervals to
do picture work in Hollywood.
From 1923 to 1926 he was with
Universal Pictures, writing scenarios

From 1923 to 1926 he was with Universal Pictures, writing scenarios and adapting short stories and novels for the screen. Later he went to Paramount. In 1932 he secured a year's leave of absence from the Times to go to Singapore and assist in filming 'Devil Tiger,' for which he had written the script.

Hellinger's New 'Hunches'
Mark Hellinger will resume writing a daily column for the N. Y
Daily Mirror next Monday (18), New
tag will titled 'Hellinger's Daily Mirror next Monday (18). New tag will titled 'Hellinger's Hunches,' to appear four times a week. The other two days he will continue to write his short stories. Hellinger formerly wrote a daily column for the Mirror, but this was reduced to three columns a week, at his own request, and he has been on this schedule during the past year. Hellinger is now in Florida on vacation, but returns to N. Y. shortly. He also does a special Sunday feature page which continues.

Look Upsets Metro

Look Upsets Metro

First issue of Look, Des Moines pictorial mag, caused the Metro studio some headaches. Several pages were devoted to Joan Crawford, including a picture taken 13 years ago when she apparently weighed more than she does now Other photos are of same vein. Tom Baily, Metro studio publicity man, went to Des Moines, although claiming that the mag situation had nothing to do with the trek. However, current issue has a page and promising same stuff on Greta Garbo in the next issue. Hays office is reported to be investigati

Craig Upped in Wash.

Don Craig, for three years drama critic for Washington Daily News, Scripps-Howard sheet, has been upped to paper's Capitol Hill staff, effective this week. Crai who did radio on same rag for two years preceding taking over theatre end, will be supplanted in critic's berth by Katherine Hillyer, formerly straight reporter.

reporter:
Switch is second break i Washington critics line-up is winter, Eddie Melcher, Star drama ed, having resigned to go with MGM scenario department. Jay Carmody in November. in November.

George Shedd Dead in L. A. George Clifford Shedd, 59, author, died in Los Angeles Jan. 8. Born at Ashland, Neb. Shedd began writing after graduation from the University

Among his works were 'Mi tures,' Princess of Forge,' The Incorrigible Dukane' and 'The Isle of Strife.'

Edmund Noble Edmund Noble, author, journalist and commentator on foreign affairs, died in Malden, Mass., on Jan. on its 84th birthday. One of his articles, published in 1905 in The Monist, a philosophical magazine, anticipated deductions made from Einstein's theory on the relation of time and space on matter.

Switching Around In Spain U. S. state department's official U. S. state department's official ruling on foreign passports 'not valid in Spain' was cued weeks ago by the N. Y. newspapers ordering their foreign correspondents out of Madrid. These war correspondents now covering the loyalist front are doing so at their own insistence. That goes particularly for Herbert L. Matthews, N. Y. Times' man in the Spanish capital, who succeeded William' P. Carney when the latter left Madrid, after covering for the Times right along. Matthews. right along. Matthews, sists on staying on.

Carney, who had been the for the N. Y. Times until about for the N. Y. Times until about six weeks ago, then going to Paris for a rest and to blow off some steam, is in New York catching up with himself. Goes back next month and will hook up on the other side of the fence, reporting the rebeltivities for a while.

Lester Ziffren, United Press bureaus head in Madrid for the past few finally got enough of the war situation.

of the war situation and scrammed to Paris for rest. Five months of civil war and seven weeks of siege had unnerved him. This week, after catching his breath in the French capital, Ziffren goes on to London for conferences with

on to London for conferences with U.P. officials on the future.
Probably will take a vacation and then go back to work, but most likely not in Madrid. Few newsmen go back to work there, once they leave the spot, largely due to the fact that when they get out they do some talking or writing which is bound not to please the Spanish officials.

Long to P.A. Pitt. Ball Team
Dean of Pittsburgh's sports-writers,
James J. Long, present columnist for
Pittsburgh Sun-Telegraph, is resigning his post shortly to become
publicity director for Pittsburgh
Baseball Club in National League.
I'th be the first time the Pirates have
ever had a pa., the team's late prexy
having been a firm disbeliever in
this type of expense.
Long has been writing sports
locally for 40 years and is recognized nationally as a demon statistician. He was sports editor of old
Sun until 1927, when Hearst merged
it with Chronicle-Telegraph. Then
he became featured columnist for
new sheet. His contract with SunTele still has several months to run,
tut that's being amicably settled.
He'll take over his new post before
Pirates depart training camp
next month. next month

A. C. Johnson Dead

Arthur C. Johnson, 62, publisher of the Denver Daily Record-Stockman, died Saturday 99 in a Denver hospital of pneumonia, He was war correspondent of the Denver News in Cuba during the Spanish war, later correspondent in the Orient for the N. Y. Sun, the Chicago Record, M a nila American and Collier's Weekly, in 1919 he purchased an interest The Denver Record-Stockman.

ckman. Stockman.

He is survived by his widow, Mrs.

Maude M. Johnson, three daughters

New Transcript Crick Redfern Mason, unsuccessful labor candidate for Mayor of San Francisco last year, was appointed muscript this week, succeeding Moses Smith, who will assist on a part-time

basis.

If the Transcript's present economical policy persists, Mason will get little assistance from anyone. Since Mordaunt Hall came in as drama and film critic of the paper, a few months ago, he has been doing all the leg work himself, taking the films and plays in turn.

Henry Funk Dies
Henry Funk Dies
Henry S. Funk, 92, publisher and
banker, died of infirmities
due to old age, is home in
Springtown, Bucks county, Pa.
He established the Springtown
Times in 1885, helped organize the
Euterpean Orchestra, which played
in Springtown for many years, and
was leader in various business enterprises, besides serving two terms
in the State Legislature and being
postmaster during Garfield and Harrison admi istrations.

Al Richardson with AP
Al Richardson, former m.e. of
Newsviews, Columbia, S. C., mag
which folded recently, has been
made Sunday editor of the Atlanta

Post is new in the AP setup and Richardson is slated to do feature work exclusively. He was formerly connected with Hearst's Georgian-American.

Best Sellers

week ending Jan. 9, as reported by the American News Co., Inc.

Gone With the Wind' (\$3.00)	.32	By Margaret	Mitchell
rums Along the Mohawk' (\$2.5			
'Yang and Yin' (\$2.50)			
'Shining Scabbard' (\$2.75)		.By R. C. H	utchinson
'Sound of Running Feet' (\$2.50) .	.a	By Josephine	Lawrence
'Street of Fishing Cat' (\$2.50)		By Jol	an Foldes
and the state of t	iction		1.4
IAm Amaniaan Daatan'a Odugaan'	(\$3.50) By D	octor ictor	C Heiser

Bireet of Pishing Cat		Do Count I oracs
	iction	
An American Doctor's	Odyssey' (\$3.50) By	Doctor ictor G. Heiser
'How to Win Friends'	(\$2.00)	By Dale Carnegie
The Bible' (\$3.75)		rnest Sutherland Bates
lowering of New En		Van Wyck Brooks
		By Marjorle Hillis
'Man the Unknown' (\$	3.50)	By Alexis Carrell

Publishing Old Plays its of nearly 100 produced, but Publishing Old Plays
Scripts of nearly 109 produced, but
hitherto unpublished, American
plays, covering the period from the
Revolution to 1900, will be available
shortly as the result of a project begun last year by Barrett H. Clark of
the Authors' League Funds for publishing are being supplied by an
\$8,800 grant from the Humanities
Divisions of the Rederfaller Founds.

\$8,800 grant from the Humanities Division of the Rockefeller Foundation, with the Authors League sponsoring and handling the funds. Survey of the field was completed in September with the assistance of Professors Arthur H. Quinn, Allardyee Nicoli, Garrett H. Leverton, Glenn Hughes, Napier Wilt, and E. C. Mabie.

Glenn Hughes, Napier Wilt, and E. C. Mabie.
Dramatists who will be represented are Royall Tyler, William Juniay, John Howard Payne, Robert Montgomery Bird, Richard Pennsmith, Dion Boucicault, Augustin Daly, Bronson Howard, James A. Herne, George H. Boker, Steele MacKaye, Barley Campbell, Henry C. de Mille, Mark Twain, David Belasco, Charles Hoyt, Augustus Thomas. de Mille, Mark Twain, David Belasco, Charles Hoyt, Augustus Thomas, George C. Hazeltor, Langdon Mit-chell, Lester Wallack, and William C. de Mille.

There is still room for a few more plays and the Authors' League is anxious to contact anyone knowing of moh unpublished scripts. Ventures

of such unpublished scripts. Venture is on a non-profit basis

Book on Fair Bix
George Jackson, secretary of the
Nebraska State Fair for more than
a decade, has written a history of
the fair and exposition biz which is
due off the press on Feb, 1. Price
will be \$2.50, he says.
Jackson, ousted from the
flice when the depresh set in, has
spent the last three years research. Book runs over the period
from the first fair to the present.
Gives dates, details of attendance,
type of shows and outstanding attractions, and financial success of all
big expos.

McIntyre's \$25,000 Tilt

McIntyre's \$25,000 Till.

O. O. McIntyre's new three-year contract with the McNaught syndicate guarantees him a \$25,000 yearly increase, against the usual syndication divvy.

McIntyre is the \$1.5 syndicated daily newspaper control with the work of the property of the pr

Flash in Rochester Flash, new weekly, replaces Bugle in Rochester, N. Y., using simigle in Rochester, N. Y., using simi-lar paper and typography. Haroid Dingman and Anthony J. Ritz are listed as operating officials and Paul Benton, former associate editor indi-cated policy to rattle skeletons and dish up embarrassing inside stuff.

Busle guit: when indicted on 28

Stuff.

Bugle quit when indicted on 26 counts for overemphasis crime news and sin.

Norris Huse Dies

Norris Huse, 54, executive assistant to Kent Cooper, general manager of the Associated Press, died on Jan. 7 in the New York Hospital after a prolonged illness. Funeral was held

prolonged illness. Funeral was held on Jan 9.

Before becoming executive as-sistant to Cooper, he was executive editor in charge of the photo service, having previously organized the photo service and the photo wire

eal America Again

Title of Real America has been purchased by Magna Publications, Inc., and first issue of the revived mag is just out. Editor is A. L. (Red) Kirby, Former editor, Edwin Baird, contributes a column called Baird's Bazaar.'

Sells for 25c. and carries no ads.

CHATTER

Speare in N. Y.

Ford Madox in N. Y. from

Europe, Lillian Hellman's 'Days

Europe,
Lillian Hellman's Days
Come, out Feb. 8.
Albert A. Woldman will go
lecture tour in Feb.
V. F. Calverton leaves N. Y. next
week on a lecture tour.
Hector Bolitho finishing a hook on
King Edward VIII, due out in the
early spring.
Roy Roberts, managing editor of
the Kansas City Star, ogling studios
in Hollywood.
Critchell Rimington, editorial.
Greetor of Dodge Publishing Co,
resigned Jan. 1.
Carl Zigrosser, art critic and
dealer, author of Fine Prints, Oldsand New, out this month.
Frances Gunther, wife John
Gunther, sold her first short story to
Story mag's January Issue.

Story mag's January issue.

Hendrik Willem Van Loon to lecture at the Brooklyn Institute Jan.

21. Talk deals with The Arts on the

Air.

Loire Brophy, author of If Women.

Must Work, starts a weekly jeb
clinic for the Herald Trib. tonight

(13).

C. E. K. Mees, director of Research for Eastman Kodak, has written a book titled 'Photography' covering

book titled 'Photography' covering the history of pictures.

Random House is offering a grand piano for the best letter on the book Story of Tchaikowsky and Nadejda von Meck, 'appearing Feb. 1.

New partners taken into the firm at Ginn & Co. are Edward K. Robinger of the contract of th

son, Frederick A. Rice, Wallace S. Girling, and James C. Ambler. now

Virginia Barrows Mussey now owner and manager of Barrows Mussey, Inc. June Mussey, her hus-band, moves over to Dodge Publish-

Mussey, Inc. June Mussey, her husband, moves over to Dodge Publishing as editor.

Jack Wagner, former radio editor of the St. Paul Daily News, goes to work Friday (15) as public relations rep for the new Minnesota Social. Security Board.

Thomas Lothian, publisher's representative from Melbourne, visiting N. Y. and will stop over in Boston and Chicago. He sails for Australia from Vancouver on Feb. 16.

Barry Benefield, author of 'Valiant Is The Word for Carrie,' and associate editor of Reynal & Hitchcock, taking an extended leave of absence to write a new novel.

Eric Hamilton, physician at the Republic studio on the Coast, cracked American Mag with a yarn relating his medical experiences through years of emergency work on picture. years of emergency work on picture locations.

locations.

Scranton () Republican, oldest daily published in that city, has changed its name to The Scranton Tribune, that of one of the papers with which it was merged more than 20 years ago.

Isobel Stuart, Paramount studio.

script girl, sold an article describing her work to Collier's. Mag sent a lenser to the Coast to photog the gtrl at her labors. She has been the lot eight years.

ot eight years.

De Hirsh Margules. Y. police reporter, has an exhi ition of 40 water colors at the Artists Gallery.

Maria Sermalino, me. of Delineator, back from two weeks skiing trip i Vermoni.

wil im B. Corrigan, secretary of William Morrow and Co. and for 10 years sales representative for that firm in the middle west, has resigned. He will establish an adult camp in Vermont.

Dermott Quinn, descendant of one of Parnell's associates, is in Hollywood writing a series of articles for the Irish Independent from the set of Metro's 'Parnell,' in which the

We'll say "THE PLAINSMAN

Already he's slaughtered Box-Office records!

LOOK!

DENVER, COL. "The Plainsman" opens to biggest gross in six years.

JOHNSTOWN, OHIO... "The Plainsman" smashes all 1936 records.

ALTOONA, PA... "The Plainsman" knocks spots off house record.

AKRON, OHIO... "The Plainsman" tops all time high.

TOLEDO, OHIO... "The Plainsman" bangs above all 1936 records.

SAN FRANCISCO, CALIF... "The Plainsman" heads for new record.

MINNEAPOLIS, MINN. "The Plainsman" beats house record by 50%.

KANSAS CITY, MO... "The Plainsman" biggest in 15 months.

SAN ANTONIO, TEXAS. "The Plainsman" biggest grosser in 8 months.

DULUTH, MINN... "The Plainsman" tops record grosses.

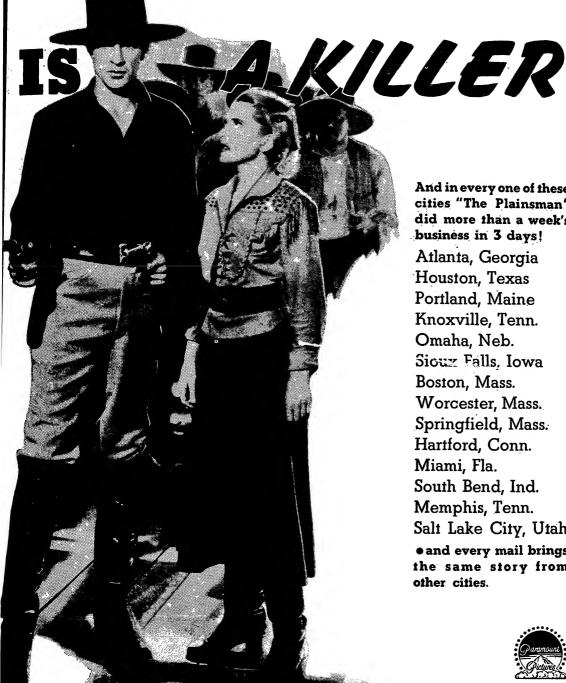
WILKES-BARRE, PA. "The Plainsman" has record Sunday opening.

NEW ORLEANS, LA... "The Plainsman" does 2 weeks business in 1.

DETROIT, MICH. "The Plainsman" does 1½ weeks business in 3 days.

CECIL B. DEMILLE'S "THE PLAINSM

A Paramount Picture with James Ellison · Charles Bickford



And in every one of these cities "The Plainsman" did more than a week's business in 3 days! Atlanta, Georgia Houston, Texas Portland, Maine Knoxville, Tenn. Omaha, Neb. Sioux Falls, Iowa Boston, Mass. Worcester, Mass. Springfield, Mass. Hartford, Conn. Miami, Fla. South Bend, Ind. Memphis, Tenn. Salt Lake City, Utah • and every mail brings the same story from other cities.



N" starring Gary Cooper, Jean Arthur

Helen Burgess · Porter Hall · directed by Cecil B. DeMille

B'dcasting Behind Pillar at Inaugural As CBS and NBC Networks Can't Co-op

Worst pushing around that broad-casting has received to date from a Washington arrangements authority is the one that's been handed the networks for the second inaugural ceremonies (20) of President Roose-Largely reconsists again for

ceremonies (20) of President Roose-Largely responsible again for this situation is the cat-and-dog fight for preferred position which NBC and Columbia have engaged in be-fore every major public event since

Unlike the press correspondents at the wave seeds which make all such contacts by committees appointed from within their respective ranks, NBC and Columbia insist on playing lone wolf in working out both arrangements. This method results in bitter wrangling and the arrangements authority, rather than incur the enmity of either network, gave them both poor placements, which on the whole lant fattering to the business of broadcasting.

At the inautural ceremonles of

on the whole land nattering to the business of broadcasting.

At the inaugural ceremonies of 1928 broadcasting was stationed right up front on the Capitol platform, fanking the president and the newspaper correspondents. Following a quarrel between NBC and Columbia, radio in 1832 found itself pushed somewhat behind but still located on the fore section of the inaugural platform. At the coming ceremonies the NBC and Columbia booths will be located far to either side of the second platform with statues and pillars shutting off the view mike commentators to what is taking place. Mutual and Intercity will have their booths somewhat to the rear of the same second platform, but with a slightly better view.

Washington, Jan. 12.
Biggest radio lamboree ever staged in the Nation's Capital will take place Jan. 20. with inauguration of President Roosevelt and Vice-President Garner.

Program managers and web officials will festoon entire with hundreds of miles of wire, instal more than 100 microphones, and import highest-priced announcers in the biz to do the honors. All digni-taries appearing in the big show will be trailed with microphones from the moment of their arrival in Wash-

he moment of their arrival in Washington; broadcasts will be made from airplanes, from glass-covered manholes along the parade route, and from a caisson which will roll with the artillery, and President Roosevelt will be pursued by announcers and crews from the White House to the Capitol and back.

NBC, CBS and Mutual already have begun elbowing each other for positions along Pennsylvania avenue, at the Inaugural; stand and at the various reviewing stands. Scramble also is on for the privilege of presenting the screwiest side-light broadcasts of the day. Webs are trying to outdo each other in every way possible and have 'promised knot-twisters to deliver everything but the Prez in person, via the airwaves.

Survey of various arrangements

but the Prez in person, via the airwaves.
Survey of various arrangements which have been completed for the shindig gives NBC top-place as a thinker-upper of novelties. Web also will start its bally earlier than the others, with a series of special inaugural programs, starting Jan. 18th, leading up to the main event. NBC and CBS will be on deck at Union station to meet arriving big-wigs, on Inauguration day, and both systems have reserved space in every available roof-top, stand, and tree leading to the Capitol steps.

NBC will get up earlier on Inauguration day, starting its program over combined red and blue networks at 7:30 ayem. CBS will follow at 8:30 and both webs will keep going until there isn't anything more to talk about.

Watch Your Pockets

Watch Your Peckets

Safety of the crowd will be looked after with special broadcasts by state of the state of

Research Note

Des Moi Laverne Herring, son of Gov. Clyde L. Herring, soon to be a U. S. senator, is back at Iowa Broadcasting system.

He's doing research work after acting as guard on trucks for the state liquor commission.

City Hall Park, New York, and in eight Los Angeles public parks, Short broadcasts by the 'person who has seen the most inaugurations,' the 'oldest person attending the inauguration, etc., will be offered by Columbia. NBC is plotting talks by Senators and Congressmen which will be made over a micro-wave transmitter—a complete radio station in a man's hat—handled by Charlie Lyon. Another announcer, a member of the Army Reserve Corps, will ride with one of the crack arillery regiments in the parade and still another will be installed under a specially-constructed glass manhole cover, to describe his sensations when the cavalry gallops over his head.

when the head, Well-known commentators who will participate include:
For CES: Boake Carter, H. V. Kaltenborn, Hugh Conrad and Bob

Trout.
For NBC: Henrik Van Loon, Stanley High, Graham McNamee, John B. Kennedy, Carleton Smith, George Hicks: Charles: Lyon, Fred Shawn, Charles: O'Connor, Gordon Hittenmark, Nelson Case and Ben, Grauer.

Brandest Will.

mark, Nelson Case and Ben Grauer. Broadcasts will be given from the top of the Washington monument the Capitol dome, airplanes, street corners and other points of vantage Two NBC mobile unita-radio stations on wheels—will cruise city on the chance of picking up strey big of information and will switch into line with the parade as it swing past.

Plans of Mutual have not yet been completely formulated.

NOT HIGH, NOT LOW, NOT DESE, NOT DOSE

Kansas City, Jan. 12.
Radio station WHB is getting out style book for its announcers and outlinuity writers. Announcers will be instructed to nix all the

broad 'as'.

Words which lend themselves so admirably to intelligents: purring are to be adenoided in the same manner non-Webster addicts are wont to sputter 'em. But there will be no leaning over backwards to prove the station is not a stiff-backed purist as 'dese' and 'dose' are no go.

It's all for the glorification of the middle western twang. road 'a's'

Williams to Benton & Bowles Herschel Williams has joined the adio department of Benton &

Bowles. Williams lliams was with J. Walter

Guest List

AMERICAN CAN
(Tu, 9-WJZ)
Jan. 19-Anna Sten.
A, & P.
(Th. 8-WABC)
14-Walter Huston.
AXTON-FISHER (Spuds) (Sa. 8—WJZ) -Evelyn Laye.

BRISTOL-MYERS (Wed. 9—WEAF) Yiochi Hiraoki, _____acaki _____acassy Boys. Merrill Lee Jones

ill Lee. than Merri CADILLAC (Th. 4—WEAF) —John Frederick

(Fri. 9—WABC) 15.—Carole Lombs Jan. 15.—Carole Lombard MacMurray. Jan. 22—Victor McLaglen.

FIRESTONE
(Mon. 8:30—WEAF)
Jan. 18—Richard Crooks,

FORD

(Su. 9—WABC)

Jan. 17—John Chas, Thom

Jan. 24.—Josef Hofmann.

GENERAL FOODS

GENERAL FOODS

(Su. 7—WEAF)

Jan. 17—Buck Jones.

GENERAL MOTORS

(Su. 10—WEAF)

Jan. 17—Kirstin Thorburg.

(M-W-F. 11 a.m.—WABC)

Jan. 13, 18—John Erskine, Mrs.

Siegfried Lindstrom, Mrs. Sidonia

Gruenberg, Walter Hampden.

(Th. 10—WEAF)

Jan. 14—Gulomar Novaes, Patricia

Ellis, Edward E. Horton.

Jan. 21—Rose Bampton.

KOLENOS

(Tu. 6—WABC)

Jan. 19—Cissi Lottus, Dorothy

Drestin.

Jan. 14—Guy Lombardo,

LUX (Mon. 9—WABC) . 18—Edward G. Jan. 18 Beverly Roberts.
NAT'L DAIRY

(Sat. 8—WEAF)
Jan. 16—Ethel Merman, Roland
Joung, Efrem Zimbalist, Bobby Young, Efrem Dolan's Orc.

(Sat. 9—WABC) Jan. 16—Edith Lorand,

Jan. 23—Joseph Bentonell

ROYAL GELATINE

(Th. 8—WEAF)
Jan 14—Sheila Barrett, Walter
O'Keefe, Edgar Bergen.

RCA
RCA
Jan. 17—Phila. Symph, Chas.
O'Connel, George Copeland, Rene

faison.

R. J. REYNOLDS

(Th. 9:30—WABC)

Jan. 19—Lee Wiley, Dr. Rockwell

SHELL

(Sat. 9:30—WEAF)

Jan. 16—Cornelia Otis Skinner,

SHERWIN-WILLIAMS

(Su. 3—WEAF)

Jan. 17—Lois Bennett, Grace Pan
ini, Conrad Mayo.

17—Lois beam onrad Mayo. STUDEBAKER 9-30—WEAF)

P. & G. Squawks on Listering Program As Lift on 'Personal Column of Air'

Buck Jones on Jello

Hollywood, Jan. 12:
Buck Jones, the horse opera star, joins Jack Benny on Sunday broadcast for Jello. May stay on for several weeks if script goes western. For some time the air funny man has been Jello-billing himself as Buck Benny. Hence the tie-up with the saddle Romeo.

JUDGE UPSETS **BAKER ANGLE**

Houston, Jan. 12.

Power of congress to regulate broadcasting of U. S. originated programs on foreign stations, where permission of the FCC was not obtained, has been upheld in a ruling by Fedral Judge T. M. Kennerly here. Deciaion came after a demurrer was, alled by Norman Baker, E. R. Hood and Roy Richardson, anent their indictment last April on charges of violation of the Communications Act. According to this indictment, the Baker-Hood-Richardson combo maintained at Laredo, Tex, an apparatus for the manufacture of electrical recordings which were subsequently taken across the border to Nuevo Laredo, Mex., and broadcast from XENT. The broadcasts were heard continuously in the United States, the Indictment.says.

Defendants in their demurrer stated that the production of wax or delivery of same does not constitute one of the steps in interstate or foreign commerce in violation of the fact. Judge Kennerly replied;

The production of a transcription is but the first step in sending a message in interstate or foreign commerce. The second step is the delivery of the record to a radio station in a foreign country and there broadcast back, liftle or no difficulty would be found in pronouncing it a message in foreign commerce.

Because the phonograph record or an electrical transcription is adopted as one of the steps in sending the message does not, in my opinion, change its character.

Ruing leaves Baker-Hood-Richardson facing trial on the indictment.

WLW Show Spreads to NBC

Cincinnati, 12.

Starting Jan. 28 the Tums 'Vocal Varieties' stanza, on WLW for the last. 17 weeks, spreads to the NBC basic red web. Expansion is due to success on Crooley's 500,000 watter. Sponsor, Lewis Medical Co., of St. Louis, represented by the Kastor agency, Chicago. Show, with William Stoess' ork, the Smoothies, DeVore Sisters and a male octet, hits the air Tuesday and Thursday nights from 7:15 to 7:30 EST.

Beaumont's 4-Way Cold Tablets will be the commercial tag for the WLW Jimmie James musical session starting Jan. 18 for Monday and Friday night quarter-hour sessions. Rex Criffith and Mary Paxton do the vocals.

WSYR's New Com'l Mgr.

William T. Lane, for three years secretary to Mayor Rolland B. Marvin of Syracuse, is new commercial manager of radio station Harry Wilder's WSYR. New just created by the station.

Lane is a former newspaper man, having covered legislature for the Syracuse Posi-Standard for a number of years.

Safer in Antarctic
Cincinnati, Jan. 12.
Guy Hutcheson, CBS engineer, now assigned to installation of equipment for power boost of WKRC, was forced between the sheets by flu last week.

He was with Admiral Byrd's South Pole expedition, on which he never by who was reported very ill with resuffered as much as a sneeze.

Chicago, Jan.

Mrs. Howard Berolzheimer ('Lu' of large, Lu 'n' Em) died Jan. 8 in examption and the Evanston Hospital of perumonia.

At the same time considerable concern was felt for Mrs. John Mayo who was reported very ill with resuffered as much as a sneeze.

Procter & Gamble has objected to a program which Listerine wants to put on NBC but the network still thinks that it can talk the soap mixer out of its position. Program for which Listerine has lentatively bought time on the blue, 10 to 10:30 p. m. Monday, is tagged Missing Persons. P & G claims the idea contained in the latter show is similar to the one in the 'Personal Column' series which it has been running on NBC for the past two months.

Lambert & Feasley, agency on the Listerine account, doesn't think that the two programs would be identified as relatives, and NBC has advised L & F to let the thing ride a while longer. The Listerine order for time was handed in the first week of December.

Procter & Gamble rates as NBC's put on NBC but the network still

Procter & Gamble rates as NBC's biggest customer, by a wide margin. Its expenditures for time is expected to go over \$3,250,000 for 1937.

EVEN ACTORS IN DARK ON WHODUNIT

A radio stunt new to Buffalo, though not elsewhere, begins on WBEN tonight (12). From 7-45 to 8 o'clock a mystery dramatization, sans solution, will be presented. It's H. A. Ripley's 'The Murder of Graham Warwick.'

nam warwick.

First listener to solve it and wire
a solution will get \$50 by return
wire. Then at 1045, same night,
ifteen-minute dramatization of the
solution will be presented. Frontier
Fuel Oil Corp. is sponsoring; will
present
Theador

Presentation of the second episod resentation of the second episode means some quick casting and direc-tion by Edward Cullen, WBEN drama head, because no member of the cast is allowed to see the solu-tion until after the first episode has been presented. This, of course, prevent leaks.

CBS' CONSTRUCTION DEPT. IS REVAMPED

Construction & Building Operation Department of Columbia Broadcasting System, under G. Stanley Mc-Allister, was reorganized this week. Changes include bringing in of one outside construction engineer, who will be in charge of construction operations and several promotions from within the organization.

within the organization.

George Lehman becomes supervisor in charge of theatre and outside studio operations. Individual playhouse managers will act through him on schedules, personnel, transfers, requisitions, etc. Lehman will-be quartered at 799 Seventh avenue and not in the home office.

Fred A. Semmens will the future handle all planning and drafting under construction operations head, C. R. Jacobs. Latter was formerly with Johns-Manville Corp. Louis Teicher supervises the pass division assisted by Miss Clymer and Miss Quasbarth. Building operations, pertain it of the home office at 485 Madison avenue remains status quo. Miss Quasbarth. Building operations, pertain to the home office at 485 Madison avenue, remains status quo, with Thomas Ryan in charge. The atre managers for the four CBS playhouses, and yet to be assigned to their permanent locations, are Arthur La Tour, Robert Simpson, Jack Page and John Wallum.

Death Splits Clara, Lu, Em

Milton Berle's Hollywood Guests

Charles Pritzker, Dan Seymour and 'Community Sing' Troupe West on the Cuff

Irving Grossman, head of WHO artists bureau, will accompany the hillbilly brigade to Hollywood.

DONNELL'S VOICE CHECK

BONNELL'S VOICE CHECK
San Francisco, Jan.
Before returning to the air as a
KYA newscaster, Darrell Donnell,
radio editor of the San Francisco
Examiner, will have doctors give his
throat a thorough o. o. this week.
Donnell's voice has kept him away
from microphones for about a year.

WHO Hillbilly Group Due
On West Coast in March
Des Moines, Jan. 12.
Al Clauser and his Oklahoma Outlaws, hillbilly group now on WHO
Barn dance and other programs of that station, goes to Hollywood in the show's troupe, producer and march. Will participate in feature starring. Gene Autry for Republic films.

Irving Grossman, head of WHO

Mitton Berle will pay the fares to and from Hollywood and all expenses of everybody concerned with Gillette Razor's 'Community Sing' promise of the law of the programs of the will pay the fares to and from Hollywood and all expenses of the verybody concerned with Gillette Razor's 'Community Sing' promise of the program of the pr

Berle expects to be tied up on the Coast from four to six weeks. Starting date of the film will be set as soon as its producer, Edward Small, has recovered from illness.

In order to get Gillette's consent In order to get Gillette's consent for the western trek, Berle gave the account an additional two years' option on his air services. New deal starts him at \$2,500 and graduates him to \$5,000. Program's moving is figured to cost the comic \$1,000 a week.

STRIKES CLOUD GOOD START

Radio Gab on Upbeat

NBC trade press blurbing division has issued a piece anent a new program classification called 'dialogue.' This category was apparently created to take care of such programs as 'We, the People,' sidewalk interviews, etc., after this type of audience-broadcasting-to-the-audience show began consuming around 4% of all sponsored hours. Previously such stanzas were lumped under 'talks.' Now they're separately billed, marking only the second time in six years that NBC has changed its program tabulating mathematics. (Pevious bust-up was when 'current news' was split into 'current news' and 'current some's topics').

bust-up was when 'cur' current sports topics'),

BOB BARRETT FRISCO EXPO'S RADIO CHIEF **HEADS WOR** CHI OFFICE

Chicago, 12.

Bob Barrett, radio time buyer for the Blackett-Sample-Hummert agency here, has resigned from the agency to become general manager of the new Chicago sales offices for WOR, Newark. Deal, closed last week, following considerable confabs between Barrett and Ted Streibert of WOR is binding for two years.

bert of WOR is binding for two years.

Barrett's departure from the B-S-H organization, which is of a completely friendly nature, takes effect on Jan. 23, with Barrett going into New York for about 10 days for a general talk-over on WOR situation and policies. Returns here around Feb. 1 to set up the local offices. New WOR offices will go into official operation on Feb. 12 following the separation of WOR and William Rambeau as station rep.—

Local sales office as set up under Barrett's direction will handle not only Chicago, but the entire Midwest area. Two or three salesmen will be added to the staff. Barrett is also taking with him his present secretary at B-S-H, Dorothy Miller, who has had considerable experience in the radio business.

the radio business.

In the Barrett deal WOR finally completes its longtime aim to establish its exclusive sales office so as to obtain concentrated sales and service facilities.

Alka-Seltzer, Heavily In **Technicolor Shorts, Cuts Radio Advertising Budget**

Chicago, Jan. 12:

Chicago, Jan. Chicago, Jan. 12

Radio's 3% Draws Growls

Philadelphia, Jan. 12.

Local broadcasters are burning at the State Highway Department these days over what they claim is runaround on advertising time. According to radio men, they've always been liberal with department officials in giving gratis plugs for state drives. Currently ballyhooing Governor Earle's Highway Safety Campaign, department said to be spending \$100,000 for advertising. Only 3% is going to radi, most of balance bei

Huston, Durante for A. & P.
Walter Huston, on Thursday night
(14), and Jimmy Durante night of
Jan. 21, are successive name guesters,
booked for Kate Smith's Atlantic &
Pacific show over CBS,
Curtis & Allen set both appear

Art Linkletter Starts Work on 1939 Golden Gate Event

San Francisco, Jan. 12. San Francisco, Jan. 12.
Radio activities for the 1939 Golden
Gate International Exposition here
will be directed by Art Linkletter,
newly appointed manager of the radio division of the fair's publicity
staff

staff.

Linkletter, formerly with KGB and
KFSD in San Diego, Cal., was associated with Clyde Vandeburg, the
expo's press chief, at both the Texas
Centennial and the San Diego fair.

FLU KNOCKS OUT 150 AT CBS

Flu epidemic in New York is cut-ting a wide swath through the ra-dio biz personnel. CBS, according to unofficial counts, at one time last week had 150 of its 500 odd emweek had 150 of its 500 odd em-ployees on the sick last. M. R. yon, v.p., and Edward Klauber, ex-ecutive v.p., are still out of the exec

yon, v.p., and Lawsiu Albart, vecutive vp., are still out of the exec lineup.

Plenty of illness at NBC likewise, although most of the topnotchers appear to have escaped it. In the talent end, however, Helen Hayes is a victim of Jaryngitis.

Helen Ward, singer, is out at WMCA, New York, with a protracted case of flu. At the Ruthrauff & Ryan agency Ben Larsen, production man, is hospitalized with pneumonia, while Beth Black, spot time buyer, had flu. Another victim is Bob Berger, erstwhile radio buyer for the Democrats, and now radio director of the President's birthday ball celebrations. He did a week stand at the Fifth Aye, hospital.

Buffalo, Jan. 12. Buffalo, Jan. 12.

Tilness has cut heavily into the radio ranks here in the last two weeks. Among those who have weeks programs because of bad colds, flu, etc., are Roger Baker, sportcaster; Ruth and Gen Norcross of the Norcross trio; Sally Work, household hinter; ill Jors, guitarist; Lillian Goss, pianist.

Cliff Taylor, WEEN cales this to

Household infer; ill Jors, gutarist, Lilllan Goss, pianist.
Cliff Taylor, WBEN sales chi , is just back from the shelf; Lou Kaiser, WEBR director, is an absentee; and so are Al Erisman and Billie Murchison of the WGR-WKBW sales staff.

Lewis Winds Up Coast Stay; Hasty, Shaw East

Hollywood, Jan. 12.
W. B. Lewis, Columbia program
director, headed east last Thursday
(7) after several weeks on the Coast

(7) after several weeks on the Coast to prepare three shows for agency audition. Only one said to be ready is the Marx brothers program. Also returning to their N. Y. bases after production chores here were Don Shaw of McCann-Erickson, and Jack Hasty, free lance producer. Pair set up National Biscuit show and turned it over to Marvin Young, NBC producer.

Fred MacMurray, M.C.

Hollywood.

PROSPECTS GROW

Many Encouraging Signs for National Non-Network Ri-1937 Gets Into Gear Hurriedly - Labor **Tension Cancels Chevrolet** Temporarily

NOSTRUMS BOOM

Snappy upturn in national spot accounts is under way since first of the year, following a virtual standstill of this type of biz during December, when local fare hogged the entire picture. Programs now being readied by agencies stack up favorably with last fall's batch (normally the biggest of the year), while some agencies predict that their spot volume in 1937 will be amazingly higher than it was last year.

Factors governing the current snot

it was last year.
Factors governing the current spot upturn have a couple of unique twists. One is the influenza epidemic which is a cut-to-order situation for cold remedies. Latter are making a fast hop abourd the ether bandwagon to capitalize on the situation. Another twist is the 'goodwill' type of advertising expenditure expected to more prevalent this year than last. By the same token, an adverse breeze the labor icture (strikes and such) which already has occasioned a nation-wide postponement of the Cheyrolet Musical Moments' disc series.

Sit-down

Sit-down

At the General Motors plant occasioned a complete postponement of the Chevrolet 'Musical Moments' platters on Jan. 2. World Broadcasting, which places the wax, in behalf of Campbell-Ewald, had to contact some 395 stations to get consent on stopping the skimmers, since the postponement came somewhere in the middle of a contract term. All stations agreed.

In postponing, World left renewal dates indefinite, but asked the stations to hold the customary two and three 15-minute periods a week open pending resumption. Looks like there! be plenty of headaches on this score later on, however, Batch of the stations already have hard these choice niches as fast as possible.

(Dodge stanza skedded for Mutual

(Dodge stanza skedded for Mutua (Dodge stanza skedded for Mutual web has failed to start to date, with strikes reputedly being one factor.) Among the most specific hearten-ing slants for station reps and sta-tions within the past 10 days are the sports outlook, and a possible in-clination of General Foods to launch clination or General Foods to launca major spot campaigns for several of its products. Baseball for this sum-mer is still a bedlam, but football next fall is expected to be much bigger than in 36, with buying about to begi Account situation, as for the moment, stacks up as fol-lows.

lows:

Bromo-Seltzer: scheduling an an-Bromo-Seltzer: scheduling an announcement campaign through J. Walter Thompson via WSOC. Charlotte; WPTF, Raleigh, and WIS, Columbia (S. C.). Hecker M-O: making inquiries through Erwin-Wasey for a possible spot campaign to begin in April. Bost Toothpaste: launching street interviews vi WQAM, Miami; KLRA, Little Rock, and KTAT, Fort Worth; also announcements via KLZ, Denver.

Four Doctors (cold tablets): buy

Four Doctors (cold tablets): buying three five-minute spots weekly over WSOC, Charlotte, WPTF, Raleigh, WIS, Columbi; WFBM, Indianapolis, and WREC, Memphis. Through Small & Seiffer.

Procter & Gamble (White Napthal): resumption order now in the works for 2-a-day, five-weekly anouncements. Through Blackman. New order is not to be as large as previous ones, but will to a rewious ones, but will to a couple dozen' stations.

Calox (toothpaste): spot campaign pretty well formulated, but no in-

(Continued on page 39)

SPOT VOLUME UP: Fashion Folks' Television Curiosity **Diverts NBC Exec's Luncheon Talk**

4TH NAME TO AGCY. TITLE E. P. H. James, NBC advertisi

Brooke, Smith Sturges

Adds

Incorporation papers have been issued in New York for linking the Manhattan office of Brooke, Smith & French with the turges Dorrance interests (Dorrance, Sullivan) into a Brooke, Smith, French Dorrance agency. B-S-F in Detroit remains as is:

Guy C. Smith is board chairman of Guy C. Smith is board chairman of the new firm; Sturges Dorrance is prexy; Willard S. Erench, executive v.p.; H. H. Ohlmacher, secretary; and Charles W. Brooke, treasurer. Named v.p.'s of the new company are Shaw Newton, head of the New York office of B-S-F; H. M. Overstreet, and Henry E. Pengel, Jr., both associated with Dorrance.

ROSS STAYS ON MAXWELL

Benton & Bowles' ifferences with Lanny Ross have been settled and the tenor remains on the Maxwell House Coffee program. An official of General-Foods interceded in be-half of Ross after the latter had re-fused to heed the agency's request that he 'abdicate.'

that he 'abdicate.'

Understanding in the trade is that the hour now held by Maxwell on NBC, Thursday nights, ill be taken over by two other. General Foods programs. Robert L. Ripley will be assigned one of the half hours to plug Post Toasties (Benton & Bowles), while the other half will be taken over by Burns and Allen to carry the message for Grape Nuts. Latter article is on the Young & Rubicam list.

SWERTFAGER, HACKETT **OUIT LORD & THOMAS**

Walter Swertfager and Montague Hackett have quit Lord & Thomas. Swertfager was radio contact on the Cities Service account for eight years, while Hackett was formerly account executive in connection with the American Tobacco Co.

Daring the latter of 1936 Hackett concerned himself with new business in the agency.

\$1,000 Local Program

Luci (eye lotion) show, currently starting over WMCA, New York, figured as one of the most expensive productions from the talent end over the station. Outlay stacks up to roughly \$1,000 per week for three 15-minute shows.

Stuff Smith band is paid off at the rate of about \$650 weekly. Helen Ward, singer, is-chalked up at \$350-\$400 weekly. Songstress currently has missed a couple of programs due to illness. Fitzgerald is subbing.

Roland Young's Debut

Sealtest's program on NBC Saturday nights has this week (16) Roland Young, legit and screen star, on a deal set by the Curtis &

star, on a deal set by the curtis of Allen office.

It'll be Young's first attempt at m.c.'ing a show, radio or otherwise.

Carlton Kelsey Gets

Cartton Kelsey Gets.
Chicago, Jan. 12.
Carlton Kelsey has been appointed musical director of the western division of Columbi, and of WBBM here. Replaces illy Mills, who is planning to go into free lance radio production.
Kelsey handled the baton on the Sears "Then and Now" show.

E. P. H. James, NBC advertisi and sales promotion manager, week found himself an expert on what the women will wear, bother facialty and sartorially, when televising. His debut in the role occurred at a luncheon to which he had been invited by the advertising and sales promotion section of Fashion Group. Latter an allemme trade association composed of fashion advisers and excess in manufacturi plants department stores. ment stores.

James had been slated to tell how James had been stated to tell now radio has been and is being used; sell fashions, but it wasn't long before his listeners diverted the drift of his talk by bombarding him with questions about television. He agreed, that broadcasting would have to wait for television before it could really to the television before it could really go to town on exploiting the fashion angle of advertising, and the attend-ing fashion experts wanted to know what sort of textiles and makeup would go best with television.

would go best with television.

One of the reasons that James did not find himself at a loss for answers was that when the barrage started Betty Goodwin, NBC expert on the subject, sidled over to an adjoi ing chair. James told the dames that silky, shiny textiles would take well with the photoelectric equipment and that when it came to makeup regular day touchings have so far proved the most effective. He predicted that a major part of the fashion televising would be done from film, with the projection largely similar to that now seen in newsreels being brought directly into the home.

CBS Shortwave Programs to South America

On Feb. 15 CBS will inaugurate a series of specially prepared short wave broadcasts to Central and South America from a new 10 k.w. directional antenna station W2XK, Wayne, N. J. Amount of time to be devoted to the broadcasts has not yet been determined but looks to be a couple of hours nightly. Paul White will be in charge of the new programs.

grams.

Program department has been instructed to line up all available Latin American talent. Programs will probably consist of news commentaries, musical talent, etc. Sevaral of CBS sustaining shows have heretofore been short-waved through, but there was no set schedule. New policy will be regular in schedule. Preliminary broadcasts were skedded to start Monday night (11) with a 15-minute news commentary vi the new setup. Station wattage has been upped to 10 kw. from former power of one kw. to handle the increased activity.

power of one k.w. to handle the in-creased activity.

Entire facilities of the company has been placed at the disposal of White to further the ends of the new enterprise. All departments have been instructed to assist in any way possible so there will be no slip-ups or slipshod treatment.

Myrt, Marge Bid for Jack Arnold's Return

Hollywood, Jan. 12.
Myrt and Marge will shift their
broadcast base to the Coast if they
are successful in inducing Vinton,
Hawoth (Jack Arnold) to return
to the show.
Hawoth, under contract at Radio,
is getting a heavy picture build by
the studio which may preclude outside radio work.

Bulova Has Four Stations, Is Owed Money by Two in Connecticut

Washington, Jan. 12. Movi in on one of his debtors, Arde Bulova, watch manufacturer, owner of three stations, last week asked Federal Communications Commission permit to take over control of WCOP, Boston, which he has

mission permit to take over control of WCOP, Boston, which he has a lien.

Having picked up two transmitters during past three months, Bulova is on the way to becomi potent factor in the industry by grabbing one of the three stations which owe him, money. Whether Bulova is Writing off the indebtedness in return for 3,000 shares of Massachusetts Broadcasting Corp. stock or is handing over a bundle of cash in addition to tearing up the note was not revealed. Commish refusing, as usual, to make public the contract.

If the Commish approves the stock transfer, Bulova will be in command of four, stations and will have made greatest strides of any individual in the industry during recent months. Besides WNEW, which he has controlled since inception, watch man recently bought WOV. New York, and WRAX-WPEN, Philadelphia.

Records show two other transmitters are indirectly under Bulovas orders. He holds notes on WNBC, few Britain, and WELI, New Haven, according to latest information available at the Commish.

Agency-Sponsors

Blackett, Sample & Hummert place Hope Alden's Romance, disks, KMBC, Kansas City, for Purity Bakeries (Tasty Bread). Contract is for airings five times a week.

'Vox Pep, Jr.' program aired by station KMBC, Kansas City, has been re-tagged Young America Speaks, for local use. Now com-mercial for Curtiss Candy Co.

EXBY, Kansas City, will air all ball, games, glayed by KC Blues, American Association, for third year with General Mills sponsoring, Walt Lochman will again spiel the play-by-play. Knox Reeves agency.

Weather reports over KGO, San Francisco, signed by Day & Night Water Heater Co. of Los Angeles, through Pixson-O'Donnell, Inc. Start

Morrell Dog Food of Chicago is morren Dor Food of Chicago is sponsoring three five-minute par-ticipations weekly in Elma Latta Hackett's household program over KSFO, San Francisco, Contract is for 23 weeks.

Sperry Fleur of San Francisco has renewed its three network shows, Sunday Special, Martha Meade and Hazel Warner, over NBC's Pacific Coast Red web from San Francisco. vals, effective in February, are year. Account is handled by for a year. Account is har Westco Advertising Agency.

H. C. Klein named to direct radio activities for BBD&O in Chicago.

C. F. Mueller account goes to Ken-yon & Eckhardt.

Socony-Vacuum, through J. Stir-ling Getchell, has launched a series of sportcasts over WBEN, Buffalo. Handled by Jim Britt, in 15-minute batches daily except Sunday.

Delv (facial cream), through Er-win-Wasey, has signatured Jack Birch over WOR, New York, Stanzas come Mondays, Wednesdays and Fri-days, 9:45 to 10 a.m.

New accounts at WMCA, New York, include: New York Auction and Sales Corp. (second-hand cars), with 15 minutes Monday through Saturday, beginning Jan. 18 for 52 weeks; also Institutional Synagogue, using 15 minutes Sunday mornings for a "Young People's Conference." Both placed direct,

Liberty Magazine, at expiration of 13-week run, Feb. 1, relinquishes sponsorship of nightly newscasts on MLW by Paul Sullivan to Penn Tobacco Co. Broadcasts continue at same time from 11:00 to 11:15 p. m. Monday through Friday.

Airangement is reported favoring Liberty with continued plugs in the programs of the new sponsor. Account handled through Ruthrauff & Ryan N. Y. office.

Drys Eye Radio

Washington, Jan. 12,
Radio advertising beer,
wine, or hard liquor would be
prohibited under terms of a
new dry law proposed in Congress last week by Representative Culkin of New York.
Seeking prevent interstate transportation and advertisting of booze, Culkin sponsored a bill which would impose \$1,000 fine or six months
jail on any broadcaster who allows his transmitter to be used his transmitter to be used plug likker. Measure pro-bits advertising mails, dio, films, transcriptions, newspapers, or periodicals.

AIR PUBLICITY FOR U. S. INDIAN SERVICE

Washington, Jan. 12.

Joining parade of Government agencies with broadcast ambitions, U. S. Indian Service announced Thursday (7) that it was readying a series of 13 programs dealing with the history, development and present-day life of the American Indian. Constituting, the Indian Service's first fling at radio broadcasting, programs are skedded? For an instant success, officials declared. List of 170 independent transmitters which have already signed on the dotted line was submitted, stations ranging from 50 to 20,000 watts in power, and covering 45 states.

All phases of Indian life will be covered in the series, which will wind up with the story of the U.S. Indian Service, Programs will be carried, cuffo.

Evelyn Bosler to L & M

Evelyn Rosier from Stack-Goble, Chicago joins Lennen & Mitchell, New York, replacing Carol Irwin, Will do all the Woodbury commer-

CHAMBERS-M'NARY'S REPEATER TESTS

Experiments in synchronous broadcasting without use of wire lines will be launched within the next month at nearby College Park.
Attempting to develop technic which will materially reduce cost of operating booster stations and permit greater synchronization, James C. McNary and Joseph A. Chambers, consulting engineers last week received permission from Federal Communications Commission to erect an experimental transmitter for purpose of making field tests of laboratory theories which hold promise of simplifying booster station service. Plant, which will operate only durit wee small hours, will use 1,060 (k. with 100 watts. Boys will do all installation work and be their own station personnel.

Plan calls for experimental operation over period of about two weeks. College Park transmitter will ick up WBAL Baltimore, and relay programs simultaneously without all the tustomary interlocking power lines. Idea is to see if power can be regulated without going to usual expense of linking two transmitters to a common plant.

McNary formerly was consulting excesses with Metional Association

mon plant.

McNary formerly was consulting engineer with National Association of Broadcasters; while Chambers was chief technician for long time at WLW, Cincinnatt.

Wilson-Dalton-Robertson In N. Y. Business Huddle

Tommy Dalton, partner in the Wil-son-Dalton-Robertson rep firm, and frau are vacationing in Bermuda. Return this week for a stop-over in

New York.

Meantime partner Howard Wilson is grabbing a rattler from Chicago to New York, where the two Chicago members and Graham Robertson, New York chief, will stage a confab.

Van Orsdel's Chairmanship

van Ursdel's Chairmanship Washington, Jan. 12. Ralph A. Van Orsdel is chairman of the committee on professional ethics and grievances of the Federal Communications Bar Association. Van Orsdel fills vacancy left by Paul M. Segal, who recently signed.

New Food and Drug Law Expected

Mentions B'dcasting Specifically—Stations Would Be Responsible for Adv. Copy

Washington, Jan, 12.
Outright ban on radio advertisir of misleading food and drug advertising is proposed in latest version ed new pure food act sponsored in Congress by Senator Royal S. Copeland of New York.

S. Copeland of New York.

With controversial measure completely revised and greatly simplified, Copeland bill in present form specifically mentions broadcasting and places station owners in danger of stiff criminal penalties for accepting copy which violates provisions of the proposed act. Measure is much clearer, however, in that it specifies types of misleading advertising and does not delegate as much power to the Secretary of Agriculture.

Giving the Food and Secretary of Agriculture.

ture. Giving the Food and Drug Admin-stration—not the Trade Commission— -jurisdiction over advertist the newest Copeland bill authorizes the Federal Courts to issue injunctions forbidding offensive advertising and imposes maximum fines of \$5,000 and juil terms of two years for repeated violations. Meat of the bill as it af-tects radio is contained at the outset in Chapter III. which prohibits the following acts:

in Chapter III which prohibits the following acts:

(1.) Dissemination via radio, mail, or otherwise of advertising which represents any drug as having therapeutic effect in treatment of Bright's disease, cancer, tuberculosis, poliomyelitis (infantile paralysis), venereal diseases, or heart or vascular diseases, except when such propaganda goes exclusively to the medical profession.

(2.) Advertising of any 'false or misleading' statement, design, or device regarding' any food, drug, device, or cosmetic, or containing misinformation about nutritional, di-

device, or cosmetic, or containing misinformation about nutritional, dietary, curative, therapeutic, preven-tive, or beneficial effects of any subtive, or beneficial stance.
(3.) Attempts

indirectly or directly to purchase any food, drug, device, or cosmetic by means of statements that are false or misleading in any particu-

lar. First item of the ban on radio advertising is backed up by the criminal penalty provisions, but the injunction method is the only way, under the proposed terms, to block radio, discontination generally. radio dissemination generally-misleading advertising. Any U. S. District Court would

Any U. S. District Court would have jurisdiction to restrain by temporary or permanent injunctions the act prohibited in the first part of Chapter III. Violators of restraining orders would be subject to contempt proceedings, with courts free to impose fines jail sentences against persons isregarding their orders. Discontinuance of the violation will not provide an automatic stopper to injunction action once started.

Innocent Angle

Innocent violators are safeguarded from unjust punishment, offering slight compensation to broadcasters. Copeland's measure specifies that no individual shall be considered to

individual shall be considered to have violated an injunction if dissemination of the banned advertising, was beyond his control.

Enactment of a stiffer food and drug law than it now on the books is generally expected at this session of Congress. With Administration of Congress. With Administration committed to greater protection of consumers, the Copeland bill will serve as the vehicle for attempts to strengthen the present statute, although the New Yorker's measure probably will be drastically overhauled before the fight is over. Many Federal officials regard the proposed measure as entirely too weak to accomplish desired migrose while an measure as entrey to weak to ac-complish desired purpose, while an-other tiff will involve the question of whether Trade Commish or Food and Drug Administration shall regu-late advertising.

Invitation to Sales Managers

Radio station sales managers attending the Chicago meeting Jan, 18-19 are welcome to make full use of Vargar's Chicago offices located in the Woods Theatre Bidg, 54 West Randolph St, as headquarters, mailing address, etc. Variety will provide free secretari

service.

Ask for Hal Halperin or Dan Goldberg and if those two muggs are not in make yourselves at home anyhow.

No Station Reps as Proxies in Chi; Sales Mgrs. Expect 300 Next Monday

Ken Murray's New Sponsor

Ken Murray will take Campbell Soup spot now being filled by Burns and Allen on CBS Wednesday nights when the latter act witches Grape Nuts (General Foods) in April.

Band with B & A when the team oes breakfast food will be Ray

Wheeler Queries F.C.C. on Curbing **Publisher Buys**

Washington, Jan. 12. Congressional action to prevent further expansion of networks and prohibit press invasion of the broad-casting field was foreshadowed last

week.

Initiati efforts impose restrictions potential radio monopolies, Senator Burton K. Wheeler of Montana was revealed as having saked the Federal Communications Commission several weeks ago for details about the extent of chain and newspaper ownership of broadcasting stations as well as an opinion on possible legislative curbs. Montana Democrat, who two months ago told Vanurry he is apprehensive over development of monopolies; acted in official capacity as Chairman of Senate Interstrate official capacity as Chairman of Senate Interstate Commerce Com

Senate Interstate Commerce Committee, which has charge of measures relating to communications. While one of the letters to Chairman Anning S. Prall was dated nearly a month ago, the Commish has taken no official action to compile the data demanded by the solon. Inquiry Saturday (9) disclosed that the Broadcast Division never has been formally apprised of Wheeler's request, although the letters have been referred to legal and engineering staffs for action. Whether the Broadcast Division will discuss the matter officially was uncertain matter officially was uncertai in view of Prall's failure to acquaint his colleagues with the Wheeler

owing clearly

his colleagues with the Wheeler inquiries.

Showing clearly is intrigued with the idea of forcing the press to keep hands off radio, Wheeler told Prall he wants to know whether the Commish can do anything to prevent steady newspaper encroachment and whether new legislation is necessary or desirable.

'I would like to have an opinion from the chief counsel of the Commission on the question as to whether or not the Commission has the authority at the present time to deny an application of a newspaper for radio facilities on the ground that it is against public policy, solon wrote. Whether, if the Commission has not such authority at the present time, legislation could be passed denying the right for newspapers to acquire them in the future and requiring all newspapers within a reasonable time to divest themselves of the ownership and control of such radio stations.'

Prices Paid data demanded from the Commish includes reports on the clear-channel situation as well as specific information about web and press holdings. Wheeler called for figures on the 'ber of exclusive ribbons owned . controlled by the major chains and explicit summaries of all station purchases during the state prevers. In this connection he requested reports on prices paid and the identity of the purchaser, specifically asking about the number of transmitters acquired by NBC, CBS, and Hearst Radio.

Chicago, Jan.

First meeting of the national Station Sales Managers division of the National Association of Broadcasters to be held at the Sherman hotel here next Monday and Tuesday (18-19) will be attended by nearly 300 men, according to present indications. Convention has acquired an importance in the radio field almost equal to the annual NAB contab, with the managers themselves openly stating that they figure to get more actual business and operating dope from this contab than from the big NAB gathering.

All meetings will be open only to those qualified members of the Sales Managers division, and these members to be so qualified must be National Association of Broadcasters

those qualified members of the Sales Managers division, and these members to be so qualified must be actually employed by the stations will not be permitted to issue proxies to their local national sales reps or to other media men to sit in on the confabs. The Sales Managers division believes that the meeting will be of such importance to the stations themselves that the meeting will be of such importance to the stations themselves that the actual sales chiefs must be in attendance rather than try to cut corners by having some proxy fill in to lend an ear and gather whatever info passes around the vention hall.

Special speakers at meeting will be Jack Fenley of Aubrey Moore & Wallace Agency; Ed Warner of Ferry-Hanly Agency, Bob Barrett of Blackett-Sample-Hummert, and J. R. Flanagan of Penn. Tobacco: Barrett speech especially being looked forward to by station men as understood subject will be the relationship between agency radio buyer and station manager and discussion on how time can best be sold to agencies and how to keep it sold.

TEXAS PUBLISHERS' **PETITION ENDORSED**

Washington, Jan. 12.
Trio of Texas newspaper publishers last week received the nod from a Communications Commission examiner on their request for a daytime station to be erected at Sweetwater Rev. President of the Sweetwater Broadcasting Co., applicant for the assignment, is Millard Cope, publisher of the Sweetwater Broadcasting Co., applicant for the Sweetwater Hanks, of Abilene, big stockholder in KBRT. Paris, Tex., and also in two local rags, and Houston Hart, of San Angelo, publisher of the San Angelo Standard Times and stockholder in the same corporations and in KGRL, San Angelo. Hanks also is principal stockholder of the Reporter Publishing Co. at Abilene and recently supervised establishment of KRBC.

Showing ample assets for the construction of the proposed station, ap-Washington, Jan. 12.

ment of KRBC.

Showing ample assets for the construction of the proposed station, applicants received a favorable report from Examiner R. H. Hyde, but Commish will require further details on the transmitter site and more the antenna construction. Assignment asked was for the 1310 kilocycle frequency, with 100 warts day times, and a need for additional service was found in the area to be served. No interference would result from granting of the applicantion, Hyde found, and applicants were given an okay on the proposition, with the proviso that additional details be submitted to the Commish. complete specifications concerning the antenna construction. Assign-

rank Clarke, with the Commercial Appeal classified advertising department six years, has joined the commercial staff of WMC, Memphis. He replaces Hammond B. Smith, who goes to Albany, Ga, manager of WGPC.

BLUEPRINT FOR SMALL TOW

Depreciation on Station Equipment Up to 12%, Rules U. S. Treasury

washington,
Depreciation on radio station plant
and equipment may be figured for
income tax purposes at rates ranging
from around 7% to 12%, National
Association of Broadcasters was informed last week by Internal Revenue Bureau.

Association of Broadcasters was informed last week by Internal Revenue Bureau.

While refusing to fix any standard rate for writing off apparatus investments, Revenue officials indicated there will be no squawk it broadcasters wipe out their expenditures for studio equipment in 8 to 10 years, antenne equipment in 10 to 12 years, and towers in 10 15 years. Time limit on buildings was put at 25 to 50 years, with office furniture life estimated at 10 years and studio furniture at 5. Musical instruments, including pianos, can be depreciated on a 10% basis.

Emphasizing that obsolescence depends, upon particular circumstances in each case, Deputy Revenue Commissioner Charles T. Russell told NAB Managing. Director James W. Baldwin that allowance for depreciation cannot be predicated upon a general average but submitted figures showing rates which have been allowed in many tax cases involving broadcasts in the past. Bureau has approved deductions on the basis of 8 to 15 years depreciation for transmitter, antenna, and tower investments, Russell said, adding that the depreciation deduction including both depreciation and normal absolescence, the latter, being recognized as a substantial factor in this particular industry.

WNEW BUYS PICTURE'S **RADIO STORY RIGHTS**

Station WNEW, N. Y., has bought the radio rights to Drums of Des-ti 'Tom Keene icture for Cres-

Davis Wheat Products has already signed to sponsor show to be done in serial form for 26 episodes.

Hialeah Nags on MBS

Mutual web is picking up the Hialeah races from Miami, beginning next Saturday (16) and continuing until March 6. Bryan Field, New York Times racing editor, to do the spieling on the bangtail performances between 3:30 and 4:30 p.m. Shots run sustaining, but attempts now being made to sell the works.

Wire haul on the performances goes from Miami to WLW, Ci nearest point in the Mutual setup, and figures to between \$1,000 and \$1,500 for the schedule.

Those Remington Blurbs May Start Any Minute

uffalo, Jan.

Armand S. Weill agency has been flooded with queries as to 'Where's that Remington Rand transcription campaign' accordi to Robert K. Weill, radio director.

Labor strikes have held up the one-minute announcements, skedded to start last November, says Weill. Expects to get the go signal any minute

Vic Nielsen at CFCF

Montreal, Jan. 12.

Montreal, Jan. 12.

ielsen is now, station manager of CFCF here, taking over
duties of M. M. (Pete) Elliott. Elliott is also sales manager of the
Canadian Marconi Co., owners of the
station, and the double duties have
been split up to give him more time
ith the parent firm. Remains genral overseer of CFCF, however.
Before coming over, Nielsen was,
manager of CKSO, Sudbury, Ontario, and previous to that was identified with the Richardson radi
lerests.

Taking No Chances

its program listings to newspapers WOR, Newark, bills a Mutual variety show originating from WLW, Cinci nati, For Men Only.' New York Times, apparently, the title, if not unawai, what the program is about, ills the stanza as 'Advice to Adults.'

MEXICO GETS **TOUGH ABOUT** RADIO

Mexico City,

Regulation of all radio systems in Mexico is tightened by wider scope a new law gives, the ministry of communications and public works. Measure covers every station—commercial, amateur, cultural (non-profit studios that broadcast concerts, spiels, etc.), and experimental, those that are run solely for ether experiments. Ministry gets larger supervision over studios, which is to econducted by a corps of inspectors, wages of whom the stations must pay, just as must local pic exhi itors to amusement department checkers.

Air station concessions will only

hi tors to amusement department, checkers. Air station concessions will only be granted Mexican citizens or groups that are constituted in acord with this land's laws: No concession is to be for more than 20 years. All programs must first have, mi istry's okay. Law demands a greater blend of entertainment on commercial programs; no publicity talk can exceed two minutes and the spiel cannot be repeated unless there is a musical or other amusement number intervening. Law demands strict observance of labor protection for performers, musicians, announcers, engineers and other station employees.

ployees.

Sliding scale of fines and franchise cancellation for flagrant offenses are provided for violations of the regulation.

A.T.Sears, Hibbard Ayer In Chi-New York Deal

ie-up between the A. Sears & Son, rep firm in Chicago, and the Hibbard Ayer house in New York is in the making. Sears and Ayer both added each other's names to their doors last week. Figured that the tie-up will give both houses offices in cities which they previously skipped. Details of how the individual station lists will be handled are not set yet.

Ayer meantime has entered into arrangement ith Horace Hagedorn (irgi roadcasting System) whereby the two share office space and facilities without in any way consolidating their clients. Pair opened new quarters in Manhattan within the last few days.

Raymer Loses WJAS-KQV

Furgason & Aston named station sales reps for WJAS and KQV, Pittsburgh. Marks the second time they've sold the Iron City duo, Paul Raymer firm officiating for interval of nine months in between Reappointment takes hold Feb.

ment takes hold Feb.
Both stations are owned by the H.
J. Brennen interests. WJAS operates
on 5,000 and 1,000 watts, and is a
CBS affiliate. KQV is a 500-watt
indie. Transamerican has also been
listed lately as a seller on certain
types of biz.

SPRINGFIELD, VT.

Town of 8,000 in Northern New England Studied in Advance as New Management Takes Over Only Station

POLICIES

Springfield, Vt., Recent trends in the broadcasting trade speak of a growing importance of small stations. ing

of small stations:

of expected , new and consideration from advertisers, station reps and broadcasters alike. It would appear that what's about to happen in this Vermont town of 8,009 population bears this out.

population bears this out.

Located here for several years has been Station WNBX. It happens to be the largest (1,000 watts) unaffiliated indie in New England, a fact which recently attracted a change of ownership. Experienced radio management has now taken over and WNBX, long an adjunct to the corner drug store, so to speak, will hereafter, if the present plans are carried out, be operated along lines that are rapidly becoming standard business practice small stati broadcasting under alert direction.

New managers, a syndicate headed

broadcasting under alert direction.

New managers, a syndicate headed by H. C. Wilder of WSYR, Syracuse, retained an advertising agency, to come here and make a series of surveys of what the market offers and how it needs to be served. Agency has now flied its report, a document of 300 pages that, it is understood, has the whole future of WNBX laid out, a la Tradeways, on blueprints.

Details

While all of the details are not known, the general idea is to fit the station to the area. Vermont and New Hampshire people will get the kind of station and entertainment the survey indicates they like and want. Items in the Leighton & Nelson recommendations include:

(a) General physical overhauling and enlargement of plant and staff.

(b) Merchandisi

(c) Permanent lines from WNBX to Dartmouth College, Hanover, N. H.

(d) Confinement of announcements to stated periods set aside that purpose; no blurbs between programs.

(e) No locally-produced program ever to be broadcast without station executive hearing it first in either audition or rehearsal, or both.

(f) Payment of local talent (fees be decided).

(g) Reduction of phonograph en-tertainment to mi imum (World and other transcription service instead). (h) Identification of station with civic activities.

With is set-up and new man-power brought in, owners of WNBX feel they can take the stati into the black and build up a uni gional presti

Taking It Easy Reward For Salesmen Who Don't

Baltimore, Jan. 12.

Baltimore, Jan. 12.

urnell Gould, commercial chief
at WFBR, has devised bait to whip
sales staff to greater endeavors by
waving prize in front of 'em. For
the peddler who turns in the most
biz at end of first six months of 1937
station will pay all expenses of twoweek ocean trip or underwrite any
similar safari lucky lad wants to
make.

Salesman snagging prize will, of course, draw salary while loafing on accomplishment.

CHART FOR WNBX, Radio Lawyers Will Study National And State Legislation Affecting Biz

Ban Spot Blurbs

Chicago,

Chicago.
Chicago stations have comeliminated announcements from their schednels. WGN, WMAQ and WENR
have barred them except for
or two participating periods
a day, with WGN refusing any
transcribed announcements.
This is disturbing factor to
some agencies who have built,
up success stories by their use.

WHAT'S NEXT? **QUESTION ON** WOAI

Washington

Washington,
Further efforts to work out sale
of WOAI, San Anthnio, to Columbia
Broadcasting System were reflected
here last week witen Hugh A. L.
Halff, principal owner, asked the
Federal Communications Commission
to keep on file the dead application
for consent transfer control of
Southland Industries, Inc., licenseholding corporation, to the web.
With local attorneys and network

holding corporation, to the web.
With local attorneys and network
execs ostensibly in the dark, expectation grew that supplemental agreement will be negotiated to get around
some of the chief objections to the
transaction registered by Examiner
P. W. Seward, and that the deal will
be proposed later in somewhat different form. This was believed the
reason why Halff changed his mind
about yanking back the petition for
FCC approval of the sale.

At first intendi

At first intendi quits, Halff requested permission to withdraw the formal application the same, day the Commish, failed to act on the matter, and the date when the ri inal contract expired. Then, on second thought, WOAI owner asked to withdraw his withdrawal. All are still on the Commish grill, no action being taken on any phase of the case since Seward's sensational report was submitted Dec. 30.

since seward's sensational report was submitted Dec. 30.

Just what the legal status of the matter is at present has attorneys and other observers arguing. The Commish figures everythi is dead and shows no signs of acting on the sidetracked application. According to the FCC slant, the question of whether the sale should be approved makes no difference since the contract expired. But if Halff and the web come to some new agreement extending and modifying the contract, then the Commish probably will rule on the basis of the changed terms. Whether another hearing would be held is problematical.

Lease May Follow.

with the disas of the hearing would be held is problematical.

Lease May Follow

Possi ility that CBS will lease WOAI if a straight purchase cannot be negotiated in manner which is both satisfactory to the parties and to the Commish. Present talk, it is, other states of the commish. Present talk, it is, understood, is on the basis that Columbia will underwrite Half's taxes, instead of buying the entire corporation and then selling back the non-broadcasting business. is idea does not appeal particularly the web. Whether the parties legally could ask for reconsideration by Examiner Seward on the basis, of a new and different contract is conjectural. The Commish is not clear itself on the formal procedure from this point on, but may take the attitude, if the prodifig examiner's report should be acted on and, in the event of denial of the application, then the web and Halff should start from scratch agai. Some sideline attorneys figure if this situation, develops, the web and Halff would be rule-booked out until a year, had elapsed, Legal reps of the two parties are rather uncertain on the point.

Washington, 12.
Committees to keep watch on legislation pending in Congress and state legislatures, to draft, proposed code of court procedure, and formulate statement of ethics were created last week by Federal Communications Commission Bar-Association.

Admitting 19 new members, executive committee bobsted membership to 172. All but three of the recruits are from outside Washington, with several Pacific Coast legalites signing up.

ing up.

Plans to study pending legislation

were Ing up.
Plans to study pending legislation relating to communications were perfected by the directorate, which decided to set up a special committee to report on measures proposed locally and throughout the country, association probably will do some lobbying after the machinery starts functioning.
Formulation of ethics code governing practice before the FC.C. will start shortly. Executive group picked Ralpin A. Van Orsdell as chairman of ethics and, grievaine committee which will draw up platform listing don'ts for radio lawyers.
Association wracked by growing pains. With membership roster still jumping directors decided to amend constitution to provide for two vice-presidents and to separate the job fiscertary-treasurer into two of fices.

Unbusiness-Like' Cleric **Draws Examiner Nod** On Plea to Transfer

Washington, Jan. 12.

Washington, Jan. 12.

License renewal troubles of WHBC, Canton, Ohio, last week were temporarily unsnaried by Federal Communications Commissioner Melvin H. Dalberg. Station, which operates 1.200 kilocycles, has suffered according to the government from slipshod management. Owned by a Catholic priest, Edward of License Lawrence of the Communication of Walker and an individual referred to in the report as Mr. Hayes, transmitter eventually will be turned over to the Ohio Broadcasting Co.

Complex situation was further complicated by the application of Walker for a new station asking WHBC's facilities; License renewal application of Father Grahm and two other requests by the priest for an increase in day power to 250 watts, and voluntary assignment of license to Ohio Broadcasting Co.

Walker and Hayes, according Dalberg's report, enjoyed most the WHBC gravy, with Father Graham asking only an income of \$100 a month from station's profits. All net profits in excess of that sum was split between the two employees, though the Catholic clergyman retained control and supervision of station. Station, announcements carried blurb that WHBC was being operated by Hayes and Walker, but Father Graham stopped practice as soon as it was called to his attention. Walker later received his walking papers.

Business methods of Father Graham were at all times most loose

soon as it was called to his attention. Walker later received his walking papers.

Business methods of Father Graham were at all times most loose and informal, Dalberg declared, but cleric excused himself for the 'unorthodox manner' in which WHBC was conducted by saying that his trai ing and experience had been that of a clergyman and that he was not 'primarily a business man nor a radio technic!

Dalberg recommended to the Commish that all three of Father Graham's applications be granted—turning over transmitter to Ohio Broadcasting Co. for \$21,000, renewin its regular license and providin for the day power increase. Application of Walker for a transmitter should be denied, Dalber advised.

Knights of Note vocal-instru-mental trio on KSTP, St. Paul was wrongly identified a recent VARIETY review.

STERLING

NETWORK SPONSORS

VARIETY

WEEK OF JAN. 13-19

(ALL TIME EST)

Commercial programs are listed alphabetically under the advertiser's corporate name. Asterisk indicates advertising agency handling program.

Where sponsor has more listed consecutively.

All time.

Where spouse is a section of the sec

NATIONAL

lue-WJZ

S:36-Su-WEAF Grand Elotel' Anne Seymour Lester Tremayne Betty Winkler *Aubrey. M. & V

Husbands & Wive Aille Lowe Miles Sedley Brown *J. W. Thompson Forth Fel-9:80-WJZ

Universal Rhythm'
Rex Chandler, Dir.
Caroleers
Frank Baker
'N. W. Ayer
FIRESTONE
8:28-M-WKAR

Richard Crooks Vocat Ensemble 'Sweeny-James FITCH THE-SE-WEAP

Walker & Downing American Can S-Tu-WJZ Ben Bernie & Lade Anna Sten Fuller-Smith-Ross AMERICAN ROBE FRODUCTS (Anacia) 1 p.m.-Ta-W-WJZ

Morin Sisters Ranch Boys *L. W. Rains GENERAL BLECTRIC 4-M-WEAF 4-M-WEA Hour of Cha Phil Spitalny Maxine Evelve Fall Spirally Ore Maxine Kay S Little Words Lola & Rochelle Glee Club *Maxon (Calumet) S-Bu-W-JZ We-the People Phillips, Lord Mark Mirrenow Or *Young & Roblean S130-5a-W-JZ

Ruth Russell

Falmer

James

Plackett-S.-H.

Plackett-S.-H.

AMER. TODACCO

Both Dick

Buddy Clark

Buddy Clark

Buddy Clark

Buddy Clark

Fund & Thomas

AMER. RADIATOM

1250-Se-WEAF

French Evertair

French St. Leger

This St. Leger

French St.

Clashowa Under Comment of the Commen

(Diamond Salt)

3:15-Su-WJZ

Adventures of Capt
DiamondAifred Swanson

Benton & Bowles

"Benton & Bowles GENERAL MILLA 5:30-M to F-WEAF Jack Armstrone. All American Bo Jim Mannerican Bo Jim Gannon Wm. Myers Jane Malkanus James Goss Gilbert Dongins "Glackelt-S.-H.

GEN'R'I. MOTORS 10-Su-WKAF Gen. Motor Symph Kirstin Therburg Cupbell-Ewald HOUSEHOLD FINANCE

FINANCE
-Tu-W-IZ
-Tu-

HUDSON COAL
2-Sn-WEAF
Beneath the Surface
Landt 3 & White
Col Jim Healey
Laighton-Nelson
HUMPHRY'8
1:45-Sn-Tu-Th-WJZ
Sweetheafts the
Air

Air' Breen & DeRose Andy Sannella 'Blow

Annation mills

10-M-WEAE
Lullaby Lady
Mand Muller
Frank Black
tuth Lyon
Ewin, Wasey
Olters Service
8-F-WEAF 8-F-WEAF
Jessica Dragonette
Rosario Bourdon Or
Rovelers
Lard & ThomsLAMONT CORLISS
(Pond's)
:30-Te-WJZ

CELLICOTTON
(Klencary)
(James and Mary)

INT'I SILVER
4:30-Su-WEAF
'Musical Camera'
J Cherniavsky O
Wifile Morris
'N. W. Ayer

N. W. Eyer

JEL SERT
(Maple Mix)
Sa-11:15 a.m., WJZ
Melody Romance
Chas. Sears
Harry Kogen. Orc
- Smith
JERGEN.
JERGEN.
(Smith
JERGEN.
(Floor Was)
(Floor Was)
(Floor Was) (Floor Wax)

8 p.m.-M-WEAF
Fibber McGee &
Sielly
Marjon & J. Jordan
Charlos Laveer
Ted Weems
*Needham, L. & S.

KELLOGG

RELIAGG
5:30-Dully Ex. Sa-Sa-WJZ.
Singing Lady
frame Wicher
Milton Rettenberg,
planist
N. W. Ayer
KRAFT-PHENIA.
10-Th-WEAR

Amos 'n' Andy Freeman Gosden 'harles Correll (F. Minstrel Show) Lord & Thomas

First Boys

Charles Bartin

S-Th-WEAF

Phil Duss

G. B. Enters

S. Sweethearts

Lee Relainants

Eton Boys

Charles Bartin

Blow

PILLSRURY PHILSBURY
TORNY Children
10:45-Daily-WEAF
trus Philtips
Waller Wicker
Bess Johnson
Ivene Wicker
Latry Gillman
Fred Von Amon
Jenn McGregor
'Holchinson

iean McGregor
(Hurchinson)
FRILVENS PAT
6:30-3u-WEAF
A Tale of Tollay
Garvey Hava
Laurette Fillbrandt
Mulland Farnum
Robert, Griffin
Harrielle Widner
18thet Randolp
McLunkin
F R & GMB1-6
(Crisco)
3:38 Dully Ex. 8n
- WEAF-11:30

Vic & Sade vrf Van Harvey Hilly Idelson Bernardine Flynn Bernardine Flynn
(Ivory Soan)
11:00 n.m.-M to F.
WZ; nke nt 3:48
p.m.-M, to F.-WEAF
The C.N.-Ollis'
Kaire Alcohi
Violet Dunn
climay Donelly
Inck Rahan
Cliester Stratten
J my Tapiev
Laute Gilbert
**Hackman

(Oxydol)
3:15 Patty Excen
Se & Su-WEAF
Ma Perkins
Virginia Payne
Marjorle Hannan carjorle Hannan Clins Egelson fillde Grahnm Charner Batson John Mathews Corins Dearth Rutter Mandeville Ken Griffin *Risckett

Dog. Heroes Harry Swas Cleiments.

B. p.m.-Tu-WEAF Voice of the Per ple of the Arrange Column of the Arrange C

lackman
(Camay)
M to F-10:39-WJZ
Popper Young
Curtle Arnall
Betty Wrage
Marion Barney
Jack Rosoltsian
(Youry Soni)
11:45 am. Daily
Ex Sa & Su-WJZ
Gospel Singer
Edward MacHuch
*Blackman lackman

Goosel Singer
Goosel Singer
Edward MacHush
'Blackman
'Blackman
'Jids-M-Th-F-W.
Capt. Tim. Healy
'Blackman
OUAKER OATS CO.
Kaltenmeger's KinSigo-Sn-WFAF
Fruces Kinman
Marion Jordon
Johnny WOIf
Ther Ericson
Marion Jordon
Johnny WOIf
Ther Ericson
Marion Fruces
Fruces Kinman
Marion Forder
Fruces Kinman
Marion Forder
Fruces Kinman
Marion Forder
Gentlin Forder
Garden

Garden

Garden

Garden

Garden

Garden

Garden

Hilly Idelson

Ranch Roves

Ranch Roves

Jane Weed

Garden

Ranch Fruces

Hilly Idelson

Ranch Roves

Jane Weed

Garden

Ranch Roves

Jane Weed

Garden

Bunnett
REGIONAL ADV
II:30 a.m.-Ta-SaWEAF
Mystery Cher
• Conn-Erickson
SHEAL
9:30-9-N-WEAF
Joe Cook
Cornelia O. Skinne
Ernie Watson Orc.
'J Wait Thompson

SHERU: N.
SHERU: N.
WILLIAMS
3 p.m.-Su-WEAF
Met. Opera Auditions
Lois Bennett
Grace Panvini
Conrad Mayo
Wilfred Pelletier
Edward Johnson
'C. W. Ceell
SMITH REOS

*C. W. Cecll
SMITH BROS
1:30-Sin-WEAF
'Melody Matinee'
Muriel Dickson
Morton Bowe
Cavaliers 4
Victor Arden Orc
*Brown-Torcher

STANDARD BRANDS

STANDERSON CONTROL OF STANDERSON CONTROL OF

AFFILIATED PROD.

inc
(Jergens)

4:38-M to F-WRAE
Follow the Moon'
Elsie Hitz
Vict Dawson
*Leunen & Mitcheli

COLUMBIA

WABC

Tony Martin Ker Niles Henry King's Ore F W. armstrong CARBORUNDUM Co. PROD. STERLING PROB.
(Dr. Lyons)
11:15 a.m.-M.-Th-FrWar Problem of the Control
War Pricel
Hida Graham
Henry Saxe
Forrest Lewis
Norman Gettschal
Alicé Patton
**Blackett-S.-H,
11:30 n.m.-M.-W.F.
How to Be CharmIng**

CARBURANDA CARBURANDA CARBURANDA CARBURANDA CARBURANDA CHEVROLET ANOTORS CONTROLET CARBURANDA CHEVROLET CHE

CHRYSLER CORP.

0-Th-WABO

Major Bowes Amaten, Hour

Ruthrauff & Ryan

Ing
Beatrice DeSpivera
Beatrice
Beatrice CONTACTORAL TO PROVIDE YOUR PARTY AND THE PROVIDE TO PROVIDE THE PROVIDE TO PROVIDE THE PROVIDE TO PROVIDE THE PRO

(Dr. Lyons Powde

8 p.m.-W-WJZ

Revue de Parls

Bestrice Lillie

Hanley Stafford

Victor Arden Ore

*Blackett

STUDEBAKER

\$1:30-M-WEAP

Richard Himber

(*Roche-Williams

SUM. OST.

Rentrew of the Mounted Laurie York Lines An Lines on These Straton Lord Baker Honey Straton Bowles (Travel Service) 2:45-Su-WABC SUN OIL
6:45-Daily Except
Sa-Su-WJZ
Lowell Thomas
*Roche-Williams

2:45-Sq-WABC
Malcolm LaPrade
Lew White
L. D. Werthelmer
CORN PRODUCTS
(Karo and Linit)
1-M-W-F-WABC

Five Star Revue* Morton Bowe Meri Bell Bill Johnstone Ray Sinatra's Oro *E. W. Hellwig OUDANT PACK. CO (Old Dutch Cleanser) 9:45 a.m.-M to F-WABC

*Roche-Williams
TASTER-WT-JE
TA Back A.M.-BU E. Back-for Solidary Factor's Onlidary Factor's Onlidary Factor's Online Studebaker Olan Soule Factor's Online Soule Factor's Online Factor's Factor's Online Fac

WEICH
(Grape Jules)

B-F-WJZ
Irone Rich
(Kastór
WOODBETRYS
(Jorgens)

P-13-80-WJZ
Rippling Rhythm
Sheo, Fields
Frank Parker
Anni
Canova
Anni

Jimmie, Grier', Ore Ruthrauf & Ryan F. I. DU-FONT DE NEMOURE & CO. Cavalende of Am. John McIntre Jeanette Nolan Georgia Backus Territoria and Am. John McIntre Jeanette Nolan Georgia Backus Territoria Reality Fernic Reality Fernic Reality Way (March Way

FORD MOTOR
9-Tn-WARC
Watch the Fun Go

Al Pearce Ariene Harris Arlens Harris
Morey Amsterdam
Harry Poster
Mable Todd
Andy Andrews
Tony, Romano
Monroe Pinton
Ravis Hale
Phil, Hanna
Vun, H. Wright
Larry Marsh's Ore
Sun, Eve.
Hour.

Sun, Eve.
Hour'
Jo'n Chas, bomes
Victor Kolar, Cond.
'N W. Ayer
Cond.

GEN. BAKING Guy Lombardo end His Orchestra H.B.D. & O.

6 NERAL MILLS
(Wheatles, Bisquildt, Gold Meda,
Ploirt, Softaslik)
10 a.m.-M. to FWAIEC
Betty and Bob
Elizat th Relier,
Lester-Trennyne
10:15 a.m.-M. to FWAIEC

WARC'.
Modera Cindecell Itosemary Dillon Biddle Dean aton Cage 10:30 u.m. M to F. WARO Betty Crocker (0:36 s.m. M to Ti-Hymna of All Churches'

Joe Emerson Fred Jacky, 19:48 n.m.-M WABC New ABC
New ABC
John K. Watkins
GILLITTE
(Safety Razors and
Blades)
Community Sing
Water
Wandell Hail
Billy Jones
Ernie Hare als Orc
Andy Sinnette
Ruibrauff & Ryan
GROUP OF AMER-

GROUP OF ANKI ICAN BANKS 10-F-WABC 'Phila. Orchestra' Eugene Ormandy 'Wessel Co.

Wessel Co.

**Color WARD

The Gels. WARD

The

H. J. HEINZ CO. 11 a.m.-M-W-F-WARC

WANC

Heinz Magazine of
the Air
John Erskine
Mrs. Slegfried Lindstrom
Mrs. Sldonie Gruenberg
Walter Hampden
Delmar Edmundson
Ann Elstner

Walter Hampden
Delmar Edmundson
Ann Elister
Eliste Mae Cor
Eliste Mae Cor
Record Kennedy
Ray Collins
Carleton Young
Rita Allyn
Dorothy Lowell
Gretchen Davidso
Bd Ale Rollo's Oce
"Maxon. Inc.
"ILINOIS
CENTRAL R. R.
7:39-So-WBIM
Headlin' South'

'Headin' South'
Rich, Czerwonky
Ruth Lyon
Chevallers 4
Norman Ross
*Caples Co.

KNOX GELATINE 11:15 s.m.-Tu-Th-WABC

VABC
'Quality Twins'
Ed East
Ralph Dumk
Gene Ramey
Dick Ballou's Ore
'Federal

LADY ESTHER

Stack-Goble
LEHN & FINK
(Pebeco)
12 Noon-W to FWARD.

Annes Moorehead
Wilmer. Walter
Actic Elk
Actic Elk
Honey and
Almond Cream

WARC

Between the Book-ends' Ted Malone Fred Feibel *William Esty Co. (Lysol)

Dr. Allan Roy Dafoe
Evelyn MacGregor
Lewige Mitchell
LEVER SHOW.
LEVER SHOW.
LEVER SHOW.
Tallo Theatre'
Coell B DeMille.
Dir
Criminal Code
Edw. G. Robinson
Deverty Roberts
Lever Shows Collected
Lever Shows Collected
Lever Shows Collected
Lever Shows Collected
Robinson
R

(Rinso & Lifebuo 8:30-Tu-WABC Al Joison Sid Silvers Martha Raye Victor Young (Rinso)

11:30 a.m.-M to F-WABC

F.

12:15-M

111 A.m.-M-WARC *Donnhue & Coe
PHILCO
7:45 destry er. 5a8a-WABG
Boake Carter
*Hutchine
PONTIAC
2-M-W-F-WABG
Nowa Through a
Woman's Eyes'
Kathryn Cravens
*McManus, John &
Adams

Adams
B. J. REYNOLDS
TOB, CO.
(Camel Cigarettee)
9:30-Tu-WARC 9:30-Tu-WARC

Jack Oakies College
Lee Wiley
Dr. Rockwell
Georgie Stoll Orc
Bonny Geodman Orc
WM. C. Esty Co.

STEWARTWARNER
[Alemites
6-M-WARG
Lysheth Nuchos

Lybeth Thinges
Bob Microy
Larry Cottone
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Ecnic Passola
King, Sisters
Jern Bown
Larry Bown
Have MacParland
SWEP* CO.
SWENTER
Juntor Nurse Corp
Lucy Gilman
Juntor Nurse Corp
Lucy Gilman
Sunda Love
Donald Weeks
Fran Carlon

Lucy Gillman
Sunda Love
Helena Ray
Helena Ra

JOSP-TR-WARD
March: of Time'
William Geer,
Editor
B. B. D. & O.
U. S. TOHACO
(Diff's Best)
Pipe Smoking Tr
Left & A.
Left & A.
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A. Children & C.
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VICK CHEM. CO. 8-Su-WABC Vick's Open House' Nelson Eddy Nadine Condor J. Pasternack's Orc *Morse

WARD BAKING 6:15-M-W-F-WARD BAKING 6:15-M-W-F-WARD News of Youth Laddie Benman *Fletcher & Ellis WHEATENA CORP WHEATENA COM
Peopers I He Sallo
Floyd Thomas
Buckley
Buckley
Charles Lawrence
Jimmy Donnelly
Ernie Watson,
Victor Astor
Wins Ore
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Rohrabnush
Gibson Riffie
JR. CO.
7-M Then ThPoettr Metodler
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renter Futton Mac-Franklyn Mac-Cormode Orc Not Mr. Koyerh T-F-WAHC Mortimer Goods Bob Balley Louise Flich Clait. Baum Al. Halls John van Crinkht Tonis Jackobson, Producer

MUTUAL. WOR

ARMIN VARADY Perry Como
Elmo Tanner
C'try Washburne
Reil Ingle
Plerre Andre
Ted Weems Ore
*Sediers

CRAZY WATER HOTEL CO. 1-1:15 p.m.-M-W-F-WOR

1-1:15 p.m.-N-W-FTunals (from Texas'
Musle (from Texas'
Mary Hagemen
Tuckey Bowman
Tuckey Bowman
Tuckey Bowman
Tuckey Bom-Th-WLW
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Both Caron
Chas. Dameron
Belty L Arnolde
Charles Wayne
Devore Sis
William Greene
William Greene
William Greene
William Greene
The Lugar Ore
"H. W. Kastor
FELS NAUFFBA

FELS NAPTHA 1:45-M-W-F-WGN
Tom, Dick & Harry
Gordon Wandover
Bud Vandover
Marlin Hurt
Carl Hoefle
Ed Allen
'Young & Rublcam
FENDRICK
(Denby Clear)
1:30-Su-WI-W
'Smake Dreams'
'Ruthraud Tyan

*Ruthrauff-Ryan
FRESH MILK, IND.
6:30-7-Sn-WGN
Siars of Milky Way
Bob Trendler Orc
Gina Vanna
Wayne Van Dyne
The Grenadiers
*Aubrey, Moor
Wallace

GE: MILLS 12:45 p.m.-M-to-F-WGN Toole Song' Anne Davenport Ethel Owen Chas, Eggleston Jess Puch Henry Saxe David Gotthard Donna Creed 'B S. Hammert GORION BAKERIES

7:30-M-E-W-WAY?

OSPEL BOCT ASSOC. 10-11 p.m.-Snn-KHJ Evangelical Talks

LOCAL DEPART-MENT STORK 9 a.m. Th-WOE Morning Matines' Guy Lombardo Clyde Pangbora Lawrence Gray Claire Whitney Dorland

*Dorland LUTHERAN. 1-4:30-Se-WLW *Kelly Stahlman McFADDEN. Pulls 10 p.m. Ta-WDE 9:35-Tu-WLW "Tue Detective Mysteries"

Famous Jury
Trints'
Trints'
Trints'
Harold Carr
Franklin Bingmas
Don Morrison
Louis Levy.
Chas. Doherty
Hess. McCammos
Marry Lang.

Bess McCami Harry Lang Richard Kelt •Kleswetter ard is syetter MURINE :30-Tn-WGN

:30-Tn-WGN
Listen to Titla'
Juck Brooks
Kny St. Germaine
Lew Djamond Oro
Liers Club
Vic Smith
Gill Shave
Florence Grower
Clare Ray
Cecile Roy.
Ken Griffet
*Vanderbee & R

Vanderbee & R

61.SON BUG CO.
3:30-8:45 p.m.-Sun-WiN

Romantle, Serenaders'
Presba, Fellers,
Presba PURE MILK CREESE CO.

5 n.m.-Te-Th-WFIL Petticont Philoso-

Pottional Philosophy

Subcle Manning
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Harold Carr
Flora Inckshaw
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WANDER CO.
Contine)

CONSTRUCTION OF THE CONSTRUCTION OF MAY LONG HERRIST CAMPAGE C

Kirby Hawk Gene Byron Minchestr S. H. WASST TROD. S. 11.17.230 q.m.— St.-M.-Th.-W.-F-WOR Joso Tarshish The Lamplighter Erwin Wassy

WABC

Big Sister

Alice Frost
Junior O'Day

Hella Stolldard

Martin Gabel

Lillan Lauferly,

Author Buttrauff & Ryan Biddskyn MYMBS
Cheatefield Cige) 8:20-F-WABC. Say Thompson, and Rhythm Singers Hal Kennits Ore Nino Martin Core Nino Martin Core City Touter Cottle-Town Circles Touter Cottle-Town Circles Touter Massander, Woollcott MANBATTAN MANBATTAN Ruthranff & Rya

10-11 p.m.-Sun-KHJ
Evangelical Talks
No Agency
BEGA1-FH
PRODUCTS
Oh. -SAWOR
And Johnson Or
Wm Esty
LEHN & FINE
I p.m.-M fo FLife Mary
Stothern
Minabelle Abbott,
Lennen & Mitchely

gineer, has replaced J, W. Woodruft, Jr., as manager of WRBL. Columbus, Ga. Woodruff gut to enter the University of Georgi Tom Jackson ithe station's new program director.

Ford Bush, partner Glen (Powell) and later of some, Gene (Carroll). Ford an Glenn, now on WGY, Schenectady, with a children's 'ullaby Time, three nights weekly.

Red-WEAF

ACME.

5:39-59-WEAF

Bone. Harmonle'

Bone. Harmonle'

Bone. Harmonle'

Fainer' Clark Ore.

H. McDonald'

ALLEGHANY

SYEEL

Talle Failor

Ford. Bone.

Marlo Cozd

"Walker & Downin

AMBRIEGAN CAS

Spuil Spuil

*Rinckell BETTER SPEECH 3-Sn-WJZ 'Your English'

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3-5n-WZ
Your English
4-napitz-tee
1844WYV
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BRISTOL-MYERS

IRRISTOL-MYER:
(Sai Heneiten)
p-tv-WFAF
(Tonna)
Fred Allen
Portland Hoffan
Peter Van Steedan
Vicch Hirabia
Jonathon Merrill
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WHILIAMS
(Raieigh & Kool
\$150-M-WJZ

Jack Pestl
Toming Dorsey O
B. R. D. & O.
CAPHILAC

4-Th-WEAF

Lacalle, Fashion
Show

Againe, rashion Show. LeMaire John Fredericks Eddy Duchin Ore MacManas. J. & A. CAMPANA 19 p.m.-F. WEAF. Pilest Nighter Don Ameche Rathara Luddy, Aubrey, M. & W.

*Blow

11:50 g.m.,-Sq-WJZ

'Dress Rehearsal'
Joe Rines
Mabel Albertson
Morton Bowe
Pinky, Lee

*Maxon

Bing Crosby
Bob Burns
Guiomar Novaes
Patricla Ellis
Edward E. Horton
Jimmy Dorsey Orc

Mail, Thomp
Register Brew
10:30-M-WEAF
10:30

ADY ESTRE 8:30-Tu-W-WEAL Wayne King Orc Stack-Globe

LOOSE WILES 9-Su-WEAF 9-Su-Snow Villab-Sketchen, Arthur Allen-Parker Fennelly 'Newell-Emmett 'Newell-Emmett 10:30 p.m.-Tu-WAAF 'Gosalp'

H'wood Gossip' Jimmy Fidler J. M. Mathes BACFALL 9:30-F-WEAR

Jill Pringle
Ned Wever
Wilmer Walker
Wilmer Walker
Hick Reinbeart
Blia Johnson
Hoden Sprin
Vera Allen
Fred Felkel,
Lucille Wall
Allyn Jostyn
Arthur Kudner
Manhinther Sen
1120 a.m. To & T
WEAF

ife Saver' Allen Prescott

Peul:
DR. MHI.ES LAW(Alka-Seltzer)
, 20:00-Su-WJZ
Natl Barn Dance
thele Exra
fulu Belle
Maple City
1:15 M-W-F-WKAI
Uncle Exra
Padio Uncle Ezra: Radi Station EZRA Pat Barrett Carleton Guy Nora Cunneen Wade

*Wade MODERN FOODS 4:39-Tu-WJZ 'Dog Heroea' Harry Swan *Clements MULLE

Parks.
Wallace
World.
Stalk-Gobie
Stalk-Gobie
MKG.CO.
4 pm.-Th-WEAF
Tea Time
Gale Page
*Henri. H. &
MKG.CO.
4-W-WEAF
HARY BUSSE OFF

Henry Busse Ore Baggoley, H. & H NAT'L BISCUIT

NAT'I. BISCUIT

9:33-F-WIZ

Twin Stac'

Budy Rogers Ore

Scalent Stach

Scalent Stach

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Scalent Stach

Scalent Stach

Jane Fickens

Walter Casses

Walter Casses

Walter Casses

Walter Casses

To W. Thompson

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16:95-9

PACKER'S
(Tar Soap)
2:30-Su-WEAF
Thatcher Colt My
tery Sories'
Hanley Stafford
*Stack-Gobie

Stack-Goble
PACEARD
PSO-TW-WEAF
rod Asfalre
ohnny Green Orc
has, Butterworth
onrad Thibault
rancia White
rudy Woods
Young & Rubicam

Young & Rubicam PACIFIC BURAX :30-F-WJZ Desit Vall'y Days Edwin W Wittney Lonesome Cowboy tean King John MacBryde Jeff Bryant UcCana-Erick PFFYSDDENY 7 Daily-M-Th-

WEAF

-WEAF-11:30

A 28
3. Th. WARG
Kais Smith's Band
Inck Shitter's Ore
Walter Huston
Yed Yolling
A 19 Section of the America
America
America
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America
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Victor Ardon's Opt
(Kolynon)
Sp.im.-Tu-W ABC
Munic Hall
Ted Hammerstein
Lory Joseph

Holeky Strike Cles 10-Sa-WABC Tour Hilt Paradod Sweepstakes Harry Salter's Orc Hiddy Clark Bildy Clark

PROD.

(Edina William

(Bojner Cosmettes)

12:36-41-74-VABRI

Romance of Helen

Trent' Carrier

Meglini Nilona

Bavil' Gothari

(Jocur, Klisspron,

Gutdoor Girl, bel
Carlott, Barrier

Rich Man Subrill

Roman Subrill

Roman Subrill

Gothari

Bellani

Bellani

Blackett

Blackett Songamitia
Lord, & Thomas
ATLANTIC
Lord, & Thomas
ATLANTIC
TIGETH-Sa
WARC
WARC
WARC
INTERPRETATION
INTERPRETATI A & S-Th-WABC to Smith's Band

'AMPBELL F-WARD

(Tomato Juice) 8:30-W-WARC

AMERICAN TORACCO CO hoky Strike Ch

Songani(lis

ollywood Holer ling High, Swing ollywood Hotel'
Swing High, Swing
Low
Carole Lounbard
Fred MucMurray
Frances Langford
Anne Jamison
Dick Powell
Concilin Parsons
Raymond Paige Or
yor Gorin
Transact

9-3a-WARC Floyil Gibbons Kalith Lorand Sophic Tunker Vincent Lopez Or 'J. W. Thompson NATIONAL ICE ADVERTISING

MANHATTAN SOAP CO.

(Sweetheart...):30 a.m.-W-9:30 a.m.-W-WABG 'The Wife Saver' Allen Prescott James Wilkinson James What Oswald *Peck Arv. Agenc NASH MOTORS 9-Sa-WARC

(Ice & Ice Boxes)
11:45 a.m.-Tu-ThARC
Hometonkers Excitange
Eleanor How

Inside Stuff—Radio

Shock was received last week by organized 'drys' of the United States then the National Institute of Manufacturers and Distributors, Inc., ac-

Shock was received last week by organized 'drys' of the United States, when the National Institute of Manufacturers and Distributors, Inc., accused blue-noses of 'bootlegging'.

Charge did not involve illicit transportation of intoxicating liquors, but of the property of the U.S., Mexican boundary from Dr. John R. Brinkley's KERA, thus violating U.S. law. Formal complaint was lodged with Federal Communications Commission by C. D. Cecil, Institute secretary, against Ethel Hubler, editor and publisher of The National Voice of Los Angeles, Calif., charging that programs had been bootlegged from KERA 'over approximately 60 other stations in 30 different states.' Lady dry leader was quoted as saying that pre-broadcast would emanate from Del Rio, Tex., and be transmitted from KERA. 'This announcement would indicate violation of the Federal Communication Commission Act of 1934; Cecil declared. The radio broadcasting station named KERA is located on foreign soil, at Villa Acuna, Mexico, and the Communications act of 1934 specifically prohibits transmission of programs from the United States.

Further, this announcement by The National Voice suggests that this foreign station, KERA, one of the so-called 'bootleg' stations along the Rio Grande, which seriously interfere with the operation of stations in the United States licensed by your Commission, has been made an integral part of a broadcasting chain in this country which includes 60 stations in 30 states,' complaint continued.

Libel sult for \$100.000 against Dennis Cardinal Dougherty and two other

Libel suit for \$100,000 against Dennis Cardinal Dougherty and two other Roman Catholic clergymen, brought by Judge Joseph F. Rutherford, radio lecturer for Jehovah's Witnesses, was last week dismissed by Federal Judge Oliver B. Dickinson in Philadelphia. Plaintiff alleged he was libeled in a letter he asserted Rev. James J. Clarke wrote to WIP protesting against Rutherford being allowed on that station's time. According to suit, letter stated that Judge Rutherford attacks the Catholic church, misrepresents her teachings and foments religious hatred and bigotry. Rutherford claimed letter was written at instigation of Cardinal Dougherty and Rev. J. Carroll McCormick, who is now in Rome with Cardinal.

Amos ' ' Andy broadcast from Palm Springs, Cal., had NBC technicians Amos 'Andy proaceast room Faim Springs, Cai., had ABC technicians working out a three-way hookup. Organ music was piped in from St. Paul's Episcopal church downtown when blackface team objected to studio's electric organ. With A & A on the desert, third cut-in was provided by the studio chimes. Basil Loughrane of the Lord & Thomas Chicago office came west with the long-run air act to look after the setup. Bill Hay, announcer, is also on the Coast and will likely be used on other NBC whereards.

Rivalry between Scripps-Howard's Continental Radio and U. S. Broad-asting Co., creation of William Dolph, man-of-all-work at WOL, Washis dving out

casung Co. creation of Whilman Bolph, man-ot-al-work at Wolf, washington, is dying out.

Already embroiled in one tough tussie, Dolph is trying to pull out of a race with Continental and two other competitors for the right to erect a station at Toledo. Motion to dismiss without prejudice was entered several days ago when hearing was called on U. S. Broadcasting's application for a permit to put up a 100-watter in the Ohlo city using 1200 kc. Is pending currently before Examiner George Hill.

Dolph and Scripps-Howard are contestants for the 1210 spot here soon to be vacated by WOL, which will hoost power and switch frequency. Other Toledo scrappers are Community Broadcasting Co. and WALR, Zanesville, which wants to change location.

Dolph withdrawal was occasioned by unfavorable examiner's report on the Scripps-Howard application for similar facilities. In that case, finding was made that Toledo does not require additional service. Under these conditions, Dolph could see no profit in arguing that he should be allowed to do business at Toledo.

Switchover taking place in Waterbury, Conn., between Yankee-Colonial-Mutual affiliates and the Inter-City outlet. WBRY (old WIXBS) is now aligned with the Shepard interests, and leaves the Inter-City System. Meantime WATR becomes the Inter-City station. Currently operates part time on 100-watts, but is skedded for full time this spring.

Transamerican Broadcasting & Television Corp. has ceased representing WHAM, Rochester, and replaced it on the list with WHEC, in the seity. The WHEC affiliation is not on an exclusive basis. Tieup with WHAM was for the Chicago are only, and Transamerica could not induce the station to make it national.

Federal government's oldest radio feature, Farm and Home Hour, will continue at present pace during next fiscal year.

Although many propaganda expenditures were sliced, Agriculture department will have identical amount, \$29,140, for preparation of radio programs under the budget sent to Congress last week.

SINCLAIR SETS TIME; PROGRAM UNCERTAIN

Sinclair Refining, through the

Sinclair Refining, through the Federal agency, has placed an order with CBS for the Wednesday and Friday 10:30-45 p.m. time spot starting approximately April 1.

Agency has not specified exact starting date or program. Flock of prospective stanzas has been eyed since an attempt to etherize a program along the lines of a lottery was nixed by both chains.

Geo. Sterling's New Duties

Baltimore, Jan. 12.
George E. Sterling has been upped from FCC Inspector in Fourth Radio district (Maryland, Delaware, D. C., Virginia) to post of assistant to W. D. Terrell, chief of the FCC Field Section, in Washington headquarters.

Succeeding Sterling here is Charles A. Ellert, local lad who has been on staff of FCC's Balto branch for

Mannering to WHK-WJAY

Columbus, Jan. 12.

B. A. Mannering, assistant manager of WHKC, will become head of the accounting department for the United Broadcasting Co. (WHK-WJAY), in Cleveland on Jan. 15.

WHKC announcer Charles Lutz, left for Cleveland last week to join the staff of WJAY.

WMAL Lease Extended

Washington, Jan. 12.
Three-year lease of WMAL here, including bigger rental and provisional agreement to install new transmitter, was negotiated last week by NBC and M. A. Leese Radio Corp. Insures web of two outlets in the Capital until 1940. Chain also initialed papers for new studios here.

itialed papers for new studios here. Extension of expiring five-year-pact was worked out by Maj. Lenox R. Lohr, NBC prez, with understanding that, web will boost the annual ante from \$38,000 to \$38,000. With NBC asking for power boost for WRC, its wholly-owned local station, contract contemplates use of present WRC transmitter by WMAL if, as, and when the Communications Commission assents to the juice jolt. No definite agreement, about com-No definite agreement about com-pensation for the WRC plant was reached, however.

reached, however.
During quick trip to look over local situation, Lohr also signed contract with Trans-Lux Theatre Corpovering rental of 17,000 square feet, the entire top floor, of the newsreel theatre now going up in downtown sector. Upon completion, slated for early summer, chain will move executive offices and quarters for both Washington stations from the National Press Building to the Trans-Lux structure.

Stoney McLinn, sports caster of WIP, was last week elected secretary of Philly sports writers association.

Network Chart

NBC NEW BUSINESS

NBC NEW BUSINESS
Fontiac Motor Co.: Pontiac Varsity
Show (program to emanate from
college campuses throughout the
country), Fridays, 10:30 to 11 p.m.
beginning Jan. 22: for 13 weeks.
Basic Red, WLW, WCOL, WIRE,
WGL, WOOD, SE, WSOC, WWNC,
WFBC, WCSC, SC, WJDX, SW,
KTHS, KTBS, KGBX, KGNC, KARK,
NW, Red Mt., Pac. Red, KTAR,
North Mt., KFER, KWG, KMJ.
Frocter & Gamble (White Naptha): The Good Samaritan, dramatic
family script by Irma Phillips with
tha): The Good Samaritan, dramatic
family script by Irma Phillips with
organ theme, Mondays through Fridays, 4:45 to 5 p. m., beginning Jan.
25, for 22 weeks. Basic Red (except
WIRE, WILW, WRVA, WTAR, WJAX,
WFLA, WIOD, WSM, WMC, WSB,
WAPI, WSMB, KVOO, WKY, WFAA,
KPRC, WOAI, WTMJ, KSTP, WBBC,
WDAY, KFYR, Red Mountain and
Red Coast. WDAY, KFYR, Red Mountain and Red Coast.

Red Coast.

Duff-Norton Mfg. Co. (lifting jacks): The House That Jacks Built' from home of T. A. McGinley. Sewickley Heights, Pa., with organ and guest artists, Fridays, 7:45 to 8, nm, beginning Feb 26; for 13 weeks. Via WEAF, WMAQ KDKA.

NBC RENEWALS

Standard Brands (Fleischmann's Yeast for Bready: 'Bakers Broadcast,' beginning Jan. 3; for 52 weeks. Basic Blue, WCKY, WEAN, WICC, WABY, WCOL, SE, WSOC, WWNC, SC, JDX, SW, KTHS, KTBS, NW, Blue Mountain and Blue Coast, KTAR,

MOUNTAIN AND THE STATE OF THE S

KPRC WOAI, Red Mountain and Red Coast.
Sun Off: Lowell Thomas—The Day's News,' beginning Feb. 2; for 52 weeks. WJZ, WBZ-A, WBAL, WMAI, WSYR, KDKA, WYXZ, WLW, WTAM, WSPR, WEAN, OOD, CRCT (WRVA, WJAX, WFLA, WIOD on M-W-F only).
Citles Service Co.: Cities Service Concert, beginning -Feb. 5; for 52 weeks. Basic Red (except WIRE), WSAI, CRCT, SE, WSOC, WWIC, SW, KTBS, NW, KOA.
Cummer Products (Molle shaving cream and Energine; please note change in client's name): 'Sidewalk Interviews,' with Wallace Butter worth and Parks Johnson, beginning Jan. 5; for 52 weeks. Basic Red, WIRE (WCKY to Jan. 5 only) (WSAI starts Jan. 12) (Red Mountain and Basic Pacific Red on rebroadcast, 11:15 to 11:30 p. m.).
CES NEW FROGRAMS

CBS NEW PROGRAMS

CBS NEW PROGRAMS
Fels & Co.1 Program to be announced, Tuesdays and Thursdays, 1 to 1:15 p. m., beginning Jan. 19; for 39 weeks. Via Albany, Boston, Buffalo, Cleveland, Detroit, St. Louis, Worcester, Minneapolis, Rochester, Hartford, Kansas City, Niew York City, Philadelphia, Providence, Syracuse, Binghamton, Springfield.

CBS RENEWALS

American Tobacco (Lucky Strike): Your Hit Parade and Sweepstakes, beginning Jan. 23; for 13 weeks. Via same hookup as before (90 some sta-

MUTUAL NEW PROGRAMS

MUTUAL NEW PROGRAMS.

Bion Rug Co.: Romantic Serenaders', musical, Sundays. 3:30 to 3:45 p. m., beginning Jan. 10; until April.

4. Via WGN, WLW, WOR, WRVA. McKesson & Bobbins: Meadows Feauly Forum' beauty talks by Ed Meadows, Thursdays, beginning Jan. 7; for 13 weeks. Stanza at 9:45 to 10 a. m. hits WOR, CKLW, WAAB, WGAR; beginning Jan. 28 a broadcast from 10:30 to 10:45 a. m. will be issued to WGN, KOIL, WHB.

Gespel Broadcasting Assit: Evangelical Talks, Sundays, 10 to 11 p. m., beginning Jan. 3; for 52 weeks. Entire program to Don Lee and WIND; 10:30 to 11 section for KVOD, KOIL, KSO, WMII.

Journal of Living (magazine):

A.S.O., WMT.

Journal of Living (magazine):
Victor H. Lindlahr talks, Mondays,
Wednesdays, Fridays, 12 to 12:30 p.
m., beginning Jan. 25. WOR, WAAB,
WEAN.

MUTUAL RENEWALS

Crown Overall: Pleasant Valley Frolics, beginning Jan. 7; for 52 weeks. WGN, WLW, WOR, CKLW. Fels and Co. Tom, Dick and Harry, beginning Jan. 18; for 39 weeks. WGN, WLW.

Farrier, the New NBC Television Boss, Is Both an Engineer and Showman

Syd Chatton Frisco Show Feeds to KFI, Los Angeles

Syd Chatton, Impersonator, has been given the nod by the Kay Jewelry of Oakland for a new series of Sunday afternoon programs over KPO, San Francisco, Quarter-hours, titled 'Stars on Parade,' present Chatton in impersonations of Hollywood celebs. They replace the Kay Matines script shows formerly handled by University of California Players.

Players.
Beginning KFI, Los Angeles, will also air the Chatton programs, which originate at NBC studios here. Sidney Garfinkel agency handles the account.

BILL FAY TO TRAVEL A LOT DURING 1937

Rochester, N. Y., Jan. 12.
Bill Fay, general manager of Station WHAM, is freeing himself from

tion WHAM, is freeing himself from as much detail as possible. Wants to devote a lot of time to traveling and selling for the station. Jack Lee steps into the job of WHAM studio manager under Fay, Lee is of the Hank and Herb comedy team and a former yaudevillian.

Strike Clouds

(Continued from page 35)

formation is available as yet. Through Brown & Tarcher.

General Foods (Post Bran Flakes): one of the two GF accounts jump-ing into spot in a sizable way. Cam-paign will hit 13 cities, with three quarter-hours per week. Programs are to be disc. serials, released by Benton & Bowles.

General Foods (Grape Nut Flakes); second GF campaign is definite, but still not completed. Also a 13-week test in a dozen cities with three quarfer-hours per week. Will be Buck Jones discs placed & Rubicam.

Edgeworth.

Cigarettesi extension a campaign originally skedded for 10 cities; 11 new ones now added as follows: WBAL, Baltimore; WSV. Washington; WHAM, Rochester; KGO, San Francisco; WCSH, Portland; WJAR, Providence; KOL, Seattle; KDKA, Providence; KOL, Seattle; KDKA, Providence; KOL, Seattle; KDKA, Pittsburgh; WCCO, Minneapolls; WGR, Buifalo; KMOX, St. Louis. Stanzas are half-hour discs labeled Moments You Never Forget; cut by World, Marschalk & Pratt is agency.

Martiz Shee: Gever. Cornell & Edgeworth

Matrix Sheel Geyer, Cornell & Newell now working on a campaign which isn't set completely. Probably quarter-hour e.t.'s.

quarter-hours over WHP, Hartisburg, and announcement reservations over KWTO, Springfield (Mo.), but the product isn't picked as yet to fill the schedules. Through Lambert & Feasley.

Feasiey.

Fellows Syrup: has scheduled time signals and cut-in announcements via WEEI and WNAC, Boston, WTIC and WDRC, Hartford, and WEAN and WJAR, Provi Through Nelson-Gilliam.

Montgomery Ward: renewing "Travels of Mary Ward discs over approximately 15 stations in the Midwest, Schedules call six quarter-hours per week.

Midwest. Schedues call six quarter-hours per week.

IGA (independent grocers): renewing (Girl in 8 Million' dises over
a score of Midwest stations. Three
quarter-hours per week.
American Separator Co.: showing
interest in announcements over farm
stations. Through John Falkner
Arndt, Philadelphia,
Webster-Eisenlehr: spot campaign
of five-minute periods in the works
at N. W. Ayer.
Marvel Cigarettes interested in
sports resumes and reviews. Through
Aitkin-Kynett, Philadelphia,
Vem (nose remedy): testing via

Author-Aynett, Philadelphia.
Vem (nose remedy): testing via
WCSH, Portland, through Lockey
Bowman. Campaign, to run for 10
weeks, consists of three cut-ins and
one one-minute announcement daily,
six-a-week.

six-a-week, Ironized Yeast: renewals antici-pated through Ruthrauff & Ryan.

Maurice Lewell of Chi NBC production staff, has authored manual on radio biz which will be published this month by Dodge Publishing Co.

Chicago,
Charles Farrier, the engineer and showman who goes to New York as head of NBC television development, was famous at the Chicago World's fair among his colleagues. They claimed he knew every wire and faxture and switch on the lot and could find 'em blindfolded. Before that he had the unusual job of making the \$250,000 Buckingham fountain. In Chicago show a little life. Me made a Ziegfeld production out of it.

When the Fair opened in the

out of it.

When the Fair opened in 1933
Farrier was appointed first assistant to Lohr. In 1934, he was placed in charge of Special Events, the division held largely responsible for the success of the exposition. Here, with a staff of specialists including Capitaling, Stepherd Vogelgesiang, Frederick Donaghey, P. J. Morrison, and others, he became sole director of all special events and occasions. His job required direct management of the Hall of Science, with its theatre, the Hall of Science, with its theatre, the Hall of States, and the Lagoon Theatre, whose 12,000,000 easts he kept filled day and night.

Farrier knows television from the angle of science but also has ideas about it as everyday entertainment. In coming from his present Tennesse Valley Authority appointment in Tennessee, to head the NBC and RCA department of Television, he will occupy potentially the number one job in future television. When the Fair opened in 1933

WXYZ COMMERSH IN SPREAD TO PACIFIC

Detroit, Jan. 12.

'Lone Ranger,' WXYZ's western serial over the eastern half of the country for the past four years, expands to the west coast next Monpands to the west coast next Monday (18) over the Don Lee web, West Coast sponsor is Western Bakeries of Southern California. Deal signed by H. Allen Campbell, WXYZ's g.m., on a plane trip to the Coast last week. Gordon Baking Co. of Detroit (Silvercup bread) continues as bankroller of the regular 'Ranger' broadcast earlier in the evening over WOR, Newark: WGN, Chicago; WSPD, Toledo; WXYZ, Detroit, and the Michigan net. Gordon Baking has distribution only in these areas.

ese areas ness areas.

New setup will necessitate three dramatizations nightly of the three-time weekly serial, written by Fran time weekly serial, written by Fran Striker and acted by WXXZ's Studio Players under James Jewell. First broadcast, from 7:30 to 8 pm., EST, will go out over WOR, WSPD, WXXZ, and its web; another at 8:30, EST, which goes only to WGN, and the third, at 10:30, EST, for the Les net.

net.
All commercial spieling for the
Coast program will be done in Los
Angeles, ork at this end providing,
cue to Coast announcer. Net setup
will necessitate no change in shows
script, although "Silver," name of
Ranger's horse, has come to be
identified with Silvercup bread.

Hard-to-Please Sponsor **Grabs Singer From East**

San Francisco, Jan. After turning thumbs down on all After turning thumbs down on all available local acts, Hastings Clothing Co., through NBC Artists Service, auditioned Dick Newton, former CBS singer-plants: from the east, last week and signed him the following day. Newton starts a weekly quarter-hour spot for Hastings Thursday (14) at 9:45 p.m., PST, over KPO.

Fee Newton will receive is considerably above average paid local acts.

New Maps Around WLW

Cincinnati, Jan. 12.
Additions to the staff of Crosley's
WLW and WSAI, under Bob Kennett, production manager: Ray Shannon from vaude; Gertrude Onnen, of
Baltimore; Bill Brown, ex-chief announcer of WFBR, Indianapolis;
Mary Paxton Young, vocalist, also
from WFBR. She is dropping the
last name. Cincinnati, Jan. 12.

last name.
Jack Thornquist, formerly of the Ralph Jones agency here, has joined the Crosley commercial department as assistant to Frank M. Smith. BEATRICE LILLIE
The Honest Working Girl'

The Honest worang Management of the Minister of the Med. 8 p.m.
WZZ. New York.
(Blackett-Sample-Hummert)
eatrice Lillie whammed out an ice sockerto on her first time out for this Sterling trademark. Laughs clicked fast,

VARIETY

or mis stering tracemark. Laugas clicked fast.
It's all a problem of material. Atter promising beginnings, her material in previous radio adventures tended to thin out. If that can be avoided here, the verdict is an encore on what's been said before—she possesses on the air and it takes. Her delivery and timing and diction and all the rest is de luxe. In between, Vic Arden makes pleasant music.

Land.

REP, LUTHER PATRICK

REP. LUTHER PATRICK
Intiviews
15 Mins.
Sustaining
Monday, 3:36 p.m.
WABC, New York
Before election to the 75th Congress, Patrick was: a radio spieler
in Montgomery and Birmingham
(Ala.). Singleton shot by CBS (4),
assigning the incumbent to man-onthe-street chores, brought out the
ether streak in him, and he really
went to town. Looks like there's
one Congressman now who can handie the mike without using the Myfellow-Americans sturfs, that he gets
Datrick's on Langue data the series
of the congressman of the congre

thing, but bufloonery is too lar incoher way.

Patrick interviewed half a dozen candidates, some of 'em fellow Congressmen. Topics ranged from armaments to balancing the budget, and the interviews were, of course, more amusing than informative. Congressman-spieler would make a good name for the file of handy Washington gabbers. Not long on political analysis, but valuable as a change-of-pacer in the windy city.

Edga.

MA and FA'
With Farker Fennelly, Margaret Dee,
Buth Russell, Harry Rumphreys
Serial
The Refining
Tases, Sat. 4:39 p.m.
WABC, New Yark
(N. W. Ayer)
In the homesteads this should
click, Homey, down-to-earth story
with Cape Cod locale makes cozy
fireside stuff. Nicely written,
Dialects occasionally phoney with
Dialects occasionally phoney with
Enodeast thrice a week which
makes serialization okay. Charles
Burton responsible for the tale
which is the dominating factor of
the series as jelled now. Stiff brushing over of the east would help.
Succeeds Ted Husing, Bral.

DE. HARRY AIKEN'S SPELLING PARAMOUNT SILVER JUBILEE Honoring Adolph Zukor

SEE 64 Mins. 7 p.m. CHASE 2 SANBORN COFFEE WMCA, New York Chase 2 SANBORN COFFEE WMCA, New York Charlest Thompson (1997) and the Company of t

award. Somehow even though it's to be considered that WMCA is a minor league outlet, the fin too picayune, especially running a full hour.

Dr. Aiken is a soft-spoken pedagog who at least escapes the onus of a classroom supineness. He intersperses his stuff nicely, especially when cueling for such words as value or 'reputation.' And your mothers will tell you that the reputation of the state of the state

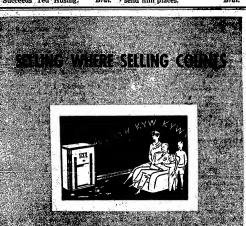
RAY MIDDLETON Songs 10 Mins. GENERAL MOTORS GENERAL Sun., 10 p.m. WEAF, New York (Campbell-Ewald)

(Campbell-Ewald)

New singer attracted attention with his appearance as part of Paul Whiteman's recent N. Y. Hippo-drome concert. He has had musical comedy experience, but of late his pinch-inting chores with the Chicago Civic Opera, prior to the Whiteman dates, lifted him along. Voice is socko forte via the other.

He radio-premiered the Rodgers &

He radio-premiered the Rodgers & Hart recitative piece, 'All Points West' last week. Particular omposition demands hanging on to a top note frequently and Middleton doet his easily. Taking stanzas also lend themselves well to a broneast? Command in his delivery should send him places.



The incentive to buy starts in the home-center of human needs. Philadelphia, third largest market, has the greatest number of single family homes in the United States. Local favorite, station KYW gets in and sells where selling counts most.

10,000 WATTS PHILADELPHIA

Completely programmed by NBC

Thurs, 8:45 p.m. KFI, Los Angeles

Honoring Aceiph Zweer
Thurs. 8:45 p.m.
KFT, Los Angeles
That mythical 'million dollar
show' had a narrow escape from
being counterparted in Paramount's
tribute ho its founder and present
in the second of the second of the second
had a narrow escape from
being counterparted in Paramount's
tribute ho its founder and present
her in 25 years in pictures. Studded with beaucoup talent plus
Stokowski and Jack Benny.
Cecil B. DeMille, announced as
the producer of 62 spectacles and
who took the early bumps with
Zukor, sketched the founder's early
yentures, dating from the fire that
destroyed his first studio. He referred to the honor guest as the
man whose name has appeared on
2,500 pictures. Jack Benny then
came on as emcee and the show
was gaged the rest of the way.
Stokowski's first number was in
tribute to Zukor. the National
March of Hungary, birtipplace of the
Paramount chief. Frank Forest
piped a number and then Jack Oakie
and Charles Butterworth did a rib
bit with Benny. Followed the Cavalcade of Paramount Song Hits with
Irvin Talbot batoning the huge
rew. Dorothy Lamour and Shirley
Ross soloed against a background
of mixed chorusing.

On a special line into W. C. Fields'
huma in Enclino, Mexico, where he
is green before the studio stage,
where around 1,000 banqueteers
a comedy bit with a phonught on
Stoky with the quip hiere's a
young fellow that's going places.'

It was then Bob Burns' turn to
duel Benny in verbal joust, followed by Martha Raye in a hot
duel Benny in verbal joust, tollowed by Martha Raye in a hot
duel Benny in verbal joust, tollowed by Martha Raye in a hot
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duel Benny in the purph of the horizont
and the bound of the constant
and the bound of the constant
and the bound of the constant
and the bound of the conlowed by Martha Raye in a

pegne Waltz.

Lloyd Nolan presided over Paramount On Parade during which Wallace Beery, Raymond Hatton, Victor Moore, Edward Arnold and Adolphe Menjou were brought on for brief tribute. Moore's laugh line was 'If it's a good Paramount picture, Zukor made it'.

Direction of the show credited to Borts Morros and Herb Polesie and an okay job.

LARRY LEE and ORCHESTRA Dance Music 20 Mins. Sat., Midnight WABC, New York

28 Mms.
Sat., Midnight
WABC, New York
In the fall of 1935 Larry Lee when picked up on a Los Angeles sustainer suffered comparison in following (the late) Orville Knapp into a certain evening spot and being cardinal evening spot and being continuous and the continuous and with Ruth Robin featured vocally. Then he had no fennme sonsertess and a Michael Pitzmaurice did the spieling. As caught Saturday midnight for hotel, Beverly His, see New Hotel Continuous and the c

Follow-Up Comment

New York Sunday Mirror's birthday spread Saturday (9) on occasion
of its, fifth anniversary, had an imposing array of guest stars down for the
2 p.m. airing over WOR, New York.
About five broadcasts in toto were
presented throughout the day, Jack
Lait, the Mirror's editor-in-chief,
in man c. 2004, did it. with a showman of the star of the star of the cells's
which made it thin in spots, However, the actual chanting was above
par for such standard celebrations,
Kitty Carlisle, for a high C flyer;
Bob Hope, in two songs from Red,
flot and Blue'; Belle Baker, for a
tame story starca; Vincent Lopez,
the corking plano soles, and Kate
fithe corking plano soles, and Kate
the full-bodied singing. Mayor La
Guardia was introduced by Charles
B. McCabe, publisher, for a brief
stint. It made good listening material.

Henrik Willem Van Loon does a chatty, and sometimes stimulating fortinghtly quarter-hour, on a new evening series originating at WEAF; and the street of the

Greta Garbe, Robert Taylor and Lionel Barrymore come off the wax in scenes from Camille, on MGM's, exploitation disc-of that film, much smoother than did Joan Crawford Cark table and Franchot Done of the Garbert of MGM series heard. A better scene-continuity job was done on the Camille strikeoff. It should whet the appetite of radio audiences for the film, particularly for the Garbo Laylor combination. Garbo is Garbo Laylor combination Garbo is Garbo Laylor combination Garbo is darbo, unmistakable, enigmatic and alluring; Taylor is a lover who should make the girls' hearts pitter-patter. Barrymore is heard in only one short scene at the end, a not too pleasant bit as Taylor's father. Narrator could be better.

pleasant bit as layou statues, are rator could be better.

Felix Morley, editor of Washington Post and winner of last Pulitzer editorial prize, presented a brief but clean-cut 'Defense of Newspapers' on Heinz Magazine of the Air' over CDS. Welcoming the critical attitude to the country of the country of the country of the Air' over the country of th

Natalie Hall, singer-actress, making her American dramatic debut the same evening in 'Othello,' was a Heinz guester. She did a bit of auto-biography and read some lines from role of Ophelia, in a voice that kilo-cycled close to 100%. Her laugh sounded a trifle forced, but speech seemed ideally adapted to radio.

ALEXANDER WOOLLCOTT
Talk
15 Mins.
GRANGER PIPE TOBACCO
Tu-Thu; 8:30 p.m.
WABC, New York
Geby guy is back after a year's
reticence. As before, he brings sponsor-agency collaboration a complete entertainment formula based upon his ability to talk. His appeal is as unique as his style. He'll get his share of tune-offs. Inevitably many will fancy him affected and pretentious.

Clear diction, authoritative manner, a willingness to express definite opinions, a wide familiarity with what's going on in the world—these are the state of the s

FLOYD GIBBONS

FLOYD GIBBONS
True Adventures'
Drama
39 Mins.
COLGATE PRODUCTS
Thura, 18 p. m.
WABC, New Econd.
Another in the season's freak parade, with Floyd Gibbons the ringmaster. Lacks the human interest appeal of such self-exhibition-site outlets as "We the People' and the Major Bowes show but as long as this half hour can cook 'em up excitingly enough it should garner some measure of an audience. Fact that it's bucking the Bing Crosby-Bob Burns combination on NBC doesn't add cheer to the outlook.
The state of the control of the contr

Halitosis senson, management of the mish.

FOLLOW THE MOON'
With Bise Hits, Nick Dawson
15 Mins.
15 Mins.
15 Mins.
15 Mins.
15 Mins.
16 Mins.
17 Mins.
18 Mins.
18 Mins.
18 Mins.
19 Mi

agents SCRIPTS rogram ideas or speci saterial for Ad Agencic tations, Singe, Screen adio stars. ASSOCIATED RADIO WRITERS,

HARTFORD. CONN.

Area is exceptionally stable ... yearly incomes are higher the country's average ... people HAVE money, and SPEND It's a profitable market the year

Basic Network Station of the Columbia Broadcasting System

In ATLANTA Use WGST

5,000 Watts Day 1,000 Watts Nite CBS-890 Kc.

Representatives
E. KATZ SPECIAL ADVERTISING
AGENCY

Pacific Coast Radio Notes

Edward G. Robinson will do 'Crim-inal Code' for Lux Jan. 18, with Bev-erly Roberts in the other corner.

Walter Bunker, NBC anouncer in Hollywood, was cut in on a story sale to one of the major picture stu-dios. Yarn is about a newcaster.

Phil Regan warbling Dodge motors.

George Raft winged east to talk over a radio deal with an agency on an auto account.

Naylor Rogers kicking around L. A. with Guy Earl.

william Forbes switched over from KHJ (Los Angeles) to KNX (Hollywood) as account executive.

Chester Lauck and Morris Goff (Lum and Abner) heading for the Coast and a try at pictures.

Harry Maislish preparing to unveil \$50,000 combo theatre-studio on the Warner Sunset lot in Hollywood.

Fred Waring spent several days on the Coast to close a deal for his fruit pulverizer. Johnny O'Connor coming out later to talk picture deals.

Mary Martin grabbed of the solo spot on National Biscuit airer.

Paul Rickenbacker, side to Donald Thornburgh, Columbia Coast head, handled the commercials on Al Jol-son's show when Rush Hughes was son's show when Rush Hughes withdrawn due to contractual mitments.

Maurice Webster from KVI (Tacoma) joined announcing staff at KNX (Hollywood). Pete Prindle news bureau as night

Charles E. Morin, former manager of the Packard Advertising Corp., and previously with KJBS and KFRC, has joined CBS network sales division staff in Frisco.

NBC Western Division sales force held its annual meeting in San Fran-

cisco Saturday (9), with Sydney Dixon and Tracy Moore of the Hol-lywood offices up for the confab. Harry Anderson, sales manager, announced that his staff had exceeded its 1936 quota by \$80,000.

Ned Tollinger may take a leave of absence from the National Broadcasting Company's local production staff to emcee the Signal Oil Company's Carefree Carnival shows over the NBC-Red web on the Coast. At the request of Signal execs, Tollinger emceed the Jan. 1 and 8 broadcasts, Tollinger resigned as Carnival emcee several months are when the proseveral months ago, when the pro-gram was a sustainer, to become a staff producer.

Herb Caen, San Francisco Chron-icle radio columnist, now has to his credit two public appearances as occalist with Jan Garber's ork, one in Oakland and the other in San

Meredith Willson conducts a third performance of a radio operetta, dalice in Wonderland' (27), for the benefit of eastern moppets. Day-time broadcast from NBC's San Francisco studios will employ a large cast of singers, actors and musicians.

New electric clock now graces the desk of Lloyd Yoder, NBC Western Division press chief in San Francisco. Timepiece was gift of Shriners for acting as umpire at the New Year's Day benefit East-West grid classic at Kezar Stadium.

Dorothy Allen, singer, is now on the staff of KFRC; San Francisco, warbling on Feminine Fancies, 'Sa-lone Moderne' and other shows.

Doris Gewlland, private secretary to the managing director of 2GB, Sydney, Australia, o.o'd the NBC setup in San Francisco last weeks before going to Los Angeles for six weeks to study American radio methods. Before returning home she'll visit New York and London.

irl Friends trio, Vivian, Hope and Dorothy, have been given a twice-

Mutual Up 10%

Mutual Broadcasting System sold \$193,496 worth of time during December, 1936. Figure represents a boost of 10.4% over the parallel month in 1935. Web's gross for 1936 was \$1,987,572. It did \$1,293,102 the year before. Difference between the two tallies amounts to 53.7%.

weekly spot on KSFO, San Fran-cisco. Formerly with KROW, Oak-

New dramaties at KYA, San Fran-isco include Robert Allen, Monda Junn, Geraldine Allen and Al

Bud Downey has returned to the technical staff at KROW, Oakland (Cal.), replacing Hobart Davis, who to KYA, San rancisco.

Virginia Spencer, planist, is dou-bling at KFRC, San Francisco, and in-Betty Marino's trio at the Canter-bury hotel. Kathryn Julye, for-merly with the trio, is now harping in Cy Trobbe's ork at KYA.

Bert Buzzini has taken over the emcee spot on the Columbia Cloth-ing Music Clock daily morning hour-shows over KYA, San Francisco.

John Hughes, newscaster at KFRC John Hughes, newscaster at KFRC, San Francisco, was the first to be caught signing off with "This is the Columbia-Don Lee Broadcasting Sys-tem" after the station had switched to Mutual.

Pabst, exec at KFRC, San Francisco, spent several days in Los Angeles last week untangling diffi-culties caused by the station's new affiliation with Mutual.

Haven MacQuarrie's 'Do You Want to Be An Actor' broadcast on KFWB (Hollywood) being remoted from Warner theatres.

ichard Macaulay dishing up gags for Jack Oakie's Camel airshow. Block and Sully and Robert Wild-hack, snoring expert, set for Jan. hack, sno 26 airing.

Grace Period on Equipment Ending; F.C.C. May Spank Lax Stations

Washington, Jan. 12.
Crack down drive on stations failing to comply with government regulations specifying types of mechanical equipment required of licensees is getting under way gradually. Federal Communications Commission is preparing to call on the carpet delinquents lacking good excuses for not obeying the rules.
Although the Commiss has far has been considerate, the period of grace is nearing the end, officials indicated last week. Already one licensee has been put on the spot. while cases of two more are being investigated with an eye to calling a hearing and demanding public explanations of laxity. As yet, however, no broadcaster has been thrown ir for failure to bring equipment up to government standards.

standards.
Commish attitude is one of leniency on the whole, but in a few cases
where alibis are not convincing on
their face the laggards are in danger
of being chastized. Slow-pokes will
find their renewal applications referred to examiners who have been
instructed to demand good explanations. Few-winking is over so far as tions. Eye-winking is over so far as the engineering division concerned and future handling will be up to the examiners and the broadcast division.

Ring Explains Policy

Ring Explains Policy
Pointing out that rules were promulgated in November, 1935, and, slated to take effect in November, 1936, Andrew D. Ring, assistant-chief engineer in charge of broadcast affairs; sai extensions have been granted as a matter of course in virtually every case which has arisen. Future attitude will be to allow more time to broadcasters who have valid reason for putting off the expense of modernizing apparatus,

have valid reason for putting off the expense of modernizing apparatus, but stalling without a strong excuse will not be tolerated.

While some major transmitters are included the backward class, overwhelming majority of stations have complied with the rule book.

Ring estimated at least three-quar-ters of all transmitters now are up to Government standards. Most of the slow-pokes are smallies, although some high-power stations have been some nign-power stations have been postponing the job because of planned general overhauling. Stati ith construction permits pending are being allowed to defer the work until they do their big job.

Television Rent Claim

Television Corp. sued Monday (11) i N. Y. Supreme Court by the 515 Madison Avenue Corp. for \$7,433 for breachi lease on the 26th floor of the Madison avenue address. Plaintiff claims Television contracted in April,

to rent the floor at \$12,375 from Aug. 1, 1934, to April 30, 1937.
On Feb. 11, 1935, defedant vacated the place and the realty corp. is now seeking to recover rental.

Bob Roberts Tops KYA

San Francisco, Jan.

Bob Roberts succeeds Edward J. McCallum as manager of KYA, local Hearst station. Roberts was KYA McCallum as manager of KYA, local Hearst station. Roberts was KYA sales manager during the past year. At one time he managed KTAB, now KSFO.

McCallum, who resigned Jan 1, may go to Los Angeles to become af-fallated with the Don Lee network's business staff in an exec capacity.

Visiting

IN NEW YORK

Bill Irwin, WSOC, Charlotte

Beverly Whitmire, WFBC, Greenville. Thompson L. Guernsey, WLBZ, Bangor.

The nation's greatest "single-station" radio FOR IMMEDIATE DELIVERY audience of regular listeners ... the vast legion who turn first and always to WLW. Radio advertisers who know the sales-value of such a favorably predisposed audience are making their time commitments early for program broadcasts over WLW in 1937.



MOL 8

Tricks in The Broadcasting Trade

There are, of course, tricks in every trade but none, perhaps, offers greater opportunity for the shrewd mixer of sound fact and nebulous fancy than does broadcasting. It is proof of the fairness and conservatism of most broadcasters that they have made minimum use of the opportunity to exagerate their coverage. That there are tricks in the trade, none will deny and none deplore more shorerely than broadcasters searching for a formula by which to tell the truth about their.

searching for a formula by which to tell the truth about their

Sound fact in the coverage picture most freely relied upon is that reception of a mail response by a broadcasting station is indubitable proof that its program was heard; the nebulous hypothesis is that a listening experience is proof of regular service. The twilight zone between commercially reliable coverage and worthless, isolated and irregular stunt coverage uncomfortably large.

Tricks of the broadcasting trade largely concerned with developing an apparently plausible proof of reliable coverage as far into the DX stunt zone as possible and still maintaining the appearance of a conservative presentation. This procedure is greatly facilitated first, by the ungovernable forces of nature, which consider it no great feat to tenfold the normal range of a station for a few brief intervals; second, by the absence of anything remotely approaching a recognized standard of coverage definition; and third, by the excessive willingness of advertisers to be intrigued by broadcasting's most spectacular coverage fobles. Advertiser is getting the kind of coverage proof, that appeals to him largely because he does not appreciate and respect a conservative and realistic presentation of the facts.

Signal and Program

Signal and Frogram

Claims and counterclaims made regarding various methods of coverage determination have confused the simple fundamentals. Of course, you readily grant that the listener must be able to hear a program in order to give of response. If a program is unusually may listen to it in the face adverse itions, such as interference from stations on the next channel, high background noise made disturbing because of low signal level, futter or whistle superimposed upon it by a feeble distant station and appreciable fading affecting both quality and volume. A program of merely average acceptability from a station possessing any of these technical faults or any combination of them will enjoy no such tolerance of its signal, value deficiencies. Thus extraordinary program situations may actually assist in extending coverage into technically unsatisfactory territory and they may be as influential in creating misleading conceptions of service areas as unusual and spasmodic transmission appreciation.

Listening, then, is the product of two factors: program value and signal delivery. Listener response is the product of two elements in an equation, related in an as yet unknown proportion.

Contour Maps Signal and Program

Contour Maps

ield intensity contour surveys entirely isolate the program element and for a long time offered the hope of affording a complete solution to the coverage determination problem. But it was found that the relatively restricted area which a field intensity survey reliably demarks often excludes large areas served with technically, substandard levels but contributing substantial audience which is compelled to rely upon substandard levels for all its service. Conversely, also, technically acceptable levels may be delivered into areas having other sources of service so far superior in signal level and sufficiently numerous in program variety to make the weaker, though technically acceptable service, entirely insignificant and commercially worthless. It is evident that, unless all of the service available to an area is known, the standards constituting acceptable and essential service cannot be determined. Therefore individual station contour maps have failed to produce anything other than technical evidence of receivability and they may be quite unrelated to the service requirements of material parts of a station's area. of a station's area.

The Contest Barometer

The Contest Barometer

Some advertising agencies, appreciating the deficiencies of technical signal strength determination and the possibilities of ungoverned mail accumulation findings, have turned their backs upon all these methods and established their own proof of station value based upon contests and premium offers. Realizing the importance of contests of this kind in opening up a whole li of potential accounts, stations have freely coperated in such contests, now and then very freely indeed. A few announcements judiciously associated with well-established tonotch programs and with reclognized periods of peak transmission range, presenting the essential features of such test offers, have been able to magnificently boost the returns and produce a coverage finding based upon entirely false premises. This practice may be condemned but it is precisely what the premium method of coverage determination invites. Certainly no station wishes to be at a disadvantage, particularly if a lot of additional future business is at stake.

But it is as fallacious to conclude that mail determinations are worthless because they may be hope-lessly exaggerated or to eliminate field intensity information because conservative contour maps are in-adequate and fail to give the complete picture.

Trimming the Mail Accumulation

Trimming the Mail Accumulation

A large mail accumulation, extending over a period
of months and involving hundreds of thousands of letters, may be an exceedingly useful source of information regarding station coverage, although such an accumulation necessarily includes contributions from (1)
late-hour programs, when ranges jump materially and
eastern stations regularly causing interference to westerners during ordinary hours have signed off, (2) early
evening programs when eastern stations are clear because the western stations causing regular interference during the bulk of night operating hours are not
yet under the influence of night conditions, (3) the
cumulative effect of a few outstanding programs and
offers which, under adverse conditions, attract audiences unavailable to an average though satisfactory
commercial program, and (4) those rare cases of extraordinary transmission conditions which may produce satisfactory reception hundreds of miles beyond
the points ordinarily served.

Basic Information

Basic Information

But such a tabulated mail accumulation is worthless as an index to reliable coverage if it does not provide

But such a tabulated mail accumulation is worthless as an index to reliable coverage if it does not provide the following information:

(1) The total number of letters analyzed;
(2) The period months included i accumulation;
(3) The range months included i accumulation;
(3) The range hours, including any special extension of schedule;
(4) The number of letters received from every county and every important city;
(5) The ratio of mail response to population or radio sets by counties and cities.

Many a survey, involving a huge bulk of mail, would present an entirely different appearance and a materially altered coverage picture if the information rehased. It is often extremely difficult to secure even the first item upon inquiry to broadcasting stations.

Comparative measurements of all the service available in communities, now available on a large scale, has proved that areas receiving the minutest signal, far overshadowed by numerous superior competitive services, may yet produce response from an insignificant number of distance cranks. Consequently, the conscientious coverage expert should at least fortify himself, with specific knowledge as to the actual responses per county and important cities throughout the area claimed by a survey so that the spasmodically served area may be excluded by reason of its smaller density of response.

If less than an exceedingly comprehensive mail survey, involving months of secumulation and hundreds of thousands of letters, is used, the validity of a smaller accumulation may be greatly improved by conscientious restriction of program hours to which response for some programs broadcast at any time within an hour before or after sunrise and sunset and programs broadcast after 10 p. m. should be excluded to a consideration important cities throughout the avoid the bulk of brief coverage enlargements. So also should be the letters received as a result of a program of extreme importance or news interest (and this does not exclude superior regular entertainment features) or those

Advertiser's Standpoint

Advertising or display support.

Advertiser's Standpoint

Measure of coverage at least from the standpoint of the advertiser is in terms population served with adequate levels and these, in turn, are governed by the standards imposed upon the available service. To repeat the process followed with accumulated mail surveys, the significance of field intensity information is greatest when it includes all of the following factors:

(a) The areas served by specific and stated minimum values of field intensity in conveniently divided bands or zones representing the typical standard values;

(b) The number and values of superior competing services in the principal communities and zones claimed;

(c) The effect of night conditions on each service zone, including definition of slow and rapid fading limits and the limits imposed by cross-talk from neighboring channels and heterodyne and flutter interference due to a station assigned to the same channel.

This again imposes limitations upon the individual station presentation far in excess of that which is now customary. It is, perhaps, unreasonable to expect raio stations to critically define their own coverage, to analyze fairly the standards of service prevailing in all sections of their service areas, to define those areas where their competitors render superior service and to advertise where their own is obscured by competition, adequate from both signal and program standpoints. Such a view of coverage is far too comprehensive to be reasonably supported by broadcasters individually.

24-HR. DAY AT WHN

Loew Station Picks Up 14 New Acts

New biz tilt over WHN, New York, has 14 new accounts placed since Jan. 1. Also Loew outlet is now on the air a full 24-hour sked. Uneeda Clothing has purchased time from 12:15 a. m. to 3, and Moe Levy & Sons follows up to 7 a. m. Bud Rainey is i charge of microphone chores during is milkman stretch. New sponsors follow: Moe Levy & Sons, 52 weeks, disks, through Federal Advertising agency; Uneeda Clothing, 37 weeks, disks, house account; Gould's Fifth Avenue, Inc., disks, through J. Lewis agencies; Bosch Company, 10 weeks, spot announcements, through Kenyon Eckhardt agency; Drums, Inc., weeks, disks, through Fedom Minningham, Inc.; Madison Personal Loan Inc., 13 weeks, spot announcements, through Schillin agency; Canadian Fur Trappers, 52 weeks, disks, through Schillin agency; Canadian Fur Trappers, 52 weeks, disks, through Schillin agency; Canadian Fur Trappers, 52 weeks, disks, through Schillin agency; Canadian Fur Trappers, 52 weeks, disks, through Schillin agency; Long Island Outfitting, 26 weeks, spot announcements, through Peck Advertising; Cascade Laundry, 52 weeks, spot announcements, through Inc., 13 weeks, spot announcements, through Charles W Hoyt agency; Long Island Outfitting, 26 weeks, spot announcements, through Charles W Hoyt agency; Long Island Outfitting, 26 weeks, spot announcements, through Charles W Hoyt agency; Long Island Outfitting, 26 weeks, spot announcements, through Charles W Hoyt agency; Long Island Outfitting, 26 weeks, spot announcements, through Charles W Hoyt agency; Long Island Outfitting, 26 weeks, spot announcements, through Charles W Hoyt agency; Long Island Outfitting, 26 weeks, spot announcements, through Charles W Hoyt agency; Long Island Outfitting, 26 weeks, spot announcements, through Charles W Hoyt agency; Long Island Outfitting, 26 weeks, spot announcements, through Charles W Hoyt agency; Long Island Outfitting, 26 weeks, spot announcements, through Charles W Hoyt agency; Long Island Outfitting, 26 weeks, spot announcements, through Charles W Hoyt agency; Long Island

Bay Hunt, announcer for WIRE, Indianapolis, now at WGN, Chicago, for Drug Trade Products. Harry WcTigue, who produces the show for WGN, was formerly with WIRE.





Announcements Sell Furs . . . Since 1931

Mawson DeMany Forbes, first Phila. Furrier to use radio has found WIP a consistent sales producer si querying customers as to what prompted purchase, M.D.F. has accurate check on the results obtained from every medium. Significant that WIP budget increases yearly and WIP announcements continued even during seasonal slack!

TWICE A CHAMP

KXBY, recognized as ing sports station in K.C. area, also leads in news field—with United Press direct wire service. First with the news—listeners prefer KXBY's newscasters Walt Lochman and Ivan lannery. Write for rates.

KXBY Kansas City, Mo.

RADIO

SCRIPT WRITER Wishes Assignments

ample Scripts Ready BOX 12. VARIETY, NEW YORK

80 Basketball Games Sponsored on Coast

San Francisco, Jan.
Tide Water Associated Oil Co. is
sponsoring broadcasts of more than
80 Pacific Coast intercollegiate bassetball games this season, using eight or more stations in Californi Washington and regon. Transmitters carrying the sportcasts include KYA here, KQW, San Jose KEHE, Los WOR Angeles; and KLX, Oakland, all in noun Californi; KIRO, Seattle, and KHQ, grad.

Spokane, Washington; KORE, gene, and KALE, Portland, Oregon.
Mikemen include Doug Montell and Ernie Smith in the vici ity of San Francisco; Frank Bull, Los Angeles; Leo Lassen, Seattle; John Carpenter, Spokane; Stanley Church and Mert Falts, Oregon.

John Hayes, until recently program director of WNEW and previously in ditto berth with WIP, Philly, joins announcing staff of WOR. Hugh Brooks, also new announcer at WOR, likewise is WIP

MacMillan Joins WHEC Rochester, N. Y.

WHEC, which lost three prominent staff men it of raidi count, taking Lowell MacMillan, count, taking Lowell MacMillan, sports commentator, from WHAM. MacMillan will take over all sports programs on WHEC Jan. 19, relieving General Manager Guinar Wig for his other duties, and also assist in program and production work.

In his sports programs he will be assisted by Harry LeBrun.

Slant on News as Air Commodity

Six Kansas City Stations Have 49 Bulletins Daily for 6 Hrs., 10 Mins. Total

Kansas City, Jan. 12.
Competition in newscasting field is ever on the upgrade here. New addition locally is KXBY, which goes ou this week with 14 scheduled periods totalling two and a quarter hours. Station uses. United Press wife service.

With has three to-minute periods and remotes from the Journal-Post. KCMO features only local news and has a news department of two leg men, rewrite man and an announcer. KCMO hit; the air six times daily for total of half hour. KMBC ethers news seven times daily for a total of one hour. WDAF has four scheduled broadcasts adding to 40 minutes. Clar station uses rewrites from the newspaper and probably hits the airways with more flash stuff than any other local station.

Henry Pearson to WACO

Henry Pearson to WACU
Baltimore, Jan.
Henry Pearson has been shifted
from sales staff of Hearst-owned
WBAL here to WACO, Waco, Texas,
another broadcasting property of the
publisher. Before coming to WBAL
year ago Fearson served with
Hearst's WCAE, Pittsburgh.
Salesman is son-in-law of Harry.
Bittner, general manager of the
Hearst newspapers.

KGLO Audible Jan. 17

goes ou this week with 14 scheduled periods totalling two and a quarter hours. Station uses United Press wire service.

Si stations, including KCKN, Kansas City, Kans, have a total of 49 scheduled airings totaling six hours and 10 minutes daily. Of that total only 35 minutes are commercial and are all on KMBC, which uses Trans-radio service.

KCKN leads in number of scheduled broadcasts, 15 five-minute spots, via UP service. Next is KXBY with 14 spots. This station has one quarter hour devoted to news of interest to women, WHB has three 10-minute periods and remotes from the Journal-Post. KCMO features only local news and has a news department of two men,

Seattle,

KRSC will move to new studio and transmitter location on Feb. 1 following increase in wattage from 100 to 250 and in time from day only to full time.

shift will take station and equip-ment to spot on Lake Union away from downtown area, but still within half a mile of Seattle's center of population. Later plans call for two remote studios, one downtown and one in the University district.

one in the University district.

Owned by the Radio Sales Corp
and managed by Robert E. Priebe,
10-year-old KRSC will become the
originati station in a planned
Puget Sound broadcasting system

Salesman is son-in-law of Harry Bittner, general manager of the Hearst newspapers.

Tony Cabooch joins WHO, Des Moines, on Jan. 18.

Judge Kendall, legal attorney for several Pacific N. W. stations, including KGW-KEX, left, Portland for Washington, D. C., to attend hearings on the Fectral Communications Commission.

Westinghouse Dedicates WOWO, Ft. Wayne, to Farm Likes: Hymns

Fort Wayne, Jan.
Campaign by Westinghouse to build WOWO as a farmer's outlet has station heavy on spelling bees, farm-yard frolics and hymns. Initial returns of an extensive survey of som 181,000 farms in rural area show religious fare the most popular. Execs aren't okaying any outright pulpit policy but are seeing that organlogs and sacred music are worked into its early morning groove standing.

pulpit policy but are seeing that organlogs and sacred music are tworked into its early morning groove steadily. Also later i the day, though the opening stints are practically soild with the requests.

From 6:45 to 8 a. m., participating is sponsored run has Shirley Wayne, Fred Tangeman, Bob Shreve and Radio Ramblers isporting in a hoke barnyard spree, most of which is in taerial form. Sponsors includer Pinex (cough remedy): Francisco Auto Heater; Sears-Roebuck (farm implements); Drums, Inc. (dry cleaner); Mid-States Steel and Wire (fence); Gettles Optical and Alleman's Cough remedy Most are new to station's client list. From 8 to 8:30, station's client list. From 8 to 8:30, station's client list. From 8 to 8:30, station picks up early a. m. services from Fort Wayne Gospel Temple.

Any number 'ural tie-ups are accelerating the station's hankering to become an are farm outlet. Purdue University airs the latest dogon what's what on plowing the soil; 4 H winners and leaders etherize on their activities; Farmers' Federation of Women's Clubs keeps the femi ine angle warm, and Indiana Farmer's Guide has staff of 60 gathering data on the survey when out on personal contact business.

WGL, smaller Westinghouse outlet, gets metropolitan billing, handling local and civic shows primarily.

Chorus Girl As Air Author
Fort Wayne, Jan. 12,
Marie C. Briggs, former Broadway
chorine has submitted an original
script, Clara and Maggie' to WOWO,
which station is considering to take
over. Plot revolves around two
broken-down vaude troupers stranded in the midwest.
Girl plays one role herself.

Kansas City's 1936 Radio Inventory **Shows Sophistication Setting In**

year saw many changes in local broadcasting. Outstanding change is probably local sponsor at-titude towards radio in general.

year saw many changes in local broadcasting. Outstanding change is probably local sponsor attitude towards radio in general.

Sponsors in past were content, in fact they insisted upon it in most instances, to buy time and let the broadcaster scrape together and present sufficient wax to fill the gaps between commercials, usually three skimmers the limit. Quarter hour. Past year has seen sponsors demanding talent shows but retaining their disinclination to lay much on the line for fiesh.

Early fall rate tilt by local musician's union caused several cancellations of talent shows.

KKRY, formerly W9XBY has been a melti pot for aspirants bent on mike careers. Some station's shows, it follows, were pretty terrible but a number packed enough novelty to get listeners talent conscious where normally it made little difference in day time shows. Oddly enough this station has probably profited the least by its pioneering KMBC and WHB have done the cashing in.

A general trend towards better commercials has also been noted, but it is more applicable to show commercials than to spot announcements. The latter still generally dewy to the saturation point on superlatives and wild stabs. In many instances hum-drum quality of show commercials has resulted from sponsors' apparent total indifference as to copy changes.

Usual surplus of early January navical call tetter changes have affected three stations. KKBY yladly shed it awkward W9XBY when high fidelity stations were designated in September to be 'special' and not experimental stations. KCMO was the remainders and the very county in state participated.

This was first occasion in state's history where inaugural address was broadcast by out-of-town stations. It is also 'believed that it is the larges number of stations to every, handle a gubernatorial inauguration, in the touth.

sult of the Lester Cox and T. Evans purchase of the part time KWKC. Station now has full time license and all new equipment. This illowatter is doing a nice job of its first year. Through stati connection with Crown Drug, rate chai Evans is drug company's prexy much national biz has been turned their way.

Capper Publications' station KCKN, on the Kansas side, was formerly WLEF. Ellis Attebury took over general manager's desk here wear. Herb Hollister resigned to take charge of KANS, Wichita.

WREN Broadcasting company's petition to the FCC for permission to sell their stock to the KC Star, which owns WDAF is granted will give the Star both NBG webs, might be star both NBG webs, might be star both NBG webs, might be star both on the Considering radio the dullard once thought it to be.

WHB whose plea for full time license was denied last fall became a Mutual affiliate late in December. Mutual has no night-time outlet locally and no indication that they will have soon.

50,000 WATTS...so What?

Only This: WCAU is the most powerful,

most popular voice in America's third largest market. How's your product doing here?

WCAU... 50,000 Watts

Philadelphia

ROBERT A. STREET, Commercial Manager

RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

Outstanding Stunts

REMINDER CLOCKS WMCA, NEW YORK

Clocks in Advertising Agengles

Novel door-opener into advertising agency radio sanctums has been figured out by WMCA, New York. Station has completed a dicker with western Union, whereby the latter installs studio spill-second time clocks in 25 agencies. Agencies get the sadget cuffo. WMCA's angle comes in not only WMCA's angle comes in not only

wMCA's angle comes in not only as donor, but also via some wood cutouts on top of the tickers advertising wMCA. On Top of the Dial. Couple of agencies said they couldn'take the clocks for policy reasons.



And Hi ORCHESTRA

Hotel Ambassador, New York

LEON

KFWB Orchestra

Sunday 8-8 P.M. E.S.T.

but the majority of those to whom it was offered accepted. Al Rose, promotion director, cooked up the stunt. More clocks to be issued to agencies from time to time.

Kilo Plug-10:10

Always good, where practical, is the stunt used locally by Station WHN, which is located on 1,010 kilocycle and likes to plug that fact on all appropriate occasions. For a morning filter-inner (using transcription library) it times entertainment to start at 10 minutes after 10. In the newspaper radio logs as the 10.10 Revue.

Dept.

igh School Angles

Dept. igh School Angles
Indianapolis.
Wm. H. Block Co., Indianapolis.
went store, going in big for radio,
went store, going in big for radio,
via children and high school student
talent. WFBM for the past five and
one-half years has carried Block's
Children's Hour each Saturday a.m.
rom 10 to 11. This program is produced and script written by Geo.
Madden of Block's advertising department, and displays the amateur
talents of local grade and grammar
school kids.
This winter finds Block's employing Pete French to travels to high
schools all over central Indiana and
school kids.
This winter finds Block's employing Pete French to travels to high
schools all over central Indiana and
schools all over central Indiana and
schools and the service of the suditions.
Best from each locality are picked
weekly and brought to Block's each
saturday "afternoon for program
from 4 to 5 o'clock over WFBM.

Trogram is titled Block's Scholarship Hour, and the tie-in idea is the
giving away of \$200 twice yearly
to best two high school broadcasters,
the money to be used as winner de-

Pacific Borax W. U. Tie-Up

racific Borax W. U. Tle-Up

San. Francisco.

Pacific Coast Borax'is planning a
special merchandising camoaign in
connection with the Feb. 9 broadcast of its 'Death Vallev Days' program over the coast NBC-Red Network from the local NBC studios.
Firm will distribute 15,000 GiantGrams calling attention to the play,
a Western Union story entitled 'DotDash Courtship.'

One of the Giant-Grams will be
oosted by Western Union in each of
its offices in the western states. All
coast radio editors also will receive
one of the messages.

Us, Too, Says WSPA
Spartanburg, S. C.
WSPA muscled in neatly on prescivic sponsored 'Spartanburg Loyalty' movement Sunday p. m. last.
Local papers have been annoxing cream of publicity and all of advt.
Local papers have been annoxing cream of publicity and all of advt.
Station in the second of the second in t

WDRC Goes Brochure Hartford,

WDRC has brought out a spiral-bound, copiously illustrated promo-tion piece printed in sepia ink. Tells the station's history, then gives cov-erage and market data, a coverage map, list of clients, and a rate card. Latter is detachable for easy refer-

Lists Other Fellow's Shows:
New Albany, Ind.
WGRC here giving a showmanly
handshake to its bigger brothers
across the river in Louisville. Station each day issues a "What's on the
Air' listing of ether stanzas, and includes not only its own, but also
those of WHAS and WAYE.

EVELYN CASE JACK ARTHUR

appearing with

RUBINOFF

CHEVROLET MUSICAL MOMENTS

over 400 stations

NBC and COLUMBIA

Management JACK ARTHUR

Crosley Field Powwow

incinnati, Jan.

Every state was represented by the 150 distributors of the Crosley Radio Corp, on hand, last week for their annual hypo powwow in the Netherland Plaza. Greeted by Powel Crosley, Ir., they heard Glenn H. Corbett, ad manager of the firm's manufacturing division, announce that 1937 will be the biggest advertising year, thus far, on Crosley radio receiving sets, electric refrigators, washers and troners, and the new Xervac vacuum machine for hair growing. growing

New models of Crosley appliances were premiered for the distribs, who were entertained by a goodly part of talent of the WLW-WSAI staff in a special three-hour show in the

PULLIAM SETS STAFF AT WIRE

Indianapolis,

Indianapolis,

Eugene C. Pulliam last week
moved into WIRE (NBC-red), and
assumed active control of his newly
acquired station. Plans to devote his
personal attention to management of
the Hoosier capital outlet, has
already plans under way for upping
listener interest.

His son, Eugene Pulliam, who for past two years has been writing radio for United Press, will be in charge of the WIRE news department, and Pulliam, Sr., states there will be 12 newscasts daily. Already hooked up with Transradio news will be 12 newscasts gaily. Alread hooked up with Transradio new service, WIRE is to take the complete wire service of United Press.

plete wire service of United Fress.
Pulliam is now going in for radio
in a big way, according to his comments to a VARIETY representative
on Saturday (9). However, he
makes it clear that WIRE is being
operated independently, via a separate corporation set-up, and that the
radio station will have, therefore, no
connection with his Central Newspapers, Inc., of Liebanon, Ind.
Financing or, purchase deal was

papers, Inic., of Lebanon, Ind.
Financing or purchase deal was completed after partial disposal of Pulliam's newspaper properties in Oklahoma, and he stated he is now in excellent position to concentrate on his holdings in Indiana, with possibly the further expansion of newspaper interests. Indiana in the near future.

Al Wynkoop is to be one of the new attractions on WIRE, with a weekly news feature, playing up the Hoosier angle, with comments in humorous style.

Robert Bausman, who was advertising mgr. of Vincennes (Ind.) Sun-

humorous style,
Robert Bausman, who was advertising mgr. of Vincennes (Ind.) Sun-Commercial, one of Pulliam dailies, has been placed in charge of national spot business for the station. He replaces L. L. Jaquier, who left, with no word on further plans, as did 'Plug' Kendrick and W. E. Vogelback, former owners. Kendrick has his eye on station in Kansas.

Senator's Son Selate.

Senator's Son Spiels

Senator's Son Splels
Albert J. Beveri Jr., who is
son of Albert J. Beveridge (now deceased) long-time senator from Indiana in Washington, D. C., has been
named by Pulliam as announcer to
replace Ray Tunt, who left for
WGN, Chicago. Beveridge not so
long ago was one of three young
men around town who edited and
published Pulse, of Nation.'
Inaugurati new Indiana

published Pulse, of Nation. Indiana governor, on Monday (11) was carried by WIRE, with opening of legislature of state last week on air for first time, and clearing of programs at 9:30 p. m. Monday (11th) so that station could carry De Patuv University centennial broadcast, are special events lined up since Pulliam took over station, and help prove his point that he's out to furnish the Hoosiers with lots of dialing pleasure.

Hoosers with toy of dealing program is worth mention: Pulliam's son a graduate, as well as Pulliam himself. Pulliam, Sr. was charter member and helped found Sigma Delta Chi, national journalistic fraternity (honorary) while in De Pauw. is son was named president of the same chapter at De Pauw few years ago, and on 25th year of fraternity, when he was in school.

Hallock, formerly of KGW, Portland, has been transferred back to Portland by the Federal Commu-nications Commission. He returns to the west coast from Washington,

Here and There

Arthur Church, KMBC pres, and nouncer, is at the charles W. Meyers, KOIN, Portland, pital as a result.

Ore, will be off this week for month ceived in an automobile accident, vacation via the Panama canal.

James Clancy, business manager of WTIC, Hartford, is visiting Chicago

Ike Levy, board chairman of WCAU, Philly, and CBS vice-prez, home from Flori vacash,

Donald Flamm, prez WMCA, New York, gets back from Europe Jan. 17.

Bob Hall, announcer WIP, Philly, has left station and is re-placed by John Franzosa, formerly of Langlois & Wentworth.

Josephine LeSueur, of CBS's New York publicity staff, has quit to go with the Graves Syndicate.

Ireene Wicker (Singing Lady) was feted at the Waldorf-Astoria on Monday (11) to mark her seventh ether anni.

Radio Roundtable, rep trade association, planning to cut down collective waistlines by starting a bowling team.

Mort Lewis, scripter Pat, will get away from Havana on a vacation.

ipley, WTIC, Hartford an-

WNBF IN SIDESTEP OF PREVIOUS STYMIE

Washington, Jan. 12.
Repercussions of that 'Schenectady incident' were heard here again last week when, for second time in little over two months, one of the principals appeared before the Federal Communications Commission once more.

Communications Commission once more.

Although less than a year has elapsed since the former case was refrigerated, Howitt-Wodd Radio Co. of Binghamton, owner of WNBF, revived its ambition to operate a 1 kew transmitter and filed application for ermit to build a new station using 1240 kc. This is the same frequency for which WNBF and Knox Broadcasting Co. fought last year.

Latest move of the Howitt-Wood people embodies new strategy. Because they are foreclosed from reviving last year's plea until late this spring, WNBF owners did not ask permission to shift from the present frequency to 1240. Instead they proposed construction of a new transmitter using the desired ribbon. This means there is no legal barrier in the way.

By this tactic WNBF is able to

means there is no legal barrier in the way.

By this tactic, WNBF is able to steal a march on the Knox group. Since they asked for a new station last year, the individuals backed by the gelatine-maker's bank-roll cannot try to head off WNBF until the year's wait is over, but WNBF did not ask for the identical thing last year it is seeking now, and consequently is in the clear.

Track is not wholly clear, however, for WNBF. Commish still is mulling over request of 'Citizens Broadcasting Co., Schenectady, manipulated by John Clark of Transamerican, for the identical facilities. Although filed months back, nothing ever has happened to this application, which so far has not even been carded for hearing. Probability is both pleas will be set down for ventilation at one time. tilation at one time.

E. . Edgar, commercial chi WGH, Newport News, out of circu-lation with burn tonsils.

Jack Light, WTAR, Norfolk, asst. mgr., out of hospital after opt. Saved sight of one. opt

Eddie Cantor goes Jolson's soap show Jan. 19 in an exchange of professional courtesies. Jolson did a turn on the Texaco airing.

Herman Bess, in charge of sales at WNEW, New York, back from Miami.

Stanley Chambers has resigned as sales manager of WDAS, Philly. No successor named.

Myer Alexander Choristers will do 3-week stretch on Camel show.

gren, ineer at WFIL, ne engaged last week to Arnold Nygren, Philly, beca (Conti on page 62)

GRA

THE SHOW IS ON

GARDEN, NEW YORK Excl. Mgt. HERMAN BERNIE, 1619 Broadway, New York

> S. K. KUSHNER Presents

Now at the NORMANDIE, BOSTON Until January 24

CARL

And His HARMONICA LADS WLW. CINCINNATI

5 Shows Weekly Also Doubling at the LOOK OUT HOUSE

NIGHTLY

THE

THREE MARSHALLS

WJZ — 12:15 P.M. NEC ARTIST SERVICE
30 ROCKEFELLER PLAZA, N.

THE O'NEILLS" FAMILY BRINGS YOU MORE Presented by Ivory Soap - 99 11 100 7 pure

LISTEN TWICE DAILY

NBC Blue Network, Mon. to Fri. 11 a.m. EST NBC Red Network, Mon. to Fri. 11 a.m. EST
NBC Red Network, to Fri. 3:45 p.m. EST
COAST TO COAST

Ir., BLACKMAN ADVERTISING, INC. WOLF-RKO BLDG., NEW YORK CITY

WXYZ Scripts Mailed to **Ohio Stations for Repeat**

Detroit, Jan. 12.

Factfinder, heard over WXYZ and the Michigan web for several months, is now being shipped via Uncle Sam's mail to five stations

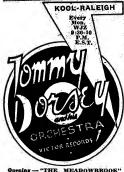
Speed Gas, sponsors of the twicely show, has made arrangements Ohio outlets, whereby original ts used in WXXZ's live show is scripts used in WXYZ's live show is read between recorded music on those stations: Fifteen-minute pro-gram here uses Benny Kyte's ork, plus commentator who gives short spiel on various facts about indus-tries, institutions, etc.

WFBM's Sunday Night Special Indianapolis, Jan. 12.

WFBM is losing a steady Sunday attraction with the advent of M. Clifford Townsend as Indiana governor. Faul V. McNutt, who just stepped out of governor's office, has spoken each Sunday night over WFBM here, WIND, Gary, and WOWO, Ft. Wayne, linked in a three-way Hoosier chain. His last broadcast, Sunday (10), was summary of his administration, while previous Sundays for the four-year period he spoke on public affairs of Indiana, and did some smart political plugging, keeping before the Hoosiers, via the ear route.

New governor has not indicated

New governor has not indicated his radio intentions.



Opening -- "THE MEADOWBROOK"
Cedar Grove, N. J. Jon. 20th Per. Rep.—ARTHUR T. MICHAUD 1775 BROADWAY, N. Y. C. Mgt.—M.C.A.

RTHUR BORAN

's Most Versatile Entert

EDDIE CANTOR TEXACO PROGRAM AL PEARCE FORD PROGRAM RUBINOFF CHEVROLET HOUR

ENTIRE COLUMBIA NETWORK COAST TO COAST

COLUMBIA BROADCASTING SYSTEM ARTIST BUREAU

HARRY SALTER

THE LUCKY STRIKE HIT PARADE

EVERY SATURDAY OVER COLUMBIA NETWORK 10-10:30 P.M. EST

"BARON MUNCHAUSEN"

JACK

RALEIGH and KOOL CIGARETTES WJZ-9:30 P. M. E.S.T.— Mendays NBC Network

ir.: A. & S. LYONS, Inc.

F.C.C.'S WASHINGTON DOCKET

DECISIONS

Washington, Jan. 12.
California: Clark Standiford, Visalia, denied new station to be operated on 1310 kc with 100 watts, Commission reversing Chief Examiner David G. Arnold; Tulare-Kings Counties Radio Associates, Visalia, granted new station to be operated on 1100 kc with 250 watts, daytimes only, Commission sustaining Examiner R. H. Hyde;
Connection:

250 watts, daytimes only, Commission sustaining Examiner R. H. Hyde,

Connecticut: New England Radio Corp, ridgeport, denied motion for leave to amend application for new station so as to use 1190 kc instead of 1420 kc.

Florida: Nathan N. Baure, Miami, application for new station to be operated on 1420 kc with 100 watts, remanded to dockets,

Idaho: KTFI, Twin Falls, granted renewal of license on 1240 kc with 500 watts nights; I kw days, but denied frequency change to 630 kc, Commish sustaining Examiner George H. Hill in part.

Indianapolis granted three months' license renewal.

Louisiana: WIBM, Indianapolis Power & Light Co., Indianapolis granted three months' license renewal.

Louisiana: WIBO, Baton Rouge, granted frequency change from 120 to 120 kc. with juice-jump from 100 to 500 watts and change hours of operation from milmitted to specified, Commish upholding Examiner Melvin H. Dalberg, Waryland: McNary and Chambers, College Park, granted new experimental station to be operated on 1050 kc with 100 watts, from 12 mi light to 6 a. m., EST.

Minnesota: WMIN. Edward Hoffman.

Minnesota: WMIN; Edward Hoffman, St. Paul, granted change in name of licensee to WMIN road-casting Co.; Walker Jamar, Duluth, denied new station to be operated on 1200 kc with 100 watts, Commish supporting Examiner R. 1rwi.
Missouri: KSD, St. Louis, granted petition asking consolidation of its application for unlimited time on 550 kc and the application for unlimited time on 550 kc and the application of KFUC, Clayton, Mo, charing same frequency), to increase power and hours of operation to half time and to hear both cases at the same time; KSD (see above) granted request for per-

Sourceau on the application of KFUC, Clayton, Mo. (sharing same frequency), to increase power and hours of operation to half time and to hear both cases at the same time; KSD (see above) granted request for permission to radiate 70% of its entire effective field with a power of 1 kw for nighttime operation in the direction of WKRC, Cincinnati.

New Jersey: Eastern States roadcasting Corp., Bridgeton, granted new station to be operated on 1210 kc with 100 watts days.

New York: WJTN, Jamestown, granted power boost from 50.to 100 watts nights, 250 watts days, and install new equipment and vertical radiator.

North Carolina: WMFR, J. A. Hart and Wayne M. Nelson, High. Poi granted voluntary assignment of license to WMFR, Inc., 1200 kc, 100 watts, days only; H. W. Wilson and Ben Farmer, Wilson, denied petition asking reconsideration of action in designating application for new daytime station at Wilson to be operated on 1310 kc with 100 watts) for hearing and to grant same without a hearing—hearing to be held as scheduled; WDNC, Durham Radio Corp., Durham, granted petition to reinstate application for construction permit which was denied on Sept. 22, 1936, in case of default for failure to file appearance.

Ohio: WSPD, Toledo, granted voluntary, assignment of license to the Fort Industry Co., 1340 kc with 1 kw nights, 8 kw days.

Oklahoma: WBBZ, Estate of Charles Lewis Carrell. Adelaide Lillian Carrell, Ponca City, granted license renewal for period ending June 1, conditionally.

Pennsylvania: WJAS, Pittsburgh, denied petition asking continuance of hearing on application of WATR, Waterbury, Conn., to operate on 1290 kc with 250 watts, scheduled for Jan. 18, until Commish sets definite date to hear WJAS's application to operate with 5 kw nights on 1290 kc.

South Dakota: KWTN, Watertown, application for license renewal and construction permit to change frequency from 1210 to 1340 kc and increase power from 100 to 500 watts days (facilities of KDGY), designated for hearing, to be heard with application for renewal and

Paul Sullivan Makes Speech

Paul Sullivan Makes Speech
ianapolis, Jan. 12.
Paul Sullivan, newscaster of WLW
(Cincinnati), together with Bill
Balley, publicity director Crosleyoutlets, were here Thursday (7).
Sullivan spoke at nooh before 260
members of the Indianapolis Real
Estate Board at luncheon session,
with remarks about the gathering of
news for broadcasting.
Laid particular stress on limits of
broadcasting as compared with
newspapers, and also plugged the
local tax. reform of Real Estate
Board here.

on three pending applications for new Wichita Falls stations, namely: Faith Broadcasting Co., to be operated on 1380 kc with 12 kw. Wichita Broadcasting Co. to be operated on 620 kc with 250 watts night, 1 kw days, and West Texas Broadcasting Co., to be operated on 1380 kc ith 1 kw (Broadcast Division also approved recommendation that application involving removal of KFPL from Dubli. Tex., to Wichita Falls, be heard in the same proceeding).

Washington: KXRO, Aberdeen, juicejump from 100 to 250 watts.

Wisconsin: Fred A. Baxter; Superior, granted restation to be operated on 1200 kc with 100 watts, Commish sustaining Examiner M. H. Dalberg; WTMJ, Journal Co., Milwaukee, granted transfer of control of The Journal Co. (WTMJ) from estate of Lucius W. Nieman to Journal Co. and Faye McBeath.

SET FOR HEARING

Iowa: KMA, May Seed and Nursery Co., Shenan-loah, night juice-jump from 1 to 5 kw.

Michigan: Northern roadcasting Co., Traverse ity, new station to be operated on 830 kc with 500 watts, daytimes only.

New York: WMBO, Auburn, consent to transfer of control from Roy L. Albertson to Auburn Publishing

control from NOV II. Gales (Clack Radio Service),
Texas: Malcolm H. Clack (Clack Radio Service),
Amarillo, new station to be operated on 1500 ke with
100 watts; Beaumont Broadcasting Association, Beaumont, new station to be operated on 1420 ke, with 100

watts.
Wisconsin: WSAU, Northern Broadcasting Co., Inc.,
Wausau, increase operation from daytime to unlimited.

NEW PETITIONS

Alabama: James R. Doss, Jr., Mobile, new station to be operated on 1500 kc with 100 watts, days; John C. Hughes, Phoenix City, new daytime station to be operated on 1310 kc with 100 watts.

Arisona: KSUN, Copper Electric Co., Inc., Lowell, transfer control of corporation from James S. Maffeo and I. R. Jackson to Carleton W. Morris, 4731/4 shares common stock.

Arkansas: KTHS. Hot Springs Chamber of Commerce, Hot Springs National Park, extension of special experimental authorization to change frequency from 1040 to 1060 kc, hours of operation from sharing with KRLD, Dallas, Tex., to simultaneous with WBAL, Baltimore, Md.
California: KRE, Berkeley, change frequency from 1370 kc. to 1440 kc, increase power from 100 watts ights, 250 watts days, to 1 kw.
Connecticut: WTIC, Travelers Broadcasting Service Corp., Hartford, extension of special experimental authorization to change frequency from 1060 to 1040 kc, hours of operation from sharing with WBAL, Baltimore, Md., to simultaneous operation with KRLD, Dallas, Tex.

allas, Tex.
Florida: WIOD-WMBF, Isle of Dreams roadcasting
orp., Miami, change frequency from 1300 to 610 kc.
Georgia: WSB, Atlanta, boost power from 50 to

Georgia: W.S., Name of the Covington, Stole kw.

Kentucky: WCKY, L. B. Wilson, Covington, increase power from 5 to 10 kw.

Louisiana: KWKH, International roadcasting Corp., Shreveport, extension of special experimental authorization to operate on 1100 kc with directional antenna inches.

ignus. Massachusetts: WCOP Boston, transfer control of corporation from Joseph M. Kirby (deceased) by Mary A. Kirby, administratri to Arde Bulova, 3,000 shares common stock:

A. Rirby, administratri to Arde Bulova, 3,000 shares common stock.

Mississippi: WIDX, Lamar Life Insurance Co., Jackson, boost day power from 2½ kw to 5 kw.

Montana: Peoples Forum of the Air, Helena, new station to be operated on 1210 kc with 400 watts.

Nebraska: KGNF, North Platte, change hours of operation from daytime to specified, using 1 kw.

New York: Howitt-Wood Radio Co., Inc., Binghamton, new station to be operated on 1240 kc with 1 kw.

North Dakota: KOVC, George B. Bairey, Valley City, voluntary assignment of license from George B. Bairey to KOVC, Inc., EKBMC, Roberts-MacNab Co., new station to be operated on 1310 kc with 100 watts, simultaneous day, share KVOX, nights, requesting power increase from 100 watts to 100 watts nights, 250 watts days.

Ohio: WSMK, Dayton, boost power from 200 watts to 250 watts ights, 500 watts days.

WFIL Collides With Home Owners on Site Choice

Philadelphia, Jan. 12.

Philadelphia, Jan. 12.
Almost set to move its transmitter
to Bala-Cynwyd in suburban Philly,
WFIL was last week stymied when
residents in that locality squawked
to zoning board. Station has consequently abandoned idea of using that
site and has couple of others in view.
Transmitter is now in mid-city atop
Strawbridge & Clothi store, in
whose building studio is located.

Transmitter is now in mid-city atop Strawbridge & Cloth store, in whose building studio is located. After repeated delays work new studios finally got under way last week. Hitch was over raising of ceiling on 18th floor of Widener building. Expect place to be ready for occupancy some time in April.

Jim Britt to

124.00

Jim Britt has been imported by Socony Vacuum Oil for two nightly sports broadcasts over WBEN. Spot, held for three years by George Sutherland under other sponsorship, has been sustainer for month with Frank liva pinch-hitting. Britt started Monday (11). Comes from WSBT-WFAM, South Bend.

Road company of the Iowa Barn Dance Frolic, WHO, Des Moines pro-duction, stranded in Mason City, Ia, en route to Albert Lea, Minn., beof treacherous highways.



MARIO BRAGGIOTTI

WITH HIS OBCHESTRA
Recently Headlined at
Paramount Theatre, New
York, and Featured at Corinthian Room, Hotel Pierre
(HEARD ON NEC NETWORK)

baker

AMERICAN E D I T O B G U L F R E FINING COMPANY

JOSEF CHERNIAY/KY the Murical Cameraman Presented by 1847 ROGERS BROS.

Every Sunday at 4:30 p.m., EST COAST-TO-COAST Red Network NBC

Fred Allen

Portland Hoffa

in "Town Hall Tonight" SAL HEPATICA-IPANA WEAF-Wednesdays 9-10 P.M. E61 WALTER BATCHELOR

Philadelphia, Jan. 12, One of Philly's vet programs, 'S.S. In for All,' aired over WDAS, id final sign-off this week. Being replaced by '1370' (referring to station's wave length), a night club in the morning. Jerry Stone is handling it, with Harold Davis helping on script. Whereas Fun for All' participator. '12220' WNEW's 11 New Acc'ts

Topped by Twenty Grand'
ette account for three 15-minute
periods weekly, WNEW, N. Y.,
ports a record-breaking week of new
business for last week with 11 new
accounts definitely set. Twenty
Grand' goes on 'Make Believe Ballroom' broadcast alignment.
Other new business for last week
included Petrie Department Store,
Macfadden Publications, FiniayStrauss, Riverbank Canning. Co.,
Ironized Yeast, Jeffry's Beauty Parlors, Riveriew Lawns, Jad-Wiga Whereas . Fun for All was participator, '1370' will be sustainer until well established, then will be offered only for single sponsor.

lors, Riverview Lawns, Jad-Wiga Remedies. Fairbanks-Morse (re-Remedies, Fairbanks-Morse (re-frigerators), and Sears-Roebuck. Last named program emanates from the S-R auditorium in Newark.

Larry Sherwood Scrams Radio

Kansas City, Jan. 12.

Larry Sherwood, who has been with station KMBC for three years as director of public events and special features, has stepped out of radio.

His new tag is general sales pro-motion manager with a local auto-mobile outfit.

WTIC Ups Rates 12%

Hartford, Jan.

Hartford, Jan. Flat raise of about 12% will take place in WTIC rates on Jan. 15, bringing the night hour single-time rate to \$360. Web rates already were boosted to that figure several

weeks ago.
Station, which ran nicely into the black during 1936, has garnered about \$40,000 in spot contracts from sponsors who in the past 10 days, slipped under the wire the old

Keeping Him Happy

Aceping Him Happy
Fort Wayne, Jan.
Happy Herb Haworth, singer and
spieler, returns to WOWO via joint
sponsorship of G. E. Bursley and
Greenblatt Fura. Former plugs its
180 stores with a limerick contest
built up as a listening test. Fur
coats from the second sponsor's
store are given to the winners.
Series is being handled through
Don Long agency, starting Wednesday (13).

Karl Bickel, head of Continental Radio (Scripps-Howard), in Florida.

The Wideners Show Philly The Latest in Socialite Showmanship

VARIETY

By HOBE MORRISON
Philadelphia, Jan. 12.
For showmanship parties the bluebloods can give lessons to show business itself. With nary a Max Reinhardt nor even a Billy Rose on the firing line, the P.A. B. Wideners heaved a bender the Bellevue-

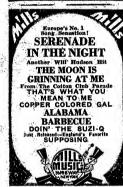


ONE IN A MILLION" "WHO'S AFRAID OF LOVE? THE MOONLIT

"WE'RE BACK IN CIRCULATION AGAI" Featured in the 20th Cen-tury-Fox Picture-"One for a Million"

HOLLYWOOD SONGS-

A BUILDING-RADIO CITY-HEW YORKNY PHIL KORNHELFER, Gen. Mgr.



Remiek

SING YOU A THOUSAND LOVE SONGS

New, Terrific it!

from "SING ME A LOVE SONG"
A Cosmopolitan Production THE LITTLE HOUSE THAT LOVE BUILT

> YOUR EYES HAVE TOLD ME SO SUMMER NIGHT

REMICK MUSIC CORP. 1250 Sixth Ave., RCA Bldg., N. CHARLIE WARREN. Prof.

Stratfor here just before New Year's Just to notify the eligible society boys that stepdaughter Joan Peabody in the market, they tossed approximately \$100,000 into the hopper, laid a 75-piece dance band on the line, buried the hotel in floral decorations and champagne, took 500 rooms in the place for guests and had the upper crust and Pinkerton dicks falling all over each other. It was colossal.

Despite all the obvious spending, the endless supply of flossy-labeled likker and the Roman holiday expansiveness, the whole shindig was pretty dull business. It undoubtedly was shrewd and large-scale social showmanship, but it didn't have a fraction of the excitement of a steaming session at Benny the Bum's joint along in the shank of the morning. Apparently the carefully selected guests were so infent on being correct they parked all animation with their erm and toppers.

If society's grand splurge turned out to be an entertainment flopperoo, however, it wasn't the fault of show busi it lone contribution to the

however, it wasn't the fault of show busi ' lone contribution to the festivities. At least the music had all the zip and class indicated by the lavish outlay of bullion. From the initial toot the boys behind the instruments provided enough rhythm for a Broadway block party. Until the fading hours lured away the senior members, the ballroom floor was the sole scene of action. Those 75 toolers had even the azure patriarchs stomping on the upbeat.

A Super-Terp Team

75 toolers had even the azure pariarches stomping on the upbeat.

A Super-Terp Team

That music was dished up hot and sweet by 30 fiddles, 5 violas, 5 pianos, 12 saxes, 6 trumpets, 3 trombones; a drum, a xylophone, 3 accordions, a harp, an electric guitar and six abases. Meyer Davis, whose corner on society party business keeps more than 100 bands working on private blowouts during height of season, and whose rolls list upward of 1,200 musicians, supplied that 75-piece agregation. The meastro himself never left the stand, drawing forth tile first note at 11 p.m. and winding up the final beat about 6:20 the next am. During that stretch the longest pause was approximately 20 seconds. Davis' fat fee for music was \$10,000. For that, in addition to main band in ballroom, he supplied 8-piece gypsy group for main reshment room. For first hour all 75 musicians labored away at their sharps and fats. After that a minimum of 65 fought it out in musical trenches, with 45 shock troops firing entire siege and 30 remainders. alternating. It was said to be largest dance band ever to play private party. Had never played together reviously as group nor even-rehearsed. But, parity, because arrangements for all Davis groups are similar in general style and partiy because all 75 men are familiar with Davis' batoning, it all rolled along with impressive smoothness.

Music played included entire range of terp tunes, from 'Blue Danube', in old-time Vienness tempo to 'Organ Grinder Swing' and from danspation of Ravel's 'Bolero' and Gershwin's 'Rhepsody in=Blue_to' Pennies from Heaven' and '12th Street Rag. But judging from selections and requests, society's aris-

tocracy leans toward 'dignified' mutocracy leans toward 'dignified' music rather than swing. That was particularly noticable early in evening, when oldsters could still get about. Plenty of waltzes were played then and even the young bloods danced them in old fashioned waltzme-around-again-Willie mode. During entire party only one couple unlaxed sufficiently to essay Lindy Hop and that was very brief gesture just before § a.m.

Socialite Swingeroo

Meyer Davis interpretation of society's likes leaned toward dignified tempo, however, he by no means sighted heated stuff. And when those 65-to-75 lads began to swing they unleashed some remarkably infectious rhythms. That heavy preponderence of strings (44 out of total of 75) was impressive and stirring for waltzes, but it added richness and fullness of tone to the brasses in jam sessions.

Not only was hand respectable in

jam sessions.

Not only was band respectable in size as compared to full symphony orks (which normally number from 100 to 110 men), but its disposition on stage was somewhat similar to symph groupings. Fiddles and violas were at left, with brasses and woodwinds on right. Ianos and basses strung along rear. Only amplifier was usual one on electric guitar and that was occasionally used for striking solo effects.

For shooymanship, Meyer Davie

that was occasionally used for striking solo effects.

For showmanship Meyer Davis,
also supplied sizable quota on his
individual account. Philly, which
has seen some eye-taking batoning
from its symph, mastros (the inimitable Leopold Stokowski has been
laying audiences in the concert aisles,
for 23 years with his brand of
podium acting), would have recognized in Davis a conductor with
keen awareness of the value of bandleader dramatics. He worked ashard as a wfestler try to cross
up the schedule and was rewarded
by drawing an admiring group of
standees to the foot of the stage all
evening. But if Davis' exertions and
emoting were an act it panicked his
musicians just as much as it did the
mobility out front. The boys heaved
too with a will all eveni and
turned in an especially inspired job
whenever the maestro bore down
with the stick.

For adroit ballyhoo, Mrs. P. A. B.
Widener for the a. B.

with the stick.

For adroit ballyhoo, Mrs. P. A. B. Widener (the Widener fortune and social dynasty were founded by grandpa Peter, with a butcher stall) might well slip some pointers to Bill (Tapacan) Halligan, Steve Hannagan or Sir Richard the Maney. Instead of laying down a barrage of dope on the editors' desks, she used the reliable hush-hush technique—and it went over like the old shell game. Tipped off on the QT about the coming bender, the eds turned loose their society reporters, who drew immediate and firm blanks.

Old (P. A.) Army Game

Not even the Social Register scribes were invited to the party and telephone inquiries went for zeros when Mrs. W. and her stooges retelephone inquiries went for zeros when Mrs. W. and her stooges refused to be lured to a wire. Consequently, the papers tumbled for the yarn hook, line, sinker and fishing pole. All sorts of advance space was given it and the night of the event the hotel was stormed by a small army of the press. At the last minte Mrs. W. relented and permitted four daily cameramen into the foyer for—a.rew.shots. therwise, only Jerome Zerbe (Life photog). Cholly Knickerbocker, Barclay Beekman and Molly Thayer were allowed in. But, in addition, a. Vantary mugg also sneaked past the gendarmes and (without even wearing, muzzle) mixed with the guests just as though they were respectable, too.

In physical proportions the Widen-

they were respectable, too.

In physical proportions the Wideners' launching of their debutante upon the crest of the social wave was something to make even Herr Reinhart. lick his producing chops. It was one of those proverbial times when the coin of the realm was no object. In addition to the \$10,000 for music, \$35,000 was said to have gone for the decorations, which cluded two soap bubble fountains, several shiploads of flowers, one room fixed up as the Hialeah track (a plug for the course poppa owns)

Music Notes

Moe Jaffe orchestra playing in Georgian room of Ben Franklin, Philly. Conductor wrote several Mask and Wig shows for U. of P.

Chester Forrest and Bob Wright have written a special lyric for an old Irish melody, 'In Ould Kilmain-ham Gaol,' for Metro's 'Parnell.'

Burton Lane and Ralph Freed have turned in the title song for Swing High, Swing Low at Para-mount studio.

Charlie Green, prez of Consoli-dated Radio Artists, back after a 10-dayer to his Cleveland and Chi-cago offices.

Nathaniel Shilkret, back from a month's vacation in New York, is scoring 'Stepping Toes' at RKO studio in Hollywood.

Jerry Johnson's orchestra remaining at the Radisson, Minneapolis, until Feb. 5. opening a Hollywood is subsid, Hollywood

Sam Fox office for Songs,

Leo Jacobs has become assistant to Ben Edwards in the management of the Isham Jones Music Corp.

. Stein, Music Corp. of America prez, has established a residence in New York.

Art Tatum has opened Swing Club in Hollywood.

Roly Rogers' orchestra current at the Hotel Brunswick Casi , Boston,

16,000 WPA MUSICIANS

167 Symphonic roups in U.S.A.

Recent statistics disclose that 16,000 musicians have been taken off the relief rolls and put to work on the federal music project units in the last several months.

the last several monus.

Symphony groups have increased from 12 to 167 by this move, and have introduced the works of 1,700 young American composers to audiences of over 50,000,000 people.

Staub Is Promoted

Maurice Staub has been promoted Maurice Staub has been promoted to the job of general professional manager of Mills Music, Inc. He comes from Chicago, where he had charge of the Mills firm's local office for the past six years.

Staub, prior to joining Mills, was with Witmark, and later Irving Berli , Inc., in Philadelphi

and a few miles of pink and silver silk drapes.
Estimates sai the bar held 60 cases of champagne, but that looked conservative. There was also all the Scotch, rye, gin (and even milk, which apparently is the very lates in Blue Book fads), two meals and various other refreshments everyone could stow away.

DUES CLIP UP AT MPPA MEET

Board of directors of the Music Publishers' Protective Association will, at its next meeting, consider a proposal to reduce the membership fees of the publishers in the upper brackets. Overall' clip for these classes will amount to 25%. Heads of the association have two motives for the move. One is to keep the fees down to the point where they just about meet the MPPA's overhead, and the other I volves making them low enough attract such major publishing firms which are not members at the present time.



There's a Silver Moon

On The Golden Gate

I Love You from

Coast To Coast

There's Frost On The Moon

IN PREPARATION The Greatest Score of the Year From

IRVING BERLIN'S

"ON THE AVENUE"

HARRYLINK G.P.M. IRVING BERLIN INC. 199 THAVE. N.Y.C.



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"Sweetheart Let's **Grow Old Together"**

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Starting the 1937 Season With Two New Song Hits:

'RAINBOW ON THE RIVER'

LEO FEIST, Inc.

1629 BROADWAY

NEW YORK

MOST REQUESTED WALTZ SENSATION

SHAPIRO, BERNSTEIN & CO., Inc., MUSIC PUBLISHERS, LOUIS BERNSTEIN. Pres. NOW IN THEIR NEW QUARTERS—RKO [Radio City Music Hall] BLDG.—1270 SIXTH AVE., NEW YORK

DECCA HITS TALENT CLAIR

Petrillo Blast at Record Biz **Unchecked** by International: Sees Wax as Musicians' Enemy

Chicago, Jan. 12.

ead. Petrillo is determined to go through

Petrillo is determined to go through with his no-recording campaign and in his decision he has the back-pats and best wishes of everybody in the AFM, according to indications and survey made within the memberip. The great bulk of the musicians believe that Petrillo is attacking the major musicians problem right at the source, and agree with him that it's got to be a fight to the finish, since the increased use of recordings in theatres, dance halls and radio, means the continued decline of musician employment. Petrillo in making this campaign, adds another innovation to the

adds another innovation to the many he has brought to the musimany he has prought to the musi-cians organization. Petrillo over the years made the Chi local the strong-est union of its group in the country.

Harlem Thugs Beat Up Forsythe Few Hrs. After Arrival in New York

Several hours after he had landed from England last Thursday (7) Reginald Forsythe, British West Indian composer and band leader, was attacked while looking for a place to naic zersythe, British West Indian composer and band leader, was attacked while looking for a place to live by thugs in Harlem and robbed of his watch and money. Blow knocked him unconscious and caused several wounds or the head, but he did not require hospitalization. As the result of armagnature in the control of the

As the result of arrangements by Irving Mills, who had brought over the composer-leader, Forsythe was removed to the home of Duke Ellthe component of the home or ington.

Among Forsythe's works are 'Serenade to a Wealthy Widow,' 'Dodging ivorcee,' et al.

Run of the Lot for Pokrass on Fox Pact

Hollywood, Jan.

Sam Pokrass has received term optional contract as music composer at 20th-Fox and hereafter will be given general assignments instead of being confined to the Ritz Bros. cleffings.

Pokrass is going to New York soon for a two week vacash before starting his new termer.

Fr. Montague Beach Hotel, Nassau, Bahamas, on Jan. 19. Band will double into the local Jungle Club. CRA brooked.

Most Played on Air

familiarize the trade with familiarize the trade with tunes most on the air around New York, the following songs were most played on the networks last week. Combined playes WEAF, WIZ and WABC are computed for the week from Sunday through. Saturday night, Jan. 3-9.

Saturday night, Jan. 3-9.
There's Something in the Air Fennies From Heaven
It's De-Lovely Plenty of Money and You Goodnight My. Love Night Is Young I've Got You Under My Ski Easy to Love I'm In a Dancing Mood When My Dreamboat Comes Chapel in the Moonlight Frost on the Moon Gee, But Your Swell Gone Timber
Trust in Me
If My Heart Could Talk
I'll Sing 1,000 Love Songs
For Sentimental Reasons
Here's Love in Your Eye
May I Have the Next Roman
Love What Are You Doing?
That's Life, I Guess
Alahama Barbeene

IRVING MILLS **SEEKS OWN** LABEL

Irving Mills hasn't decided whether Irving Mills hasn't decided whether he will go into the recording business for himself or tie up again with one of the existing outfits, such as Brunswick or Decca. Mills last year took \$60,000 out of his Brunswick-Columbia connection and he figures he could do much better by setting up his own distribution in this country and selling masters to foreign record descriptions.

up his own distribution in his country and selling masters to foreign record companies.

In a talk with Jack Kapp, Decca prez, last week Mills submitted the proposition of introducing his own label under Decca distribution with the latter guaranteeing him \$52,000 a year as against royalties. Mills contract with the Brunswick-Columbia combine ran out Dec. 31 of last year, but he has expressed a willingness to continue under the B-C banner if given the privilege of releasing his own label. Label he wants to use, whether it is as an independent or as part of one of the major companies, entails the word Variety Record Corp.

Mills on his recent trip to Californic Some 30 recordings with

Mills on his recent trip to Californi some 30 recordings with vocal and instrumental combinations which he either owns or manages. It's all novelty stuff and also volves lots of special material. Among the foreign recorders who have approached him is Warniford Davis, of the British Crystolite Co. Davis wants not only to release Mills stencillings under cheap labels, for which the Crystolite Co. is known, but establish a more expensive brand exclusively devoted to Mills recordi

Brunswick's Big Studio

runswick recording labs in N. Y. has broken through into the next-door building for a mammoth recording studio capable of accommodating a full symphony orchestra of 80 musici

SHOULD BE OURS'

Recording Company Takes Position Property Right, If Established in Litigation Against Radio Station, Should Belong to Disc Manufacturer

ROYALTY ANGLE

Attempt of the National Association of Performing Artists to control the broadcasting of phonograph records became further complicated last Records, Inc., week, when filed a petition for leave to intervene in the case of Frank Crumit against WHN, New York. Argument on Decca's petition, which seeks to restrain both Crumit and the station, is slated take place tomorrow (Thursday) before N. Supreme Court Justice Aaron Steuer. id not enter into the litiga-

tion between Crumit and WHN until after Supreme Court Justice Louis Valente had turned down a plea by the NAPA's counsel, Maurice J. Speiser, for a temporary injunction Speiser, for a temporary injunction against the station. Decca now contends that if anybody has a right to restrain WHN it is the recording company, since the latter holds what the petition terms common-law right of property in the Crumit disc which WHN is alleged to have aired. In his action against WHN, Crumit claimed that this same property right was invested in him and that a station had no right to air the record in question without obtaining his permission. permission.

permission.

Decca's petition, which was drawn up by Milton Diamond, contends that Crumit had, by virtue of his contract with the recording company, transferred all his rights, and that, if a property right does exist in the platter, it belongs to Decca. The petition also takes the position that if in the process of aging the disc the station had violated a property right, it was Decca's right that had been invaded, and therefore WHN was accountable to no one but Decca.

'Adequately Compensated'

'Adequately Compensated'
Petition states that Crumit had
been adequately compensated by the
manufacturer. for his services in
making the record, and that if there's
to be any performing licenses issued
and fees collected, these should be
the functions of the recording company. Also that it would be up to
the manufacturer to determine what
share of such proceeds should go to
the artists. In his petition Diamond
also says that although they haven't also says that, although they haven't joined Decca in the action, the other phonograph companies will support his legal contentions.

action was scored by services on action was scored by Speiser as serving notice on all its artists on just what it could expect from that company. Speiser asserted that it was about for the phonograph companies to expect that they control the unlimited services of an artist by paying him to or 2c a record. By entering the case Decca, he added, had made the issue a clearactu one. It was now up to all parties concerned to thresh it out to a finish. Speiser remarked that if Decca had thought it held a property right it the record, why had it in recent years been content to assert it by merely pasting on a label warning against the record's for broadcast purposes.

Decca petition seeks to back up its

Decca petition seeks to back up its claim to all rights the Crumit record by citing the point that it not the artist but the recording company which is the creator of the musical art which it evolves in the form 80 musici New under Joe Higgins' tributes not only a staff of musical inecti includes organ and latest waxing equipment.

'IF THERE'S FEE. Music Publishers Cast Fierce Frowns at Discs' Slot Machine Methods; That 'Breakage' Clause

'Blue Danube' Anni

Vienna Dec 28

Vienna, Dec. 28.
Torchlight parades, serenades and issuance of special stamps and minting of new coins will mark the 70th birthday of the Blue Danube' waltz.

It was on Feb. 13, 1867, that Johann Strauss wrote the melody. Strauss was living at that time on Praterstrasse 54, Vienna. A tablet will be unveiled in the house entrance now.

\$1,000,000 SUIT **OVER 'ANCHORS AWAY' SONG**

Alleged origin of 'Anchors Aweigh,' marching song of the midshipmen of the U. S. Naval Academy, was revealed last week (Wednesday) through the filing in N. Y. Federal Court of an infringement suit for \$1,000,000 damages against the Robbins Music Corp., subsidiary of MGM, and the publishing firm of Doubleday, Doran & Co. Plaintiff is Commander Alfred H. Miles, U.S.N., retired, of Norfolk, Va. In his complaint, Miles cites that while attending school at Annapolis in 1997, the late Lieut, Charles A. Zimmerman, bandmaster of the Naval Academy band, composed the music of the piece. Miles suggested the title 'Anchors 'Aweigh' which Zimmerman, adopted. The plaintiff then claims he composed the ori inal lyrics to the piece. Meles suggested the title 'Anchors 'Aweigh' which Zimmerman adopted. The plaintiff then claims he composition, without Miles', to be copyrighted. In 1926, Miles cites, the Trident Literary Society of the Naval Academy, caused to be published in blook form a group of songs under the title, 'The Book of Navy Songs.' The society empowered Doubleday. Page to publish, copyright and sell the book. Among the songs was 'Anchors Aweigh' with the' original lyrics written by the plaintiff. Although he was given credit by the publisher, Niles claims he never received any, remunexation.

In January, 1929, the plaintiff asserts, the Rudolph Wurlitzer Cowhich had handled the composition on behalf of Zimmerman's widow, turned the copyright over to the latter. She in turn assigned the music to MGM Picture Corp., which transferred it to the Robbins Corp. Miles claims that since the latter firm came into possession of the music, his original lyrics have been revised and he claims this is piracy both on the part of the Robbins firm and Doubleday Page. Also among his deither on the radio, or elsewhere and for an accounting of phonographic records.

Oakland's Col. Ticket

Hollywood, Jan. 12.

Setting a precedent for itself, Columbia studio has put Ben Oakland, composer, under contract to write music and score pix.

Oakland's pact goes for wears.

Harold Adamson and Jimmy Mc-Hugh turned in two songs which Virginia Bruce will sing in Class-Prophecy Universal. Titles are Did Anyone Ever Tell You?' and The Evening Is Young.' Robbins will publish.

Music publishers are moving to protect themselves against what they believe to have developed into a costly loophole in the uniform tract existing between them and the

manufacturers of phonograph ords. Even while the Music

lishers' Protective Association is inlishers' Protective Association is investigating an alleged practice among certai recorders of leasing their product to slot machine distributors, the uniform contract is being revised to obligate the disc manufacturer to pay royalfies on all records turned out. Under the present provisions of the contract the recorder pays on the discs he manufactures and sells!

By sumplying the slot process.

visions of the contract the recorder pays on the discs he manufactures and sells."

By supplying the slot manufactures can sells, and sells, and sells, and sells, and sells and sells, and sells and sells, and sells and sells and sells and sells and sells, and sells and sells

Kennaway Dissolves As Staff Execs Shift To Consolidated Agev.

Chicago, Jan. 12.

Chicago, Jan. 12.

Charles Green of Consolidated Radio Artists, Inc. was in town last week to set the final details of the merger and take-over of Kennaway, Inc. Under the new setup Kennaway disbands and passes out of the picture entirely, with the complete staff and personniel of Kennaway moving over in a body to CRA operations.

Gus Edwards, with headquarters in New York, becomes general manager of the new CRA setup, under the presidency of Green. Loo Salki heads the combined offices in Chicago with George Hillman as second in charge and Marvin (Tommy) Thatcher also on the local exec staff. Understood that Consolidated paid a flat cash sum for the Kennaway organization, stock of which was held in three equal portions by Edwards, Hillman and Thatcher. This cash was split equally among the three men who also got indefinite contracts as CRA employées, Consolidated took over the leases, which have tyo more years to go, on the Kennaway offices in Chicago and New York. CRA here move out of its present quarters into the large Kennaway offices immediately. Among the orchestras which Consolidated gets in the merger are Ciyde Lucas, Clyde McCoy, Carl Deacon Moore, Don Pedro and Charlie Agnew.

Disc Reviews By Abel Green

A novelty on Bluebird

A novelty on Bluebid is
Vernon Geyer swi on the Hammond electric organ, It's a solo but sounds quite full under Geyer's console dexterity. The new Hammonds, incidentally, are becoming more and more a part of dance bands regular instrumentation because of invitory to the second of the structure of the second o

team.

Johnny Hamp recourses to pix for
"Who's That Knockin' at My Heart'
(Ralph Freed-Burton Lane) and
'Smoke Dreams,' (by his brother,
Arthur Freed with Nacio Herb

-ROY SONGS Stop Everything and SWING

That

RUSTY

HINGE'

1937's Dance Craze

ROYMUSIC CO

Exclusion Publications, inc

ORGAN GRINDER'S

SWING MR. GHOST GOES

TO TOWN

SENTIMENTAL MOOD

SOLITUDE

Brown) for pair of brisk dance excepts in moderated swing tempo. Mr. chost Goes to Town' and 'The Goona Goo' really permit the Hampites unhampered swingo. Bluebird 6745-6 respec, and John McAfee and Jayne Whitney split the vocals. Hamp's run at the Rainbow Grill, N. X., evidences his click with the young hofers by this brace of releases. Hamp and his Kenucky services of the same of the s

Vocally, of course, they re in Jopflight form course, they could like he
is a film recruit who sounds like he
is a film recruit who sounds like he
is a film recruit who sounds like he
flight course, the course course in the course
flis vocal is uncertain and unimpressive, doing Will You?, an original ditty out of 'Smartest Girl InTown, backed with Twinkle Little
Star from 'Hats Off.' Cy Feuer's
orchestral backer-uppering is yeoman but this is just another disk.

Benny Goodman's Quartet have a
classic on Victor 2548 with 'Tiger
Rag' and 'Whispering,' the clarinet
Goodman', piano (Stacy), vibraphone (Rollini) and traps (Krupa)
combo really sendir out something.
The full Goodman team cut plenty
of jam with 'Jam Session,' composed
and 'arranged by James Mundy,
which is really an educational course
in svingo as Codoman on the piber
ind 'V Russo on reeds: Z Zarch, H.
N. Finkelman, G. Griffen, horns; M.
McEachen and S. Ballard, on the
slip-sliders; A. Rues: guitar; H.
Goodman, oghouse; Jess Stacey, on
the music box, and Gene Krupa on
the traps get in their licks and riffs,
Backup is the Gershwin-Desylva
oldie, 'Somebody Loves Me,' under
Fletcher Henderson's arranging genius. Victor 25497. Same team, cutsa mean 52d street version of 'When
You and I Were Young Maggle' and
'Swing Low, Sweet Charlo', both
Jope Mundy arrangements, but the
terestingly orchestrated. No, 25492.

CLICK WRITERS' OLD MSS. IN MILLS PIX DEAL

ieup between Republic Pictures and Mills Music, Inc., which was effected by Irving Mills last week, will make available to the producing company a flock of unpublished manuscripts by such writers as Gordon and Revel, Walter Donaldson and Al Dubi. Deal also gives Republic special access to the Mills publications in the matter of synchronization uses.

Pinky Tomlin, who is now under Irvi Mills management, has set to write the score of and appear in 'Sing While You're Able, with Conn Pictures, the producer. Mills Music, Inc., will publish. ieup between Republic Picture and Mills Music. Inc., which was e

Lou Rapp, Barney's brother, is building a new band. Will use pseu-donym of Barry Wood.

Horms

ANNOUNCES

GOLDMAN MACK

PROFESSIONAL MANAGER

CAFE CONTINENTAL

WHEN OLD FRIENDS MEET AGAIN

With Plenty of Money and You (Gold Diggers Lullaby) All's Fair in Love and War Let's Put Our Heads Together Speaking of the Weather Put United States of the Weather "Gold Dissers of 1937"

Blue Eves White Horse Inn I Cannot Live Without

HARMS, INC., RCA Bldg., N. Y.

O'Connell's Symph

Philadelphia, Jan. 12. O'Connell, RCA-Victor Charles O'Connell, RCA-Victor musical director in charge of red seal recordings, will baton Philadelphia Orchestra in Academy of Music here as part of next Sunday (17) Magic Key program.
O'Connell has in past frequently conducted symph group and was in charge of last season's coast-to-coast concert tour.

Duffy Sandstones Knife For Another Attempt At \$250 Clause's Life

Washington, Jan. 12.
Stage was set last week for repetition of inconclusive 1936 fight over copyright law revision when the Administration-backed bill abolish-

Administration-backed bill abolishing minimum infringement awards was reintroduced in the Senate and Senator F. Ryan Dutfy of Wisconsin, its sponsor, was given a berth on the Patents Committee.

Promising to renew efforts to wipe out the \$250 damage clause and otherwise 'modernize' the statute, Duffy put his measure in the legislative hopper with only a few alterations. On the whole, the 1938 version is identical with the draft approved by the Senate last and later talked to death in the house Patents Committee.

is identical with the draft approved by the Senate last and later talked to death in the house Patents Committee.

There is only one variation of importance to broadcasters. Instead of providing for a 56-year capyright term, Duffy has abandoned efforts to change the present law, which authorizes 28-year grants renewable for a like period, Other changes regard importation of printed matter and film licensing.

While Duffy was set for another round, the copyright fight, leaders in the House made no moves during the first week. None of the alternative bills—advocated last year by Representatives William I. Sirovich of New York, friend and ardent champion of American Society of Composers, Authors, and Pullishers, and Burrwood Daly of Pennsylvani, spokesman for Association of Performing Artists—reappeared. Representatives Thomas O'Malley of Wisconsin and Braswell Dean of Georgia, ASCAP foes, also lay low waiting for the opposition to step first.

Two Years to Work
With two years in which to put across his bill, Duffy was optimistic about the prospects during the coming session. The measure will main on the legislative calendar until the 75th Congress dies sometime late in 1939, giving him two sessions in which to obtain enactment. The fact that the bill won Senate approval last year is a defi ite advantage, while Duffy's appointment to the committee which handles such legislation put the which handles such legislation while Mental to the members who helped kinite the Duffy measure last spring are back on the House Tatents Committee being on the Republican side of the table, look only we changes in the House Patents Committee being on the Republican side of the table.

AL BOWILLY BACK TO ENG.

Bytton Not Coming to U. A.—

Tiff with Stein

Al Bowlly, vocalist for Ray Noble, has gone back to England. Titish mastro guaranteed Bowlly but with head of the table.

Al Bowllay Parkent Committee being on the Republican side of the table.

All Bowllay Back To ENG.

Bytton Not Coming to U. A.—

Bytton Not Coming to U. A.—

Bowl

Last Week's 25 Best Sellers

National best sellers in sheet music this past week will be a regular chart in Vanury every week. The trade will be interested in comparing the selling relativity to the most-played-on-the-air tabulations, shown elsewhere on this page. Song title and publisher of the best selling 25 are included; only the title of the song is recorded in the air plugs.

rennies From neaven	
†It's De-LoyelyChappell	
*I've Got You Under My Ski	
The Got You Under My Ski Chappell The Rolph Is Young Words & Mu Painbow on the River Feist Goodnight My Love Robbi With Plenty of Money and You	sic ·
Rainbow on the RiverFeist	
Goodnight My LoveRobbi	
*With Plenty of Money and You	14
*One, Two, Button Your ShoeSelect	
*One, Two, Button Your Shoe	
Organ Grinder's SwingExclusive	
Organ Grinder's Swing	
.I Love You From Coast to Coast	
Trust in Me	
*Hey, Baby, HeyChappell	
*Sweetheart Waltz	
*I'm in a Dancing Mood Crawford 1 Adore You Famous Easy to Love Chappell So Do I Select	
*I Adore YouFamous	
*Easy to Love	
*So 'Do ISelect	
Who's That Knocking at My Heart!Famous	
*The Way You Look Tonight	
*GoneFeist	
You Gotta Smile	
There's Frost on the MoonBerlin	
There's Frost on the Moon	he

the Senate, the situation the House is still tough for advocates of copyright legislation. All of the members who helped knife the Duffy measure last spring are back on the job, the only two changes in the House Patents Committee being on the Republican side of the table. And neither of these G.O.P. members showed lively interest in the subject.

Paul Pendarvis ork will return to the Rose Room of the Palace Hotel, San Francisco, on Feb. 1 for special engagement following absence of almost a year. Bernie Cummins' ork, now at the Palace, will motor east for auto show dates.



GAZING AT A BLAZING LONESOME GUITAR

IT'S STILL BEING DONE

YOU'RE JUST A LITTLE DIFFERENT

IGHT , SAY, CAN YOU SWING?

IN YOUR EMBRACE RUMBAS SPIC AND

SOMBRERO

RADIO CITY, N.Y

Witmark Presents

When Mv Dream Boat **Comes Home**

Thru the Courtesy of Love

WITMARK & SONS 1250 Sixth Ave., RCA Bidg., N. Y. CHARLIE WARREN, Prof.



IS MINE (TONIGHT)

NOW THRILLING THE WORLD

SAM FOX
PUBLISHING COMPANY

Inside Stuff—Music

While Warner Bros. owns T. B. Harms Co. 100%, its profits go 75% to Jerome Kern and 25% to WB. Hence the film company, now that Kern's own works are being shifted into Chappell & Co., will most likely permit that outfit to run passive course. Warners, obviously, can see no point in giving filmusical publication rights to T. B. Harms Co. when Kern (Max Dreytus also has a share of his end) shares the most. Hence the WB works will be chiefly Witmark, Harms, Inc. and Remick copyrights. It was different when Kern-Dreytus were more directly connected with WB, but now Dreytus is interested in Chappell & Co. (of America) along with Crawford Music Corp., more so than anything else. Dreyfus has bowed out of the WB music pub affiliations.

bowed out of the WB music pub aminations.

Chappell Co. last week informed the trade by circular letter that it had acquired the American rights to the song numbers in Franz Lehar's operetta, rederique, from Harms, Inc. Latter got the investment it made for the rights in 1930 when Max Dreyfus, who now owns Chappell, was operating Harms.

Lee and Jake Shubert, who currently have a production of the operetta on tour, are not, it is understood, exercising any claim to the American rights of the melodic phase of the Lehar score. Shuberts do own the American price of the operetta, with the result that the issue of the songs put out by Chappell will contain either the original German lyrics or the English verses controlled by the Chappell Co. of England.

Unique among dance maestro-arrangers is Joe Haymes, concluding a run at Frank Seiden's Laurel-in-the-Pines, Lakewood, N. J., who has built up and developed a number of dance bands and then ceded them to other personalities. Tommy Dorsey and Buddy Rogers' orchestras were formerly Haymes' combos. Ray Noble culled many of his team from another Haymes band. The 29-year-old bandmaster-arranger doesn't mind as part of the deal calls for him to continue making arrangements for his teams.

ision Scienced

Rairy-Retert when at Arcadia ballroom, N. Y., had an ori inal tunc.
which, for want of anything else, he called the 'Arcadia Swing.'

Requests for it-has finally resulted in Larry Spier, general manager of Crawford Music, calling in Fred Ahlert and Joe Young to fix it up and it's now going out as 'The Goona-Goo.'

Fox, B'klyn, in 3d Year with Ams and Comm'l Sponsor, Ups Mondays 50-60%

Fox, Brooklyn, entering upon its third year of Monday night amateur hour broadcasts from its stage with unique commercial sponsorshi to hypo the b. The Michaels Bros., rooklyn furniture retailers, have signed a new two-year contract, with an option for 10 additional years. Sponsor is also on the air each Monday evening over the Inter-City station, WMCA. Originally the rooklyn Fox broadcasts supplemented the regular weekly stage shows which were a part of the policy at this downtown house up to about a year ago. Although: the theatre went to double bills the urge to retain the amateur hours prevailed in view of the fact that figures consistently had shown Monday business to be better than for other week days and frequently in excess of the take on Saturdays and Sundays. Monday night (11), for instance, the house stopped selling tickets at 7.p. m., with the amateur hour devotees and tyro friends lining the walls as well as warming all the seats. Vaniery's reporter had to view the show from backstage. Ince the hour of simonpures was inaugurated the Monday gross has been from 50-60% greater than for Mondays prior to its inception. Show goes on at 9.30 p.m. over the WMCA station every Monday excepting one meach month when it's 10 o'clock. When the Fox desired to continuements were made to carry' over Don Kerr, who had been the m. c. under the stage show policy, as well as Ben Nelson and his orchestra here for a long time. Kerr and Nelson are thus assured of a steady Monday night

Neison and his orcnestra nere for a long time. Kerr and Nelson are thus assured of a steady Monday night job, ith the rest of the week for anything else they can find, Nelson carries a soloist in his hand, Gus Federer, who seems to be one of the desirables with the fans. He has a life volce.

ice voice.
Theatre gets hundreds of appli-Theatre gets hundreds of applicants from hopefuls, mostly from Brooklyn and Long Island. Some, however, are from out oft town also. Auditions are held each Saturday and the show prepared for Monday with a couple included who are to get the gong, a properso.

The house uses an ambulance gag, with a couple of stage hands dolled up white clothes as stretcher house the stretcher only they use a contrantion only they use a contrantion.

up white clothes as stretcher hearers, only they use a contraption that has sides on it. When the ambulance cases come along and the gong sounds, they march downstage to pick up the victims.

On Monday night (11) a couple of the ams nearly got a gong that wasn't in the rehearsal but in both cases Kerr jumned to the ressue and

wasn't in the rehearsal but in both cases Kerr jumped to the rescue and saved a life. One lad, Ted Van Wagener, who does barnyard imitations, was getting the bizness threations, was getting the bizness threatingly but he forced his way through the hissing, stomping and yelling largely on his own and came out okay. His chances, such as they are aren't half bad.

House hands out \$25 as first prize and a Bulow wrist watch as second.

are aren't half bad.
House hands out \$25 as first prize and a Bulova wrist watch as second, ith audience applause largely deciding the winners. Votes are also obtained over the telephone, number of the theatre for that purpose being broadcast for listeners. No planation Monday eve (11) how the Rita Marino trio would split up the wrist watch which they won as second prize. Charley Johnson, tap dancer, walked off with first honors. He worked as though he may have had some previous experience.
Selection of numbers means a lot to the Fox ams. 'Pagliacci' and Mother Machree' are always surefire, but coloratura sops are up against it. Group on Monday night, in addi to winners, and mostly singers, were Melody Rascals, harmonica group; Dorothy Brocher, Frank Covello, Cori Page, Bill Rosen, Tex Van Wagener, Joe Ropo, Estelle Judge, Hector Thibaut, Ruth Sawyer, Tony Godino, William Morganstern, Barry Winters, Jimmy Stassi and Frank Small.

Station plug for Michaels Bros. is supplemented by plug; for Fox as well Paramount, latter also part of the Si Fabian operating pool in downtown Brooklyn. Char.

Confectionery Switch

Jules Farbstein, assistant to Sidiermont, Loew's, vaude booking manager, resigned this week to accept an exec position with the People's Candy Co. Outfit operates candy in theatres.

Bye-Bye Whoopee

Knoxville, Jan.
Owners of night spots and parlors in Cleveland, near here, have a bad case of the jitters. The Bradley County Court has put teeth its beer laws.
Without a dissenting vote the court at its last meeting elected three Baptist ministers as members of the new beer commissist ministers as members of the new beer commissist ministers as members of the new beer commission of the new beer

or revoke permi In the Bible belt, that means som

Loew Vaude Back Into the Century, Baltimore, Feb. 5

With matters settled with the musicians union local there, Loew's returns stage shows to the Century, Baltimore, week of Feb. 5: House has been straight pictures for several months, having dropped the stage end for the run of Great Ziegfeld' (MG).

First show at Balto theatre will be topped by Lupe Velez and Johnny Weissmuller, at \$5,500 for the week, with Clyde McCoy's orchestra uighenting. Fats Waller's orchestra will head the show following.

Century had been admittedly in need of stage shows, feeling the pinch from the indie waudfilm Hipportome operated by Izzy Rappaport. Musicians, however, had continually refused to accept Loew's offer of a contract stipulating only 20 stage weeks out of 52. Circuit wanted the option of playing straight ictures the remaining 32 weeks.

Baltimore, Jan. 12.
Century and musicians'
finally reconciled.
oew's, in new contract, can Local 40 in musicians. Local 40 in musicians cancel pit band with regular two-week notice. For this cancelling privilege, theatre will tack \$12.50 on each pitman's regular weekly scale of \$75. No payment will be made during layoffs. Loew's is paying that extra \$12.50 to each musician each week as sort of a penalty payment. New contract will run until next Labor Day.

Twice during negotiations with Loew's, union board had asked Izzy Rappaport; operator of indie Hippodrome, if he objected to union giving Loew's. a contract for 'occasional'. 40

Loew's, union board had asked Izzy Rappaport; operator of indie Hippodrome, if he objected to union giving Loew's a contract for 'occasional' use of band, while terms of the Hippocontract held latter house to full-time employment of musicians. Local 40 evidently figured it must get Rappaport's ok. on such a contract as that tendered the Century, else the indie operator might go to court over discrepancies in musical contracts given theatres on equal footnig, there was also an angle in that union had pointedly told Rappaport last September, just before labor year commenced, that if, his Hipp did not sign contract, but went straight for a stretch, house would have to pay musikers for layoff time before union would agree to a deal.

Rappaport, on both occasions when queried by union, said as far as he was concerned he thought the musikers should go back to work, and that if the union could get together with Loew's, it was jake with him whatever the Century contract stipulated in way of concessions not granted the Hipp.

Dog Act's \$650-Tops

Red Dust (Robert Williams) will draw what is reported a record sal-ary for ingle-dog act when it pays the Regis hotel, N. Y.,

Salary will be \$650 weekly, arranged by the William Morris office.

GOODMAN'S PAR SWING

Benny Goodman's orchestra, currently at the Pennsylvania hotel, N. Y., has been booked for the Paramount on Broadway.

Comes in some time in February.

Minevitch Into Nitery

Combo of Borrah Minevitch's har-monica band and Sylvia Froes will top the fifor show at the Versailles nitery, New York, opening Jan. 28. Week previous, Minevitch crew plays the Roxy theatre, N. Y. Versailles' show opening Thursday, might (14) will include form Albert

night (14) will include Larry Adler, Wini Shaw and Manya and Drigo. Adler leaves irectly after the two weeks' booking for a Metro picture assignment on the Coast.

NBC STAGE UNIT OF FAMOUS JRS.

altimore, vaude unit which

NBC tagged which will feature which will feature which with which with seat are Eddi Foy. . . Eddie Leonard, Jr.; Frank Tinney, Jr.; Joe Cook, . Enrico Caruso, Jr.; Harry Carroll's daughter, June; Thoward's daughter, Ruth; Jack Lait's daughter, Lois, and, to fill out, Roy Campbell's Royalists and a line of 12 girls. Unit booked Rappaport's Hippodrome here, will, bow in either Jan. 29 week following (Feb. 5).

Tampa Asks \$599,355 From Thurston Estate; Savs He 'Lost Prestige'

Pittsburgh, Late Howard Thurston's magical

Pittsburgh.

Late Howard Thurston's magical proceedings got into the law courts over week-end, when S. R. Sugden, Pittsburgh magician, known professionally as Tampa, entered a demand for a healthy slice of the estate.

Sugden, who adopted the billing of Tampa, England's court magician, after a command performance before George V London, obtained a court order in Newark directing Thomas F. McMahon, New York attorney, to show cause why an inventory of the Great Thurston's property had not been made—a preliminary to a further inquiry as to why Sugden should not be paid \$599,355 out of the estate.

According to Sugden, he assisted Thurston in perfecting many of the latter's illusions and was arranging a contract with latter to take a No. 2 Thurston show on the road at the time. Thurston suffered the stroke which led to his death.

Sugden claims he lost money and prestige from the fact that fulfillment of the contract was prevented by Thurston's illness and death.

AMERICAN MUSIC HALL, N.Y., SETTLES WITH AFA

Krimsky Bros. (John and Jerrold) settled in full last week with the American Federation of Actors after American Federation of Actors after the latter had picketed their American Music Hall, on East 55th street, N. Y., for one week: AFA called the strike when 11 of its members were cancelled Jan. 2, before termination of their contracts.

Settlement figure was \$889, representing two weeks pay. Performers had played for eight days when the cancellations came through. Krimskys will reopen the meller music hall, formerly a church, with a new show Jan. 23.

Pal, Col., Blaze Burns Out 'Mardi Gras' Revue

Columbus

An early morning fire in the Palace burned out the final day's perform-ances of Carroll's Mardi Gras Revue-last Wednesday (6), destroying scen-

ery and costumes.

Flames were confined backstage and the theatre reopened Thursday on a straight film policy.

Paradise Show En Tour

First date for the Paradise Rest., N. Y., stage unit is week of Feb. 11 at the Paramount, Springfield, Mass. William Morris office is agenting. Jerry Lester will head the girl-

M.C.A. Adds Phil Bloom to Expand Vaudfilm-Radio Booking Facilities

Political Fandangos

New rib among the nitery bunch devolves about the Span-ish dance teams. It's sometimes grimly humorous to ask the fundango tangoists what sort of dancing they do. Usually, sans humor, they'll ish

lows as the irritating i

tion.

By no means tri ing also the attitude of the Bonifaces among the Latin cafes, whose known sympathies attracts one or another faction in the Span-

Stanley, Ptsbg, **Again Drops Its** Vaude; Big Pix

Stanley, Pittsburgh, which only recently resumed stage shows after settlement with the musicians union local there, drops vaude for four weeks, starting Jan. 29. Move, accordi to Loew's and Warners, which jointly operate the deluxer on a pooling agreement, is to play off an accumulation of 'big pictures'.

Temporary drop of stage shows in Pitt conforms with the new agreement between the house and the musicians. Contract permits, the house to go straight pictures for 12 weeks out of \$2.

Meehan, Singer, Won't Read News Bulletins; **Ouits F&M In St. Louis**

is, Dec. 12.

Danny Meehan, one of Ben Bernie's lads, brought here from California as m.c. and vocalist at Fanchon & Marco's Ambassador theatre, quit. Thursday (?) following tiff with house manager, Harry Crawford. Crawford asked Meehan to do newstator stint, but Meehan objected on ground his voice was not suited for work. Meehan will rejoin Bernie.

suited for work. Meenan will rejoin Bernie.

He has been replaced at Ambassador by George Byron, who was m.c.'ing and wielding baton at St. Louis theatre. Freddy Mack was brought back from New York to resume task at the St. Louis.

Mack, however, has handed in his resignation to enter dance band fold. Mack has had yen to organize own outfit for some time. F.&M. will bring in Johnny Perkins Jan. 22. He will open at the Ambassador, probably alternating with Byron between the Ambassador and St. Louis.

MILT DOUGLAS ON A \$500 BICYCLE IN FLA.

Miami Jan 12 Milt Douglas, the singer, by dou-bling between two spots, is drawing the top income for single per-former currently in Florida.

former currently in Florida.

Douglas is bicycling between the
Hollywood Beach Club, Hollywood,
and the Town Casi , Miami, at \$500
weekly from each spot. Hollywood
and Miami are 30 miles apart.

Paree's Big Lineup

icago, Jan. 12.
Gertrude iesen will top the new
Chez Paree floorshow coming in Feb.
12. Supporting acts will include
Edgar Bergen, Paul Sydell and Spotty, Bert Frohman, Edna Sedgwick,
Santchey and Buckley.
Henry Busse's band, current, sticks.

PUPPETS' QUICK N. Y. REPEAT Salici Puppets, which played Loew's State, New York, last week, has been set for a quick repeat. Return date is March 26 (Easter Week).

Music Corp. of America is expanding its talent end to take in vaude, picture and radio performers (to augment its bands). Phil Bloom,

ing its talent end to take in Value, picture and radio performers (to augment its bands). Phil Bloom, formerly with the Simon Agency in New York, joined MCA early this week to organize comprehensive talent departments. N. Y. and Hollywood, probably ing his time between both spots.

Addition of Bloom to its staff is another gesture on the part of MCA (meet the competish other agencies, especially the International (French Casino Corp. subsid), which is providing complete floor along with bands to niteries and hotels. Lou Wolfson, formerly with the William Morris office, joined MCA a month ago for foreign talent. On the Coast currently, Wolfson expected to go to London about mi February.

In providing complete floorshows (besides agenting for pictures, radi and vaude) MCA will be doi everything in the niteries and hotels except operate the kitchens. Since repeal, the Music Corp. has also had a liquor adjunct, getting the bar concession in some of the hotel nitery rooms it services with bands. Another department in MCA also provides favors for the celebrants, such as paper hats, confetti, etc.

No Censorship in Det. Niteries, But Theatres Must Dress Up Nudes

Detroit, Jan.

Niteries and cafes here are running virtually wide open as regards
censorshi while local theatres,
which maintain their own censorship
board, have banned fan dancers and

board, have banned fan dancers and their li
Occasionally police step in on nitery and order drapes on nudes or else, but generally about the only. In the policy thing which results is hypoed grosse at the 'punished' niteries. As an illustration,' following, are the current shows at a few local spots:
Club Chateau, spotlighting nudity in gold with all-girl revue; the Corktown Tavern, with French Revue Comique and a cellophane rumpha; the Madhouse and its Horrors of 1937; Purity Cafe, with a Beef Trust Revue, and the Club Frontenac, presenting. Whoops,' an all-male revue with 'America's most beautiful men.'

3 N.Y. NITERIES FADE **OUT WITH NEW YEAR'S**

Among the new year's itery casualties are the 'Original' Maisonette Russe de Paris, on the site of the old House of Morgan, which Nick-Bates of the former Merry-Go-Round has taken over and will probably re-tag the M-Go-R. After the Morgan club, which Harry Kannen built for Helen Morgan, went into 77b; the hostess at the Maisonette Russe in the Hotel St. Regis, N. Y. decided to start out on her own, and took it over. The venture lasted two months or so.

Along West 52d street, the Clover Club has faded. This was Willie Weber's spot with Jackson, Irving and Reeve, Red McKenzie, on the site of the former Joe DuPlerot's, iried it as a swing spot, but likewise. n.s.h. DuPlerot meantime had moved to East 52d as a class eatery. Mike (Farley and) Riley's try with a new swing band the Callente also faded through passive biz, and Oshins and Leshay are back again in the Chick Goldman-Irvi Alexander nitery.

in the Chick Goldman-Irvi Alexander nitery.

Lease trouble has also delayed Billy Reed's proposed new Club Rhumba at No. 20 West 52d street, which won't get started now until next fall. This reduces America's Montmarter sector to 21 hot spots, all on that one block.

Allen K. Foster to Coast

Allen K. Foster to Coast
Allen K. Foster is going to Hollywood, having been engaged to spot
his equestrienne chorus in Hippodrome, to be filmed by Universal.
Part of the routine will be similar
to that he directed in Jumbo last
season at the Hipp, N. Y. Foster will
take 10 girls and horses to the Coast.
Stager has several directional offers for floor shows in New York
and a deal for a novelty in Miami is
pending.

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Creating A Demand

Almost anyone in the show business would agree to anything reasonable, if assured there would be a demand created in it for his services.

No doubt many devote hours of thought to that very subject. For to create a demand is to increase value.

Yet here is a very simple way to start—'Varlety.'

No better way to create a demand in the show business than to let the trade know you are in it and what you do.

'Variety' received a letter from an artist asking why no mention had appeared in 'Variety' that he had just completed a lengthy tour with his own unit. He had had several months to inform the show business where he was and what he was doing.

Show people and producers like publicity, but mostly want it free, and often get it that way in the dailies. It's seldom of commercial value in the dailies. All the dailies in America could not and would not reach the number of important show people 'Variety' does each week.

For commercial purposes, to create a demand or increase value, or sell anything in the show business, there is nothing to equal a trade paper that's read by that business.

And that's 'Variety.'

When they say, and years too late, 'I should have advertised,' they are saying something.

A Page Out of Old Vaudeville

By Joe Laurie, Jr.

Pitt. Hotel Resuming

until this winter, when Saturday night policy was resumed. MITZI AND BELLE HOLD

OVER IN CHI AND N. Y.

William Morris agency has set holdovers for two femme singles in wi separated niteries. Mitzi Green sticks for another two weeks

at the Congress hotel, Chicago, while Belle Baker is being held for the same additional time at the Hollywood restaurant in New York.

Miss Green went to the Congress after six weeks at the Versailles in N. Y., her first p.a. in the metropolis.

Jumped by One Pic
Harry (T-tink-you-touch') Burns
back in N. Y. after making 'Old
Lady Ironsides' (Republic), got a
\$100 raise in his vaudue salary on
the strength, he thinks, of a picture that hasn't yet been released.
He opens Jan. 22 at Loew's State,
N. Y., and has eight weeks to follow between Loew's and RKO.
Leo Morrison is now repping the
Italian comedian for pix and Max
Tishman continues for vaude.

New Fla. Nitery Show

New Fla. Nitery Show
New show set for the Hollywood
Country Club, Hollywood, Fla., opening Jan. 13, includes Benay Venuta,
Yacht Club Boys, Eddie Garr and
Gomez and Winona.
Deal set by Jules Alberti, who also
placed Xavier Cugat's band in same
spot.

Jumped by One Pic

Burns' Vaude Salary

7-Day Nitery Policy

THE STUMP SPEECH

Management of the State of the

THE STUMP SPEECH

(Enter, dressed as old colored preacher, with large book under control of the colored preacher, with large book under control of the colored preacher, and the colored present of the colore 7-Day Nitery Policy
Pittsburgh, Jan. 12.
Latest local hostelry to make a
play for nitery trade on a regular
basis is downtown Hotel Roosevelt
in heart of theatrical sector. Spot's
Gold Room all winter has been operating Saturday and holidaynights only with moderate name
bands, but now plans to try if nightly
with local orchestra.
Bob Clayman, who has been playing around here for years with occasional air outlets, draws the assignment and, in addition, he gets the
title of musical director at Roosevelt for all affairs.
Gold Room opened year ago with
dancing nightly, tried it with Joe
Candullo's band and then Bernie
Armstrong's home-town crew, but
gave up the ghost after couple of
months. Has been inactive since then
until this winter, when Saturday
night notice was resumed.

Now Brethern and Cisterns, let's open the little red books and sing—(to music of St. Louis Blues);
Ashes to ashes
Dust to dust
If the black gals don't get you'
The high-yallers must.
Very good, very good indeed. The subject of tonight's course is woman. The word woman is derived from the Latin by adding woe to man, and she's been adding woe to man ever since. (Bang, book with open hand.)
Adam bit into the apple because

ever since. (Bang book with open hand.)

Adam bit into the apple because he was tempted by a peach, and man's troubles have been coming in pairs ever since. And although woman was evolved from man's rib, she has refused to remain a side issue. (Bang book with open hand.)

Woman is indeed conundrum; she keeps us guessing and yet we hate to give her up. A woman has 24 ribs and an umbrella has 30 ribs, and yet see how much easier it is to shut up an umbrella. And then again on a rainy day, good wife is more likely to remai at your side than an umbrella. (Bang book with open hand...or umbrella.)

When I pick up a newspaper in

brella.)
When I pick up a newspaper in the morning the first thing I look at is the engagements, then look at the marriages. And last of all the matrimonial squabbles. I like to see who is being hooked, booked and cooked, (Bang book with open hand.)

the mathinional squabbles. I have to see who is being hooked, booked and cooked, Bang book with open hand.)

There are thousands farmers of the down south clamoring for they must be farmers or else they wouldn't be so anxious to get married. I believe that lots of men would get married if they only knew where to get good helpmates. Why doesn't some big department: store, open up a wife department? Great idea. Green trading stamps with every purchase and double-trading stamps with females over 40. (Bang book with open hand.)

Customers at a distance could order wives by mail. Just send for a catalog. If you want a young wife look under peaches, if you want an old maid look under dried fruit. (Bang book with open hand.)

Wives to suit every pocket. Even if they don't know much about your pocket they will soon get their hand in. Just pick out the wife you want and the rest is easy. She'll be shipped to you by express. The box will be marked 'Contents brittle and liable to break. any man. (Bang book with open hand.)

The Wimmen

Women not what they used

The Wimmen

Women not what they used to be. they used to be girls. She's only a rag, a bone and a hank of hair, but all de boys wants to become junk dealers. All women don't talk, some of them holler. Women don't talk, some of them holler. Women don't talk any oftener than men, but they talk longer. (Bang book with open hand.)

Can you imagine a barber trying to shave a woman's chin? All he would have to do is to hold a razor to the chin and she would talk so much that the chin would shave self. The greatest calamity I ever seed was a two-faced woman who talked to herself and tried to have the last word. You never can tell about women, even if you can you shouldn't. (Bang book with open hand.)

The best way approach a A wife can either make or break a husband, she usually does one or the other.

Wife means a lot to some men, but some men are mean to a lot of wives. What's become of the old-dashioned wives? They used to roll up their sleeves and go into the kitchen, how they roll up their sleeves and go into the kitchen, how they roll up their sleeves and go into the wind the street. Remember, folks, there only one good wife in this town, and every married man thinks he's got her. I don't believe in free love; the cash-and-carry kind is the best. Fifty per cent of the people fall in love, the rest of em are ither shoved in or dragged into it! Remember, brethern and cistern, the sweetest love is a mother's, the longest is brother's, the dearest love. love for money.

And speaking about money I will

hand.)

The best way approach a woman with a past is with a present.

Women are like olives, you must get used to them. As I said before, woman was made from man's rib, but today she is usually made from somethin' from his hip.

I don't believe in clubs for women take an axe. The best way approach a woman with a past is with a present. Women are like olives, you mist set used to them. As I said before, but dody she is usually made from contenting from his hip. I don't believe in clubs for women that can axe. All great temptations are circular in form. A bottle is round; so are women's

Jackson, Miss., 12.
Colonial Club, nitery, was destroyed by fire last week. Damage, was estimated at approximately \$10,000.

Instruments belonging to the Dick Snyder band were also destroyed.

MILLS, CRA SET **BOOKING DEAL**

Irving Mills and Consoli Radio Artists, Inc., have entered into a mutual booking arrangement, whereby the latter takes over the dance date placements of the Mills bands, and Mills assumes charge of theatre bookings of Consolidated bands and acts. Deal, which was closed Monday (11), also makes Mills head of Consolidated: recording department. Consolidated and Mills Artists, Inc., remai separate organization entities.

Consolidated and Mills Artists, Inc., remai separate organization entities.

Among Mills' tasks will be that of whipping into shape for stage presentation the various Consolidated bands when booked, or made available to theatres. He will maintain the same booking and staging authority over his own combinations. Mills' list consists of 15 bands, which include Duke Ellington, Cab Calloway and Ina Ray Hutton, while the Consolidated lineup runs to 102 bands. Among the latter are Paul Whiteman, Russ Morgan and Clyde Lucas. Consolidated recently took over the Kennaway organization.

Mills last week gave notice to all but five persons in his booking organization. Cleanout was preliminary to his working out a merger deal with either Rockwell-O'Keefe, Inc., Consolidated.

Among those retained by Mills were Charles Weintrauth, Harry Fincus and Sam Burk, while those given notice include Bob Sanders, Ned Williams, Lupin Pein, Billy Shaw and Conrad Buckner, the last being in charge of the Dallas office.

• 15 YEARS AGO • (From Variety and Clipper) (From VARIETY and Clipper)

Gross of B'way legits for Christmas week \$100,000 below that of the pre-vious year.

William Brandt of N. Theatre Owners Chamber of Commerce told a meeting that 75% of the picture theatres would have to close unless times got better. Houses managed to hold on.

Metro had only two stars under contract, Bert Lytell and Alice Lake. Had lost a number Paramount, including Valentino.

waists and garters. (Bang book with open hand.)

Now, rethern and Cisterns, let's roll over, I means turn over another page (turns page in book) and skip the next three pages (does so) and see what it see. A good wife is the sunshine of the home. And a drunken husband is the moonshine of the home. All women are good, but the wife is a better, and when she becomes a mother she is still better. All women are better still.

Some wives talk all the time, all wives talk some of the time, but no wife talks none of the time. (Bang book with open hand.)

A wife can either make or break, a husband, she usually does one or the other. Took \$2,500 to coax Irene Castle back to the stage, but the Palace, N.Y., paid bit and made a cleanup. Three rows of standees the opening night. William Reardon her partner. Said she was all through after this date.

ill at the N. H. Alhambra was one act short because Gertrude Hoffman's ballet took as long as two average turns. But still the hit of the show.

ramatic Mirror went from weekly to a monthly. Then it quit.

va Tanguay just over her 16th plastic surgical operation on her face. Last was to remove some 'slight im-perfections.'

imes so tough even the pop price houses filled their galleries but went shy on orch seats.

Orpheum, Frisco, tried out the af-terpiece idea with DeHaven, ice and Kellam. Audience walked out on 'em.

Only one non-singing act at the Palace, Chi. All the others warbled, led by Eddie Leonard, topping the bill. Leonard was using a sob encore stunt about going into the great beyond without a return ticket. Crowds loved it.

Seven actors in 'Peck-a-Boo' told Hynika Herk, burley managers, to either get a manager or a new company. They got a new co.

George M.
ducing Managers'
after Equity strike. ined the Pro-

Miss. Nitery Burned Out, Ork's Instruments Included Miami Royal Palm Sidesteps Gaming **Ban; Tables Work Via Slot Machines**

No Show With Liquor Is Proposed Law in Col.

Columbus, Jan. 12.
Ketterer, new state representative from Franklin county, preparing to introduce into the legislature a bill to prohibit dancing and floor shows in establishments which sell liquor. He he would propose tax increases to reduce the number of small joints selling li

RAND BURSTS MEMPHIS **BUBBLE AND RECORD**

Memphis, Jan. 12. Memphis, Jan. 12.

Sally Rand, itting town for the first time in her career, last week demonstrated that this isn't such a bad show town. Fanner broke all attendance and money marks when she whirled the ister to nearly \$3,100 on her opening the indie, vaudillm Orpheum.

indie vaudilim Orpheum.
To indicate just what kind of business this is: the previous high for the theatre's opening day was \$1,800. Miss Rand and her unit garnered almost that much on the matinee alone, turning in nearly \$1,600 for the first two afternoon shots.

N. Y. French Casino's Record 65G in 1 W'k

French Casino, N. Y., after counting up almost \$30,000 gross for New Year's eve at \$15 a head, claims a nite club record gross of \$65,000 in

This includes the openi of the French Casino Follies 29, plus the n.y.e. take.

Morris, Jr., Cerf Save

Quick thinking by William Morris, Jr., and Bennett Cerf, publisher, saved the life of one of two boys who fell through the ice of Saranac Lake, N. Y., last week.

Cerf and Morris slid a long pole out to where the boys went through and hauled in Robert Stock, 14, but his companion, Ernest Saumler, same age, disappeared beneath the water.

Paul Whiteman's Tour

Paul Whiteman opened at George F. Pavillion, Johnson City, N. Y., Jan. 8, as first stop on a one-month one-niter four. Trip will include theatres, ballrooms and private parties until concluded early in February. CRA arranged. Most of tour will take him to the middle west, dates being concentrated in Illinois, Dakotas, Indiana, Ohio, Iowa and going down as far as Texas. Whiteman is presently negotiating for theatre dates to be taken when the trip is over. Failing this, CRA has lined up more one-night stands to extend the tour.

Toots Shor Takes Over Billy LaHiff, Jr.'s Tavern

Tools Shor, for the past year general manager and greeter at La-landmark restaurants, has taken over the entire restaurant and apartment building adjacent to the Vanderbilt theatre. It's an outright purchase from the estate of Billy La-Hiff, whose eminent Tavern was operated by Billy Jr., with Shor's collaboration, until the younger La-Hiff decided to go into another enterprise.

rini decided to go into another enterprise.

Shor, yet restaurant and cale man, virtually ran the entire enterprise the past year. The younger Lalliff has concerned inself with his father's estate, which includes other

holdi
The apartments above the Tavern are famed in Broadway annals as having housed many a now nationally known sporting, newspaper and theatrical personality.

Before LaHi took over the Tavern in 1922, he operated the Grand Cafe, in the Strand theatre building on B'way.

Royal Palm nothing more than a second rate cabaret since its opening two years ago, steps out this season as a top spot where first rate divertissement; and music will mingle with the casino trimmings. A \$3,000 addition has been added to the club to house the gami equipment. Ted Lewis' band has been engaged to open the spot tonight (Tuesday) with show changing every two weeks.

With gambling taboo here, it appeared impossible for the boys to go ahead, but somebody figured out scheme whereby the law couldn't interfere. The scheme, as it has been worked out, goes something like this: stot machi legal in this state, All games In the room will be operated on a slot machine basis, with patrons depositing nickels in the slot to see the wheels spi

Shaver Act Loses Fla., Date and Coin, All Due To Pitt.'s Bad Weather

Pittsburgh, Jan. 12.
Bad weather here last week cost
Buster Shaver and his midget team,
George and Olive Brasno, plenty—
a two-month engagement in Miami,
a couple of days' salary and trai
fare back and forth to New York for
a substitute act. It came about this
way:

Record 65G in 1 Wk
ench Casino, N. Y., after countup almost \$30,000 gross for New
seve at \$15 a head, claims a
club record gross of \$65,000 in
week,
dis includes the openi
of the
high casino Follies
29, plus
nit, C. take

Tris, Jr., Cerf Save

Boy's Life at Saranac
dick thinking by William MorJr., and Bennett Cerf, publisher,
Jn. Y., last week,
rf and Morris slid a long pole
to where the boys went through
hauled in Robert Stock, 14, but
own where he boys went through
hauled in Robert Stock, 14, but
own panion, Ernest Saumler, same
disappeared beneath the water,
aul Whiteman's Tour

If Whiteman opened at George
displays the stream of the provided and the sent
of the stream opened at george
displays the stream opened at george
for south all planes were
down the stream opened at george
for couth all planes were
down the stream opened at george
for couth all planes were
down the stream opened at george
for couth and stream opened at george
for couth and strea

Ken Murray, Hit by Flu, Cancels Wash. Week

Baltimore, Jan. 12.
Ken Murray was bedded with flu
last week and had to cancel current
week at the Earle, Washington. Expects to be back on feet and o.k.
again to play seasion at the indi
lipp here, starting Friday (15).
Cancellation also forced out Murray's stooge Oswald and the Original
Dixieland Band, which Murray is
trouping with his act. The Earle secured Cross and Dunn on a day's notice to fill in for the Murray turn.

Bert Levy Stricken

San Francisco, Jan. 12.

Bert Levy, head of the Levy Booki Agency here, suffered an acute
heart attack last Thursday (7).

Reported recuperating
hospital.

Nitery's Policy Switch

Mitery's Folicy Switch

Columbus, 12.
Pittsburgh Players are in their
final week at the Music Hall of the
Virgini hotel here, offering the
third and last of a series of melodramas, Tesses James.

Music Hall returns to its former
policy next week of name bands
and floor shows on weekly changes.

VARIETY

NEW ACTS

JANE WITHERS Variety 12 Mins. Metropolitan,

who delivers one of the best per-sonal appearances of a filmster seen in this town in a long time. Here's a monnet from Hollywood in this town in a long time—and all

Her click result of some apparent smart coaching on how to

apparent smart coaching on how to best present her own special talents. Many of her adult contemporaries might well catch her act. Her was to be to the same that her purpose here is to offset that nasty thing impression created in some of her pix. It's short, snappy and cute, sans blah-blah about happy to be with you' or gushy gab shout Hollywood. Between two pop rune, she socks with ZaSu Pitt-Garbo-West impersonations and simple taps. Impersonations and simple taps. Impersonations and control of the same transport of the

MARIO BRAGGIOTTI and Orchestra (14)
Band Show
38 Mins. ount, N. Y.

Farameunt, N. Y.,
Mario Braggiotti is Jacques Fray's
former pianologistic partner until
both split, threw away, their Steinways and took bands unto themselves. Braggiotti has been holding
forth in the Contriblem room of the
Holel Pierre, N. Y., and is making



AGENTS

Everyday, Conva Greeting Cards Boxed Assortments Liberal Commission Write for particulars DOROTHEA ANTEL West 72nd St. New York, N. Y.

Show People All the World Over WILL SIDNEY FISHER THEIR FAILOR at 29, Wardour Streated at More Commo 75/77, Shaftesbury Avenue PICCADILLY, LONDON, ENG.

his first Paramount appearance. Probably also his stage band debut. Of ince build, in impeacable formal attire, Braggiotti manifests in personality, and also in his eccisional piano interludes, why he's cational piano interludes, who he cational piano in a class spot like the Pierre but lacks the sock for presentation theatre mc.'ing. Not that it may not come to him in time, and, being a more or less emergency booking, it perhaps calls for not much captiousness, everything consideri

But regarded coldly, apart from

everyning consideri

But regarded coldly, apart from
the fact that with the third week
holdover of 'College Holiday' a new
pit band become necessary, Braggiotti is just okay for the 'dansapation, but shy on the visible salesmanshib. ship.

Ship.

The suggestion of a continental accent isn't the thing; nor is it the rather indifferent vocal chorus that he essays in Summer Night, or that rather nemby-pamby bit with the marionette in Organ Grinder Swing, or because of the fact his band is too brassy-but everything combined in the property of the state of the fact had been supported by the state of the sta

On the air and on the hotel dance oor Braggiotti knows how to mix in better for hoof-and-ear appeal han he evidenced at the Par,

than he evidenced at the Par,

None But the Lonely Heart, his
thematic, opens and closes. Serenade to a Wealthy Widow next Follow two specialties built around him,
then another medley and finally
Ravel's Bolero, wherein a reference
is made to his former Vallee air
show contribution ament the foots
over considering that Braggiorti has
another Steinway aide on the ros
rum.

The 38 minutes' timing, of course, doesn't mean it's all Braggiotti—he has four interrupting specialists.

Abel.

Abel.

PATS WALLER AND BAND (13)
With Myra Johnson
18 Mins; Fall:
State, N. Y.

Fats Waller is doing his stuff in front of a band instead of alone, but it's the same stuff, and too much of it here for 30 solid minutes. The ingredients for a speedy musical turn are there, but it's ponderous form at the State the routine is a good 10 minutes overboard.

A few of the boys step down from the bandstand for instrumental pickouts, but there's only one specialty act, Myra Johnson, singer. And no dancing at all, which is close to revolutionary for a colored band turn. The intention perhaps was to avoid the stereotyped, and that's commendable, but the customary hoofing turn in this instance might mean the difference between a slow song and a fast dance. It's speedler hace that the act now needs above anything else.

Waller's piano playing should be more important than it is in this routine. He seems to tipiefer sloughing his keyboard work for coments around the stage. His comments around the stage with the stage of the stage of the stage. Some of Waller's gestures are not for the family trade, and one remark nased in Author.

Some of Waller's gestures are no for the family trade, and one remark passed in double-talk fashion

during a song announcement has no place in a public theatre.

Miss Johnson is a shouter who gives a song a clever twist, more in actual delivers than through side of the song a clever than the song's lyrics are cross-field, is one of the best things in the act.

Band is fair musically, but it's often hard to tell just how we's often hard to tell just how we'll the boys are doing, with Waller constantly topping the action and in the bright spot regardless of what else is transpiring.

CHS gets billing as the act's presenter. It delivered the Waller name, but that's about all, for the act isn't doing the name justice. A good seller on Victor records, his stage style.

stage style.

MEN OF GOTHAM (4)
Comedy, Songs
12 Mins.
Park-Central Hotel, N. Y.
New quartet making its Manhattan
bow here comes as an offering of
Columbia Broadcasting's artist bureau. Looks like CBS has something
here, either for the airwaves or
niteries. Work in a style reminiscent
of the Yacht Club boys, but there is
no attempt to copy. Combination is
striving for comedy, but thus far the
chief asset is their fine voices.
Their We're on the Society Project of the WPA' is done in typical
recitative fashion, lads working in
top hats and tails. Second vocal arrangement is Minaky Takes Over
the Metropolitan Opera, designed tor
(Continued on page 53)

Saranac Lake By Happy Benway

Annual crowning of the King and Queen Winter at Lake Placid topped previous offerings. Lowell Thomas, usual, was the main crowner.

Lowell Thomas, usual, was the main crowner.

Jane Froman was crowned Queen Wa-Ho-Par-Te-Nie and Otto Soglaw (creator of the Little King cartoon) King Tahawus.

This burg going strong for publicity in bringing winter sports to the Adirondacks and Saranac Lake. Holiday vacashers back for the ezoning routine are Russ Kelly, from Boston; A. B. Anderson, from Toorrington, Conn.; Tommy Kearns, from New York; Milt Sullivan, from Detroit; Jimmy Larkin, from Brooklyn; Eddie Burke, from Washington: Reed Gilchrist, from Pospital; Pack Edwards and Doris Gascoigne, from New York.

Chris Hagedorn, who has been bedding it for oh, so long, is still on the mattress fighting off a mesof grippe and different things.

Preparations are being made to greet Gene Buck, who is expected here in regards to the Will Rogers Memorial Hospital Fund.

Write te these who are sick in Saranac and elsewhere.

Write to those who are sick in Saranac and elsewhere.

Embassy, Atlanta, Folds

Atlanta, Ga., Jan. 12.

Atlanta hot spot devotees find themselves without an outlet since the Embassy Club, last of the swank niteries adjacent to this fun-loving Dixie metropolis, shut up shop last week. Considerable unpenetrated mystery surrounds the voluntary shuttering.

Located in Gwinnett county, the club recently was raided and several attaches convicted for operating a gambling house and fined, but it had been reopened after the tilt with the law and continued during the holidays.

Bojangles Sticks at N. Y. Cotton Club Till Feb. 25

ill Robinson remains at the Cot-ton Club until Feb. 25. Dancer was stated to go to the Coast for a part in a new Warner Baxter film, but 20th-Fox has granted longer Broadway stay.

Cab Calloway has cancelled a road our stick through to the same

N.T.G.'s 3d Balto Repeat

Baltimore, Jan. 12.
Nils T. Granlund (N.T.G.) unit set for Izzy Rappaport's indie Hipp week of Jan. 22.
Will be third Hipp engagement for the Granlund gang in less than nine months.

months.

Route for Weaver Act

Los Angeles, Jan. 12:
Weaver Bros. and Elviry, currently
at the Orpheum with their act of 25,
have been routed for nine weeks on
the Coast by Doc Howe, with midwest bookings to follow.
Weaver act, off stage for sometime,
broke in recently at Phoenix.

Night Club Reviews

CHEZ PAREE (CHICAGO)

Chicago,

Bang-up vaude and variety on its floor, plus good food and the best of service, keeps the Chez Paree in the forefront of Chicago niteries despite any and all competition. Place, really, is a prime example of how a nitery should be operated, by house in on Friday (9) hight and they saw a good, solid show headed by Morton Downey, who, looking as much a juvenile as ever, sang his way a nitery should be operated.

There was a near capacity house in on Friday (9) night and they saw a good, solid show headed by Morton a good, solid show headed by Morton a treatment of the control of t

COCOANUT GROVE

(PARK CENTRAL, N. Y.)

(PARK CENTRAL, N. Y.)

The George Libby revues and Tick-Tock girl line have been dropped at this centrally located, high-in-decide. The control of the contr

Bernard and Duval, combination of three lads and two comely femmes, who furnish neat satirical futuristic dancing, is framed for laugh results. This turn shows enough originality and fine foot work to win favor.

work to win favor.

Men of Gotham, quartet (New Acts), being groomed for radio and club work, are making N. Y. debut here. Going in for novel arrangements, their vocal gymnastics definitely possess the quality of catching on: Spotted here in ace position, their work rates it.

While there is little that's preten-

tious about this line-up, with the addition of Blaine's smooth dance combination and the Three Octaves, to fill in between shows and orchestra music, it is the type that fits this location.

this Jocation.

Modest outlay of coin necessary either for dinner or supper dancing also will appeal. No cover or minimum, excepting for supper, when the tax is 50c weekdays and \$1 or Saturdays and holidays. Dinners start at \$1.25. Nelson is maitre de luxe.

Wear,

PALM ISLAND (MIAMI)

Miami, Jan.

The Palm Island Club, without Earl Carroll's guiding hand this season,

Carroll's guiding hand this season, opened with Lew Brown at the helm, presenting a rather mediocre show in comparison to the Carroll extravaganzas of the past two years, It's above other years' average, from a talent standpoint, but suffers badly in production.

The ensemble numbers are far below par and are not costumed in good taste, but this fault may be corrected in time. Mark Plant's vocalizing proves the high spot in the reyue and his full bartione is the production of the production of the production of the production and lean state of the production appears to have been hurriedly put together but will undoubtedly straighten itself out and with a little polising here and there should soon shape up on a higher level.

Phil Romano's orchestra renders a delightful nuisieal score written by

on a higher level.

Phil Romano's orchestra renders a delightful musical score written by Sammy Fain and Brown and, of course, okay for the hoof. Thom,

Tommy Hyde

("Daddy of All Tap Dancers")

Exclusively at NED WAYBURN'S

ncing, Singing, Radio and Dramatic

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P. S.—See the routiner set by Tommy Hyde for Stan Kavanught's Daughters. They are working with Harriet Hotor. Tommy recently wen two \$100.00 cesh prizes on Fred Allen's FIRST radio program for PROFESSIONALS.

WALTER "DARE" WAHL

NOW VICTOBIA PALACE, LONDON, ENG Dir.: DICK HENRY - CY SHAPIRO WILLIAM MORRIS AGENCY

Thanks to JACK HYLTON For Solid Booking in England Till April, 1937

JOHNNY

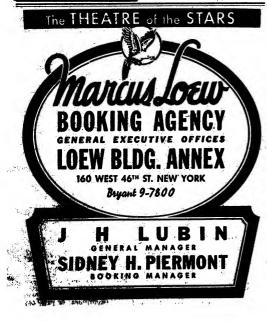
A Tenor and M.C. of Artistic Distincti

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1st engagement-14 consecutive months third month Return engagement now





Rainbow Room
Glen Gray
Casa Loma Ore
Peo Wee Hunt
Kenny Sargent
Sydney Ross
Maurice & Cra'ba
Olympic &
Evalyn Tyner
Nano Rodrigo Bd.
Royal Bex
Joseph
Rachel Carlay
Pearl 2

Sapplifre Nick Vouzen Bd. Barry Winton Ore

Sully Kendls Orc

Tony'

Splvy

Variety Bills

THIS WEEK, Jan 11 NEXT WEEK, Jan. 18

Numerals in connection with ills below indicate show, whether full or split week

OLEVELAND
Palace (15)
Mattison's Rhythm
Medley & Dupree
Moore & Revel
Jane Withers
Great Gretonas

3 Reddingtons
Balandw 6
Lewis & Moore
Jarrett & Holm
George Beatty
Llazeed Arm

RKO

BOSTON Kelth's (14

BOSTON

Reithtra (14)

Barri, Chranb

Barri, Chranb

Harris Claire & S.

Dare & Yutes

Sally Rand, man

Benny Field

Bobe Barri Grien

Budd & Clifford

More & Reivel

James Melton

CHIGAGO

Jeorge Beatty
Liazeed Arabs
DAYTON.
Reith's (8)
Marcus Show
SCHENECTADY
Reith's (14-16)
Count Bernividi Re
SYRACUSE
Keith's (16)
Rinaldo CHICAGO Palace (15) G White's Scandals en Marden's Co

Rinaldo
TROY
Keith's (15-18)
Diane Duval Co
Raymond Wilbert
Radio Hamblers
Lewis & Moore
Jumbo en Marden's Co CINCINNATI Shubert (15) en Marden's Co (8) Carroll's Mardl Gras Bert Walton Lambert!

Loew

NEW YORK CITY Milton Berle Tommy Mack Bert Frohman Dorls Rhodes etty Kean

PITTSBURGH
Stanley (15)
Hollywood Hotel
WASHINGTON
Capitol (15)
Honey Fam
Frank Gaby Co
Valez & Welsmuller
Borah Minevich Co

Houston & Hardin Don Cummings Novak & Faye Harriet De Goff

HOUSTON Metropolitan (15) Jan Garber Oro

MONTREAL Locy's (15) SAN-ANTONIO Majestic (15)

PITTSBURGH Stanley (15) H'wood Hotel Rev (8) Benny Davis Co

Paramount

NEW YORK CITY
Paramount (13)
Ray Noble Bd
Shella Barrett
Edna Sedgwick
BOSTON
Wetworldten (14)

Edna Sedewick
BOSTON
Mgtwopolitan (14)
Fred HIGGO
Chicago (15)
Robbins
Hartls & Howell
Wallendas
Loretta Lee
Oriental (15)
Buddy THE BOTT
Michigan (15)
'tle Jack Little Bd

Majestia (15)
Dave Apollon
TORONTO
Shea's Hipp (15)
Olsen & Johnson
Uptown (15)
Mogul Warner

PHILADELPHIA
Allegheny (18-20)
Wells & 4 Fays
(Three to fill)
Earle (15)
Your Hit Parade

READING Astor (15) N T G Rev Your Hit Parade

(8)
NT G Rev
Fox. (16)
James Melton
(Others to fill)
Nixon (21-23)
Don Alvin Rev
(Three to fill)
Oxford (21-23)
Wells & 4 Fays
(Three to fill) N T G Rev
WASHINGTON
Earle (15)
Benny Davis Co
(8)
Powell & Nedra.
Chuck & Chuckles
Cross & Dunn
3 Samuels Bros & H

Independent

CHICAGO
State Lake (16)
rving Edwards
arr Bros & B
tuth Dennen Cleve Co arr & Estes ANSAS CITY, Tower (15) ip Top Girls

Donatella Bros & C Ross Wyse, Jr. Co Ted Cook LINCOLN, Neb. Orpheum (15-17)
Yacht Club Boys
MEMPHIS
Orpheum (Jan. 13)
Jack Fines Co

London

Week of Jan. 11 BRIXTON Harry Fryer Co as booked

STREATHAM
Astoria
Harry Fryer Bd.
Co. as booked.
TOTTENHAM
COURT ROAD
Paramount
Anton Bd.
Schaeffer's Midgets

Provincial

Week of Jan. 11 BARROW
Palare
Palare
Pantzer's Midgels
Holmes & Edwards
Co as booked
BEXIEV HEATH Regal
Sanger's Circus
ELTHAM
Palace
Bower & Ruthorf'rd HUDDERSFIELD Ritz
3 Australian Boys
Holmes & Edwards
Co. as booked
TPSWICH

E & D Waters O'Shea & Joan

LUTON LUTON
Stanella Alma
Daley 1
Co as booked
MAIDSTONE
Claphan & Dwyer
Step Siz
Coule Abaser
Co T SERHIGE
WELLS
Tony Gorrard
Lone & Junits
Florence Oldham
Vartel &

Cabaret Bills

NEW YORK CITY

Stanley Worth Bobert Lytell Florenzos

otel Bilt Horace Heldt Ore Lysbeth Hughes

Hotel Communiore Mal. Hallett Orc. Collette & Barry Barbara Jason Hotel Edlson

Hotel Esset House N Brandewynns, Or Maxine Tappin Hotel Fifth Ave Roy Strum Orc 3 Hotel Governor Clinton

Rita Rio Ore Lexina

Ozile, Neison Ore Spirky Lloyd Botel Lloyd Hotel Charun Isham Jones Ore Hotel Akipie Gonzales, Etc Hotel Montelafe Coral Islandere Ann Courtney Joe Pontee Clay, Bryson Nick Flesherer John Zellner Jon Bullon Jon Bullon

Ben Blum Hat Hope Orc Hotel New Yorker

Hotel New Yorker
Arthur Ravel Ore
Arthur Ravel Ore
Tess Gardell
Marlon Wilkins
Jack Walters
Rose Blaine
Ting Wolf
Sonny Schuyler
Hotel Park Central

Guy Lombardo

Hotel Bitz-Cariton

Hotel Bitz-Cariton Edia Jain Senor Wences & Kraddocks Zoska Zoska Durelle Durelle Hago Mariani Ore Arman Vecesy Ore Hotel Swo, Plara Endior & Farrell Emile, Pettl Ore Habaneras Ore Hotel Swo, Plara Bentor & Farrell Emile, Pettl Ore Habaneras Ore Hotel Shelton Bert: Darcy Ore Hotel Shelton Bert: Darcy Ore Hotel Shelton Bort Louise Wenterland Gen. Lodliensky

Gen Lodijensky Raphael Lubov Doublago Nicholas Zorin Serge Sergey Catherine Grey Alex Burchuk Orc Hotel St. Marits

Roger Stearns Alex Botkin Ens Jack Sherr Orc

Rotel St. Regle (Malsonette Russe

III's Gay 90's Hi's Gay H Jerry White Paul Davin Fred Blahop Gus Wicke Rudy Madison Will Ward Bernie Grover Joséph E. Hot Spike Harrison Jack Wesi Lea Barbery Bithel Gilbert

Kitten Korus

Callente
Jean Gordon
Dorothy Maxine
Johnny Powell's Ed
Chutenu Mode

Dourchy Maxing Johnny Fowell's Bd Chateau Moderne Maryon Daie F. MoFarlane Or Cloiver Chub Jackson Irv & R. Sonl Shaw Shaw McKay Mal Coogan Ore Club Gauche Dimitri & Wigil Ann Edutaen Carrosco & Gauchen Chub Gauchen Chub Gauchen Chub Tumuri (Consule) Morene Ellige Grenet Oreo. Cog Münge

Cog Rouge (rwin' Glibert Ore Tisdale 3

Cotton Cotton
Bill Robinson
Avis Andrews
Berry Bros
Kaloah
Henri Wessels
Katherine Perry
Anne Lewis
Dynamite Hodels
Hong Maniacs
Brondway Jones
Wen Taibert's Cho
Bahama Dancers
Arthur Day Orc.
Cab Calloway Orc.
Jack Dempser's

Tio Toc Girls
Ruthania & Malc'im
Jerry Blaine Orc
Leonard Elliott
Robin, 2
Dell' Arden
otel Park Lane Pancho Ore Junior Raphael Ore Hotel Pennsylvania Benny Goodman Bd Bernhard & Grah'm Helen Ward otel Plaza Eddy Duchin Ore De Marcos Will McCune Ore Hal Atkinson Hotel Roosevett

Jack Dempsey's Phil Romano Orc Eddie Elkins Orc Delfina Vera Mona Montes Dolores & Candido Rosita Rios Los Havaneros Don Alberto Ore ABC Trio

El Morocco
Ernie Holst Ore
l Toreador
f.os ledas
Pedro Via Bd

Erench Callno
Article Callno
Article

Cuilno
Ann White
Alleen Rodigan
Bili Dureya
Sig Ramon
Jeanne Jorda
Carlos Lopez
Elba & Jinim
Marcingo Orc.
Wallace Milan Rev

Illikury House
Jack Tengarden Orc
Frank Trumbaver
Chas Tengarden

H'lyw'il ul
Relle Bak
Ada Meon
Demiliri
Karele & André
Paul Remos
Lennie Hayton Orc

Hotel Ambassador.
Dick Gasparre Or Cobina Wright
Imogene Cocos.
Jack & June Blair
Heather Haliday
Robert Tard

(Malaonette Russe Olga Vadina Charile Boris Belostozk George Orda Paul Duke Tasha Nazarento Agnes Roy Suitan Messako Peter Liachenko C Codolban Orc Wallace Milan Rev
Histem Uprant
Briskine H'widns Bd
Lillian Fitzgerald
Edna Mae Holley
Eddle Harron
B, Castle &
Mae Brown
Willie Jackson
Tiny Bunch Emil Coleman Or Hartmann G & P Readinger 2 Jack Poweli

Jack Powell

Hotel
Geo. Hall ro
Dolly Dawn
Hotel Vanderbilt
Eddle Lane Orc
Jean Farrics
Dean Goodelle
Dee Lurga

Hotel Weyllu Alex Fogarty Charile Wright

Jimmy Kelly's
Mary Barton
4 Montmartre Boys
Junior Costello
Chiquita
Inga Borg
Peggy LaPlante

Tanya Mary Lane Joe Cappello Ore

Toe Cappello Ore

Kretchi
Simeon Karayaen
Doria, Birso
Tilena Gabrielle
Michael Michael
Michael Michael
Mischael
Mischae

Frances Maddux
Betty-Bryant
Joseph Zatour Oro
Sid Tuscher,
Hugo Pedullo
Eddie Dayls Oro
4 Dandics

Eddié Davi Vivian Ray Tachi Zee-Zee Jai-Lota Billy Reed Thor Yen Tarmara Oro-Vin Tarmara Oro-Marina do Borla Antia White Elisha Tuttle Oro Mon Purla

Anita White
Elisha Tuttle Ore
Elisha Tuttle Ore
Elisha Tuttle Ore
Anon Parla
Pet Mon Parla
Pet Mon Parla
Pet Mon Parla
Pet Mon Johnson
Open Parla
Avon Johnson
Open Parla
Pet Mon Parla
Je Mon Bell
Je Mon Bell
Joyce Dunkin
John Andre
Joyce Ponkin
John Andre
Joyce Ponkin
John Andre
Joyce Ponkin
John Andre
Joyce Ponkin
John Cote
Jay Freeman Ure
Phice Effect
Tote Canglosi
Bill Fareal
Joany Maddl Ore
Rainbow Gelli-June Foetier for de la company de la company

LOS ANGELES

umous Door

Louis Prima Orc Little Club Jane Jones Paul Kendall Helen Warner Rose Valytia Melody Grill

Mary Frazer Dorothy Robe

Betwirfy,
Ruth Robin
Lerry Lee Ure
III ure
W & Cinds Ahearn
Eddle Rio
Eddle Rio
Eddle Rio
The Thepdores
Joy Hoffres
JRythm Rascale
Harry Stockwell
Enrice Riba Ore
Jimmy Grier Ore

Julian & Her Scats Powell Benny Pollack Orc

Cufe Cusminva
Mary Martin
B Grey & J Berger
Hal Chanslor tre
Pierre & Temple
Cafe La Mars

Park Ave Boys
Stan Clair Oro
Clover Club
Bob Grant Oro
Rhumba Bd
Cafe de Parce

Sticky Fay Don Graham Hardy & Warner Lucille Lehman Clarice Gannon Jack Clawson Ore Coconnut Grove

Coconnit Grove
Virginia Lee
Jan Garber
Lathron Bros.
(lounge)
Les Parker.
Bill Roberts
Sanchi & Buckley
Cubanola
Estellita
Augustine Palafox
Alberto Sergo
Carlo Ferranda Orc

Lurline Ernest & Patsy Marr Virginia Lee Garwood Van Ore Club Esquire Joe Frisco Lynn Hayes Vicki Joyce Ben Light 4 Esquires

Mildred Balley Rod Norvo Ord Biackstone Hotel Radio Rouges Georges & Jaina Corrina Mura Al Kavelin's Orc

Morion Downey Harris & Shore Jerry Lester Emily Vonlossen B & Beverly Bein Henry Busse Orc Club Alaba

Club Alaha Virginia Ja 1es Eille Burlon Bernard & Henry Millicent DeWitt Art Williams Of Club Minnet

Howe & Perrin Bill Mengher Clair Powell Virginia Audr Ruth Desha Jerry Glidden Orc Colling Club Pat Kennedy Trudye Davidson Lewis Sis Etta Reed Ruth Howrich

CHICAGO

Paulette LaPlerre Jack Fischman Ore Colosimos

Congress Hotel (Casina)

(Casina)
Mizzi Green
Gomez & Winona
Elenore Tonnis
Robbins Family
The Crusaders
Gus Arnheim Orc
Casa Loma Orc

Grand Terrace Flette'r Hend'son Harry's N.

Buddy Walker Mellia Brian Jane Ruby Buddy & Selma Porothy Johnson

New Acts

(Continued from page 52)

(Continued from page 52) sheer humor and calling for one member's portrayal of famme stripper. This naturally incorporates operatic arias, but they are blended with the comedy hokum so fletily that much of the strong warbling is missed. Framed, the finale, gives the quartet a chance for individual ballading.

Better spotting of numbers undoubtedly would make this act more polatable for nitery work. Opening with a more brusque comedy tune probably would neip. This doubtless. It was not been supplied by Morry Olson, Bobby Borger is first tenov, Jack Gird second tenor. Henry Russell, bartione; and Bob Rice, bass. All four have superboroses. Wear.

Splvy
Uhan
Gladya Bentley Rev
Broomfield & G
Avon Long
Evelyn Robinson
Edna Holly
Kaiser Williams Or

DALE WINTHROP
Taps
Taps
A Mins.; One
Faramount, N. V.
Dale Winthrop is tapstering
femme who manifests a nice idea of
showmanship in the limited showmanship now possible; for specialists
of this type. Her's evidenced
through the medium of a spotlighting
on her footsies, thus footusing maire

Gertruile Horman Howard Nichols Alphonse Berg Lois Still Calgary Bros Roger Pryor

(Continental Row r Maurine & Norv Oarman Castillo Locraine Sia Localine Sia Localine Sia Frankle Masters Or Parady Club

Franklic Masters Or Farady, Club, Moly Manusch Moly Manusch Moly Manusch Gadle Fallrijer Henry Sibrigora Fredry Janja Ora Guyalay Janja Ora Guyalay Janja Ora Frances Wood Billing Markawa Frances Wood Billing Harris Guyalay Janja Jan

Don Erritation of the Wanits, Fair, Manits, Fair, Mallan Murray Ore, Via Baren, Jackie Marnin, Dick Burches, Sally Keith Wallace & Latisha-Stan Carter, Yacht Cli Niedley & Turk Cli Niedley & Lane Tree & Edwards Gliette & Richard & Edwards Gliette & Richard & Stan Carteril & Gorman Carroll & Gorman Carroll & Gorman

Carroll & Gorman Paul Keebler Orc Belva White

Agnes Tolle
Motel Philadelphian
(Mirco Room)
J Brasecto Oren (2)
Mattyn
Mattyn
Marcelle Weilingt'n
Min Miln Co
Debutantes Cub
Tiny Bradshaw Ore
Al & Deannie
6 Bon Tons
Marcin Marcin Marcin
Betty White and
James Friday
Bitte-Cestion

Ritz-Carite (Crystal Ro-Van Levis Orc

Veryami Lower Lake Inn (Clementon) Mickey Familant Or Norman Duke L. & C Serrano Elsie Gibert. 1214 Spruce Roy Eedley Julia Carrity Carol & Anell Jimmy Blate October 1941 Carrity Carol & Anell Jimmy Blate October 1941 Carol Enter Tweer

20th Century Tavern Barney Zeeman Ord Frankle Hires Kay Hamilton 3 Esquires

21 Club Tommy Lyman Sally LaMarr Ann Rush Mary Lee 4 Ambassadors

PHILADELPHIA

Ill-Slat Wille Shore Phelps 2 Frank Libuse Mildred Tolle Frances McCoy Ryder Sis

Hotel Blamarck (Walnut Room) Kings Jesters Geraldine Ross Shallra & Carlt Tex Morrissey The Marvelles Bert Granoff

Jaros Sis Jimmie Christle Whitey Neuman

Drake Hotel (Silver Forrest) (Silver Forrest)
Shella Flarrett
Ethel Dixon
Paul Florenz Girls
Pat O'Malley
Gower & Gene
Dick Jurgens Ora
Hotel Edgewater
Beach
(Marine Room)

(Marine Room)
Geo Olsen Orc
Edith Caldwell
Leighton Noble
Bodrigo & Francine
Chas Carrer
Harriett Smith's Gie Dorothy Roberts Gagnon & Brught'n George Redman Ore Parific Sunset Club Billy Joy Dan Downing Murriell

Hotel Lasalle
(Blue Fountain
Room)
Bob, McGrew Ore.
Hotel Morrison
(Terrace Risom)
(Casino Parisión)
Jimmy Garret Ore
Lou Breese Ore
Hotel Palmer House
(Empire Room)

Kempler Rooms
Veloz & Yolanda
Ray & Trent
Dick Bennett
June Taylor
Geo Hamilton Orc
Lester: Cole
Paul Rosini
Abbott Dancers

Anchorage Inn Milton Kellem Ore Marlo Villani Clifford & Wayne Emily Weymann

Arcailla

Monya Robertl
Tom Barry
Catherine Flynn
Patny Ogden
Chez Michaud
Jonny Graff Orc

Jonny Graff Orc Colony Mariorie Drummond Billie Joyce Marion Kingston Ann Morgan Mini Monet Lovey King Harry Adar 3 Embassy Club

Aristocrats
Aristocrats
Kurt Weller
Billy Vine
Sally Warren
Milly Warwick
1523 Loc

Pall Harris Oro

Paris Inn

Margarita & Del lo

Henry Monnet.

Hugo Marchetti
Thora Matthalson
Dominic Colombo
La Valesca
Florence Gillette
Fore Controlli OreFor Gallet & Gis Plerone's Murray Peck Larry & A Rogers Glen Edmunds Orc Dorothy Roberts

McConnell & Moore Gerard & Gordon Judy Janis Hudson Metzger la Phil Harris Oro

Seven Seas
Ray Kinney
Lily Gibson
Lonnie McIntire Or
Somerset House
Bill: Zerker
William Markowitz

Shep Fields Oro Leon & Mace Vera Fern Carl Rosini Cari Rosini
Bellevue-Strutford
(Planet Room)
Meyer Davis re
Ben Franklin Budel
(Georgian Hoom)
Mc Jaffe Ore
Benny the Bum's
Abe Salinger Ore
Cross & Dunn
Peggy Adams,
Roberts, Brow
Monya Roberti

Pat O'Shea Bernice Farrington Bee La Moin Leona Rice Agnes Johnson Al Eldredge Orc Joan Lee Joy

Colosimos

Ada Leonard

Tracy, Gale & L

Meroceles Aragon

Robinson 2

Elicen Love

Lec Brandon

Bankon & Cannon

Elicen George

1523 Loe
3 Kings
Little Ernic
Bubbles Shelby
Grace Alanne's
J & R Esterbrook
Linda Fan
Frank Valumbo's
Jess Alfmiller Ore
Bidde White
Lee Stowart
Adam & Eva
Bob Riddey Jules . Colleen Gen De Costa Lew King Bob Ridley Sylvin, France & D. Hul Sidore Hote (Cafe tel Adelphia

Hotel Adelphla (Cafe Murguery) Harold Knight Ort Vingent Rizzo Ore Ross MacLean Avile & Nie Hallidhy & Clark-Albernice Co John Tio Dakoze Evan B Fontaine

attention on the rat-a-tat, without missing a tap, and at the same time leaving her own personality in engaging eclipse.

She's costumed in green sateen pyjama-trouser outfit. The arrangements back of her are also moderated so as not to muffle the taps, and, for heightened effect, a muted trumpet alone is dominant for the accomp while she beats it out. For the 'plcking com' tapstering finale, s she bows off strong, Her second session makes it a bit longish, but she regirers in toro. Works monthly the strong of the Mario Braggiotti. Abbestra.

Formerly part of a sister team finis winning herself to solo specialties in cafes and stage presentations. Abel.

CARLOS AND MARCHAN

cafes and stage presentations. Acct.

CARLOS AND MARCHAN
Ballroam Dancing.
6 Mins.
7 vouhtul-looking terp team possesses class and vivacity. Male half is athletic-appearing young man, and both give impression meeting the same and the same

KOLA
Singer
5 Mins.
Park-Gentral Hotel, N. Y.
Petite blues singer looms as radio possibility. Works before microphone here, and plainly shows that she will fit in with nearly any floor show combination because possessing the looks. Noquestion about her mike personality. Best time in present routine is Dancing Mood.
A slow lempo, song, though bringing out The olear enunciation, seems a little aggsty.

Wear,

Unit Reviews

Parisian Nights Revue (ORPHEUM, LINCOLN)

GRPHEUM, LINCOLN)

Beccuse Solide Childs brought a show on the Cushman circuit early in the season cathed Parisian Follies and the local management was afraid the audience would think it a repeat. Owen Bennetts. Parisian Rollies and the local management was afraid the audience would think it a repeat. Owen Bennetts. Parisian Nights!

Owen Bennetts. Parisian Significant of the season to have to buck the winter snows getting in town. Missed the first show on the first day, but was, doing a neat job of getting by when caught this super show. Opus carries two drops and calls for the traveler to be closed in once, rather an impovation for the specific of the season to the season of the season to the season of th

zou pounds. So comical is Fouche in. his bodily maneuvers he ties the show up and stalls proceedings several times.

Novelty is found in the opening Corriell Trio, acrobatic, with one kid of the control of the contro

and gates himself into a knot and dances.

Bacled by a second drop, the line ritls (3) do a ple number that's oke. Charles Herveau, Jr., recruit from the Malor Bowes units and said to have been grabbed from a Rosy engage of the second said to have been grabbed from a Rosy engage of the second said to have been grabbed from a Rosy engage of the second said to have been grabbed from a Rosy engage of the second said to have been grabbed from a Rosy engage of the second said to have been grabbed from the same time. Unit ron 51 minutes this show, Bend is handled by Julian Babb, thes Davis is in on this one, although this with his own 1937 edition of Chiegon Follies' somewhere in Texas at this time. Nights' has youth and snap and every galls a looker Barn.

PAGEANT OF YOUTH (MICHIGAN, DETROPE

(MICHIGAN, DETROPS—
The too bad some radio performers come before the foolights; they often spoil the illusion and oftener just ever the audience. Such is the case of this 'stage version's the case of this 'stage version's land the case of this 'stage version's but the individual acts, with one or two exceptions, wouldn't rate a nod 'Continued on page 60.

(Continued on page 60)

VARIETY

Eternal Road, World's Most Costly Show, Opens, Has \$31,000 W'kly Nut, Can Gross \$56,000; Two N. Y. Specs

Three hours before The Eternal Road, world's most costly show, opened the Manhattan Opera House, N. Y., last Thursday (7), that the prethere was a possi miere would be set back agai had been postponed from

nounced premiere date (Jan. 4), but the dress rehearsals of the \$500,000 production were so marred by techical faults that Max Rei

wored further delay.

ical faults that Max Rei

wored further delay,
Actually, however, the first performance was
mooth one. Some of the elevators
in the rear of the huge stage set
jammed and the lighting for the upper reaches of a high panel used for
choral ensembles was ineffective. It
was, however, through the direction
of Norman Bel Geddes that 'Eternal
Boad' finally reached presentation.
He designed the settings and
ceived the lighting effects.
Geddes was most active last seawhen the ambitious 'Road' suddenly halted, after an expenditure
of more than \$250,000. It was then
set down the most colossal flop
of all time. Geddes did not participate
during this winter's activity to ready
Road' several days before the
actual-debut. There had been differences of opinion between him and
the management, but he responded
to a last minute call for help and
corrected the lighting faults, and
many other technical difficulties,
which others could not cope with.

Twe Bigfes. Two Biggles

New York now has, the first time in stage history, two mammoth shows—Road and White Horse Imit at the Center. They are opposed attractions. Each can gross more than \$50,000 weekly, with Road having edge because of a \$4.40 top. Queestionable whether this scale is, not too high for such an attraction. It was indicated after the premiere that there was little call in the agencies. However, box office premiere that there was little cau in the agencies. However, box office activity developed and Saturday a fourth ticket-seller was installed in the b.o., with a fifth likely to be

fourth ticket-seller was installed in the bo, with a fifth likely to be gaged.

Show drew approximately \$24,000 on its first four performances, \$14,000 of which was gamered on the first ight when the scale was \$11 top. House can get around \$7,200 nightly and on the week it is possible to gross \$56,000. Operation expense is around the \$31,000 mark, despite the large company and the populous managerial staff.

An advertising campaign is being apped out, it being figured that because of the long delay in reaching presentation, unusual publicity is necessary. Head of Hearn's department store, Maurice Levin, who is one of the chief sponsors of the spec, has taken over that task and assigned it to his advertising department. This will not conflict with regular press releases. Blackstone is the regular amusement advertising agency.

Kleir Premiere

Kleig Premiere

agency.

Kleig Premiere
At the premiere, there were kleigs
in the lobby and a horde of photographers on hand. Men with hand
cameras invaded the lower floor and
light bulbs flashed all over the house,
even after the performance started.
Detail of firemen was on hand.
structed to keep fire extinguishers
in their hands. Fire commissioner
refused to okay the production and
called on Mayor LaCuardia to exemine the settings. Hizzoner rushed
to the theatre on the afternoon of
the opening and there with other
city officials, finally instructed Commissioner Paul Moss to issue the license.

city officials, finally instructed Commissioner Paul Moss to issue the license.

One of the major problems now acting the management that of visibility. Not all of the set and scition can be seen, on the lower door. Front mezzanine is the best locations to winess the spec Gellery is the poorest for visibility and the olary complaints from parts this far have been from those who occupied the top loft.

There was a hurry call for coin the day after opening, with \$25,000 and the commission of the day after opening, with \$25,000 and the location of the day after opening, with \$25,000 and the location of the day after opening, with \$25,000 and the location of the day after opening, with \$25,000 and the location of the day after opening, with \$25,000 and the location of the day after opening, with \$25,000 and the location of the day after opening, with \$25,000 and the location of the day after opening with \$25,000 and the location of the location of

SALE OF DILLINGHAM'S 112 PLAYS POSTPONED

Hearing on the proposed sale of the 112 plays i which Charles Dillingham had interest was postponed Thursday (7) to Jan to the fact that R. H. Burn had not ingham associ arrived from California.

Hearing was called before Ref-

Hearing, was called before Referee John Joyce at the request of attorneys for the Irving Trust. Co. trustee of the late producer's estate. Trustee claims a right to dispose of the Dillingham interest in the plays in order to liquidate his estate. Opposing the sale of the plays is Aaron Lippen, attorney for Frank Furlong, executor of the Dillingham estate, who claims the Dillingham estate, who claims the Dillingham interest in the plays was placed in the hands of the Irving Trust, but not with the understanding that they were to be sold. Presence of Burnside needed to determine as to what extent the Dillingham estate was interested.

Mme. Frances' \$314 Claim Against Ethel Barrymore

Process servers siderable difficulty in summons on Ethel Barrymore in connection with a suit brought by Mme. Frances, modiste, who is seek-

Mme. Frances, modiste, who is seeking to collect \$314 alleged to be owed
by the actress on a bill for merchandise amounting to \$1,890.

On Monday (11) attorneys for the
modiste obtained an order from N.Y.
Supreme Court Justice Steuer permitting service of the suit by posting
the summons on the door of the actress home at Taylor's Point, Mamaroneck, N. Y.

Minturn's WPA Vacash

icago,

Harry Minturn is taking a leave of absence from the local Federal Theatre Project to direct a new show, 'Return of Hannibal,' in San Francisco.

Will return in three weeks to reume his WPA play directorial dutie

ENGAGEMENTS

ENGAGEMENTS

Mitzi Green, Heatherton,
Babes in Arms'
Maude Allen, Norman Crawford,
Virginia Carroll, Thirsty Soil.'
Polly Rose, Tovarich,
Philip Van Zandt, 'Having a Wonder William Kent, Florence Auer, O.
Z. Whitehead, Robert Kellard, Don
Beddoe, Billy Faye, Keenan Wynn,
Mildred Wayne, 'Hey Diddle Diddle,
Harry Levian, Robert J. Mulligan,
'But For the Grace of God.'
Eleanor Phelips, Alexander Clark,
Percy Helton, Leslie Litomy, Philip
Bappens, Lee Berkman, Vira Rial,
Gerie World, Howard Sullivan,
Carroll, Howard Sullivan,
Tamara, Peggy O'Donnell, Diver
Barbour, Frank MacCormack, Alice
Ann, Baker, John Seymour, Cameron Prudhomme, Larry Johns,
Tide Rising,'
William Valenti, Joseph Buloft,
Ralph Theodore, June Webster,
Sandford Bickert, Tom Tully, Spencer Kimbell, Milano Tidleen, Connie
Gillon, Carroll, Milano Tidleen, Connie
Gillo

Big Ad Campaign

Adding to its several high

Adding to its several right cost spending records, producers of 'Eternal Road' went in for extra-heavy ad campaign is week, with larger space in daily papers than any show has had in recent years. Ads call for the greatest legit expendi-

for the greatest legit expenditure along those lines since way back when, and perhaps establish new highs.

First blast came. Monday morning (11) in the N. Y. Times and that afternoon in the Journal, ad occupying 247 lines on six columns, for a total of 1.482 lines. Ad was scheduled to be staggered throughout the rent week; being used in

staggered throughout the rent week, being used in nine New York dailles, during the week, although cut down proportionately to the page in the two tabloids. After the first insertion, it was decided to cut down somewhat however, holding down to about \$7,000 worth newspaper advertising the first week and figuring on stretching the big ads around over a wider period of time.

EIGHT SHOWS QUIT B'DWAY

Largest closing list for roadway in some time, five shows having folded suddenly Saturday and at least three stopping this week.

will depart from th Lyceum after a mild stay of four

'AGED 26'

Opened Dec. 21, '36. Romantic drama on the subject, of John Keats, peet, was nat favorably received by the daily reviewers, though all conceded it was a literate job. Gabriel (Ameri-can) declared that 'great poets make poor play-fellows'. Variety (Ibee) said: 'Limited.'

'Johnny Johnson' will exit Satur day, too, after ine weeks Drama with music started off at a pace of \$7,000 to \$8,000 but operated to profit only during New Year's

JOHNNY JOHNSON

Opened Nev. Reviews of Paul Green's play and the Group Theatre production all of Paul Green's play and the Group Theatre production all had a very polite flavor. Ga-briel (American) called it a 'strange, brave' bungle,' and Watts (Tribuie) termed it an 'in-and-out-show.' Variety (Land) thought it would 'achieve a moderate en-ragement.'

gagement.

"Three Men On a Horse' stopped at the Fulton after playing 102 weeks It was one of the best money-makers during the last two seasons.

THREE MEN ON A HORSE Opened Jan. Alex Yokel's production drew rave notices from every rst-string critic. Anderson (Journal) called it an 'altogether hilarious

Variety (Ibee) said: 'Mostly male draw show for moderate coin.'

ing Your Lady close at is Saturday, after accomplishi Drew modrobably made some profit.

SWING YOUR LADY

Opened Oot, Because of authors Kenyon Nicholson-Charles Robinson, some of the reviewers began making comparisons with Sailor, Beware and they weren't complimentary, Leckridge (Sun) called it altitle disappointing, "but Watts (Tribune) thought that it will find an abreclative audience." find an appreciative audience.'
Variety (Ibee) said; 'Moderate
engagement is likely.'

'Reflected Glory' went to the road from the Morosco last Saturday, after six performances playing 16 weeks. Drew fairly strong Chanin auditorium.

Inside Stuff-Legit

Once again Baltimore will not have an opportunity to see the D'Oyly Carte company, now on tour. Troupe has not booked the stand and the management has announced that the town will not be played.

Two seasons ago, when the outfit was touring the U. S. provinces, a loud clamor arose in Balto as to why it was not included in the company's tour. Mayor Howard W. Jackson became personally interested and contacted the D'Oyly Carters. He was told that the troupe could not make a Balto stand at that time but would earnestly try to do American tour.

American tour.

This autumn the clamor rose agai Freddie Huber, Balto's municipal director of music, last week huddled with the bosses of the D'Oyly Carte and was told that playing the city was an impossibility this year. Huber sought to prevail on the troupe by hauling out records of what socko biz the Met Opera annually does there, but no dice.

Frank Lawton, appearing romise, ittle, N. Y.,
Frank Lawton who played in 'A Tri Chinatown Chinatown' -

other Hoyt comedies. Elder Lawton went to London and resided there,

Coyne, also an American. Younger Lawton, who is wed to Evelyn Laye, was brought up as an Englishman.

Promise is presented by Gilbert Miller, who was committed to Henry Bernstein, French author, to put the show on Broadway. Producer was not enthusiastic, but figured that, by, using a strong show might land. That explains why Sir Cedric Hardwicke and others were brought over from London for it.

Three Men on a Horse, which made a great run of 102 weeks, mostly at the Playhouse, N. Y., was all set to continue after the closing was announced in the dailies last week. Actors had agreed to take a second cut, although they had refused it previously. Alex Yokel, who produced the show and has had it on his own since the Warners withdrew last spring, then advised the players that if Leblang's would guarantee the show, it would continue. Cut-rate agency declined and the show stopped.

Last summer Yokel stated that Three Men' would play until New Year's eve. Some bets at odds are reported to have been wagered, with the short-enders collecting.

addition to the recorded score for 'The Eternal Road,' Manhattan addition to the recorded score for The Eternal Road, Mannatan Opera House, N. Y., it was found necessary to use an orchestra of limited proportions. Isaac Van Grove, formerly of the Chicago Opera company, conducts an orchestra of 12 men who are not visible to the audience. Musicians play in a sound-proof room, orchestra being used to accompany the chorat ensembles.

Dress rehearsals were held last week, prior to the opening Thursday (7). One rehearsal was witnessed by priests and rabbis, some from out

Lyceum, N. Y., has a claim of \$2,500 against 'Bedtime For Ali which was booked into the theatre but withdrawn after double try-out. Philip Dunning, who produced 'Ali,' disputes the item, which the theatre management contends represents three weeks' rent and actual expense. Lyceum management also claims it could have continued 'St. Helena' longer had there not been the uncertainty about 'Ali,' also that the house might have booked 'You Can't Take It With You.'

Frank Dare of Actors' Equity Association in Chicago has kept such close contact and o.o. on the WPA theatre project there that all worthy Equity members who need assistance are on the Federal payrolls, and through Dare's intercession several Equity members who were slated to be dropped from the payrolls were retained on the project.

James O'Neill in Equity's N. Y. office was surprised to see is face in the layout of Paramount's silver jubilee ad copy in honor of Adolph Zukor. The picture got in not only because O'Neill was in one of Zukor's first film productions, but because somehody around Par thought he was Eugene O'Neill's father. Caption so stated, but it's not so.

grosses all the way and turned a

REFLECTED GLORY

REFLECTED GLORY
Opened Sept. 21, '36. Opinions
were mixed on Tallulah Bankhead's starring effort. Gabriel
(American) asid 'the evening'
disappointed me much,' while
Gilbert (Telegram) called it a
'delightful comedy.'
Variety (libee) termed it a
'moderate'.

'All Editions' stopped at the Long-cre after three weeks.

Opened Dec. , Most of the first-stringers lau ded Charles Washburn, and co-author with Clyde North, but ran out of nice phrases when it came to the play itself. Lock-rldge (Sun) said it falls short.' Varlety (thee) thought it 'will not make the grade.'

Around

was yanked lean weeks.

THE CORNER' Opened Dec. , '36. rown (Post) said Martin Flavin's latest play would 'probably be forgotten as quickly as it serves.' Other reviewers similar opinions.

Variety (Ibee) called it '

Also an intimate revue from abroad named Pepper Mill' failed to relight Monday (11), after playing six performances at the 200 seat

Current Road Shows

(WEEK OF JAN. 11)

Ballet Russer Amarillo, Tex., 11; El Paso, 12; Tucson, 13; Pasa-dena, 14; Los Angeles, 15-20. 'Boy Meets Girl,' Biltmore, Los

Boy Meets Girl, Pilis. burgh

urgh.
'Children's Hour,'
righton Beach, N. Y.
'Children's Hour,' F timore.

D'Oyly Carte Repertory, For-rest, Philadelphia. 'End of Summer' (Ina Claire), Shubert, Newark 'First Lady' (Jane Cowl),

Chicago Follies, Grand

Frederika. Wash-

"Freeresta, wasu-ington.

'Fulton of Oak Falls,' (Geo. M. Cohan), Plymouth, Boston.

'Great Walts,' Curran, rancisco.

'Hamlet' (Leslie Howard),

Hanna, Cleveland, 11-13; Tatt,

inclinated 14-18

incinnati, 14-16. 'Jane Eyre' (K. Hepburn), Er-

langer, Chicago.

'Leaning on Letty' ('Post

Leaning on Letty'
Road'), Selwyn, Chicago.
'Mulatto,' Studebaker,
Nazimova Repertory,

Detroit.
'Pride and Prejudice,' Bost

Reflected Glory Reflected Glory'
Bankhead), Shubert, Boston:
'Scandals,' Mizpah Temple, Ft.
Wayne, Ind., 10; Paramount,
Toledo, 11.
'Tomorrow We Live,' Et Capitan, Hollywood.

Group Theatre has disbanded for

scripts, and will reassemble on June

15, according to present plans. In the meantime, office will be tinued in New York and

play reader put to work. Acting and directorial members, of the troupe

have been told they are free to do anything they wish in the interim, but the bugle will sound for reas-

It's the first time since it was or-

It's the first time since it was organized, six years ago, as, an off-shoot of the Theatre Guild, that the Group Theatre has had to call halt. New play by Clifford Odets, The Silent Partner, had been put into rehearsal, but was found to be in need of considerable rewriting. Meantime Odets rushed to Hollywood to marry Luise Rainer and couldn't, do the rewriting pronto. And Group had no other scripts. So tehearsals were called off and a halt ordered. It is thus, paradoxically, the same Clifford Odets, the Group's white-haired boy whose play, 'Awake and Sing,' brought the Group its first distinct hit on its own ('Men in, White' was done in association with Harmon & Ullman), who is now responsible for the temporary breakup, Flayers' Pix Offers

the season, because of

sembly in mid-June,

hearsals for next season

SECRET EQUITY ELECTIONS?

Coast Legit Shows Signs of Life; Boy' Hits Up Ghost Town Route

Los Angeles, Jan.
Road is being temporarily revived in Southern California, after being dormant for many seasons. Boy Meets Girl, currently at the Blitmore here, has been booked for a tour of five weeks of one- ighters after leaving here, four dates of which will be in Southern California spots which haven't had a traveling attraction in so long that the oldest resident has forgotten the date.
Closing here Jan. 31, Boy goes into the Concert Hall Auditorium, long Beach, for a single performance. Laying off Feb. 2, the comedy moves to Pasadena for a night performance at the Civic Auditorium. Next night it's the High School Auditorium at Santa Ana, and then a two-night and Saturday matinee booking at the Savoy, San Diego.
Time was when Long Beach and San Diego were sure-fire one or two-nighters for road legits, but those days have long since passed. Santa Ana hasn't had a road show in many yars and Pasadena has confined its legit activities to presentations by its Community Players.
From San Diego, Boy heads east, with one night each in Phoenix and Tucson, Ariz. Eight Texas towns follow; then the opus hits through Oklahoma, Arkansas and east via Memphis, Birmingham, Knoxville, Chattanooga, Nashville and Louisville.

ville.
Comedy is set to open a two-week engagement March 8 at the Nixon, ittsburgh, with Baltimore and Washington to follow before the troupe folds for the season.
B. V. McCarty is handling the advance for Boy, with John Hale back as company manager.

HELEN HAYES ILL, SHOW AND BROADCAST, OFF

There was no performance of Victoria Regina, Broadhurst, N.Y., Monday (11) night, due to the illness of Helen Hayes, down with laryngitis. She had difficulty getting through Saturday's shows and the doctor ordered further rest.

Star's defection also forced the cancellation of her radio broadcast Monday evening. Miss Hayes ceives \$3,500 weekly for the air appearance. Ruth Gordon substituted.

Blumenthal Salvaging Hammerstein Statue

George Blumenthal, former manager for the late Oscar Hammerstein and the Manhattan opera house, N. Y., has arranged with Edward Altman of the Capitol Stage Lighting Co., N. Y., to act as trustee for a fund to be raised to save the life-size bronze statue of the Impresario from being Junked. Blumenthal states that the statue was installed by Arthur Hammerstein, Oscar's son, at the time when he opened his Hammerstei (now Manhattan) the-atre. which he built as a memorial to his father at 53rd street and Broadway, costing at that time \$6,500 and subsequently removed from there several years ago. It was discovered by Blumenthal in a junk pile in a second hand shop on Center street where it was about to be broken up and sold for old bronze. Blumenthal secured an option up blan, 20 to buy the statue for \$350 and is now getting contributions to wards paying for the same. He has hopes of eventually having it set up on the Mall in Central Park adjacent to Victor. Herbert's and others that are in the yicinity.

Beck Recuping

Martin Beck is reported steadily more and is expected to leave Mt. Sinai hospital withi two weeks. Showman has been ill for more than a month, where the more than a month, while that condition may clear up, boris-Dalton was called in to read importing the part. Hollywood satire by Bartlett Cormack is due to debut in rinceton, Jan. 21. It is being produced by Anne Nichols and Morris Green.

One Way

Montclair, N. J., Jan. What price criticism? Mont-What price criticism? Mont-clair theatre was opened after a long spell of darkness by the Leventhal-Payton combine with Taylor Holmes in Tobacco Road' and met much opposition from the pulpits. Citizenry de-scribed a wide circle around the house for the first part of the week and then crept in under cover of darkness. That is, the brave ones.

Mike Goldrever, ahead of the

brave ones. Mike Goldreyer, ahead of the show, dropped in at the local cigar store and found out what the less brave ones were going to do. Shopkeeper confided that the man of cloth he sits under made "Tobacco Road" so interesting in his condemnation that said shopkeeper and group of friends were pooling together to see the show in New York.

Duroy Loses First Skirmish in \$150,000 Libel Vs. Gillmore

For the second time since 1931 Frank Gillmore, president of Equity, as been named defendant in a suit has been named defendant in a suit filed in N. Y. Supreme Court by Robert Duroy, actor-producer of the short-lived play 'ight to Happiness.' This time Duroy wants \$150,000 damages, claiming Gillmore libeled him in an article published recently in the monthly Equity magazine. DuRoy lost the first legal skirmish on this matter Friday (8), however. After hearing arguments on both sides, Justice Aaron Steuer granted the motion of the defense to dismiss the second of two causes of action on the grounds of insufficient facts.

action on the grounds of insufficient facts.

On slander and one libel charge, Justice Steuer wiped out two causes Friday, leaving Gillmore to face charges on one \$50,000 libel action. Entire matter is an outgrowth of an old matter. In 1934, N. Y. Surperme Court jury voted Durcy a \$40,000 verdict in his original suit against Gillmore and Equity. In that suit Durcy had charged that Equity and Gillmore 'committed certain acts' against him (Durcy) which resulted in the failure of his show. The Right to Happiness. Court reduced the award to \$13,000 and the Appellate Division reversed the entire matter in favor of Gillmore.

Present action involves an article in Equity organ, in which Gillmore discussed the whole case and the Appellate Court reversal and in which Gillmore is alleged to have referred disparagingly to Durcy.

Surprise, Surprise

Cast of 'Idiot's Delight' hosted Cast of 'Idio's Delight' hosted Russel Crouse, retiring p. a. for the Theatre Guild, last week (7) at the Shubert, N. Y. Surprise party was arranged by Alfred Lunt and Lynn Fontanne. Turnout, however, included Helen Hayes, Neel Coward, Irene Castle and others. Crouse has several deals on fire but has not sealed for anything definite. He's still holding down a typewriter in the Guild's offices,

Sleeper on Crutches

Martha Sleeper was unable to report for rehearsals of 'Hey, Diddle, Diddle' last week and Monday (11) appeared on crutches. Actress has a painful affection of one leg and, while that condition may clear up, Doris Dalton was called in to read the part.

YOUNGER GROUP Lack of Suitable Plays Causes FORCES ISSUE

Would Mean Amendment to Constitution, but do Away with Any Possible Fear of Retribution—Complicated Manner of Voting

EXECS AGAINST IT

Equity may change its method of voting at annual elections, it having been proposed to use secret ballots

If such system is an amendment to the association's constitution would have to be passed or by the membership. Matter was made the special order of business at Tuesday's (12) council sessi

Action was forced when a petition was filed by Robert Read, with more than 100 signatures attached. Read was said to be of the younger, or militant, group in Equity, which has been more or less inactive since its Actors' Forum was apparently dis-

Actors Forum was apparently disbanded.

Administration is understood to have been opposed to the suggestion of voting by secret ballot when it was first broached, prior to the last annual meeting. Next May the yearly session will elect officers for three years and the matter of the proposed amendment is therefore regarded as all-important. There have been some claims that the present system of straight balloting has caused a percentage of the members to secrete their real intentions because of possible official reaction, since the tellers are aware of who votes for whom.

Legal Points

ers are aware of who votes for whom.

Legal Points

Whether the amendment would be made operative for the next election is not definite and that point may be decided at the next quarterly meeting. Issue was expected not to be disposed of by the Council in one session, but is bound to arise later. Method of voting by secret ballot is complicated, but completely serents the identity of the voters, All ballots would be mailed to a postoffice box. There would be a series of envelopes, one of which would have the signature of the voter. Tellers would open the first envelope, On the second would be the signature, which, after being verified, would validate the ballot. Latter is in the third envelope, which would be immediately placed in the ballot box. Finally these final envelopes would be opened and the tallies counted.

Frank Gillmore left the council early in order to sail for a three week vacation trip to Rio de Janeiro, accompanied by Faul N. Turner, Equity's attorney. Equity head was queried on the matter of being a candidate for re-election. He replied that he certainly would run if nominated by the committee, adding that if not named he would not be an opposition candidate.

Comment was believed to have been made to refute a rumor that Gillmore was not inclined to accept another three-year term as Equity's leader.

Group Theatre to Fold Til June; **Odets' Script Needs Refurbishing**

Misdirected Advice

How the epidemic of grippe affected casts on Broadway may be seen from the way players in 'Three Men On a Horse,' which closed Saturday (9) at the Fulton, were successively stricken.

Horace McMahon, a teetotaler, advised Jimmy Lane to get stewed as protection, with Lane saying: That's a good idea.' Next evening Frank Camp, who played the old man in the play, entered the theatre, telling people where to get off. That brought a laugh because Camp is a mild-mannered fellow—but he had also taken McMahon's advice.

HOW TO FOLD HAMLET A **PROBLEM**

Guthrie McClinitie has figured out what to do about 'Hamlet' (John Gielgud) at the St. James, N. Y. Manager moved the show there from the Empire to extend the engagement, but the booking contract calls for a stop limit of \$14,000. It was figured the gross would drop to around that mark last week, but it topped the figure by approximately \$3,000, and show on couldn't leave. McClinitic finally reached an agreement with the theatre to withdraw the Jan. 30, meaning one more extra week, regardless of what the business is. Glelgud is definitely committed to sail for London, Feb. 20, but there are several out of town dates booked before then.

'Walls' to Follow 'Happen' In Chicago on Jan. 23

sponsible for the temporary breakup.

Players' Fix Offers

What will become of the troupe in the interim till June is liable to be interesting. Four of the actors in the troupe, Morris Carnorsky, Jules. Garfield, Ilia Kazan and Luther Addler, have been made picture offers, but none of the quartet has been willing to go on anything excepting one-picture deals. Four past members of the troupe have gone to Hollywood, after clicking in plays for and with the Group. Of that quartet Franchot Tone is the only one to star in films. Walter Coy, Alan Baxter and J. Edward Bromberg are stock contractees and the acting troupe left in New York is a bit frightened of Hollywood, from term-paper standpoint.

Garfield, besides a 20th-Fox offer, has been propositioned for the new Arthur Kober (Marc Connelly) play, 'Having a Wonderful Time,' but is holding out on that, too, because Producer Connelly insists on run-of-the-play ararngements and Garfield wants to be free to drop out when the Group Theatre is ready in to reassemble.

Group is operated on a co-op basis, every member of the organization In Chicago on Jan. 23.

Chicago, Jan. 12.,

When 'R Can't Happen Here'
closes on Jan. 23 the Blackstone
theatre unit of the Federal Theatre
Project will follow it Jan. 28 with
Within These Walls, a play which
is announced as 'not for the commercial theatre.

Within These Walls' is scheduled
for a two week run, with Martin
Flavin's new play 'Around the Corner' to open the middle of February.
Tentatively cast are Vic Sutherland,
Ted Johnstone and Glenn Beveridge,
all from 'Can't Happen Here.'

Kirkwood Producing

Chicago, Jan. 12.

'Mulatto' is scheduled to fold at the Studebaker this Saturday (18), Martin Jones calling off any plans for additional road touring.

James Kirkwood, starred in the plece, is understood planning to produce and play in a show on his own.

Group is operated on a co-op basis, every member of the organization being paid every week whether appearing in a play or not, if the Group has a play on the boards. It's the only organization of the kind to have lingered as long as it has, atthough several tough summers were bridged over by the company signing up en masse to entertain at country clubs for the season. Treasurers' Treasurer

Group is operated on a co-op basis,

Harry Nelmes, who was president of the Treasurers' Club for 17 years, has been appointed treasurer of the organization, succeeding the late Sol De Vries.

George Brisell of the board, was suspended, but there is some dispute as to whether the old icials had that right or the newly elected group.

'Hannibal' Returns in Frisco

'Hannibal' Returns in Frisce
San Francisco, Jan. 12,
Premiere of 'The Return of Hannibal' by Amory Hare, is set for the
Geary Theatre here on Feb. 1.
Jerome Lawlor will be starred in
the production, which follows a
three weeks' run of Lloyd Chase's
'Cocktail Bar,' an operetta which debuted at the Geary Theatre last
inight (11).

Equity Rules That Shows Cannot Cut Salaries Before Fourth Week

mitted, it cannot be done until the fourth week.

Cuts Board, which passes on all applications to chop wages, will not be permitted to act until the third week of any engagement. If cuts are then found by the board to be necession.

Equity has adopted a new regulation covering the cutting of salaries. Hereafter, if there is any slicing permitted, it cannot be done until the fourth week.

Cuts Board, which passes on all applications to chop wages, will not be permitted to act until the third week of any engagement. If cuts are then found by the board to be necessial.

16 of 24 Equityites Restored to WPA Roles in N. Y.; Others Out for Cause

.It was stated by Equity early this week that 16 of its 24 members who had received pink slips indicative of dismissal from the Works Progress Administration's theatre project have been reinstated. Why the other eight were not back on the payroll was explained in detail.

have been reinstated. Why the other eight were not back on the payroll was explained in detail.

Three refused to be interrogated by the Emergency Relief Bureau, so that they might obtain certificates of need which is required of those not previously registered as having been on home relief. Two others were rejected-by ERB, which discovered they had incomes from outside sources, while another did not satisfy the investigator that he was in need. Two others were not reinstated for cause, one having taken a production job, while the other, who was in a regular show, overstayed his leave of absence without applying for an extension.

Proposal to name committee made up of representatives from the various theatrical relief arms—Actor's Fund, Stage Relief, the guilds, etc.—to pass on the need of those whose status is in question, rather than the ERB, came to naught. A delegation visited Col. Brenon Somervell, WPA head in New York, who explained the suggestion could not be entertained because the rules specifically named the ERB to function in all such cases.

Col. Somervell said that doctors, engineers and other professional men in the various white collar relief projects had come forward with similar ideas, which were also rejected. He added that reports of various professional of ERB were

various professional organizations having acted instead of ERB were

untrue.

At Equity's meeting last Friday
(8), there were 150 present, with the
session again almost entirely devoted
to WPA. Some agreed to join a
procession. Saturday (9), which
started at Union Square and marched
to Madison. Square Garden for a
protest meeting. There the speakers
demanded all manner of WPA concessions.

demanues of cessions.

Announced by the WPA theatre project in N. Y. there are 23 plays in rehearsal, but also that there are very few with definite opening dates.

WPA Reviews

CELLINI

Contunes deams in three-cets (14 scases) by Joseph Lee Walsh, presented by Bridge-port, Clvin Cheatre, WFA at the Park theatre, Bridge-got, Clvin, Jan. 5, '87; theatre, Bridge-got, Comm., Jan. 5, '87; theatre, Bridge-got, Comm., Jan. 5, '87; theatre, Bridge-got, Comm., Jan. 5, '87; the Contunes, Rerbert Callistor; 55c top. 'Cast: Walter B. Klavun, Ellen Love, Charles Attlin, George Ferle, Mara Steen, Charles Charles Cavard Worthington, Roger Fox, Sydney, Campbell, Charles Furcolower, Edward Worthington, Roger Fox, Sydney, Campbell, Charles Furcolower, Campbell, Charles Furcolower, Campbell, Charles Furcolower, Campbell, Charles Cauphan, Care, Lawis Spara J. Camp, Charles Cutter, John Pizzi, Sidney Fisher,

Much-postponed chronicle play in verse by Joseph Lee Walsh. New Havon school eacher. Cellini clearly tops all pade process of the Bridge-port federal trough, now in its second Although commercial possibilities aren't apparent, except for remote chance of use by some costume specialist, drama shows skillful treatment in every department and servey to prove what can be done by WPA players.

Walsh's portrait of Benvenuto Celini differs from past conceptions of

to prove what can be done by WPA players.

Walsh's portrait of Benvenuto Celini differs from past conceptions of the Halian Renaissance artisan. Hence the part of the second part of the Halian Renaissance artisan. Hence the part of the second part of the secon

pièce; a bronze statue of Perseus slaving the Gorgon Medusa. Technique of the metal-pouring is remarkably well presented, even discounting a helpful program note.

Brief final scene tells of the public acclaim of Cellini, a senile graybeard who has at last achieved his ambition. be second only to Michael Angelo.

Walter B. Klavun is essentially a more dynamic actor than must have been figured for the title assignment he pitch raises. Ellen Love's Margherita is easy on the eyes and ears and does much to strengthen the earlier chapters. George Petrie as Felice, Cellini's friend, and Mara Sterling as Porzia, paired with Felica owell, and there is adequate menace from Charles Attin as Pier Lorenzo. An unusual role is that of Pope Paul and, considering the recent Vatican situation, the character Edward Worthingspeck of the either edward worthingspeck of the entry edward worthingspeck of the entry edward worthingspeck of the entry edward worthingspeck o

DOCTOR FAUSTUS

Tragedy in one act by Christopher ar-lowe. Produced by Orson Welles to Fed-eral Theatre Project. WPA. Music. Paul Bowles; lighting. Feder; production, and costumes. Kirk Glover, At Maxine Elliott's, N. Y., Jan. S. '37, 55c. top.

	Pope.	.Charles Peyton
۱		
i		
	Cornelius.	Dermira Savage
	Wagner	Myron Paulson
	Wagner	.Arthur Spencer
۱		
	Robin	Linkly Michee
	Ralph	marry Sherman
	Vintner	wantee Acton
	014 36-	eorge Smithheld
	Old Man	George Duthie
	First Friar.	dward Hemmer
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	Helen of Troy	Danie Y
	Pride	The state of the s
١	Covetousness	usabeth Malone
١	Covetousness	Jane Hale
	Wrath	elena Rapport
	Chattani	Cora Burlar
	Gluttony	Della Ford
	Slotn	Nina Salama
	Lechery	Lee Molnar
	Ballol.	. Archie Savage
	Belcher. Friers-Richie White, Jack	Clasionas Francis
	Friam-Richle White Tool	d-Manter Ville
	Goddard, Robert, Ho	Metty, Warren
	Langle Doton Destin	pkins, Bernard
	Lewis, Peter Barbler,	Henry Russelle,
	David Riggs, Henry	Howard, Louis
•	Pennywell, Harry Sing	er, Solomon Gold-
		I Dentler Frank
	Kelly, Charles Uday,	

Highly interesting contribution to the legit season is this Federal Thetare presentation of The Tragical History of Doctor Faustus."

Story of the magician who sold his soul to Lucifer in exchange for the fleshy joys of the world was related in various forms even before Christopher and the soul of Lucifer in exchange for the fleshy joys of the world was related in various forms even before Christopher and the series of the series of the flesh in the series of the series of the flesh in the series of t

Two Other Guys

Dentist with idea that there should be reciprocity among professionals wrote Frank Gillmore of Equity to the effect that, since dentists and doctors made concessions i their to actors, managers should make concessions on the price of theatre tickets.

Equity's prez wrote back sav-

should make considered and price of the late tickets. Equity's prez wrote back saying that he had recently had some dental surgery performed and, from a look at the bill, there was no concession. Anyhow, the teethologist wrote to the wrong guy, Gillmore indicated.

PLAYS ABROAD

Vienna, Dec.

by Ladislaus Bus Fekete in five Deutsche Volkstheatre, Vienna 36; directed by Wilhelm Chmel-

It has been a long time since a Hungarian play had its world premiere in a Viennese theatre. Hungarian playwrights mostly insisting that their comedies be first presented in their home town, Budarest

sented in their home town, Budapest.

Bus-Fekete here adds another comedy to his long list of world successes. It is an entirely new story, the plot being exceedingly funny, Basis of story: The servant of a Minister becomes the chelf of the opposition party. With magyar optimism, all ends well because the Manual of the company of the

Hollywood, Jan. 12. Drama, 'Jean,' currently in Vienna nas been purchased by 20th-Fox.

It's Hard To Be A Jew (IN HEBREW)

Once more the wealth of dramatic material contained in Shalom Aleichem's thousand odd stories of Jewish life in Tsarist Russia becomes evident. Had it not been for the Jew's immemorial estrangement from the theatre, Aleichem would most profit of the Jew's immemorial estrangement from the theatre, Aleichem would not be the Jew's immemorial estrangement from the theatre, Aleichem would from the Jewish come on of the consideration of the constaint of the was not a playwright, and I. D. Berkowitz earns' a new title to the gratitude of the Jewish people every time he adapts for the Hebrew stage one of these tales written in the Jewish vernacular; the tightening of effects, the speeding up of action, the vital rhythm of the performance, the aleit rhythm of the performance, the aleit flebrew speech, all bear the work of the soutstanding talent as a dramating talent as a dramating talent as a dramating talent as the speeding the speedi

alse written in the Jewish vernacutar; har; the tightening of effects, the speeding up of action, the vital rythm of the performance, the alert with the youthful smart set, but is unlikely to survive for any extended the first of the program of the performance, the alert with the youthful smart set, but is unlikely to survive for any extended the program of the pr

Equity Clarifies Stand on WPA; 'All Needy Must Be Taken Care Of'

Equity decided that it should establish a definite position in relation to the Works Progress Admistrations theatre project and last week agreed on a statement of policy. Administration has been hard put by various inquiries as to just what Equity's stand was on the relief show situation. Both at 'discussion' and the recent quarterly meetings, there were many points raised which could not be readily explained.

Because of the groups WPA which have fomented agitation, it was found almost impossible to follow the ideas propelled. Equity aparently faced a problem when actors came out flat-footedly and made some embarrassing demands.

Policy adopted closely follows the new rules for the FTP which, in essence, provides for the retention on the payroll of those who are in need, while those who are not qualified professionsis are to be transferred. It is believed that the adoption of this policy will automatically reduce the volume of gab that has accompanied most of Equity's meetings during the past year.

Resolution reads:

It seems to us that we must recog-

'It seems to us that we must recogformed after the Russian way, strictents of every description-the the wise was admitted little. The wise was admitted with intimate understanding and much livelines. Breaking through the dread of anti-Semitic measures, blood libels and pogroms, the irresponsible fun of youth asserts itself in the dancing and cheering to the tunes of gay waltzes and polkas. Audience here responded with enthusiasm equaled only by that given to the Habimath production of Merchant of Venice last spring. Zvi Friedland, the distort, lower ploneers of Habimath in 1920 as an actor and assumed his duties as director in 1931, when he produced his first play, Shaws' Devil's Disciple. When the troupe moved from Moscow to Palestine in 1931, Friedland directed its first local effort, 'Devil's Disciple.' Set.

HEART'S CONTENT

An intelligent playwrighting effort. Due to Diana Wynyard's popularity and the charming personality of

and the charming personality of Louis Borell, plus an exceptionally effective series of wisecracks, piece will probably enjoy limited popularity with the youthful smart set, but is unlikely to survive for any extended personal control of the property of

London, Dec.

nize that the Federal Theatre Project of the WPA is for the relief of the needy. The legislators in Washington would never otherwise have authorized such huge appropriations. If we agree on that point, then we must go further and admit that those who no longer need relief, or who never needed relief, can be removed from the lists in order to make room for those who do. Any other policy seems to us untenable and will only obstruct or destroy the main object we have in mind, which is the continuance of the Federal Theatre Project. If the government rises in its wrath against strikes, etc. it will decentralize the project and turn the whole matter over to the individual states and we all know what they will do with

Everyone now on the Federal Theatre Project who is in need should be taken of in one of two categories. two categories.

irst, a professional theatre person is qualified for the project he should remain on it.

'Second, if not a qualified profes-sional person he should be trans-ferred to some other project.'

tete, in which she tells him she is happily married, and he admits that his real love is for his country, al-though he will always remember her.

Not a very convincing plot, but it is interspersed with scintillating

Not a very convincing plot, but it is interspersed with scintillating dialog.

Diana Wynyard as the girl impresses as a studiously rehearsed bit of mechanism—never actually alive. In confrast, Louis Borell as the waiter imparts sincerity to an implausible role. If he proves as presonable in pictures as his stage, presence indicates, his imminent Holywood engagement indicates stardom.

Jolo.

BALALAIKA

London, Dec. 23.

Musical play in three acts. Features Muriel Angelus, Cilford Moillson, Roger Treville, Betty Warren, Eric Marchail, Dorothy, Sacombe, Arthur Hardy, Jerold Roberthaw, Book, Eric Machwill; music, Book, Eric Machwill; Machwill, Book, B

This is an expensive and generally meritorious venture. It is a toss-up which way it will go commercially, however,

however,
Musical melodrama might best be
classified as suitable for the Drury
Lane. It has an underlying serious
plot, revolving scenery, artistic and
colorful costuming, gorgeous ballets
and male choruses. Story, while not
like Bitter Sweet, is nevertheless in
the same classification.
Amount of cusoses if

the same classification.

Amount of success it may achieve at the Adelphi (which, by the way was for a long time the home of full-blooded melodrama) will depend on whether the normal patrons of the Drury Lane are willing to partake of their theatrical fare in the Strand, instead of the adjacent Covent Garden.

instead of the adjacent Covent Garden.

Tale depicts the splendiferous life of cossack officers of the Tsar, showing them chasing members of the Imperial Ballet and leading an otherwise gay and festive existence. After the war they are recommended to the second of the tenton of the second of the tenton of the second of the revolutionary girl's father, who is now the Soviet ambassador to the French capital.

Hero's life is more heavily con-

to the French capital.

Hero's life is more heavily contrasted before and after the war from the fact that he was originally a happy-go-lucky count, with apprention of the state of the st

marry her.

Overthrow of the dynasty changes all this, and finish has the exide flussians at the Balalaika Cafe in Paris celebrating New Year's Everybody is making whoope except the hero, who has a long face and is about to depart, when the girl he loves enters for the clinch.

There is a group not but its

he loves enters for the clinch. There is a more plot, but its progression is constantly impeded by musical interruptions, which presents the problem of whether it wouldn't have been better to have made a straight drama of it all, rather than a musical.

made a straign training rather than a musical.

There is no department of the production that does not possess merit, with the possible exception of the comedy. Lyrics are bright and melodies are tuneful, although alon routine lines. Theme song gives evidence of being a hit.

There is a cast of nearly 100.

Jolo,

Follies' at \$25,000, 'First Lady,' \$15,500, Both Okey-Doke, Chicago

Natural reaction from New Year's holidays set in last week and grosses slipped down somewhat, though none with the exception of Muscal complaint about business.

Newcomer was 'Ziegfeld Follies' at the Grand and, on notices and general talk, will stick here at cancity for quite a while. Practically sold out completely last week to high profit.

pacity for dune a wine. Facture, yeld out completely last week to he maintain the public has always caree around town this season, despite the fact the public has always demonstrated an eagerness for 'em and a willingness to support 'em, 'Charlotte Greenwood and Jane. Cowl are the first laddes of the town yet, with both 'Leaning on Letty and 'First Lady' garnering considerable with the cutry last night (Monday) of Katharine Hepburn in 'Jane Eyre' at the Erlanger, for a three-session stay.

Estimates for Last Week

Estimates for Last Week
First Lady, Harris (1,000; \$2.75)
(3d week). Socked through to practically capacity business at \$15,500.
(3chesta, Erlanger (1,300; \$2.20).
Two-week Nazimova Ibsen repertory finished to \$11,000, okay.

"Jane Byre, Erlanger (1,300; \$3.30)
(1st week). Theatre Guild-American Theatre Society play in Igst night (Mondry) on pre-New York through the second through the secon

night (Monday) on pre-New York
three-weeker Letty, Selwyn (1,000;
2.75) (8th week). Off some after
previous week's sensational take, but
still a big money-maker at \$11,000.
"Mentatie, Studensker (1,600; \$2,200]
of the still a big money-maker at \$11,000
"Mentatie, Studensker (1,600; \$2,200]
of the still a stil

seats, Approximately 35,000.

WFA

Can't Happes Here, Blacktone.
Goes out shortly, to be replaced by
Within These Walls.

O Say Can You Sing? Great
Northern. Mediocre attendance despite good word-of-mouth.

HOWARD SOCK \$18,000, DETROT

Detroit, Jan. 12.

Season thus far has been considerably better than a year ago, with grosses generally up about 10% and the number of plays so far standing at 10, compared with eight for a season second only to 29 are exceedingly bright, with more plays in the offing than a year ago, which was the best since the crash.

Leslie Howard's 'Hamlet' didn't bring down the upward trend in grosses. last week, taking away around \$10,000 for eight performances at the Cass. Take is all the properties of the control of the properties of the control of

Estimate for Last Week

Hamlet (Cass: 1,400; \$2.75 top). Plenty of ballyhoo on Leslie Howard, who lest with a fine \$18,000 on eight performances, despite general doldrums caused by the auto strikes.

'DOGIE' \$2,000, BALTO

Frank Parker's Legit Appearance Way Off at B. O.

Git Along, Little Dogie dogged it at the Maryland last week, coming in with no more than \$2,000 at \$1.65 to. Comerly's label has been altered you'dy. Stranger, for its Broadway Lower Thursday (14) at the Longare.

acre. It week the UBO stand, Ford's, is bloing big big with 'Children's is bloing big big with 'Children's copen last of the copen last of

Kings. win to ing Wed. (20), for a stand-performances. Festimate for Last-Week 'Git Along, Little Dogie,' Mary-land (1,700, \$1.65). Opened dis-mally, and notices weren't conducive to to bi; no more than wan \$2.600.

Boy-Girl' \$10,000, New'k

Newark responded splendidly to Boy Meets Girl at the Shubert theatre, and the b, o, resounded to a healthy \$10,000, one of the best weeks of the season. Good cast and good reviews were responsible. Current attraction is End of Summer' with Ina Claire and Osgod Perkins, and looks like another big week.

week.
Estimate for Last Week
Boy Meets Girl' Shubert (1,970;
50-1.50). Theatregoers sensed their money's worth here and a good \$10,000 at the b. o. was the result.

D'OYLY CARTE'S \$20,000, PHILLY

iladelphia, Jan. 12.

It was expected that legit biz would slide off last week after the holiday rush, but the drop was considerably heavier than anticipated. Somewhat disappointing was the trade for the D'Oyly Carie Co. at the Forrest, although \$20,000 is far from bad. Company is playing at \$3 top this time, as against a \$2.50 scale two years ago. This scale would permit a week's gross of better than \$32,000. Second week should hit several grand higher than the first.

Several grand higher than the first.

Weeks the Fill off in its second weeks the first several grand higher, but the management we have the first several grand higher than the first.

Several grand higher than the first of the first several weeks again.

In Clairle's Fand of Support

me snow, with the house going dark for several weeks again.
Ina Claire's 'End of Summer' dropped to \$15,000 in its second week at the Chestnut and the idea of holding over for a third week was abandoned. Accordingly the Chestnut is dark this week.
Nothing

ing over for a third week was abandoned. Accordingly the Chestnut is dark this week.

Nothing new in town this week, with activity starting again next Monday, when George M. Cohan's Fullon of Oak Falls relights the Chestine, owness either the cover Lehar operate comes either of the Chestine, and the

TWO CARROLLS' POOR \$2,500 AND OUT, PITT

Pittsburgh, Jan. 12.

New low for the legit season arrived last week when Two Mrs. Carrolls' wound up at the Nixon with under \$2.500. English import never stood a chance after word got around. Folded here and will stay away from Broadway.

Broadway was the state of the opening but veriews killed whetever chance the play had. This is one town where they won't go for an unknown quantity, particularly when there's no star name to safeguard the ticket investment.

That's been the only lapse in a season which promises to be Nixon's heat in years. First time sance 1939 that the house has been without a single dark week so far into the season and present indications point to solid bookings light through. Boy ellowing. Hamlet! 'On Your Toes' and D'Oyly Carte Opera company following.

Estimate for Last Week

ving. Estimate for Last Week

"Twe Mrs. Carrolls' (Nixon; 2,100; \$2,85). Amazement expressed at the long run this one had in London and majority of reviewers thumbed it down. Didn't top \$2,500, new low here this season.

Plays in Rehearsal

King Richard II'—Eddie Dowling and Robinson Smith.

'And New Goodbye'—John Golden.
'Call Me Ziggy'—Michael Todd.
Masque of Kings'—Theatre Guild.
'Hey, Diddle, Diddle'—Anne Nichols and Morris Green.
'Rising Tide'—Aldrich and Myers.

'Lady Chatterly's Lever'— Jack

Chatterly's Lover'

First Four-Starrer

For the first time this season the N. Y. News slipped a legit show four stars. That rating snow four stars. That rating was spotted by Burns Mantle over the review of "The Eternal Road," Manhattan Opera House, Dailies, ith but one exception, accorded the religious spec rave notices.

HEPBURN SOCK \$22,000, BOSTON

Boston, Jan. 12.

Katharine Hepburn's Jane Eyre' socked last week in its final frame; easily leading the legit roster. Even allowing for about 10,000 Goild subscribers here, Miss Hepburn's new last Boston is concerned.

George M. Cohan was given a good welcome at the Plymouth b. on his return with "Fulton of Oak Falls,' new coay family play ideally suited to him. "Frederika,' new Lehar operetta with Dennis King, Helen Gleason and Ernest Truex, departed Saturday night 9) after two okay weeks here.

Blossom Time' finished four-week run at the Opera House Saturday (9), with a mediocre take at \$1.85 top.

Blossom Time' finished four-week run at the Opera House Sat-urday (9), with a mediocre take at 1.65 top.

In and Prajudice' opened at the Cotomial and Tallulah Bankhead in 'Reflected Glory' at the Shubert, both Monday night (11). Philip Merivale and Marguerite Churchill come to the Shubert, Jan. 18 in 'And Now Goodbye', new play adapted from a James Hilton novel. Santemates for Last Week 'Jane Eyre' (Colonial; \$2.75, 20 week). Built in final week to dandy \$22,000. Many solid houses during the week, and apparently could have less that least week). Big opening week labeled this new one a natural for George M. Cohan; \$10,000; one more stanza.

Blessem Time' (Opera House;

Blessem Time (Opera House \$1.65, 4th week). Closed last week end after tame \$7,000 on last frame

'TOMORROW' AT \$8,000, OKAY FOR L. A. RUN

Los Angeles, Jan. 12.
After smash holiday trade. Tomorrow We Live, at the El Capitan
has settled down to what looks like
a prosperous run. Newcomer Sunday night (10) was Boy Meets Girl,
debuting at the Billmore for a threedebuting at the Billmore for a three-

debuting at the Billmore for a three-week stay.
Federals brought two new produc-tions to town last week and are ad-ing three for the current stanza.
Estimates for Last Week
Tomorrow We Live? El Capitan, Hollywood. (3rd wk) (C-1,571; \$1,65). Hit substantial \$8,660, which should hold this comedy for three or four more stanzas.

'Green Grew the Lilacs,' Mayan ebutted Thursday (7) and sticks for

Debutted Thursday (7) and sticks for three weeks. Beviews, Hollywood Paylaws. First variety show staged in several months, with trade obe. "Help Tourself, Musark Comes Thursday (14) for the customary two weeks:

Thursday (14) for the customary two weeks.

Tadles of the Jury, Mason. Another forthight at 30e. top; expected to draw.

Trois Bens Ami. Beaux Arts.

Three Good Friends, done in French, in Thursday (14) for a four-day tryout.

Future Plays

Thirsty Sell, by Raymond Bond, announced for production shortly by Leila Bliss and Harry Hayden. Pair tried it last season in Hollywood. "Calling. All Squtrels," by Lula Vollmer, being readied by Rowland Stabhirs.

Vollmer, being reached by Rowland Stebbins.

'All About Love,' comedy by Mark Reed, set for early February produc-tion by Alfred de Liagre, Jr., who will also direct.

In God We Trust, comedy-drama by Sarah Sandberg, announced for rehearsal this week by Richard Ald-rich and Richard Myers.

Trudi Schoop Improves

Baltimore, Jan. 12.
Single night last Sat. (9) of the Trudi Schoop Comic Ballet snaged an approximate \$3,650 at the Lyric at \$2.20 top. The 2,700-seat shop was just fractionally under capacity. Take was about double what Schoop troupe snatched with a one-niter at Lyric last year.

B'way Grosses Dip Sharply; 8 Shows Out; 'Eternal Road,' \$24,000 in 4 Days

There was a sharp decline from the New Year's peaks on Broadway last week, the drop in attendance being larger than anticipated. Slump was especially marked first four days and, while Saturday's business for the leaders was normally strong, early this week business was again poor. Epidemic of influenza, pneumonia and grippe was blamed more than post-holiday reaction.

One attraction got \$20,000 less on the week, but was not that much under the normal gross. There were some declines of as high as \$7,000 under, the previous normal of straight shows. Result was the heaviest closing list of the season, there being eight shows which either withdrew last Saturday or will exit this week.

"You Can't Take It With You was "You Can't

windrew last Saturday or will exit this week.

You Can't Take It With You' was not affected and has the benefit of playing a limited capacity theatre (Booth). Tonight at 8:30, too, was virtually capacity all week. Some of the newer indicated straight successes showed strength such as 'The Wingless showed strength such as 'The Wingless (16,000, Last week was light in arrivals. 'Othello' drew fairly good notices, with a moderate \$7,000 in five performances at the New Amsterdam; 'High Tor' at the Beck opened Saturday (9) and won' some excellent reviews, but chances not yet indicated.

'The Eternal Road' finally got

yet indicated. Road finally got started last Thursday (7) and the critics went to town over the spect to got 250,00 in four times. Air tout she could be seen to town over the spect to the spect of the

lot and blue around second and clay vines when you have son, 44th Street; Swing Your Lady, 46th Street; Aged 20; Venum Departures las Saturday; Three Meron a florse; All Editions; Longacre Around Corner, 48th Street, and Pepper Mill, Chanin auditorium. No new shows are slated to arrive next week.

Estimates for Last Week
'Aged 26,' Lyceum (4th week)
(D-967-\$9.30). Final week; period
play drew light money, with last
week estimated around \$3,000; will
be succeeded by 'Tide Rising' Jan. 25.
'All Editions,' Longacre, Withdrawn Saturday after playing three

weeks,
'Around the Corner,' 48th St
Withdrawn Saturday after two mild

Withdrawn Saturday after two mild weeks.

"Bay Meets Girl," Cort (60th week)

"Bay Meets Girl," Cort (60th week)

(C-1,08-33.30). Dropped to around 36,000; was slated into the spring, and the spring of the spring

week) (D-1,097-28.39). Yesenken by Jack Curis; writiens by Samuel Shipman and Beth Brown; opens tonight (13). Albert Ral. Biltmore (5th week) (CD-1981-43.39). Befter call reported in agencies; fairly good last week, with takings approximately \$11,500. Thead End. Belasco (64th week) (D-1,000-43.30). Blid down with field last week; takings estimated around \$8,000; indefinite.

Howdy Stranger, Longacre (1st week) (C-1,019-53.30). Presented by Theodore Hammerstein and Dennis Du For; written by Robert Sloane and Louis Pelletier, Yr.; opens Thursday (14); originally called 'Git Along Little Doige.

Howse in the Country, Vanderbild (1st week) (D-804-33.30). Presented by Murcy Qu'elletter, Shubert (resumed eng.) (35th week) (C-1,387-\$3.30). The control of the Country o

week. 'Johnson,' 44th St. (9th week) (M-1,323-\$3.30). Final week; drama with music will terminate Group Theatres season; around \$8,000

oroup inequests season, atomic so, wo week of M. 1,717-\$3.30). One more week and then to road; run musical fared well; last week around \$17,000 estimated.

fared well; last week around \$17,000 estimated.

Tromise, Little (3d week) (CD-34-\$3.30). Got \$4,500 in seven performances last week; one night dark through illness of Cedric Hardwicke; must improve to stick.

Red Hot and Blue, Alvin (12th week) (M-1,355-\$4.40). Dropped under normal last week, with takings around \$26,000 mark; is profitable at figure and should climb back.

Reflected Glory, Morosco. Closed Saturday after moderately successful stay of 16 weeks.

Thew is Om. Winter Garden (4th week) (R-1,671-\$4.40). Revue is of smash proportions; last week taki s were quoted around \$38,000.

'Stage Door,' Music Box (13th week) (C-1,013-\$3.30), One of number of strong shows which dived last week; around \$12,500, but finished

her of strong shows which dived last week; around \$12,500, but finished strong. "Swing Your Lady," 46th St. (13th week) (C-1,375-\$2,75). Final week; made fair showing, but never drew real col; around \$5,500 last week. at \$2.90, National (6th week) (C-1,132-\$44.40). Exception to rule last week, when gross was \$24,500 or virtual capacity; four more weeks and possibly longer.

The Eternal Road, Manhattan (2d week) (M-2,780-\$44.00). Postponed opening to last Thursday (7); drew great notices, with business fairly good on succeeding nights. [Imperial (4th week) (D-1,098-\$3.30). Week following New Year's saw excellent usiness, though not capacity; \$16,500.

The Women, Barrymore (24)

nusiness, though not capacity; \$10,500.

The Women, Barrymore (2d week) (C-1,466-83.30). Climbing steadily, both in agency call and at box office; last week gross was close to \$17,000; looks in the bag.

Three Men on a Horse, Fulton. Ended run of 102 weeks Saturday.

Tobacco Road, Forrest (162d week) (D-1,017-\$1,65). Press agent offers reservations for next New Year's eve; around \$5,500 last week.

Tovarick, Plymouth (14th week) (CD-1,036-\$3,30). Very, little under normal week's gross: last week; takings nearly \$21,000 for comedy.

normal wees a series of the se

sumes eng.) (stur week) (D-1,110-sumes eng.) (stur week) (D-1,110-suly spring, will probably go through spring.

White Horse Tann, Center (16th week) (A-3,221-3,38). Dived early spring, went had to be a summary of the gross around 33,000; however, Saturday, went back to capacity.

"You Can't Take II with You." You Can't Take II with You." You Can't Take II with You." Study of the gross around 314,500 is all house can get at scale.

"Hamlet," St. James (14th week) (D-1,520-3,30). Went close to the \$17,000 mark last week; surprising even the management; date actended again; goes out Jan. 30.

"High Tor," Beck (1st week) (D-1,214-3,30). Opened Saturday (9); Maxwell Anderson play drew some unustation neces: St. Marque (6th week) (CD-1,90-3,20). Was slated to stop; suddenly decided to continue; around 33,000.

"Othelle," New Amsterdam; drew \$7,000 in first five performance.

"The Country Wife, Miller (7th week) (C-944-33,0). Showing unusual vitality for old-time comedy last week's gross of better than \$9,000 satisfactor," "Pepper MIB," Chanin Auditorium; Intimate revue folded after six performances.

Dr. Faustes, Elliott; drew about best notices of any WPA production; is an ancient period play. 'Il Can't Happen Here,' Adelphit

moves to Daly's.

"Hasm Mosna, Lafayette; due off,
with 'Sweet Land' following.
Gilbert and Sullivan; Daly's; final

week. Flight, Mecksher,

WALTZ \$17,000, FINE IN FRISCO

San Francisco, Jan. 12.

'Great Waltz got the year off to a
fair legit start at the Curran Theatre last week. After a two weeks'
stay, Straussian musical moves on to
Sacramento.

stay, Straussian musical moves on to Sacramento.

Spotty biz marked the second starta of Devil Passes, FFT offering, at a constant of the second starta of the second starta of the second starta of the second at the second second second second much as expected so the Benn Levy drama will be held for an additional week.

Estimate for the second second

week, (1,500; \$30,500; \$00,500

'Hour' \$15,000. D. C.

Washington, Jan. 12.

'Children's Hour' wound up the week with approximately \$15,000 at the National. Fact that most of the smart folks had already caught it en Broadway was offset by it being an American Theatre Society booking and built up plenty in advance.

Treatment by the pre-model with the D'Oyly Carte set to Iollow, on a two-week stand.

Plays On Broadway

THE ETERNAL ROAD

Specincie drain in three barts, presentes, Manhattan Opera House, N. Y., Jan. 37. by Meyer W the legal and Crugby and the legal a

yron Taylor
Sam Jaffe
Mark Schweid
Anthony Blair
Harold Johnsrud
Sidney Lunet
David A Leonard tion David A. Leonard
Robert Harrison
Charles Adler
Charles Adler
Leonard
Leon

Wardell Va. of Congregation: Nat L. Mintz. Howard Sherman, Dickle Van Patten See Herbert Rudley len Girl Olive Deering Loient Charles Tale Thomas Chalmers and Bertha Kurz-Baker Jesse
Allen Girl
Anclent
Abraham
Sarah
Ellezer
Solomon

which seems inspirational. Not all the motion is fully visible except from the mezzanine, however.

Score is principally symphonic and is recorded on film, this being first show to attempt such a musical setup. Score is heard through the R.C.A. Photophone Ultra-Violet systems. Staging problems were topped by the synchronization of the score to the action and singing. There were times at the opening when the amplification was too loud, also some static, but it was surprising even to those of the production staff that the show went off as smoothly as it did.

Principal fault appears to be that

that the show went off as smoothly as it did.

Principal dault appears to be that the premiere performance ran too long. Close to midnight when the lights went down and there were calls for Reinhardt. Some 20 minutes, had been cut after several dress rehearsals, but the German refugees who had a large part of the presentation were against further deletions. Massive plush front curtain screens the upper levels of the set. It is never fully dropped, the front section of the settling being the interior of a synagogue, which is also visible. There is seen the rabbit of a congregation which is about to be exiled from an unknown when the Jene from an unknown when the Jene again. Wall of this temple is shunted into the wings when the action moves to the upper levels. Whole setting and lighting effects are comparable to Hollywood results.

Into the temple comes a man who had changed his name to, hide the

Solomon.

Dark Ancel Sank Dearby Health Sank Cheen Sank Dearby Health Sank Sank Dearby Health H

OTHELLO

ragedy in two parts (10 scenes), by Wil-n Shakespeare, presented by Max Gor-tra New Amsterdam theatre, Turn an Aherne; staged by Robert Edmund es; \$1.30 top. l by Robert, Ednumd
Walter Huston
"Brian Aherne
Nan Sunderland
Natalie Hull
P. Huntley, Jr.
"Ander Hulley, Jr.
"Ander Hulley, Jr.
"Ander Heiding
"A. P. Kaye
"Walter Beek
"Goeges Roesler
"William E. Morrie
"George Spaulding
"Hollip Footer
"Hollip Footer
"Hollip Footer
"Hollip Koster
"Hollip

Othello, with Walter Huston and Brian Aherne in the roles of the Moor and Iago, respectively, is a disappointment, despite the joint heroic efforts of the stars to put some life and vitality into it. To make it worse, the initial performance in New York developed into a vocal contest between the actors and the spectators, latter persisting a bronchial chorus which at times threatened to submerge the text completely. It was very much like attending a play at the Medical Center.

Perhaps the fact that John Giel-

completely. It was very much like attending a play at the Medical Center.

Perhaps the fact that John Gielgud's splendid 'Hamlet' has caught the popular fancy this seasoa entouraged 'Max Gordon to attempt this Shakespeare presentation. Robert Edmund Jones, who directed the actors and designed the scenery and costumes, collaborated with Huston in an 'Othello' production in Colorado two years ago. Leaving aside any comparison of the histronic capabilities of Ruston and Giggd. Othello great of the same authors' Hamlet is yibrant and thrilling. At least Gielgud and McMcClintic make, it seem so.

Original 'Othello' text has undersone some farastic modification and transition to fit the need of condensation. Shakespeare's five acts and numerous scenes have been compressed into two parts, first of six scenes and second of four. Some shorter passages are played on the apron against a damask curtain, while some ingenious theattical devices are used to give the play uninterrupted continuity.

On the whole, the editing is well done. It might be better to elim-

interrupted continuity.

On the whole, the editing is well done. It might be better to eliminate a lot, if not all, of lago's confidential communications to the audience. Although Aberne recites these asides with proper melodramatic spirit, they are out of tempo these days.

these days.

Scenic production and costumes by Jones are elaborate, beautiful and not too somber. More stage lighting would help the general effect. Only one scene, a sea-front at Cyprus, possesses scope and provides the chance for some colorful pageantry, which relieves the series of intimate, spotlighted episodes. Final scene, which abounds in tragic incident, is poorly illuminated, a handicap to the players and some annoyance to the audience.

Iago, as usual, outshines the other

the players and some annoyance to the audience.

Iago, as usual, outshines the other roles. Aherie sets the pace for the entire play, motivates its actions, and comes off with real distinction. He is easy, confident and assertive, and plays with a certain flair. In the earlier scenes he speaks too rapidly for clear understanding, but the fault is soon corrected. Huston sees whello a dull-the control of the consuming lealous hate by lago's intrigue and poisonous implications. Awakening of suspicion in Othello's mind during the scene with lago which furnished the finale of the first part comes closer, to gripping, moving drama than any other part of the play. Only in this scene does fluston dominate. Thereafter he is the easy victim of lago's treachery. It was the clear intent of the dram.

the easy victim of lago's treachery.
It was the clear intent of the dramatist that Othello's rage, one aroused, should sweep the final scenes to the ultimate tragedy, showing a passion so overpowering as to enmesh lago in its madness. On this important point Huston does not press the emphasis. lago comes off the stronger of the two and continues the master. Crowded staging the chamber scene may have or tributed to Huston's difficulties.

Wise Shudayland sizes a com-

bed-chamber scene may have contributed to Huston's difficulties.

Miss Sunderland gives a completely satisfying portrayal of the unhappy Desdemona. Her bewilderment when accused of unfaithfulness, her premonition of tragedy during the charming boudoir scene, and her pleading for understanding—all are convincing.

In the less important role of Emilia, lago's wife, Natalle Hall gives a sound performance, topped off with a denunciation of her villainous husband which is not too hysterical. G. P. Huntley, Jr., as Cassio, Arthur Pierson as Roderigo, and Edward Fielding as Brabantic; are the other principals.

As a contribution to the educational side of the theatre, this show has much in its favor. As entertainment, it's not so hot, which was the same verdict handed down on last year's production of the same play, Starring Phillip Merivale and Gladys Cooper.

HIGH TOR

Fantasy in three acts by Maxwell Anderson, presented by Guthrie McClintic, Jan. 6, '37, at Martin Beck theatre, N. Y.; staged by producer; set, Jo Miccleiner; \$3.80 et, Jo Micchimer, S.,36

Lee Baker
Burgess Meredith
Parlills Weich
Harold Montet
Thomass V. Loose
Byron McGrath
John Philliber
William Cascenic
Harold Grau
Charles B. Brown
John Drew Cott
Charles Sorrester
Jackson Halliday ndith..... rt J. Biggs.... udge Skimmerhorr

Tang.

Maxwell Anderson's new play is an odd mixture of Rip Van Winkelesque fantasy, slapstick hokum, metaphysical philosophizing, skin bruises for business men and long it manages to be quite amusing until toward the end of the second act. It does not seem however, to possess enough of the stuff that makes for Broadway success. Nor is it entirely qualified as an artistic pience. It appeal to Hollywood is likely to be limited to those studios which like to indulge in prestige.

By the stuff of the stuff that makes for Broadway success. Nor is it entirely qualified as an artistic pience. It sappeal to Hollywood is likely to be limited to those studios which like to indulge in prestige.

By the stuff of the stuff of the stuff of the present the stuff of the stuff

titude, and without gripping the listener.
Syndicate wants to buy High Tor, a Catskill palisade, to quarry the guts out of it. Owner, a mystical youth, doesn't want to sell. There's an ancient Indian (Lee Baker) looking for a place to dig a grave form that the sell of t

a bank, and a group of wraithesphosity figures in old Dutch costumes.

Good deal of imagination and ingenuity is represented in the weaving together of the realistic and allegorical elements. Plot produces some juicy situations and comedy, interludes. But it thins out about haltway through and it is sheer artificial respiration which sustains the play until 11 oclock.

Feggy Ashcroft reads speeches of congressional length with a voice of modulated charm. She has to activate the second of the second section of the play and she brings a great deal of the second section of the play of the second section of the play of the second section of the sectio

start or a promising career bis.

Surprise in the cast is Charles D. Brown. Long, assigned to wise-cracks of a flip 20th century, flavor, he is doing a salty old 17th century Dutch ghost in this instance. And doing it with a complete change of civile.

doing it with a complete change of style.

Harold Moffett and Thomas W. Ross play the modern commercial brigands who seek to force the boy to sell his mountain. These experienced troupers squeeze dozens of giggles out of their scenes. Whole cast has been filled and managed with the canny skill for which McClintic is noted. Jo Mielziner has artfully arranged the one set (with a swinging steam shovel effect added for some scenes) to carry out the sense of altitude.

Land.

A House in the Country

Comedy melodrama in three sicts, presented at the Vanderbilt, N. Y., Jan. 11, 27; by Murray Queen; written by Mevin Gramma, Lottagase Market 84,30 top. Franklet 128,222 (1998). The Market 84,30 top. Franklet 128,222 (1998). The Market 84,30 top. Franklet 128,222 (1998). The Market 128,222 (

There have been, and will be, oneset shows with limited casts which
have clicked, but this is not one.

Mild title is coat brief stay.
Mild title is receptive, for the play
is a fielodrament brained, with
Simedy here and brained, with
Simedy here and brained by
for drama, that never seems to come
off, although being on the verge several times.

Locale is an old house in Bucks
County. Pa. really owned by an ex-

eral times.

Locale is an old house in Bucks
County, Pa., really owned by an ex-bootlegger from Brooklyn who is

currently mixed up in the policy racket in Manhattan. He secured the spot as a possible hideaway and now is his time. He and two other tough guar arrive and he grandpa and grandpa gr

PEPPER MILL

Intimate rays in two acts printing the state of the state

Somebody got the wires crossed when this show was planned, announced and set. As a result, the New York critics let it down roughly, completely, and brutally, whereas, actually, it's an enterprise which is not at all bad. It simply was spotted and labelled errone-outly.

whereas, actually, it's an emerprise which is not at all bad. It simply was spotted and labelled erroneously.

It is not a legit entertainment and therein lies the first and worst mistakes the proper still the still the sound the sound to the sound to the sound to entertainment known on this side very much and the word cabaret' as used abroad doesn't mean the same thing as when used here. Actually, it is a sort of politico-satirix vaudeville show, generally played (abroad) in a spot which also has eating or drinking frame and the same thing as when used a still the strenge for this type of show.

Also, the group was not very well advised for its New York showing. Struggling with the English language anjway, there seems to have been little thought given to context. Thus all the satire is pointed in a single direction (anti-Hitter) and takes on too much a tinge of bitterness. Also, the male conting the same seems to have been little thought given to context. Thus all the satire is pointed in a single direction (anti-Hitter) and takes on too much a tinge of bitterness. Also, the male conting the same seems to have been little thought given to context. Thus all the satire is pointed in a single direction (anti-Hitter) and takes on too much a tinge of bitterness. Also, the male conting the same seems to have been a seem to have been a seem to have been a seem to have been and none too good.

There are several excellent numbers and several excellent people such the first active profession, and the season. They talked to each other kidded among themselves and walked to the season. They talked to each other kidded among themselves and walked was much better and went off much smoother.

Show probably won't last long as is, but from a show bit stand-point it's by no means a flop. There are at least two, people in it, from any show the season and the roughly interesting dancer. She should really climb the heights in the United States. (Continued on page 69)

the heights in the United (Continued on page 60)





FDR For Biz Control

averse to some workable statute, carefully drawn to get around Constitutional objections, which gives Federal agencies the right to control hours, wages, working conditions, distribution; production and management.

distribution; production and management.

The nearest Mr. Roosevelt came to a positive declaration of policy was astement that 'Even with our present recovery, we are far from the goal that deeper purpose, which he said is to help the greatest number of citizens to 'improve their conditions of life.' Listing numerous problems, including unemployment, he asserted that his goal cannot be veached solely by state action and he asserted that his goal, cannot be reached solely by state action and went on record as favoring some Federal legislation.

"The statute of NRA has been outlawed," the Prez said. "The problems have not. They are still with us.

lawed, the Free said. They are still with us.

That decent conditions and adequate pay for labor, and just return for agriculture, can be secured through parallel and simultaneous action by 48 states is a proven impossibility. It is equally impossible to obtain curbs on monopoly, unfair trade practices, and speculation by state action alone. Experience with actualities makes it clear that Federal laws supplementing state laws are needed to help solve the problems which result from modern invention applied in an industrialized nation which conducts its busith scant regard to state it.

Some of the Ideas

Some of the Ideas

Some of the Ideas
The proposed business control bills
offered as a means of accomplishing
the President's desires vary widely.
Included in the group are 30-hour
week, price-fixing, licensing, punitive tax, and anti-trust measures.
Following are the salient propositions put forth during the first week
of Congress:

tions put forth during the first week of Congress:

1. Federal licensing, authorizing the Trade Commission to fix wages, compelling corporations to obtain charters; in states where they operate, prohibiting issuance of non-voting stock, outlawing interlocking directorates, and permitting creation of national corporations. This is the Mead-O'Mahoney measure.

2. Authorizing the Trade Commission to summon any industry to a trade practice conference. Sponsored by Senator William King of Utah.

3. Authorizing the Trade Commish

Utah.
3. Authorizing the Trade Commish
to approve trade agreements for the
reasonable regulation of competition. Proposed by Senator Gerald
Nye of North Dakota.
4. Prohibiting shipment of articles

Nye of North Dakota
4. Prohibiting shipment of articles produced in plants which do not have the 30-hour week. Advocated by Senator Hugo L. Black of Alabama and Congressman William. P. Connery of Massachusetts.
5. Permitting price-fixing of trade marked commodities if state laws do not prevent. Submitted by Senator Willard. Tydings of Maryland.

not prevent. Submitted by Schator Millard-Tydings of Maryland.
6. Imposing 50% tax on net income of foreign subsi iaries of U. S. companies. Offered by Congressman Thomas O'Malley of Wisconsin.
7. Constitutional amendment legal-

izing hour and wage laws, offered by Congressman Thomas F. Ford of California.

Most Important Proposal

Most Important Proposal.

The Mead-O'Mahoney bill is the most sweeping and by far the outstandingly important proposal. It would touch virtually every business, and the film industry would come completely within its scope. Two major features are, first, requirement that any corporation must obtain a Federal license to engage directly or indirectly in commerce' and, second, provisions that new companies may be formed under Federal charters and subject to stringent Federal constants. and subject to stringent Federal con-

rol.

Principal significance of the licensing section is that the Trade Commi ion would have the right to fix minimum wage: and working conditions, with license-holders compelled to obey the Wagner Labor Relations law, observe Federal unfair trade rules, pay women equal wages for work identical with that done by men, refrain from employing children under 16, and raise wages or shorten work hours whenever profits increase or operating efficiency is improved.

The measure would put numerous handcuffs on management in conduct

handcuffs on management in conduct of the business. Officers would have be stockowners, surpluses would fixed at limit dependbe fixed at limit depend-ing upon size of the firm, irectors could not serve other companies in the same line of business, bonuses could not be paid without stockhold-ers' sanction, non-voting stock would be prohibited, and officers, irectors,

and employees could not be connect-ed with companies which advance or an money or property to their cor porations.

The new 'national proposed in the O'Ma proposed in the O'Mahoney measure would be subject to Federal regulation all along the li Financial policies, operating policies, labor relations, and such would have to conform to Federal rules, with the Trade Commission powered to step into internal affairs at almost any time. This feature of the bill is aimed particularly at complex corrogations. ticularly at complex corporations with a provision that no Federal corporation shall own any other com-

pany.

The legislative proposals aimed dimost part to the question of distri-bution. Offered without change from Dution. Onered without change from last year were the Culkin bill setting up a Motion Picture Commission, the Neely, Pettengill, and Culkin bills prohibiti block leasi and the Dickstein alien-actor ban.

Other

Two measures which would have profound effect on films were reintroduced. They are the Duffy copyright bill and the Sirovich resolution setting up Federal department of art and science.

One significant alteration, from film industry viewpoint, has been made in the copyright bill. Otherwise essentially the same as last year's text which was approved by the Senate, the Duffy measure no longer would enable the film industry to acquire both production and exhibition rights by a single agreement. The Wisconsin senator has dropped the clause which said the right to 'produce a picture should include the right to exhi it, yielding to squawks from writers and tune-sters, who insist on freedom to negotiate with both studios and the-atres and to collect two sets of royal-ties. This feature was bitterly assailed by American Society of Composers, Authors and Publishers, as well as by screen scribblers.

Providing a major surprise, sponsor of the bill which was hailed by independent exhi itors as their sal-vation from chain competition revealed a last-minute change which takes the picture industry completely out of his forthcoming legislation. Representative Wright Patman of Texas, who will put in a measure forcing producers to divorce themselves from distribution, announced he has eliminated any provision which would affect theatre operation. The bill no longer has a reference which would eaffect heatre operation. The bill no longer has a reference which would eaffect heatre operation. The bill roo longer has a reference which would eaffect heatre operation. The bill roo longer has a reference which would eaffect heatre operation. The object in the probably will accomplished a commodity sold to final consumers. On this basis, such regulation of film distribution does not harmonize with his desire to protect independent retailers against unfair competition from chains, he explained.

Prospects for any film legislation are problematical. The Neely block booking bill probably will get a hearing and reach the Senate floor, but it appears doubtful whether the companion Pettengill measure will make much headway. House Interstate Commistor the supreme government dictator over business meanwhile was drafted by the Council for Industrial Cooperati

Waynesboro, OK's Sun.

Sunday pix are the people's choice i Waynesboro, Va., where the state's first referendum on the question came out 344 to 294 i of the theatres.
Other cities the state where Sundays, have been okayed all won through test cases in the courts.
Waynesboro council decreed an elec-

St. Louis Symph Tours

St. Louis Symph Tours
Louis Symphony Orchestra of
90 members and under direction of
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99 members direction
90 member

Hotel Maid Sues Iturbi's Sec On **Lucky Panties**

Detroit,

Tucky Panties' of Jean Dalrymple, secretary to Jose Iturbi, resolved into a \$10,000 damage suit this week, filed in ircuit Court by Victoria Siwice, former maid at Hotel Statler, where lingerie turned up missing last month along with \$160 and other clothing.

Miss Dalrymple, who prosecute' the maid, is named defendant with the Statler, it, charging false arrest, made in name of maid's father, Frank Siwiec, because Miss Siwice is a minor.

Girl's attorney, Leo Ward, said, she would charge the whole affair was just a publicity stunt.

Tucky panties' caused plenty of commotion here last month when Miss Dalrymple revealed she valued them highly because she was wearing 'em when she and flurbi escaped death in an American Clipper crack-up last April off Trinidad.

tion when petiti in for against a Sunday closing law.

Savannah's 10% Savannah, Ga.

Motion picture interests are pre-paring to fight court the new amusement tax law in effect since Jan. 1, which exacts a 10% cut from oan. 1, which exacts a 10% cut from all picture house receipts and every other form of professional entertal -ment.

Ohio's 3% Tap Stays Columbus, O., Jan

With reenactment of the present exation program by both houses of the Legislature, Ohio theatre owners taxation program by both houses of the Legislature, Ohio theatre owners are assured of the continuance of the 3% gross tax for at least another year. Present tax program was due to expire March 31, 1937. It was learned that pressure to replace the loss created by removing the sales tax from foodstuffs would result in return of the 10% admission tax. The present tax rate was maintained mainly through the persistent efforts of representatives of the Independent Theatre Owners of Ohio.

Ga. Gunning for Amus. Atlanta, Jan.

Amusement biz seems destined to take a rap from present session of Georgia's General Assembly, which opened Monday. A gross receipts tax measure is scheduled to be one of the first bills to go into the

Another piece of legislation that is Another piece of legislation that is sure to come up will be an effort to legalize pari-mutuel betting on horse, and possibly dog racing. A similar measure got lost in the legislative shuffle at the last session, but its proponents are said to be preparing to reintroduce it.

Paradoxically, local newspapers editorialize against legalizing betting on the nags, but they devote plenty of space daily to that small type which tells in what order the geese finished at the various tracks operating around the country.

Arabs Boycott Toscanini Concerts In Jerusalem; Political Reactions

800 Voices In Memoriam

Detroit,

A chorus of 800 voices will participate in Verdis 'Requiem,' with solos by Metropolitan Opera stars, which will be presented by the Detroit Civic Opera Society in honor of the late Ossip Gabrilowitsch, conductor of the Detroit Symph, and Mrs. Harriet N. Atterbury, president of the society until her death last year.

year.
Other operas on the spring sched-ule are Luci Lammermoor,

Other operas on the spring schedule are Luci Lamimermoor. Madame Butterfly, plus 'Cavalleria Rusticana' and 'Pagliacci.' Directors elected by the society for three-year terms are Henry W. Busch, Mrs. G. Hall Roosevelt, C. Hayward Murphy, Mrs. Henry L. Barton, Mrs. Cornelius K. Chapin, Mrs. Floyd G. Hitchcock, Mrs. William R. Kales, Mrs. J. Bell Moran, Mrs. John S. Newberry, Mrs. Witter J. Peäbody, Mrs. Heinrich A. Pickert, Dr. H. W. Plaggemeyer, Mrs. J. Milton Robb, Mrs. Morse Rohnert and Oliver Spauding.

HOLLAND GETS OPERA IN '37

The Hague, Jan.

Before the war Holland had three opera-companies: the French, the Italian and the Dutch Opera; of these three the French led the field, the Italian was a good second and the

three the French led the field, the Italian was a good second and the Dutch was always more or less on the brink of rui. After the war only the Italian Opera survived and all plans to revive either the French or the Dutch companies were doomed to failure. The Italian Opera could not exist if fit did not receive subsidies. Now the Italians are threatened with opposition from a Dutch company. Movement is underway to found a Dutch company. These have now reached point where the new company expects to start business in November, 1937. Edward Flipse, who swings the baton over the Rotter dam Philharmonic orchestra, will be the conductor; the orchestra will have 82 members.

As far as possible the artists will be Dutch; the opera starts in the Grand Theatre at Rotterdam, but if successful will build its own opera house.

BUSINESSMEN BANKROLL CONCERTS, NO ADMISH

Kansas City, Jan. 12.

A series of free winter orchestra concerts to be held in the Muny and here are to be angeled by Isaac and Michael Katz, cut-rate drug officials. The orchestra under direction of Sol Bobrov has a roster of 42 musicians. Concerts will be given Sunday afternoons. The first one was last. Sunday (10).

Katz brothers, in bankrolling the venture, state that the concerts are offered to Kansas City in appreciation of what Kansas City in appreciation of what Kansas City has done for them. They have seven local store locations and several out-of-town.

\$1,000,000,000 Gross

(Continued from page 3)

line in the New England and Moun-tai sectors. Relighting brightened 650 spots on the stern and rockbound coast, while 287 entertainment places

coast, while 287 entertainment places were reopened along the Rockies. More than 200 reopened in Mass.

The payroll figures showed the extent of recovery. Total employment bounced 5,358 in these states, with payroll outlay rising nearly \$4,100,000. Bay State led in both categori showi high percentage of pick-up.

Jerusalem, Dec

Arabic boycott of Jewish services, oix, artists and everything else which is ispensable, extended to concerts of the new Palesti Sym-

phony Orch led by maestro Arturo Toscani on 26. Maestro landed amid hosannahs of the Jews who hailed him with great en-

Police precautions are being taken

Police precautions are being taken here to guard the person of the maestro who will do a lot of travelling between towns in each of which the orchestra is scheduled to play. Well-known conductor who 'has been doing the honors until Toscanini's arrival is reported to have asked him by cable about the program, particularly about 'irections' not interpretations of the work to be performed. Maestro's reply: Directions' Interpretations? It is quite simple. All you have do is to play the music, and no more. That is all I can tell you.'

Lot of talk i Arab circles about proclaiming more vigorous boycott of the orchestra. Few of the richer effendis said to be negotiating for tickets for which enormous prices are being asked (top, \$100). Injection of politics into music target for biting criticism Arabic papers.

Bronislaw Hubermann, who came in with Toscanini, said to have raised more than \$50,000 by contributions all over world. There's a lot of kicking among musicians over the pay which in some cases is as low as \$75 monthly. Contracts call for long, often 18-hour per day, rehearsals, and musicians are obliged to in Tel Aviv. A number who were brought over from Germany, where they were virtually starving, reported to have accepted anything to come to Palestine.

Steinberg, Dobrowen and Taube are set among the future conductors. Steinberg, Dobrowen and Jacob Schumer (flute).

Ten concerts are to be given in Tel Aviv. eight Jerusalem and Jacob Schumer (flute).

Ten concerts are to be given in Tel Aviv. eight Jerusalem and jegot in Halfa.

Toscanin's opening program will include Weber's Overture Oberon, Brahms' Second Symphony, Mendesshohrs Nocturne and Scherzo to Midsummer Night's Dream, Schubert's Unfinished Symphony and Beethoven's Overture 'Leonore III.'

Miller Heads Frisco Opera San Francisco, Jan. 12.

San Francisco, Jan. 12,
Robert W. Miller, former vicepresident of the San Francisco.
Opera Association, is it new prexy,
Miller steps into the spot formerly
occupied by Wallace M. Alexander,
who has resigned.
Alexander will move to Hawaii
shortly.

BALLET ESPANOL

BALLET ESPANOL

Ballet Espanol (7), presented by and with Juan Martinez on its first New York viewing at the Nora Bayes Roof theatre all this week, is a small band which is trained in the native gitana, bolero and jota, and while never attaining any stellar sock in the offerings conveys a distinctive verve and zip. Nothing characteristics with the stellar sock in the offerings conveys a distinctive verve and zip. Nothing characteristics with the stellar sock in the offerings conveys and it is not the content of the content of

gees finished at the various tracks operating around the country.

No Detroit Marquees?

No Detroit Marquees?

No Detroit Marquees?

A city ord i eliminating all canopies, is causing heated discussion in Common Council here.

George W. Trendle, pres., United Detroit Theatres, has joined in the fight with other managers to fight ordinance, and thus far has staved off action. It is likely, however, that an ordinance, preventing any new canopies, will be ultimately passed.

The payroit figures showed the extent of recovery. Total employments between the without off passes, with payroll outlay rising nearly \$4,000,000. Bay State led in both categori show high percentage of which continued clicking \$6,000.000. Bay State led in both categori show high percentage of which continued clicking \$6,000.000. Bay State led in both categori show high percentage of which continued clicking \$6,000.000. Bay State led in both categori show high percentage of which continued clicking \$6,000.000. Bay State led in both categori show high percentage of which category show high percentage of which categori show high percentage of which categori show high percentage of which categori show high

VARIETY

Broadway ° Mrs. Arthur Levy better. George D. Lottman to Miami on

Dr. Jacques Kirsch ill in Polycli ic hospital. Oliver M. Sayler, a., has moved

George Hirliman in New York with the missus.

Midtown hotels have materially upped rates.

Olga Kempner sails for London today (Wed.) Bessie (Yama Yama) Clifford in rom London.

Louis Bergere and Dick Hopkins in St. James b.o. Ed ('Bish') Leni grippe last week.

Jack Pegler trained for the Coast yesterday (Tues.).

Robert Goodhue now with Zeppo Marx's N. Y. office.

leanor Hunt in town from the Coast for a brief stay.

Harry Kaufman was forced abed second time, but better now.

Charles Pettijohn back at his desk at Hays office after tussle with the flu Billy House line to that Inn. gout, also having in 'White Horse

Bob Weitman breathed in the wrong places and now has another cold.

Theron Bamberger in Boston as a. for Theatre Guild's 'Masque of Lings.
J. Cheever Cowdin not expected back from Europe until sometime in February.

February:
Jack McInerney shoves
Miami tomorrow (Thurs.)
weeks stay.
Bill Doll, p. Ale:
also similarly w
terion theatre.

Harry Fenson at Manhattan O. H. ox office with Saul Abraham and rthur Nichols.

Gaston L Stern will remain in Atlanta for time business for National Screen

National Screen.
Ruth Roberts hasn't yet discovered who's sending her those flowers to the Center every day.
All Burks has Joined United Artists to exploit Beloved Enemy in the Pennsylvani territory.
Gly Eyssell. Music Hall exec, salled Friday (8) for Mexico City on vacash. Back round Feb. 1.
Ed Olmstead, with a couple of new scenarios junder his arm is leaving for the Coast before the end of the month.
Nat Harris south to open the

Nat Harris south to open the Folies Montmartre at the French Casino, Miami Beach. Cliff Fischer follows.

follows.

Leo Robi (sans the Ralph Rai-gers who are expecting another baby) in town with the Mrs, for a winter vacash.

beby) in town with the Mrs. for a winter vacash.

Joe (Onyx Club) Helbock to the Coast on vacash. His brother, Bill, Jack Tierney and the staff operating in the interim.

Gus Eyssell, alde to W. G. Van Schmus, Music Hell director, sailed this week for month's vacash in Mexico, and Hayana.

Mexico, and Hayana.

Gus Eyssell, 18 in Mt. Sinal, Her student of the Companies of the Companies of the Coast of the

Bill Carney, publicist for Music Corp. of America, has been away from his office since week before Kmas suffering from general

collapse Mearson and Burnet Her-Lyon Selection and Burnet Her-shey sailing Saturday for back-gound shots on the life of Caruso, which here and abroad. Both au-thored the early short or ceruit, has gone into the Richey Cafe Plaza, Brooklyn, which recently went into the night club class with three shows ner evening.

the might cuto class with unce snows per evening.

Tom Baily and Barrett S. Klesling, of the Metro studio publicity depart-ment, making the rounds of the press associations and the editorial departments of the national maga-zines.

CHATTER

London

Channing Pollock passed through H. G. Wells a victim of influenza: enjoying

Universal Films having a flock of adesnows.
Will Mahoney putting in a week's shi in Scotland.

Jack Hylton and band at the Scala, Berlin, month of February. Sam Eckman off to St. Moritz, Switzerland, for three weeks.

ob Geraghty in Ireland week trying to hunt up his

Wensley, formerly of Lowe, Bern-off and Wensley, writing a musical

Alfredo having an enforced fort-night's vacation due to asthma rouble.

Emile Boreo off to Paris to visit his mother, whom he has not seen in

June Clyde throwing a party after finishing her latest picture at Sound City Film Studios.

missing ner latest picture at Sound City Film Studios.
Reginald Gardiner gets a big hand at Metro's Empire for his policeman bit Born to Dance.
Influenza prevented Bransby Williams from appearing in television performance of 'Scrooge'.
Kurt Robitschek, due here from Paris, changed his mind and flew' to Vietna to see his mother.
'The Great Ziegfeld' (MG) goes to the Empire for three weeks, making its third West End run.
Buddy Rogers' picture for British International, scheduled for January, has been set back to March.
Forsythe, Seamon and Parred A.

ing its third West End run.

Buddy Rogers' picture for British International, Scheduled for January, has been set back to March.

Forsythe, Seamon and Farrell doing their first broadcast for British Broadcasting Corp. Jan. 16.

Gins Malo set for the Doris Carson role in 'On Your Toes,' which follows the pantomine season at the Collection of the Collect

ahead.

Jimmy Savo opens at the Cafe de
Paris Jan. 18 for three weeks with
option. Then, first week in February,
he doubles at the Victoria Palace for Kurt Robitschek for four
weeks with option.

Sydney ric Gorrick

Mike Lustig editing the local Metro ouse organ, The Lion's Roar, Bob Graham (Par) confined to ospital for a minor operation. Grant Mitchell readying to bring a vaude at the Apollo, Melbourne.

Bob White handling special ex-ploitation for 'Dodsworth' (UA) in

sydney.

Sir Ben Fuller still hopeful that it is a site for a legit house in

Here McIntyre handling the take-over of the new Universal offices in

of the Metro studio publicity department, making the rounds of the press associations and the editorial department of the national magazines.

John Emery, who has been in Hamlet' at St. James theatre, left Sunday (10) for the Coast to play in The Road Back, Universal production that James Whale is handling.

John Emery, who has been in Hamlet' at St. James theatre, left Sunday (10) for the Coast to play in The Road Back, Universal production that James Whale is handling.

John Emery, who has been in Hamlet' at St. James theatre, left Sunday (10) for the Coast to play in The Road Back, Universal production that James Whale is handling a pic in New Zealand contains in the drought areas should mean much added spending for postponements, finally went into rehearsal for Luther Greene yester-day. (Tuesday).

Al Woods (in collab with Jack Goodman and Albert Rice) pulls no punches in his autobiog in current Cosmonolitian of 'A Thousand and One First Nights. Simon & Schuster to publish later in book from Melbourne to Sydney next week for Williamson-Tait. Doing big

run in conjunction with Roy Purves run in conjunction with Roy Purves of County theatres.

Cliff Holt, Hoyt's publicist, has returned to Melbourne after visiting Sydney. His father is managing the affairs of the late F. W. Thring. Wirth's Circus is now out on the road after a good season in Melbourne. Will remain out until next Easter, when the Sydney run will commence.

Bourne. Will remain out until next stater, when the Sydney run will commence.

Apprey is expected back from the state of t

some seasons ago for Williamson-Tait figures on introducing a number of new oversact shows here in 1937 if hiz continues on the up. First new one in for a long time is Wild Violets' due for a Melbourne opening.

Newsreel theatretts Sydney is not the better theatretts Sydney is of the better theatretts and the sydney of the better the protestions and led by the sydney is not the sydney in the sydney is not the sydney in the sydney is not the sydney in the sydney in the sydney in the sydney is not sydney in the sydney in the sydney in the sydney is not sydney in the sydney in the sydney in the sydney is not sydney in the sydney in the sydney in the sydney in the sydney is not sydney in the sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney in the sydney is sydney in the sydney is sydney in the sydney is sydney in the sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney is sydney in the sydney in the sydney in the sydney in the sydney is sydney in the sydney in t

Miami

By Arthur Thomson

Mrs. Harry Houdini a visitor. Hialeah Park opening Thursday (14). Gambling and bookie joints closed

Cambling and bookie joints closed tight.
Hirsch Jacobs still out in front astor bangtail trainer.
Georges and Jalna openi at Roney Plaza Jan. 16.
Joan Andrews, Carl Kent and Jimmie Ringer at Forge Club.
Saminy Colt, son of Ethel Barrymore, scribbling on a local sheet.
Carler's, formerly, a gambling house, opened again Sat. (9) as a restaurant.

played recital at the Temple theatreCarter's, formerly a gambling
house, opened again Sat. (9) as a
record of the search of th

Detroit

By Pete Wemhoff

By Pete Wemhoff

Eddie Guest's brother died here.
Nan Blackstone recuping from auto
action for the state of t

Baltimore

By Albert harper,

Ina Ray Hutton booked into Hipp week of Feb. 12.

Larry Schanberger competing in Maryland State squash championship tourney.

Leonard McLaughlin in N. Y. igging up bookings for the Maryland, indie legit house he operates.

Paint and Powder Club annual

Chicago

Milt Schuster back from eastern

Dolly Kay in for 27th week at the Royale Frolics.

Herb Elisburg elected new prexy of the CAPA club. Blackhawk smoked week by a minor fire

Louis Lipstone to New York and back on act hunting trip. Archie Levington new Chi man-ager for the Mills Music.

Bess Flynn planning extended stay in California starting March 1.

in California starting March 1.
Leo (Pop) Stevens, in a Baltimore
hospital with pneumonia, reported
greatly improved.
Fritz Blocki appointed p.a. for the
Casino Parison in the Morrison
hotal. File is appointed p.a. for the
Casino Parison in the Morrison
hotal. File is a pointed p.a. for the
Casino Parison in the Morrison
hotal. File is a pointed by the property of Willard M. Butten
to devote entire time to his hotal
exec job as assistant to managing director Leonard Hicks.

Unit Reviews

PAGEANT OF YOUTH

(Continued from

even in one Bowes amateur units. It's too bad because the American Pageant of Youth' has enjoyed a nice radio building. Forty-five minute show likewise has little marquee lure, despite fact it's augmented by Lucille Page and a coupla other acts. The added particles are successful to the act of the couple of creditable performers and, save for show's swiftness and a couple of creditable performers apportioned through bill, it would be an utter washout. Coupla regular members of cast, laid low by the flu, couldn't possibly have made it any different because for one thing, the substitutes are by far the benot the local through bill of the couple of the local through bill of through bill of the local through bill of thro

PEPPER MILL

(Continued from page 58)

Sybille Schloss may have a tougher, time getting started, but also has a lot to offer. She's a beautiful girlagood singer and generally talented. Erika Mann, who's the major domo of the outh and a daughter of Nobel Prize novelist Thomas Mann, has a charming and pleasant personality but probably will find it easier to do more work in a writing was actress. Thinked Stateling, and actress. Thinked Stateling, and actress the state of the skits and songs she's credited with here indicate a great deal of genuine talent. Rest of the cast consists of Therese Giehse, a portly young woman who might be okay as a character actress; Wallace Roney, who is a fair-to-middling singer; John Lacuche, who is thoroughly amateur, and John Beck, who does some in-(Continued from page 58)

Hollywood

George Raft bedded with the flu. Peggy Wood is scripting a novel. Tyrone Power planed in from New York. Fred Keating writing a book of

Sam Coslow pulling out for Europe

Stanley Bergerman has purchased ranch Muriel Evans whipped a case of laryngitis.

Anne Jamison recuperating from an appenop.
Edward Childs Carpenter wiing on Coast.

Jo Swerling ogling home sites i Palm Springs. Bennie Bartlett bought a home i Laurel Canyon.

Bennie Bartlett bought a home i
Laurel Canyon.
Christian Rub traded his yacht for
a valley domicile:
Andre Carbe, European producer,
ogling pictureland.
Mae Clarke is latest
Screen Actors Guild.
Adolphe Menjous
Palm Springs menage.
Victor Fleming underwent a mi
op at the Worde Samartian and the Monte Samartian and the Monte Samartian.
Inn Hunter having his 35-foot boat
freighted over from England.
Madge Evans, ill with flu for four
days, resumed work at Metro.
James Parker and Jean Carmean
Joined Republic's talent school.
Dorothy Hope here for some
ticles for her London publications.
Jack Hasseltt ent east to 26e.
Bon Ferguson, former N. Y. newspaperman, joined 20th-Fox's writi
staff.

shows and scout talent for 20th Fox. Ron Ferguson, former N. Y. newspaperman, joined 20th Fox's writistaff.
Florence Browning. J. Robert Ruben's sec, back to Manhattan after rest here.
After being snowed in at Yosemite for a week. Charles R. Rogers final Lew Marin has gone to Frisco to exploit 'Garden of Allah' for David O. Selznick.
Mary Rogers had to leave chore on The Last Slaver, at 20th Fox because of flu.
Jack Meskill to Florida for the winter, thence to Gotham to do mister of Alexander Korda for some time, pulled out for London.
Lynn Roberts and Jane Johnson had their contracts with Republi okayed by superior court.
William S. Wright, production assistant to Dave Selznick, cracked his left clow playing tenth, some days. off from Par's Swing High, Swing Low,' because of skin poisoning. Richard Boleslawski and wife planning N. Y. tryouts upon completion of The Last of Mrs, Cheyney at MG. Fred Waring, Victor Young, David Brockman and Rube Wolfe spunyans last week at the Holly Derby. Jesse Lasky's third Nino Martini Song of India. Otherwise, the drei Martini. Victor Shapiro (Victor Mansfeld) registered first story of 1937 with the Authors' League. It was The Farmer's Son.
Garden Room in the Victor Hugo restaurant in Beyhills to be opened at two-week vacash coming, but he spent it in the Hollywood hosp fighting off pneumonia.
Joel McCrea's illness with the flucused Director Al Santell to shoot around the actor on Par's Therres Can't Take Money.
Vinton Haworth suffered minor injuries in an auto accident, holding production on RKO's China Passage,' for short time.

Pittsburgh By Hal Cohen

. Lattas celebrated 20th wed-

C. Lattas celebrated 20th wedding anniversary.
Jimmy Balmer down with flu and shelving a lot of poundage.
Mrs. Jack Hooley convalesci
Magee hosp from pneumonia.
Harvey Boyle, Post-Gazette sports edited down with flu for a week low that the state of the

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.

Theatre Guild has decided on Amphitryon for Lunt and Fontanne's next. Not until next season, as will road tour 'Delight' first.

as will rout but being a birthday party two days ahead of time last Thurs-day, with Jimmy Durante, Lou Gehrig, Jack Pearl and Gene Tunney as entertainers.

Gehrig, Jack Pearl and Gene Turney as entertainers.
Saturday afternoon opera broadcasts from the Met now being shortwared to South America.
Erie County Alcoholic Beverage Control Board uging Buffalo high and prevent entertainers from sitting at tables with customers. Restaurateurs willing to cover up the nudity, but can't see isolation of entertainers.
New organization

y, put can't see isolation of entertainers.

New organization, United Theatrical and Motion Picture Workers
of America, formed in N. Y. Wants
to get everyone into one big union.
Dick Ballou, one of the old Roxy
gang, sets a movement on foot to
place a plaque in the lobby of the
Roxy theatre as a memorial to the
tate manager. Roxy gave him his
start. If done, the placque would
be modeled by Anne Collins, now a
sculptress, but a former dancer at
the house.

Receiving the gold medal

iste manager. Roxy gave him his start. If done, the placque would be modeled by Anne Collins, now a sculptress, but a former dancer at the house.

Receiving the gold medal of the National Speech Arts for diction, helen Hayes revealed that her southern accent nearly cost her her first job; with William Gillette in Dear Brutus. Cured herself by reading Shakespeare's sonnets aloud in Grover Whalen announces he has already received 5,000 applications for concessions at the N. Y. World's Fair.

Concert managers and organizations formed a new society to be called Concerts Association of America.

Unidentified man dropped dead in the Roxy theatre, N. Y., Jan. 4.

Suit for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of court for \$50,000 against 20th Century-Fox by Harry Cook settled out of \$50,000 against 20th Century-Fox by Harry Cook settled out of \$50,000 against 20th Century-Fox by Harry Cook settled out of \$50,000 against 20th Century-Fox by Harry Cook settled out of \$50,000 against 20th Century-Fox by Harry Cook settled out of \$50,000 against 20th Century-Fox by Harry Cook settled out of \$50,000 against 20th Century-Fox by Harry Cook settled out of \$50,000 against 20th Century-Fox by Harry Cook settled out of \$50,000 agai

Wednesday mats. a chance to look at her.

Sol Buchman, trumpet player in a Harlem night club, in magistrate's court last week when a neighbor charged his practicing threw her baby into convulsions. Not only the control of the plane of the plane and his father wrestled with a 'cello.

Burton Holmes, who used to give his lectures at Carnegi Hall, has spotted the Beck for his new pitch. RCA. Victor's plans to send the N. Y. Philharmonic on a spring tour have fallen through. Toocanini was to have conducted, but he'll be busy elsewhere.

to have conducted, put ne nelsewhere.

Truck fire in Elizabeth, N. J., last week resulted in the loss of about \$850,000 worth of raw film stock being moved from the Du Pont plant at Parli

Paril Army holding auditions for 24
Army holding auditions for 24
Musicians to go to the Canal Zone.
Comedy which Phil Dunning was
writing with Clarence Buddington
Kelland may go straight to films i
stead of via stage.
Barney Rapp, band leader, married
to Ruby Wright at Newark, N. J.,
Jan. 7. Honeymooni in the West
Indies.

Jan. 7. Honeymooni in the West Indies.

N. Y. World's Fair of 1939 got a telephone exchange this week Established in Flushing, it will be known as WO on the dial system.

William Randolph Hearst gets the mation's Largest salary, with approximately \$500,000, according to Congressional release of tax figure prominently in the big coin brackets.

Henry Ford denies any connection with book 'The International Jew,' published in Germany. Samuel Untermeyer made the statement on Jan. 5.

Farnsworth Television Corp. of

Untermeyer made the statement on daransworth Television Corp. of Philadelphia, Pa., will launch a series of test be adcasts from new studios within the order of the daransworth Television Corp. of Mary McCord, girl who led 400 kids from a burning theatre, for which she was cited by Mayor La Guardia, given a job as matron by Loew Theatre exec, Charles Moswitz.

the Krause Greater Shows, circus outfit, found dead on the banks of the Savannah river, Savannah, Ga., Jan. 5.

the Savannah river, Savannah, Ga., Jan. 5.
Robert Duroy, actor, has instituted suit against Frank Gilmore, presi-dent of Actors' Equity, for allegedly referring to him as an incompetent actor in house organ of that organ-ization.

ization.

Henry King, band leader, married to Vilma Lewis after elopement to Armonk, N. Y., Jan. 6.

Premiere of Eternal Road' almost prevented by fire department violations, but objections have since been removed.

removed.

Only seven-ring circus is the sole property of George H. Barlow, 3rd, of Binghamton, N. Y. All in miniature. He's been working on it for 10 years.

Jane Withers and her mother in a jam with the Massachusetts child labor laws during a p. . in Boston, but finished out the engagement.

but finished out the engagement.

'Marie Hucul, New Haven nite club entertainer, and her flance, killed by carbon monoxide last week. Discovered in a parked car, but the windows were opened, suggesting foul play.

'Stage Door' ive a performance for the Relief Fund Jan. 24.

Jan. 24.

Jimmy Cagney falking about a stage production of "Playboy of the Western World" in between pictures.

John Emery, of the Gielgud 'Hamlet,' does an off to Hollywood. William Roehrick, replacing him a Laertes, giving Guildernstern to Whitner Bissell. Stanley Gould moves in as Lucianus, vacated by Bissell.

Boves in as Lucianus, vacater by WPA shaking up its musical units. No reduction in personnel.

Court authorizes Mme. Frances to serve Ethel Barrymore in a debt suit by leaving a copy of the companies and her Hunts Point home. As 1914 bill.

David Mannes, conductor of the Metropolitan Museum of Arts concerts, given a scroll Saturday to mark the start of his 20th season. Vincent Warzawski Buffalctenor.

mark the start of his 20th season. Vincent Warzawski, Buffalo tenor, awarded \$4,300 on is contention that he lost his voice when his truck collided with another.

United Parents Assn., N. Y., making a survey of local picture houses. Studying general conditions as well as operation.

Visits to N. Y. theatres being made by Briarcli students in lieu of forums, lectures or concerts at the college.

Coast

Robert Taylor and late Irving Thalberg included in third annual-selection of Duward Howes, former president of U. S. Junior Chamber of Commerce, and L. A. publisher, of 12 outstanding younger men of the nation. Howes, who edits America's Young Men and American Women, makes the selections as a hobby.

Former wife of J. McEvoy filed suit in Los Angeles for \$10,039 alleged back alimony. They were divorced in 1932. McEvoy recently wed Margaret Santry, writer.

Danish friends of Jean Hersholt in Southern California presented a silver plaque to the actor in appreciation of his 20 years meavors. Hershold has been Hollywood since 1913.

tract he signed with the star in 1932 was dismissed in the L. A. U. S. District court. Hayes sold the contract to the actress' parents after he was adjudged bankrupt. Suit was brought in an attempt to set aside the sale.

was adjudged bankript. Sult was brought in an attempt to set aside the sale. "Job and the sale." Jacobs Barrymore wife of Ohna sested in L. A. that her present marital troubles are not bothering her. She is to appear in a play which is skedded to open in San Francisco.

Juanita Hansen was cleared of a charge of possession of narcotics in Los Angeles. Doctors testified pills taken from her purse were for purpose of alleviating pain following a minor operation.

Marriage of Margaret Royster, non-pro, and Gilbert M. Wright, son of Harold Bell Wright, annulled in L.A.

Durinke Coolidge, 19. Im player, told Hollywood friends that she'd taken poison. Hospital attaches said it wasn't serious. Chester Mays, writer, telephoned a Hollywood friend that he'd taken poison. Friend found the body beside a half-emptied glass of poisoned wine.

a noisywood riend that ned taken poison. Friend found the body beside a half-emptied glass of poisoned wisesph Walter Martin, 54, character actor, was arrested in New York on a forgery warrant issued in Los Angeles. Alleged to have put \$1,700 typ on hotels, enfe, etc.

Harry Stafford succeeded Herman Munson as president of the Hollywood Troupers Club. Constance Cornelius was re-elected vice-president for a fifth term. Adabella Driver, secretary, and Pearl Early, treasurer, go in for sixth terms. Alexander Moseley, 48, British writer, now on the Coast and referred to in the L. A. dailies as the father of television, received at threat against his life, according to his report to police. Warning was alleged to have been sent. Com the Chart Hopper, assistant to Boris Morros at Paramount. Hopper is a cousin of Glenda Farrell.

More than 200 punchboards, pin games and slot machines, valued at \$10,000, confiscated by the L. A. to county sheriffs office. No arrests. Elaine Barrie sued in L. A. for 10,000 over traffic accident. by 15-year-old boy.

Sylvia Logan, actress, divorced from William Whyte-Th a cher, Chinese interpreter, in L. A.

N. Y. Hosps to Benefit From Birthday Dances

From Birthday Dances
Not generally known the
President's birthday dances split
proceeds '70-30 between the Warm
Springs (Ga.) Foundation and the
short end to local auspices. In line
with this, two mammoth curative
pools for infantile paralysi will be
built in Manhattan (Bellevue hospital) and another adjoining some
Brooklyn institution.
Monte Proser has been appointed
shows in connection.

BIRTHS

BIRTHS

Mr. and Mrs. Philip Shapiro, son, in Chicago, Dec. 30. Father is chief of Globe Poster Co., in Chicago.

Mr. and Mrs. Frank Davis, son, Jan. 2. in Los Angeles. Mother is Tess lesinger, film writer, and father is associate producer at Met. Mr. and Mrs. Russell Walker, son, in Philadelphia, December 24. Mother was Mary Carson, who, until recently, was assistant program director of WIP, Philadelphia.

Mr. and Mrs. Buddy Harak, daughter, Jan. 3, in Hollywood. Father is of vaude team of Alexander and Harak.

Mr. and Mrs. Jo Glenn Jarms, in Minona, Ia., Dec. 18. Father is pres. of outdoor company bearing his name.

To Mr. and Mrs. George Alston Stevens, Philadelphi Dec. 27. Father is announcer at WFIL, Philly.

the busy section of the property of the proper

Streamlined Trams, Plane Crashes, Snow Trips, Etc., Upping R. R. Biz

Bull move in railroad transportation, snow trains i east and tion this winter is reported in full swing by various N. Y. rail ticket travel all have helped. One rail-agencies. Major portion of this is concentrated in transcontinental railway travel would top any pretravel to California and to Florida winter resorts.

In the matter of streamlined equin-

winter resorts.

Companies boasti 'streamlined' trai are grabbing most of is added business, the 39-hour service from Chicago to Los Angeles and San Francisco being the magnet, One-railroad line reports that its de luxe streamline train for Los Angeles is booked solid from now until late in March. Recent airplane crack-ups and ifficulty of maintaining schedules in winter months all have contributed to influx of passengers to rail transportation, according to reports in Manhattan.

While the streamline equipment is

While the streamline equipment is rated as being responsible for a con-siderable portion of this hike in biz, recent fare cuts throughout the na-

MARRIAGES

Betty Callender to Earl Maxwell, in Detroit, Mich., . 9. Groom is with sales department of WJBK.

Ruby Wright Barney Rapp Newark, N. J., Jan. 6. Groom is ba

ilma Lewis to Henry King, Ar-monk, N. Y., Jan. 6. Groom clestra leader.

Betty Mitchell and Rene Gekiere in Chicago on Jan. 1. Bride is with RCA Victor recording offices in Chicago; groom is Chi NBC announcer.

cago; groom is Chi NBC announcer.
Jeannette Lee. Gibbons to Walker
Harman, in Las Vegas, Dec. 31. Bride
is a picture actress and groom is a
scenarist.
Vera Van, radio singer, to George
Ward, agent, . 9, in Los Angeles.
Mildred, B-uce to Murray Bolen at
Santa Cruz, Calif., Dec. 20. Both are
connected with station KFRC, San
Francisco. Groom is technician-producer. Bride is on the business staff.
Barbara Kent to Montgomery
Mohn at San Francisco, Calif., Dec.
25. Bride is a singer. Groom is an
actor employed by local NBC studios.

vious year in history.

In the matter of streamlined equipment, with especially fitted coaches and sleepers to keep pace with faster schedules and make a rapid trip comfortable, the west is leading the way, with virtually all transcontinental lines going in for it on an enormous scale.

scale.

Where eastern lines to date have not placed any specially designed streamlined trains in service between N. Y. and Chicago (first leg of transcontinental trip), one line alone in the west has three streamlined specials weekly serving the Pacific Coast, one operating daily between Chicago and Denver and numerous other streamliner schedules running or about to be placed in service.

or about to be placed in service.

P.'s Heavy Blg.

With leaders and picture stars and producers identified with the film industry being wised up to the saving and comfort of streamlined train travel, the upped business is prompting several railroad companies to order additional equipment. Increase in travel on 'streamliners' between Chicago and Los Angeles has prompted one line, the Union Pacific, build two new inst, all-streamli equipped trains, each to be a quarter of a mile in length.

Each will be about as long as the average freight train, and because of this several di ing cars will be spotted throughout the length of the trains, so passengers won't have to

spotted throughout the length or the trains, so passengers won't have to take a walk in order to eat. Same road has corralled so much Denverchicago traffic with its daily overnight streamline flyer that no extra fare is required.

A hint of what the Miami season

may be this year is drawn from the fact that immediately after the holi-days transportation to the resort became unusually heavy. The Atlantic Coast Line flyer to Miami Saturday (2) went out in 10 sections, a record high for the run of any train, cording to railroad men.

New York Theatres





"GOD'S COUNTRY : WOMAN" 25c NEW SORK LAND BY A 47th Street Hoors Open 9:30 a.m. SATURDAY MORNING AT 9:36 "BLACK LEGION"

CAPITOL ** WILLIAM POWELL 3 RD ! 'AFTER THE THIN MAN' Coming—GARBO-TAYLOR



PARAMOUNT TIMES THE PLAINSMAN"

With GARY COOPER and JEAN ARTHUR RAY NOBLE and His Orchestra

"MEN ARE NOT GODS" MIRIAM HOPKINS and GERTRUDE LAWRENCE ANTITED RIVOLI MAY

MUSIC HALL "LLOYDS OF LONDON" Spectacular Stage Productions

HELD OVER "ONE IN A MILLION"

ALL 25 TO MARTY MAY AND

BARNEY FAGAN

BARNEY FAGAN

Barney Fagan, 86, one of the outstanding minstrel producers and performers of his day, died in the Percy
Williams Home, Islip, L. I.; Jan. 12,
of the infirmities of age,
Fagan was chiefly noted as a stager
of big minstrel numbers in a day
when most big effects originated in
minstrelsy, and his Phantom Guards
we big outstanding with the control of the

minstrelsy, and his Phantom Guards was his most ambitious effort. He was never without employment and the show with which he was connected was usually the outstanding contender of the season. Himself a finished-dancer, he both led and staged the numbers.

With the decline of minstrelsy he turned, as did many others, to vaude-valle, but with a more propurated.

ville, but with a more pronounced success, working with his wife, the late Henrietta Byron, in a novelty in which she made elaborate cos-tume changes for each chorus of one

tume changes for each chorus of one song.

He has recently been a guest of the Percy Williams Home. He suffered from heart weakness and had trouble with is locomotion, but his mind remained keenly active and only a couple of weeks ago, when visited by Joe Laurie, Jr., he was able to supply names and dates without the slightest hesitation.

ALEXANDER

Ross Alexander (Smith), 29, Warners contract actor, shot himself to death Jan. 2, in his home near Hollywood. Despondency over the suici his first wife, Aleta Freile, Dec. 1935, was given by friends as the reason for the act.

Alexander was born in Brooklyn, N. Y., and entered the theatre profesh when he was 18. His first partwas in 'Enter Madame' with Blanche-Yurka. He had spots in 'That's Gratitude,' The Stork is Dead, 'Honeymoon,' No Questions,' The Party', Over,' and 'Let Us Be Gay.'

He statted in pictures at Paramount in 1931 in 'The Wiser Sex.' Later he went under contract to Warners and appeared in several pictures, including: 'Filiration Walk,' Gentlemen Are Born,' Maybe It's Love,' 'A Midsummer Night's Dream,' Crashing Society,' We're In the Money, 'Shipmates Forever,' Captain Blood,' Backfire,' Brides Are Like, That,' I Married a Doctor,' Loudspeaker Lowdown,' and 'China Clipper.'

His widow, Anne Nagel, actress, to Like That, 'I Married a Doctor, 'Loudspeaker Lowdown,' and 'China Clipper.' His widow, Anne Nagel, actress, to whom he was married last Septem-ber, and his parents survive.

LEO HOYT (PULASKI)
Leo Hoyt was found dead in his room in New York Jan. 3, the chair in which he was reading and the hed having been consumed by fire, probably set; ablaze by a cigaret. Indications are that his heart failed indications are that his heart failed before the fire started. Smoke seeped into other rooms but it was two hours before the origin was dis-

into other rooms but it was two hours before the origin was discovered.

Hoyt appeared in 'Abie's Irish Rose,' playing the part of Solomon Levi on tour for five years. Previously he appeared in several A. H. Woods productions, stock and vaude-ville, teamed mostly with Sam Hyams. For a number of seasons he appeared in burlesque under the management of Jacobs & Jermon and with Bert Bakers' Bon Tons, during the time Hall swelley-and Lester Allen were in the cast. Hoyt made a small part stand out in The Wooderbar' with Al Joson. He was also in David Belasco's Blind Windows,' which was tried out but didnot come to Broadway.

He was a brother of Jack Pulaski of Vagerry, and Alice P. Glazer. of Beverly Hills.

LOTTIE BLARR PARKER
Lottic Blair Parker, 78, author of
"Way Down East," of the outstanding dramatic successes of its
period, died, in her home in Great
Neck, L. I., Jan, 5. She was the wife
of Harry Doel Parler, Jor, many
years on William A. Brady's business
staff. She was also the author of
'Under Southern Skies,' 'A War Correspondent, 'Lights of Home and
'The Redemption of David Corson,'
Teast' was sold outright to William
A, Brady, and she realized only the
original purchase price from a play
which netted huge sums. It has twice
been made into a picture.

She was a member of the then famous Boston Theatre Stock and had
supported. McCullough, Boiccault,

mous Boston Theatre Stock and had supported McCullough, Boicicault, Mary Anderson, Genevieve Ward and others and appeared in numerous important road combinations. She left the stage when she won favorable mention in prize play contest in which she won a production, though not the prize award.

MARTIN JOYCE

Martin Joyce, 22, film actor, died
in Los Angeles Jan. 2 from injuries
received in an auto accident.

JACK DRUCKER

JACK DRUCKER.

Jack Drucker, 53, vet theatrical trade paper reporter and advertising man, was found dead in a New York rooming house Jan. 10. Death was attributed to a heart attack, Drucker having suffered from a cardiac ail-

having suffered from a cardiac ailment-for the past few years.

One of his first positions in show business was as vatudeville editor of Billboard, starting around 1910. He later drifted into the advertising end and came to Vakury when the latter purchased the Clipper. For a number of years he shifted from one trade name; to another doing manber of years he shifted from one trade paper to another, doing man-agerial and publicity work in be-tween advertising jobs. He never quite recovered from the shock caused by the death of his wife, fol-lowed by real estate and stock losses in the 29 crash.

Drucker came into show business ouite naturally. Sam Collins (and

Drucker came into show business quite naturally. Sam Collins (and Hart), deceased, was his uncle. Distantly related was Maggie Cline, Samuel Gompers, late head of the American Federation of Labor, was his uncle. Drucker's parents, three sisters and a brother survive.

Burial in Maple Grove cemetery, Queens, today (Wednesday).

Queens, today (Wednesday).

MILTON E. GREENWOOD

Milton E. Greenwood, 53, general
studio manager at Metro in Hollywood, died Jan. 4 in Beverly Hills
from a heart attack. He had been
at studio since the merger of Metro,
Goldwyn and Mayer units in 1924.
Greenwood had been in ill health
for a year and one-half. He took a
leave of absence in August, 1935, and
went to Portland, Ore, to recuperate. He suffered a relapse and remained there until four months ago.
After working in Texas and the
Pacific Northwest as a railroad construction engineer, Greenwood joined
Louis B. Mayer at the old Mission
Road studio in Los Angeles in 1920.
When he swung over to Metro he When he swung over to Metro he functioned as business manager handling contract details. He under went an abdominal operation several years ago from which he never fully recovered.

Greenwood was born in La Place Ala. Widow and son, John, 16, survive

HOUSTON N. MURLAR HOuston N. Morgan, 78, former actor, playwright, lawyer and Re-publican politician was buried in Mt. Lebanon Cemetery, St. Louis, last week following death at Masonic

last week following death at Masonic Home.

He wrote The Irish Aristocrat' and The Wizard of Wall Street,' both fairly successful, He came to St. Louis in 1907 as mgr. of early licture theatres and operator of two others but lost about \$35,000 in venture. Morgan suffered loss of right arm in acting in Uncle Josh Sprucery at Marengo, Ill. in 1894. Part called for him to tie his wife in play to a log about to pass through sawmill. Morgan slipped after saw was started and threw arm against saw to steady himself. He "later served as Warden of City Work-höuse." Work

house.

His widow, a daughter, a brother and sister survive:

FRANK COOK

FRANK COOK

Frank Cook, 63, veteran circus
man, died Jan. 11, at the Polyclinic
höspital, New York, of heart disease.
He had been ill for three weeks.
Cook for the past 30 years was
legal adjuster for the Barnum &
Bailey-Ringling Bros. Circus, having
started originally with the B. & B.
outfit and moving over with the
merger. Though not a member of
the bar, he had a comprehensive
knowledge of law.
Funeral services to be held Jan. 14
at the Park West Memorial Chapel,
N. Y. with cremation to follow.
Widow and daughter, besides son
and daughter from first marriage,
survive.

FANNY ADDISON PITT

FANNY ADDISON PITT
Fanny Addison Pitt, 93, died at the
Edwin Forrest Home, Philadelphi,
Jan. 7. She had been active on the
stage for 45 years and was widely
known, apearing with most of the
leading actors of her day. She retired eight year: ago to become a
guest of the home.
A son, Addison Pitt, also of the
stage, and two daughters survive.
Funeral services were held Monday
in Philadelphia.

ISOBEL C. BEROLZHEIMER

Mrs. Isobel Carothers Berol-zheimer, 31, the 'Lu' of the Clara Lu and Em radio broadcast, died in Evanston, Ill., Jan. 8, of a heart com-

The broadcast was an amplication f a college stunt and was commenced or a college stuff and was con-in 1930.

Survivi her husband adopted , her parents, brothers and a sister. her husband, two

ALBERT JOHNSON MEREDITH

Albert Johnson Meredith, 74, died at Wheeling, W. Va., Jan. 7. He was for many years an acrobat first with his own wagon show and later with the Harris Nickel Plate and the

the Harris Mickel Flaw and Great Wallace shows.

Later with his wife, Margaret Conlon, he entered vaudeville with an impalement act, known as the Merediths and toured vaudeville theatres in this county, England and Ausanti

In late years he has operated a ostume business at Wheeli

AL EVANS

AL EVANS

Al Evans, organist at Loew's State
theatre, in Houston, Texas, died Jan,
3. following paralytic stroke.
Funeral: services and burial toke
place Jan. 6 in Atlanta, where he
had played at Fox, Loew's Grand
and Paramount theatres for a number of years, previous to his removal
to Texas.

Texas. Active as io entertainer, Evans was preparing to open an organ and piano studio in Houston at

ne time he was stricken. Two daughters survive.

MRS, DENNIS F, O'BRIEN
Wife of Capt, Dennis F, rien,
one of the most prominent attorneys
in show busi , died of pneumonia
Jan, 11, at her home in Yonkers,
N, Y, Counsellor hinself was similarly afflicted with the same disnarry articled with the same disease, but is now on the way to recovery. Shock of Mrs. O'Brien's passing
caused doctors to order him back to
bed. Deceased was 63. Couple had
been married 32 years. Funeral
ceremony will be held tomorrow
(Thursday) at St. Denis church,
Vockers.

RALPH EDMINDS

RAIPH EDMUNDS
Raiph Edmunds, for many years
publicity director for the Metropolitan Opera and more recently business manager of the Philadelphia
Philharmonic, died in Philadelphia
Jan. For a time he was manager
of WRC, Washington.

of WRC, Washington.

He was at the Met during the regimes of Maurice Grau and Heinrich Conreid, dropping out when the latter retired, his last season being

His widow and two daughters survive.

FREDERICK BOYER

Frederick Boyer, 87, died in London, Dec. He was the autho of 'The Windmill' Man,' a Christma theatrical attraction which has been revived annually for the past 1

years.

He began writing songs at the age of 16, and his name appears on over 600 dittles, one of his most-famous being ! ister. Mary Jang's. Topnote.

He is survived by a son and two daughters. The girls married two sons of Dan Leno.

WILLIAM S. POWER

WILLIAM S. POWER
William S. Power, 7.2, executive
assistant to H. T. Ewald, president
of Campbell, Ewald ad agency, died
Jan. 9, in. Detroit. Former newspaperman, Power was formerly associated with Theodore F. MacManus
agency and later founded the Power,
Alexander & Jenkins ad agency, dissolved in 1922.

Alexander & Jennius and assolved in 1922.

Surgishing are widow, two brothers and two sisters. Burial Jan. 12 in Pittsburgh.

LEO REICHENBACH Leo Reichenbach, 67, former mgr of old Standard Theatre, burlest house, was buried (Dec. 29), fol-lowing death at his home in St Louis, after long illness. Reichenbach was mgr. of Standard Theatre for was mgr. of Standard Theatre for 30 years prior to its closing in, 1921. He engaged in the insurance busi-ness until several years ago when ill health caused his retirement. His widow, two brothers and a sister survive.

HARRIET WEEMS

HARRIET WEEMS
Harriet Weems, 71, former
Shakespersan actress, died New
York Jan. 5. She made her stage
debut in 1889 with Creston Clark
and had been leading woman to
Louis James, Walker Whiteside and
Thomas W. Keene. Retiring from
the stage she became a dramatic
reader under the N. Y. Board of Education.

Her funeral was under ices of the Actors' Fund

NESTOR EDWIN GAGNON

Nestor Edwin Gagnon, 65, known professionally member of the team of Nestor and Vincent, died Dec. 24 in the French Hospital, N. Y.

ANDREW M. WHITE
Andrew M. White, 54, builder of several theatres in South Jersey, died Jan. 9 at his home in Camden, N.

PETER MAGARO

Peter Magano, 56, one of Central Pennsylvania's first motion picture men, distributor and later exhibitor, died Jan. 2 in Miami, He had been in ill health since the

ne had been in ill health since the summer of 1935 when he was injured in an automobile accident while driving from his home in Harrisburg, Pa, to his summer residence in At-lantic City,

CHARLES O.

CHARLES O.

After more than a year's illness,
Charles O. Caputo, 54, trombone
soloist and orchestra conductor, died
Jan. 9 at is home in Pittsburgh,
Born'in Italy, he came to this country in 1900 and shortly after joined
the Sousa band as a soloist and
traveled afterward with the Vladimit
Kryl orchestra and other famous traveled afterward with the Kryl orchestra and other musical aggregations.

FRANK CRAWFORD

Frank Crawford, veteran salesman for RKO, Des Moines, died in a physician's office in Fort Scott, Kans., last. week. He was accompanied by physician's office in Fort Scott, Kans, last. week. He was accompanied by Mrs. Crawford on a pleasure trip to the Southwest at the time.

Mr. Crawford had lived in Des Moines 38 years, most of which time he had been a film salesman,

CLIFFORD BARTLETT Chifford Bartlett, 33, died in l on over the Christmas holiday

influenz

He had appeared in many plays and films, also for the British Broad-casting Corp. His last London ap-pearance was in Lady Precious Stream. VAN AVERY

Van AVERY
Van Avery, formerly Van and Carrie Avery, minstrel and radio man, died in Philadelphia, Jan. 4. Following a long stage career, he turned to radio writing and for the past si years had been turning out scripts for WFIL. His body was taken to Chicago for interment.

His mother survives.

JOHN E. HABGREAVES
John E. Happy Hargreaves, 49, for 10 years a circus clown, but more reently stage carpenter at the RKO Strand, Yonkers, died in that city Dec. 31. He held membership in the IATSE, and was one of the founders of the Yonkers local.

He is survived by his mother, four sisters and a brother.

BENJAMIN KRAUSE

Benjamin Krause, southern sh man, committed suicide in Savan Ga., Jan. 4. n show

While changing trains at the Union While changing trains at the Union Railway station he eluded his broth-er, who was taking him north to a sanitarium, and was not seen again until his body was recovered from the Savannah river the next morn-

Olli Debrow, one time vaude ville and minstrel actor, dred in pov-erty at Houston, Texas, Jan. 5. He was starred in Al G. Field's Minstrels and was the first husband of Jessie Reed, former Follies show

A daughter, Ann Debrow, survives

ROBERT BEERS

Robert N. Beers, 40, who had played trumpet in the orchestras of Vincent Lopez, B. A. Rolfe and Boward Barlowe, died Rome

N. Y., Jan. 4.

He had also played in the Sousa and Pryor bands. Ill health caused his retirement about two years ago

PERRY VEKROFF

PERRY VEKROFF
Perry Vekroff, 56. one-time silent
film director, died Jan. 3 in Hollywood from heart isease. He appeared on the stage with Ruth Chatterton in 'The Green Hat,' and made
his film debut in the jold Lubin company. Widow and one son survive.

ITALO PICCHI icchi, 60, operatic basso incinnati Jan. 3 of spinal

meningitis. He sang the Metropolitan for and recent years seas mne seasons and recent years had appeared in the Zoo productions locally.

Italo died in

WILLIAM BLATCHFORD
William O. Blatchford, 50, stage actor, died i Los Angeles, Dec. 30, Blatchford, native of Pittsburgh, had lived in California 15 years.
He played the sheriff for 16 months in The Drunkard at the L. A. Theatre, Mart,

EUGENE KAUFMAN

EUGENE KAUFMAN
Eugene. H. Kaufman, 68, film exporter, died Jan. 5 in Hollywood.
Cremation followed.
He is survived by hi widow and two sons, Eugene, Jr., and Emil, had been a Coast resident for 16 years.

BAY McDERMOTT

RAY McDERMOTT
Ray McDermott, 37, pianist of the
King's Jesters, radio and vaude singing band, died Jan. 2; in St. Francis
Hospital, Chicago, of pneumoni
Burial at the Civic Cemetery,
cinnati,

GEORGE BROADHURST George Broadhurst, veteran trar comedian of burlesque, ied Jan in Philadelphia. Until a few wee urst, veteran tramp ago he was appearing at Troe Theatre in that city,

His wife survives.

CLARENCE EDDY

Clarence Eddy, 86, Chicago concert
organist who is credited to having
played for more persons than any
other organist in America, ied in
Chicago, Jan. 10. AL SWINDELL

Al Swindell, Paramount studio property man, died in Los Angeles, Jan. 5, from pneumonia. He had been employed at Paramount for 11

. GRESHAM MACHEN Rev. J. Gresham Machen, 55, ductor of the Westminster Seminary Hour for last two years over WIP, Philadelphia, died Jan. 1 in Bismark, N. Dakota.

Son, four, of Harold Erichs, business manager of Variery, died at the Medical Center, N. Y., Jan., after a vallant fight which lasted ni weeks. Four specialists were attendance viroughout and were amazed at th. child's, resistance powers. Several times the doctor stated he could not live but he ralled from a body infection critical. lied from a body infection originat-ing in the sinus tract, Pneumoni set in and he could not further

Mrs. Ina Beattle McKenzie, of Maurice McKenzie, executive assistant to Will H. Hays, died Jan. 10, after a long illne

Mother, 70, of Duncan Cassell, ai to B. B. Kahane at Columbia, died i Los Angeles, Jan. 10.

Harry J. Althouse, Paul Althouse, Metropolitan tenor, died in Reading, Pa., Jan. 7.

HERE AND THERE

(Continued from page 44). Elaine James, of Merchantville, N. J.,

Oyster Shell Husband & Thomas, stations to its list. Davi handles. through

Dolores Hanford, soprano, lately airing from WMCA, New York, turning to WICC, Bridgeport.

Garo W. Ray, ief engineer of WICC, Bridgeport, installing Connec-ticut's first horseshoe control panel.

*** Abe Salinger ork trio dansapations weekly through WFIL from Benny the Bum's new nitery,

4 44 Stan Lee Broza, program director of WCAU, Philly, back at factory after severe illness after severe illness.

Jack McCarthy succeeds Hal Hu-ert-as neer at WMBC, De-

. Hanrahan, former mgr of is visiti is mother in Des KRNT, is visiti Moi

WHO, Des Moi , now doing community si ing on Saturday night Barn Dance Frolic. Directed by Norman Moon, assisted by Lem Tur-ner and Stan. Widney.

forced quit Germany, is now on the artists staff of WHO, Des Moi

lanche Scott joins WSAY, Rochester, N. Y., to write and broadcast a shopping program, 'Round Rochester with Roberta.'

Leigh Tanger is creating and pro-ducing a series of dramatic sketches titled 'Village Stroller' for WSAY, Rochester, N. Y.

Arthur Church and frau off shortly on an extended vacash in southern waters.

Lucidin (eye lotion) account now handled by Platt-Forbes, and usin

Charles Kaplan, salesman of WIP. Philly, leaves Friday (15) for two months in Californi

Rice Rediscovers Janette Dupree And Tells of Lost Opportunity

By BILL RICE San Fernando, Calif.,

Austin, the dean of the circus general agents, is business manager
San Francisco Islam Shrine
Circus, to be held in the Civic Auditorium March 13-21. Austin and
Jake Neumann, when they owned
the Gentry Bros. Circus, promoted
the Dallas Shrine Circus that made
net over \$50,000 and that's regular
money any time for a seven-day
show. Bob Morton was the one that
got them the contract, and he managed the concessions. Morton the
started his Shrine circus that operated almost four years, with hardly
a lay off. general agents, is business manager

a lay off.

Mailed out 30 outlines of the Rice
& Dore Water Carnival, the largest
show that ever showed on the rivers
to various folks at the studies that
might use it for a background. Just
one answer 'not interested,' but I'll
take off my hat for that to Pete
Smith of MGM.

Smith of MGM.

Janette Dupree made the headlines in Los Angeles last week. That reminded me of her husband, Beef Trust Billy Watson, who was an 'Uncle Sam Clown' with the T. K. Burke Circus in 1893 and I was a punk doing Punch and magic in the kid show and had saved up my first grand. Billy wanted me to go in with him of watson isters burlesque show that he had a line of paper for. It was too proud of my first thousand dollars and would not shoot, but Watson got Setton of 'Where did you get that hat?' fame and never was headed after that.

Cradle of Talent

Cradle of Talent

beaded after that.

Cradle of Talent

Last time I saw the late Prince Kokin, the Japanese juggler, was in. Chester, Pa., and he was operating a market at the time. His daughter, Mignonette, was then in vaudeville. He had a troupe of 10 Japanese with the T. K. Burke Circus and it sure was an act. That show, by the way, sure had a lot of folks that made good even if it was 10c and 20c circus. im Goodrich (Zeno) Pickerett Bros., Ed Burke of Foley and Burke, Tom Ford, Rod Harris, Jim Dilks, Edna Cramer, Gus Fairbanks, the Flying Bicketts, Serpentello, Evans and Dorman, Ferd Cramer, Geo. Rollins, Art Hungerford and did I.have a 'Stage name,' I was Martine LeRoy, no less.

Pacific Coast Showmen's Assn. is going to give its past president, Patty Conklin, a great blowout when he arrives in Los Angeles the night of Jan. 11. The greatest array of talent ever in a minstrel how was the Friars Minstrel. Just think, first set of end men, Richard (Dick) Carle, Raymond Hitchcock; in the middle, James J. Corbett. Second set, Lew Dockstader, Honey Boy vans; in the center, DeWolf Hopper and last, but not least, Willie Collier, George M. Cohan and Jerry Cohan as intertent of the contert. In the circle, Julian

but not least, Willie Collier, George M. Cohan and Jerry Cohan as interlocutor. In the circle, Julian Itinge, Chauncey Olcott, Andrew Mack. That Quartet, and others I can't remember, but most everyone had their own three sheet. George Cohan produced the show, and that's what started the Cohan and Harris' Honey Boy Evans Minstrels. By the way, I put out the World's Worst Minstrels under canvass that same season and strange as it seems it was one of the best money makers I everowned.

In '41 It's Rome

Rome, Jan. 1. World Exposition of 1941-2, here

The Duce went over all the suburbs of Rome to find a site suitable and hit upon the section known as the Three Fountains as most promising.

FULL CASTS ASKED BY **ELTINGE**

Operators Itinge theatre have asked permission of the Burlesque Artists' Association to employ two casts for their theatre to beat the working hours regulations and catch some of the early morning trade.

Using two casts to alternate daily, one from 10 a. m. to 5 p. m., and the other from 5 to closing, around 11 p. m., this would eliminate the two-hour supper regulation at 5 p. m. for the entire company; would allow opening three hours earlier in the morning and save on the two-hour layoff at 5 that is now imposed.

Board of the association is to take up the matter this week.

Burlesque Reviews

5TH AVE. THEATRE

STH AVE. THEATRE

Still cloaked, in anonymity from the operator down to the usher, this house, although advertising a new show, offers still less than when caught a couple of months ago. The nolly novelty encountered was about six more people in the audience than at the previous catch, which totaled exactly 25. Unknowing, they can probably be accounted for in the advertising space taken in local tabs. Stripping goes the usual lengthstors of the business are virtually unemployable elsewhere. Exceeds even laughing stage to elicit pity. Comedy is equally as unimpressive as the peeling. Single evidence of talent, and colleagues that the wonder is why he sticks. Frequenty though dirty. Here they are neither. Wordage anent the chorus is wasted except for mention of the fact that the strippers double in the line, which should give an idea. Numbers the line performs are seen dally in crowded streets, but with more precision.

crowded streets, but with more pre-cision.

Effor of the Burlesque Artist's
Association to align the house met with no reply (they can't find the owner, either). Union is picketing because of the three-piece pit, and a Vannorr reporter was also geed a frigidate reception when seeking info. Written for the files. Hurl.

CENTURY, B'KLYN

what started the Cohan and Harris' Honey Boy Evans Minstrels. By the way, I put out the World's Worst Minstrels under canvass that same season and strange as it seems it was one of the best money makers I ever owned.

Al Copeland and Archie Thoms have a very sweet. with Republic studios for their ircus Queen' now shooting. Mabel Stark to be featured with her tiger act.

George Hi the 80-year-old kid manager of the Ambassador theatre, was at one time the best circus flave in the business.

Bill Hauber, Hollywood's greatest stunt man, framing igh jumping act for the fairs.

Dog Days

Atlanta,

Southeastern Association of Kennel Clubs has announced its circuit of shows for 1937 as follows:

Knoxville, Mar. 25-26; Memphis, Mar. 30; Chattanooga, April 1-2; Birmingham, April 34-4; Montgomery, April 6-7; Atlanta, April 9-10; Savanhah, April 12-13; Charleston, April 4-15; Charlotte, April 16-17; Ashamah, April 12-18; Charleston, April 19-15; Charlotte, April 16-17; Ashamah, April 20-21; Roanoke and Biristol, 'Va, week beginning April 20-21; Roanoke

Rudnick Scrams Bklyn.

Max Rudnick has bowed out of his connection with the Casino theatre in Brooklyn, N. Y. Joe Prisken, former partner of Rudnick, remains in full control of the house

Brooklyn, N. Y. GUE FIRSTON, A partner of Rudnick, remains in full control of the house. Rudnick is temporarily confining his activities to the Eltinge on West 42d street where he is associated with Max Cutner.

ST. P RENEWS ICE CARNIVAL

reater Paul winter carnival skeded for eight days, Jan. 30 through Feb. 6, with all civic, fraternal and luncheon clubs in to put the jamboree over, verybody in town will be dolled up in ski suits, furs and moccasins, and the slogan: Make It the Hottest One Oast winter carnival here was in 1918) is expected to draw Mineapolis and Duluth and residents from other towns in full force. Special days will be awarded South St. Paul's (packing center) Hook Em Cow marching delegation, Bemidji and Brainerd's Paul Bunyan gang, as well as Duluth and the Mill City.

The Comband of the Comband of the Mill City. The Mills of the Mills of

Co. Macy's (New York) 42 gigantic figure balloons in a variety of fan-tastic shapes will augment the 20,000 uniformed marchers and more than 100 bands and drum corps already slated for daily antics through the loop. First time these nightmarish balloons have ever been used in the

northwest.

An ice palace five stories high, with 180-foot frontage, composed of 4,000 tons of ice, is being constructed with WPA labor in the State Capitol

Motor cars will be a drug on the Motor cars will be a drug on the market during the carnival. The cry is for horses and sleighs. All loop streets will closed traffic. Thoroughfares will be iced and built up for toboggan slides, sledding and skiing.

All events and pastimes will be free to the public, but adults are expected to prove their civic pride by purchasing a carnival button, \$1 apiece.

A one-hour nation-wide broadcast

apiece.

A one-hour nation-wide broadcast of carnival inaugural, Jan. 30, ceremonies will originate in KSTP studios and will be carried over NBC's blue network. Both KSTP and WTCN will present the program leading to the color will present the program in the program of the program is a program of the program in the program in the program is a program in the program in the program in the program is a program in the program in the program in the program is a program in the program in the program in the program in the program is a program in the program in the program in the program in the program is a program in the program is a program in the program in the program in the program in the program is a program in the program in the program in the program in the program is a program in the progra

Ohio Dates

Valo Jates
Columbus, O., Jan. 12.
State Director of Agriculture Earl
H. Hanefeld this week announced
that the annual State fair would be
held here Aug. 30 and 31 and Sept.
1, 2 and 3. Grand circuit racing will
also be held in conjunction with the
fair.

N. Y. World's Fair Sec on 11-State Tour; Readying All Details for '39

Baiting the Hooks

Salt Lake City, Staff of flacks this week started utting Salt Lake City and Utah on

Staff of flacks this week started putting Salt Lake City and Utah on the publicity map.
Aided with a \$35,000 promotional fund, chamber of commerce, directing the campai hopes to attract 1,400,000 persons who will spend \$29,000,000 in Utah this year. This means an increase of \$9,000,000 over 1936.

To date 86 conventions have been signed up for Salt Lake City, anticipating nearly 65,000 delegates who will spend about \$2,000,000.

SPARKS AGAIN TO HEAD OWN NAME SHOW

Macon, Ga., Jan.

The deal by which Charles Sparks, circus manager, is to re-enter the field under his own name is still complete, he asserted here today.

For the last ight years, Sparkshas managed Downie Brothers Circus after selling Sparks, Circus to Ringling interests. The trade now under completion is for Sparks to take back his show and take it on the road combination with John Robinson He plans to continue to winter his shows in Macon and make his home here too, he said.

Vandeburg Upped

Vandeburg Upped
San Francisco, Jan. 12.
Clyde Vandeburg, who has been with the Golden Gate International Exposition since last October in the capacity of acting publicity director, has been given the post of publicity chief, which was formerly rumored for George Creel, writer and Democratic party leader. Creel is reported to have passed up the \$15,000 a year offered him when Colliers, with which he is affiliated, nixed the deal.

Independent Burlesque

Week of Jan. 17

Monte Carlo Girls'— Gayety,
Insarolla, Insar

Isadore Hirst Sues Tom Phillips

Asks \$4,000, Alleging Burlesque Assn. Official Caused Walk-Out of Chorus Girls

'Duke' Keeps Kid Show

Canton, Jan. 12.
Sterling (Duke) rukenbrod, widely known outdoor showman here has been retained as sideshow manager of the Al G. Barnes and Sells-Floto combined circus for the 1937 season.

He was with that show last season in the same capacity and for several seasons previous that was sideshow manager Hagenbeck-Wallace sideshow.

strippers. Sets and costumes throughout look nice for burlesque.
After the customary line opening
the vaude trio do their first stint,
a bottle bit, which is succeeded by
the line agai Lou Devine, Dutch
comic, in clothes purchasing bit
starts lending the dirt preceding.
Charlie Lauk, from Ettinge, N. Y.,
is managing and doing able Hurl.

Isadore Hirst, of burlesque houses Eastern riday (8) filed Pennsylvani Pennsylvani riday (8) filed suit in N. Y. Supreme Court against Thomas J. Phillips, president of the Burlesque Artists' Association, alleging that Phillips was instrumental in causing a troupe of chorines and principals to walk out on him last Aprill. Hirst avers that as a result he lost \$4,000 and is suing for that amount.

With 5,000 applications for concession privileges already file and nearly 1,200 prospective exhibitors having signified their intention of participating the New York World's fair in 1939, Charles W. Green, secretary of the fair assocition, left N. Y. Saturday (9) for a visit to governors in 11 different states of the union. Keeping the slogan, 'Building the World of Tomorrow,' in the foreground, Green will invite the 11 states to cooperate and to send representatives and exhibits to Manhattan's world exposition.

will invite the 11 states to cooperate and to send representatives and exhibits to Manhattan's world exholition.

Green's tour will be in the nature of an informal sales expedition because he does not plan to address any meetings or attend any confabs. His efforts will be concentrated upon informal discussions with the states chief executives throughout his extended tour, which will require 45 days to two months' time.

While officials are building a fair that can accommodate 800,000 people comfortably in a single day, the transportation system on the exposition grounds now is receiving elaborate advance consideration in hopes of eliminating difficulties encountered at other fairs. Such difficulties have been interference with pedestrian travel, and locating bus line routes so they fail to pass principal exposition buildings.

N. Y. fair officials are outlining plans whereby buses, for exclusive, show ground travel, will go through the vast exposition grounds on special roadways that will not conflict with visitors on foot and at the same time will travel close enough to fair structures so that the exteriors may be inspected without alighting.

Transportation to the

alighting.

Transportation
Actual transportation to the grounds, aside from bus and taxicab-service, will be provided by the IRT subway and elevated, BMT subway and Independent Subway lines. Corona-Flushing combination tracks of IRT-BMT will have capacity increased through the use of the third express track, heretofore never utilized except for car storage. Over this line, trains from the Second Avenue elevated IRT and BMT subways will be routed.

N. Y. officers expect the Independent Subway system, now operating to Kew Gardens, will have an exension from its Forest Hills station to the heart of exposition grounds ready for the opening of the show in the spring of 1939.

Prelim estimates are to the effect that visitors to the fair will spend \$18,000,000 for foodstuffs alone during the first year cheered gafe and restaurant owners.

ing the first year cheered cafe and restaurant owners.

Still on the Bridge

San Francisco, Jan. 12.
Fiesta plans for the four-day celebration marking the completion of the Golden Gate bridge next May are meeting with enthusiasm throughout Celifornia, Supervisor Arthur M. Brown, Jr., revealed last week. Eric Cullenward, general flesta manager, has submitted a program calling for four days and nights of varied activity, including parades, pageantry, aerial shows, sports, dancing and other festivities.

Delegations from Mexico and Canda will meet at the opening of the

Delegations from Mexico and Can-ada will meet at the opening of the bridge. A cavalcade including Royal Northwest Mounted Police, Alaskan Indians and dog teams, and dancers and singers from Southern Califor-nia will converge at Waldo Point, Marin County, the northern proach to the bridge;

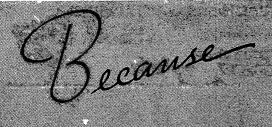
buriesque Artists' Association, alleging that Phillips was instrumental in causing a troupe of chorines and principals to walk out on him last April. Hirst avers that as a result he lost \$4,000 and is suing for the cast of the burlesque, 'Girls in Blue,' to any pear at his houses beginning last Feb. 9. On April 4, the plaintiff that the lost states, the entire cast and chorus walked at the instance of Phillips.

Tirst suit was dismissed by Federal Judge Coxe in N. Y. Federal Court, Jan. 5, on the grounds that the court had no jurisdiction over the matter.

KELLY'S JOBS

Larry Kelly, 'Yale All-American chorus walked with Lou Maxon, Inc., ad. agency, as Kelly's April. Hirst avers that as a result he lost \$4,000 and is suing for the considerable footballing.

Latery Kelly, 'Yale All-American chorus walked of Sunday in Proposition of Proving and Sunday in Proposition of Tribution of the Sunday in Proposition of Proposition of



The female of the decles is more heavenly than the male....

A WOMAN'S GAMBLE

To love wisely and well...or to be a passing adventure to some man...for she knows that men are not gods!

Expect the unusual from ALEXANDER KORDA producer of "Henry VIII" and 'Rembrandt"...He presents

ARE

not Gods

Miriam Hopkins

GERTRUDE LAWRENCE Sebastian Shaw • A. E. Mathews

Written and Directed by Walter

Released thru UNITED ARTISTS

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64 PAGES

then Winter Comes, N.Y. to L.A. By Plane Is Cold, Hollywood Rules

io efforts in past to make air violation of contract has failed, but the series of smashups recently brought studios and talent around to that it might be a good idea to confine the

might be a good idea to confine the N.

A. and night hops to the good old summertime. It now becomes a must rule, unless i case of emergency.

If a swallow, like a bricklayer, is the first bird to die in winter, the airship isn't far behind them, studio heads are presently arguing. Cracking come as soon as the snow does. After that there's been a parade till April ushers in milder weather.

Of two, recent crashes, in nielshorhood of ranches of Bill Hart, flarfy Carey and Trem Carr, second is expected to get somewhere, on twestigation, because the other was stromplete blackout. Nobody after the care of the contraction of the contraction of the cause the other was stromplete blackout.

Ecomplete blackout. Nobody rived it.

Second, which killed Martin Johnson among others, is being laid by Hearst press to inadequate radio beaming and such stuff, but fact that planes were not any too young and not equipped to shake off heavy coating of, ice is also stressed.

Trouble is that to come into L.A. is a mountain-tlimbing job, at the

(Continued on page 27)

Radio, Lecture Dates Being Reset to Permit Mrs. Johnson to Solo

Mrs. Martin Johnson will pick up the radio and lecture dates set jointly for herself and the late Martin Johnson, killed 10 days ago in an airplane erack-up on Coast. Widow is recovering in a California hospital from a skull fracture and knee injury.

Following long distance telephone conferences, the Johnsons' manager, Clark Getts, left Monday (18) to work out a new series of playdates expected to start toward the end of February and continue until summer.

mer.
Mrs: Johnson has always accompanied her husband and been an
integral part of the African trips also
the public appearances thereafter.

Who Said Vaudeville Was Washed Up for Big Coin?

Ferde Simon, New York vaude-ville agent who died recently at 46, left an estate amounting to \$140,000 in property, insurance and cash. The fortune was compiled almost entirely from vaudeville bookings, and the greater part of it in the last three years, despite that during this period vaudeville had its lowest ebb.

Don't Bet They Won't

Radio program slipping in popularity finds it hard to fill the chairs for the studio broad-casts. Wag suggest they in bank night.

S.S. LUSITANIA SALVAGING AS LYCEUM ACT

Undersea shots at salvaging of the Lusitania off the Irish coast will be directed by Capt. John D. raig, cameraman on "Trader Forn" (Merco) and other films, with deep-sea experiences later jelled into suitable material for a lecture tour.

Shooting will be done 312 feet below the surface with various deck levels much lower than that, acroding to exactly what found when operations get under way. Crew of five will work with Craig. Work begins in May and will last throughout the summer at least, it is said. Special diving apparatus and ighting inventions have been tested in Florida waters, Lake Michigan and around Porto Rico. Camera work will be done in diving suits, instead of bell, it is thought. Hipowered lights are the main equipment still being tested out under General lectric laboratory guidance.

GHOSTS OF TRAFFIC DEAD IN L. A. PARADE

Los Angeles, Jan. 19.
This city saw a unique parade last
Saturday (16). Men, women and
children personified the 1,042 persons who died i traffic accidents in
Los Angeles county last year and
moved slowly through the business
district to demonstrate the tremendous toll of death from careless driving.

Sponsored by the Hollywood Post of the American Legion, the parade had near its head a float, on each rinted is of which

si of which rinted is legend.

These Legionnaires represent 1,042 deaths traffic in Los Angeles county in 1935. Thi What will you do in 1937. In peace as in war we serve. American Legion.

In li were girls, daughters of members the Legion auxiliary, each representing a girl who died in traffic last year, and boys, members of the Sons of Veterans, representing the dead boys. They marched silently, ahead of several hundred men and women representing the dead adults.

Trend Intensifies Forums, Courts, Contests, Spread Throughout Country on All Stations

WEB AND LOCAL

-mad scramble for novelty programs reached daffodil-picking stage. Nothing is barred bedaffodil.

programs reached daffodilpicking stage, Nothing is barred because it's crazy, peculiar or without
precedent. Auditions at the moment
are tinged with stunts. Given a contest twist that ties in a studio audience any advertiser inowadays is hot
to talk terms.

Vast number of stunts is exemplifled not only in the network commercials but in local shows such as
'Umbrella Court' over KSTP, St.
Paul (see radio reports this issue).

Rash of the audience-amusing-theaudience programs has broken out
anew all over the Manhattan radiomap. Trend, in full tempo in New
York and throughout the country
is last fall, is currently getting
a new shot in the arm at three
points: (1) via spelling bee programs;
(2) via a successor to the junked
'Goodwill Court' on WMCA, and. (3)
via a 'clinic' on WMNX where the
lame, the halt, and the blind will get
medical advice. Latter two stanzas
are anticipated to skate as close to
the edge of the ice as public opinion,
and the boys

Washington,
will allow.

'Important

Successor to WMCA's 'Goodwill

Successor to WMCA's 'Goodwill

' Important

'Important
Successor to WMCA's 'Goodwill
Court,' which Chase & Sanborn had
to drop after lawyers were debarred
from it, is a 'Goodwill Cli ic' conducted by John' J. Anthony, chief of
the Marital Relations Institute. Will
delve into personal problems, with
the station figuring that more linen
of a type the old 'Goodwill Court'
used to wash will be available for
the air waves. It's no secret that the
success of the original 'Court' was

(Continued on page 40)

(Continued on page 40)

TRANSPARENT WOMAN' **GETS MEDICO ROUTE**

The Transparent Woman, which has been on exhi ition at the New York Museum, and Industry, Radio City, since last August, inds up engagement in Mantan this week. Starts road tour, consisting largely of visits to medical schools and hospitals, throughout the nation next week. H. Camp, of Jackson, Mich., who made the novel life-size, virtually glass feminine figure, will accompany it on the tour.

Presence of the Camp transparent femme is credited ith helping to break the attendance record in the last six months at the Museum.

NOVELTIES ZOOM; Buffalo's Own Craze—Jeep Dancing; But Now They Community S(w)ing

Bowes Makes the Met

Lucille Browning, who is now with the Metropolitan opera singing small contralto roles, did a whirl for Major Bowes June 23, 1935.

She isn't bragging but the major is.

FLOOD SCARE IN **PITTSBURGH** AGAIN

Pittsburgh

Flood scare is on again, with 30-oot stage icted for (19) foot stage icted for (19). Film houses downtown, remembering disaster of last March, are panicky. Theatres, among them Fulton, Alvi , Penn and Barry, have put on extra crews to be ready for any emergency and barrlers are already being hurried in basements, where greatest danger lies at the moment. Heavy rains, with little or no cold, have been over-running city's rivers and situation became agute over week-end, with Alvin, Fillion and Barry rushing pumps to seene to empty basements and Barry, with an auditorium lower than others, rolling rugs each night and posting a 24-hour guard.

Disastrous flood last March, when foot stage

Disastrous flood last March, when high water mark reached 46 feet, cost theatres more than \$1,000,000 here and they're in no position to stand a recurrence.

G. J. NATHAN'S SEQUEL TO BILL SHAKESPEARE

When George Jean Nathan finished his play, 'The Avon Flows,' it being the first full-length drama he ever wrote on his own, he went to fantastic lengths to get reactions without using his name. Script was mailed to London from there, submitted to two New York producers via mail and with a pseudonym. Both producers were interested and, it is claimed, started negotiations but the critic still layed shy.

but the critic still layed shy.

Book will be published i lay
form on Feb. 2 and, says Nathan, it
depends on critical reaction whether
he will permit it to be produced.

It is a continuation of 'Romeo and
Juliet' on the suppositi that they
both lived, and employs Shakespeare's own language throughout,
three of Shakespeare's plays being
mixed up ('orchestrated' is the 'description Nathan uses) the purposes.

Buffalo, Jan. 19. To appease Austin has had Jeepers, Harold Austin has had introduce com-munity singi in the Dellwood ball-

Jeepers are dancers who do the Jeep dance, said to be peculiar to

Jeep dance, said to be peculiar to Buffalo, peculiar is the mot juste. Principal idea of the dance seems to be that you kick your fellow dancers if they happen to come where you are kicking. Jeep dancers got to bouncing and kicking that straight dancers started to walk out. They kicked splinters in the dance floor. All jeepers wear crepe soled shoes with low heels, even gats in evening gowns. Jeepers shake the building. So Austin finally announced that

So Austin finally announced that the building inspector had clamped down on the new dance; posted a sign, 'No Jeeping Allowed,' and pro-ceeded to seek an idea to make the kids torget their craze.

kids forget their craze.

Community singing seems to be doing it. Lights are dimmed, words thrown on screen, and the bands vocalists lead the songs, Anybody who doesn't want to sing can keep on dancing. It's going over,

Queen Mary to See Bergner Pic, First Since King's Death

London,

London,
Queen Mary has promised to attend the world premiere of Max
Schach's 'Dreaming ips' latest
Elisabeth Bergner starrer, at the
London Pavilion on Feb. 2. Proceeds are to go id of slum clearance work.
Queen 'Mother has not visited a
motion picture theatre since the
death of King George last January.
'Dreaming Lips' is a United Artists
release.

Building Amphitheatre For Paul Green's New Pageant

Charlotte, N.

Charlotte, N.
Paul Green, playwright, and Dr.
Frederick Koch, director of the Carolina Playmakers, plan to visit Manteo and Roanoke Island this week.
They will remain for several days vi ing the work at Fort Raleight on the amphitheatre ich Green's Virgini Dare drama, depicting into birth lish speaking civilization in will be presented next summer.
Green will accompanied by Mrs. Green, who is helping him on research for the play. Mrs. Halli Flanagan, national director of the Federal Theatre project, expects to meet them there.

Havs Wants to Know What Can Be Done to Temper Those Photo Mags

VARIETY

Hollywood, Jan. 19. Editorial policies of two candid camera mags, Life and Look, were scrutinized last year at a meeting of studio publicity heads called by Will H. Hays. A committee, headed by Tom was appointed to see what could be done about past photos in Life which were con-sidered distasteful by the Hays office.

Hays reported that Earl Thiesen, local rep of Look, had been on the carpet to explain the mag's policy. Thiesen was quoted as saving there was no intention to malign the in-

Studio heads were extolled by Hays for the calibre of blurbs handed out in 1935. List of studio correspondents was chopped from 268 to 253.

SCREEN CREDITS HAVE DEFINITE COMM'L VALUE

Hollywood, Jan.

Screen credits have definite, value and may constitute legitimate basis for damage action ruled Federal Judge James Monday (18) in denying motion to dismiss a \$1,000,000 plagiarism suit against Paramount by Edward Venturini.

Plaintiff alleges his treatment of Song of India' was lifted without

Buck Imports Animals For Columbia's Serial

Hollywood, Jan. 19.
rank Buck is bringing two boatloads of animals from India and
Straits Settlement to be used in a
serial, The Jungle Menace, which
Louis Weiss will produce for Columbia release. Shooting is set for April. Menagerie will dock at New York and he trained to the Coast. After-wards, the beasts will be trained back to Buck's zoo on Long Island.

Toomey Back West

Pittsburgh, Jan. 19 Regis Toomey, who came east for lead in Charlie Washburn's 'All Editions' but, withdrew from east before flop reached Broadway, has returned to Hollywood to resume his work in pix. After pulling out of Editions, Toomey went on the road for couple of weeks in brace of Clifford Odets' one-acters, 'Till the Day I Die' and 'Walting for Lefty,'
Actor came on here were week.

Actor came on here over weekend and drove back to Coast with a Pittsburgh friend.

'CHAN' NO. 15

land Invades Olympics for a Bit of Sleuthing

Hollywood, Jan.
Charlie Chan at the Olympics,
15th of the Chan stories, goes into
production this week at 20th-Fox.
Katherine DeMille, back from a vacation in South America, and Keye
Luke will support Warner Oland.
Bruce Humberstone will direct,
with John Stone associate producer.
Robert Ellis and Helen Logan wrote
the ori inal.

Gladys George's Hubby's Nose Op Brings 'Em East

Gladys George, who scored on Broadway in Personal Appearance, is back from Hollywood for a short visit, accompanied by Leonard Penn, her husband. Purpose of the visit is an operation on his nose. Future film assignments depend on the out-

come.

Miss George visited the Henry Miller theatre where Appearance made its run shortly after arriving in town. Staff of the house presented her with a token which she gracefully accepted with a complimant.

Actress and Penn are due to re-turn to the Coast this week.

Kinging Costly

Hollywood, Jan. 19.
Warners learned of another expensive coronation spens when 500 extras were ordered for Prince and the Pauper.
Rental bill for clothing alone will amount to \$150 per head.

HWOOD PEEVE VS. FIDLER'S **BROADCASTS**

Frotests to be lodged with NBC, the Federal Communications Commission and Luden coughdrop people against Jimmy Fidler's broadcasts, charging, rough treatment of film people, was approved at a meeting, here yesterday (Monday) by directors of the Screen Actors' Guild. Central Labor Council also sent a formal squawk to Luden.
Fidler recently was dissuaded by his agency from pulling punches. Accusing picture studio publicity heads of refusing to play ball with him after they-had-promised to supply him with freak stories to be broadcast on his Luden period. Fidler let go with both barrels on his last out. Gossper had the studio boys to lunch one day to make a deal with them. His bargain was to pull his punches on studio fodder providing they would dig a little for him.
Fidler claims they didn't keep faith so he resumed his old flery style. When Fidler's agency heard that he was bargaining for a letdown it got busy on the phone and asked that the program remain as-is. Narrator of film doings has been under mild fire by the Hays office and various studios but nothing came of it.

'Wildcatter' Bows Owen

Hollywood, Jan. 19.
Lew Collins, who directed 'The
Mighty Treve,' at Universal, has
been assigned to handle 'The Wildcatter' as his next. Tom Van Dydewrote the orig and Paul Perez is

George Owen, former assistant to Robert Presnell, makes his bow as a Universal producer with this picture.

Larkin on His Own

Hollywood, Jan. 19.
Edward Larkin becomes a fullfiedged dance director on Warners
Dance, Charlie, Dance.
He formerly was assistant to Busby

BUCK JONES' CIRCUS DATE

Buck Jones joins Barnett Bros circus as the featured attraction Opens at Macon, Ga., April 12.

N. Y. to L. A.

Artie Auerbach.

I. Robert Broder. Harold Clurmar Florence Eldri Gladys George. Harriet Hoctor. Fredric March. Horace McMahon Vincente Minnelli. Max Reinhardt. Harry Takiff.
Robert Taplinger.
Arthur Voegtlin.
Helen Westley.
Betty Wyman.

L. A. to N. Y.

Erik Charrell. Buster Collier. Albert Dean., James R. Grainger. Jean Hart



KEN MURRAY AND OSWALD

Signed by the makers of Campbell Soup to take the spot vacated by Burns and Allen. First broadcast Wednesday, March 31, via CBS di-rect from Hollywood. Now. playing Hippodrome Thea-tre, Baltimore. Noxt week, Earle Theatre, Washington.

ERNST TOLLER STARTS M-G SCRIPTING IN FEB.

Hollywood, Jan.
Ernst Toller will return here in
February to begin term writing contract at Metro. First assignment not
yet set. Before returning, he will
lecture in San Francisco and other
Coast spots.
Toller.

Coast spots.

Toller, whose new play Blind Man's Buff is to be produced by Federal Theatre Project, spent several weeks in Hollywood. He addressed banquet at \$5 per plate, presided over by Fritz Lang and at tended by over 300 film luminaries; and mass meeting at Shrine Auditorium, which drew more than 5,000 to hear his revelations about Hitler. Sylvia Sidney and Janet Reisenfeld

to hear his reveations about hitter. Sylvia Sidney and Janet Reisenfeld also appeared on program. Playwright, militant anti-Nazi, was figure in Bavarian govt, after revolution of 1919, lived to rue the day he took office—in jail. Outside day he took office—in jail. Outside Germany when Hitler came in, he called it a day and has not returned

Mrs. Ben Bard No. 1 in N. Y. Alimony Suit

Claiming that Ben Bard, film player, theatre owner and dramatic school head of Hollywood, had obtained an invalid divorce from her in California in order to marry Ruth Roland, screen a ctress, Martha-Fryor, WFA actress, applied yesterday (Tuesday) to N. Y. Supreme Court Referce John Ford for separation and alimony. After hearing her attorney, the referce reserved decision. Bard put in no defense, They have no children.

The plaintiff said she married Bard Dec. 24, 1915, in New Orleans. She claims Bard deserted her in 1924, and a few years ago obtained the Coast divorce and married. Miss Roland.

YACHT CLUBBER'S TRIO

Yacht Club Boys are set on a new three-picture deal with Paramount. Start early in March on the first of the trio... Lyons & Lyons agented.

News Color Rotos Increase H'wood Photos, as Lens Costs Come Down

Brady-Winninger Duoed

Hollywood, Jan. 19.
Alice Brady and Charles Win-ninger have been teamed for the comedy spot in Universal's 'Delay In the Sun.'

Story is backgrounded against the Spanish civil war.

FLU'S \$1,000,000 LOSS TO H'WOOD

Hollywood, Jan. 19.

Every studio hard hit by flu wave.

Around 500 players, workers drydocked by germs. Shooting on dozen
pictures held up or slowed down by
wholesale absentees. Unless epidemic subsides this week loss to producers may hit the \$1,000,000 mark. All hos pitals filled to capacity with players hitting for out of town sanitariums. Southern California coming out of worst cold spell in 20 years.

U's Picks From the Sticks

Rochester, N. Y., Jan. 19. Two Rochester actors picked by Universal talent scout for try in

nims. Herbert Wilcox, 25, taken from 'Spring Dance' cast in Jane Keeler's Little Theatre, Buffalo, for juvenile

Little Theatre, Bunac, role in 'Road Back.'
Walter Whelehan, 37, auto salesector of Paddy Hill Players, ama-eur group, going to Coast for tests

AYRES' 2D INDIE SHORT

Cuffo Production as Hobby — On 16 mm. Film

Hollywood, Jan. 19.

Lew Ayres is working on script of second indie short, to be made as soon as Par commitments allow.

First Ayres opus, made strictly sans salaries to anyone, was titled The Disinherited, and starred Bob

The Disinherited, and starred Bob Burns. It dealt with unemployment, and aroused interest of amateur film and liberal groups here. Second 16 mm. subject will also be on social topic, studying struggle between fascist and liberal forces in Europe. Ayres will make this one more pretentious, with built sets and several location trips.

Actor is currently acting in Danger, Men Working, but is slated for chance to direct at Par after this film. Republic had signed him as director following "The Disinherited," but let him go to Par.

Where's Will Hays?

Hollywood, Jan. 19.
Gypsy Rose Lee is expected to sign a contract with 20th Century-Fox on Jan. 19.
Stripper will probably check in at children will a contract with the contract of the contr

studios early next summer, when her engagement with 'Show Is On ends.

Railbirds Derailed

Studio Toppers at Track Set Bad Example So Warner Issues Ban

Hollywood, Jan. Hollywood, Jan.
Believing the presence of the upper bracket employes at the Santa
Anita race course is not good for
the rest of the lads around the studio, Jack L. Warner has renewed his taboo against open playing of

races.
Edict resulted in a violent verbal battle between Warner and one of his producers. Situation cooled off after exchange of notes. Following this the general order went out to stay away from the track, it is understood.
Warner issued a similar verboten, especially, for Saturday, afternoons last year, but it was never strictly observed.

O'SHEA'S BREAK

Metro Contracts Actor from Ranks of F.P.T. in Chicago

Hollywood, Jar

Oscar O'Shea, veteran actor, who had been working with the Federal Theatre Project in Chicago, has been tagged to a termer at Metro. First chore is in 'Captains Courageous.' Trouper was caught in 'It Can't Happen Here' in Chicago by Gummo Marx, who wired Bill Grady, Metro custing director. Grady- offered O'Shea a trial in New York, but he came vest instead and clicked in his test.

Because of the large number of film star photographs in color used in color-art sections of New York daily newspapers, publishers:
east last week were particularly ancious to point out the strides that have been taken in recent years in perfection of color processes and the reasonable cost attached thereto.

reasonable cost attached thereto.

Majority of them claimed that the
Dufay Color and kindred processes,
such as Finlay and Eastman's Kodachrome, produce photos at a cost
which is only a little higher than
that of ordinary black-and-white pictures. However, duplicating cost is
considerably more, and methods
used by commercial advertising
agencies and for elaborate portraits
made up for permanent display
homes of stars also are in the hi
bracket class.

But for reproduction in color me.

bracket class.

But for reproduction in color-gravure sections of daily papers, the tinted photographs need cost but little more than ordinary blacks-and-whites, say editors and publishers in

Both Finlay and Dufay Color processes have been employed by newspapers in the east. The latter is rated, as giving the best results, particularly where photograph has to be blown up from the original size, since it eliminates any dotted formation. Publishers in the east point out that Dufay system requires no special camera or filters, microscopic screen on the negative doing the color separation. It does requiremore light or additional time in actually taking the photograph. Finlay process still possesses many virtues in tinting work where the ori inal photo is not enlarged.

Originally some of the cameras Both Finlay and Dufay Color proc

Originally some of the cameras cost \$6,000. but now they are available for \$2,000. Such a set-up gen-erally includes a camera that emthree different negatives in the

Fitzmaurice Finishing Up Boleslawski Pic

Hollywood, Jan. 19.
Director George Fitzmaurice habeen assigned by Metro to complet direction on Last of Mrs. Cheney. Job was left in mid-air by death of its original director, Richard Boleslawski. Picture requires only a few more days of shooting.

SAILINGS

Feb. 24 (London to New York) Jack Oliphant (Normandie).

Feb. 12 (New York to London), James Fitzpatrick, William P. Car-ney (Queen Mary).

ney (Queen Mary).
Feb. 3 (London to New York).
Lou Holtz, June Hart and Jack Holland, Diamond Bros, (Queen Mary).
Jan. 27 (New York to London).
The Rimacs Orchestra (Aquitania).

Jan. 20 (New York to London)
Mr. and Mrs. William H. Weintraub
Benny Thau, Leon Gordon, Mr. and
Mrs. William Collier Norman J
Hulbert (Berengaria), London).

. 17 (New York Morris (Hamburg).

Jan. 16 (New York to Genoa), Edward Anthony, George Cukor

Jan. (New York to Buenos Aires), Tito Davidson, Julia Mar-lowe, Rudy Ayala (Western World), Jan. 15 (New York to Bremen), Halliwell Duell, Mr. Mrs. F. Coppicus (Bremen).

Coppicus (Bremen).

Jan. (New York London),

Jack Barnstyn, John Barbirolli, Olga
Kempner, Isidor and Maurice Ostrer,

(Aquitania).

Jan. 12 (London to New York)

Jan. 12 (London to New York Sari Seegar (Champlain). Jan. 10 (New York to Paris). Smeterlin, Kurt Jooss, Aina Siimolo, Molly Picon, Jacob Kalich, Mr. and Mrs. Fernand Gravet, Mary Glory, Nadia Reisenberg, Marquis de la Fa-laise, Capt. Philip Astley (Paris).

ARRIVALS

Dusolina Giannini, Elizabeth Schu-mann, Mr. and Mrs. Douglas Fair-banks, Mr. and Mrs. Nathan Milstei Mr. and Mrs. Domenico Savi , Angelo Gloria, Donald Flamm, Sigrid Onegin Penzoldt, Joaquim Souther, Sara Allgood, Mr. and Mrs. Geral

NO ROOM FOR US IN U.S.'

Acad Will Brevet Supporting Actors for First Time This Year

addition two new , one each for best per ance by a supporting actress and actor, machinery for the nomination and election of winners of the annual Academy of Motion Picture Arts and Sciences medals was set in motion last week. Heretofore only prizes

Sciences medals was set in motion last week. Heretotore only prizes were awarded to the actor and actress performance.

This year, for the first time, a committee of 50 from all branches of the Acad ill make preliminary selections of artists and productions to be yoted on by the entire membership. This committee will confine itself only to the nomination for the four major awards: production, acting, directing and writing. In the past each of the four major branches has selected its own nominations.

Explaining the changes, Frank Capra, president of the Academy, said, 'we feel that this committee of 50 will be able to give the various achievements of the year more individual discussion and consideration than could be done by the old method.'

method.'
Those on the nominating commit-

Actors' branch: ionel Barrymore, Ronald Colman, Clark Gable, Edward Everett Horton, George Irving, Dewitt C. Jennings, Harold Lloyd, Carole Lombard, J. Farrell MacDonald, May Robson.

Directors' branch: Irving Cumings, Cecil B. DeMille, Alfred E. Green, Henry King, Frank Lloyd, Robert Z. Leonard, Mervyn LeNdy, Leo McCarey, Mark Sandrich, W. S. Van Dyke.

Leo McCarey, Mark Sandrich, W. S. Van Dyke.
Producers' branch: B. B. Kahane,
Producers' branch: B. B. Kahane,
Isse L. Lasky, William LeBaron, Nat
Levine, Robert Lord, Charles Rogers,
David O, Selznick, Hunt Strombers,
David O, Selznick, Hunt Strombers,
Walter Wanger, Darryl Zanuck.
Technicians' branch: John Arnold,
Cedric Gibbons, Ralph Hammeras,
Franklin Hansen, Nathan Levinson,
Thomas Moulton, Max Parker, Maurice Pivar, Van Nest Polglase, Joseph
Walker.

Walker.
Writers' branch: Sidney R. uchman, Howard Estabrook, Howard J.
Green. Grover Jones, Josephine
Lovett, Sarah Y. Mason, Jane Murfin,
Robert Riskin, Ernest Vajda, Waldemer, Vonga.

G-B DENIES IT WON'T PAY DIVVY IN MARCH

London,

Report that the regular half-yearly dividend on Gaumont- ritish's \$16,-250,000 first cumulative reference at 5½% will not be when it comes due March 31, was denied by officials of the company.

There were published to the effect that discussions were in progress to defer payment on the date due.

Mank's Play

Hollywood,

James Carson left here for N. Y. and rehearsals of play, 'Meal Ticket.' Written by Herman J. Mankiewicz, play is skedded to open on Broadway i mid-February, for Richard Aldrich and Richard Myers. Harry Wagstaff Gribble is directing.

Beery's Preserves

Wallace Beery purchased 157 acres of choice hunting land in Idaho county. Idaho, about 60 miles south of here, this week.

The film star hunted the territory last fall, flying here from Hollywood in his plane.

Gent's Gent's Progress

Hollywood, Jan. 19.
After achieving stardom as butler, Arthur Treacher has finally acquired a butler of his own. Gentleman's gentlem gentleman's name is Hermanio Perez.

Perez.

He took job with actor in self-defense, to avoi political scene after successively serving two very divergent personalities: Herbert Hoover and Clifford Odets.

Thau, Gordon Sail On Metro's London **Production Plans**

Metro's plans to produce features in England in its own studio, probably at Elstree, were discussed in detail yesterday (19) by Louis B. Mayer and Benjamin Thau, who sails from New York today (Wednesday). Leon Gordon, writer, who accompanied Thau east from Hollywood, will go with him.

With the arrival of these two Metro's production vanguard will consist of five executives, as Michael Balcon, production head of the new British organization, Ben Goetz and Robert Ritchie already are in London. Balcon resigned as production head of Gaumont-British on Jan. 1. Actual picture making is not likely to be started for at least two months. Than will study the field for personalities and go over the story selections with a view of sending to London from Hollywood such of the Metro contract players as are best suited to individual roles and within the numerical limitations of alien workers.

When the plans progress further it is anticipated that additional writers and directors will be transferred from the Culver City plant to the London studio to remain for short periods.

OSTRER BROS. SAIL, G-B SITUASH AZ IZ

Whatever may be left of the original Metro-Gaumont-20th Century triple alliance seems to have gone with the Ostrers, Isidore and-Maurice, when the brothers sailed from here for London last Thursday (14). The Ostrers, wh'le here, did much traveling and some talk Nothing has happened.

Hinsdell Jumps to Par As Talent School Head

Hollywood,

liver Hinsdell, who recently re-signed as head of Metro's talent school, has joined Paramount in a similar capacity. He succeeds Phyl-lis Loughton, who remains on the

lis Loughton, who remains on the lot.

Ted Lesser, an assistant to Adolph Zukor, moves into the talent department. Mel Shauer, who took over the talent spot when Jack Votion let the lot, will devote his time to associate producer duties. Shauer currently is handli "Every Day's a Holiday."

Kay Francis' 'Mazurka'

Hollywood,

'Mazurka' will be the next film for Kay Francis at Warners. William Dieterle will direct with production set for Feb. 1.

BRITONS CAN'T GET IN---WOOLF

Declares at B&D Board Meeting that Making Pix for World Distribution Is Too Big a Risk - May Stop Production?

BUT WILCOX DIFFERS

'We don't get into the U. S. market and I doubt if we ever shall,' declared C. M. Woolf, head of the General Films-Universal distributing unit, ing at the annual stock-holders' meeting of British & minions, of which he is also man-

minions, of which he is also managing director.

Not only is it a risk to make films for the world market, but a liability, he added, 'and as far as B. & D. is, concerned, the policy of the future will be to make films for the domestic market economically as sible.

West

woolf quoted 'Escape Me Never,'
made by B. & D. with Elisabeth
Bergner starring, pointer to
what British producers might expect. Play had been a success in
both London and New York and the
company's board believed that Miss
Bergner was popular in America.

Those Subsequent Runs

Bergner was popular in America.

Those Subsequent Runs
In spending a large amount on the picture, company thought it was not taking a risk, but actually making a fine deal. Picture grossed well in the U. K., figure being up to expectation, but in New York, although it took a large amount at the theatre where it was first shown, subsequent figures were no better than for an inferior film.

On Woolf's own admission, his attitude appears to be guided by experience with isolated films produced by his own company, and it is significant that he left Gaumont-ritish before that company established its own distribution in the U. S. More general trade opinion here sees, not antagonism in the States, but the inability of British producers for the greater part to level up to the entertainment standards demanded by the American public.

Other producers and informed trade circles accept that the U. S. will take anything—so long as it is good enough—and that the American market is as wide open for good British entertainment as is the British market for good American film:

Wileox Listens

By an emparassing coincidence.

Wilcox Listens

Wilcox Listens

By an embarrassing coincidence, on the platform alongside C. M. Woolf at the B. & D. meeting was Herbert's Wilcox, who brought back with him from New York. only a couple of weeks ago the encouraging message that the U. S. market was as open to British pictures as a dynamited safe. He declares he found genuine respect and enthusiasm for British pictures during his tri For this result. Wilcox praises G.B. declaring that Corp's American organization has worked wonders with the American press, public and exhi.

Woolf's outspoken comment was

exhi Woolf's outspoken comment was inspired by stockholder who had suggested the board should try to do something to prevent U. S. films from coming into Britain 'while British films were beycotted in America.'

Quota Act

Quota Act

This was disposed of by Woolf, who placed the onus on the Quota Act, which, he sai, had not helped British films in the States. Nothing could be done to stop American films shown here were American. (Last Board of Trade figures showed 27% British footage played local theatres in 1935.) No British gov't, said Woolf, would start rationing films from America, a risk which would mean revising trade agreements with (Continued on page 31)

British Filmdom in Panic; Banks Shut Down on Money and General Reorganization of Biz Expected

Back at His Trade

Hollywood,
Puffing 'A Doctor's lary,
B. P. Schulberg is sending John
Trent, actor-avi , male lead
in the picture, which marks his
screen de but on a plane
journey across the nation to deliver prints of the film to Par

exchanges.
Trent, formerly
TWA, will fly the shi
liver the footage.

EQUITY NOT TO EASE UP ON S.A.G. IDEAS

Equity has not receded in any degree from its principle that all its members in pictures on the Coast must join the Screen Actors' Guild. While one member was reinstated recently there was no softening in the penalty and other players face charges before the council for fallure to join the S.A.G.

It was reported that when the suspension of Ian Keith was lifted, the fine of \$100 had been remitted. That is incorrect and the motion of reinstatement specifically provides that Keith pay Equity the fine at the rate of \$25 weekly, first payment to be made from his initial week's salary in his present engagement. His explanation of why he did not join the Council.

The Keith suspension was lifted so that he could appear in 'A Point of Honor' now in rehearsal. If he returns to Hollywood he agrees to join the Guild.

Lloyd Nolan is the latest' holdout who faces suspension and fine. Wallace Beery was recently suspended and fined for the same reason.

BENNY'S INCOME TAX **BUGABOO ON PAR DEAL**

Hollywood, Jan. 19.
Jack Benny has been offered a
three-year deal by Paramount for
eight pictures at 125,000 each.
Comic is not hot for it on account
of income tax.

McLaglen Tops Shirley's Cast in 'Willie Winkie'

Hollywood, 19.
ictor McLaglen will top supporting cast of Shirley Temple's Wee Will Winkie' at 20th-Fox, which will be produced under supervision of Gene Markey, with John Ford directing. Ernest Pascal and Julian Josephson scripted from Rudyard Kipling's yarn.
Others cast Aubrey Smith, borrowed from Selznick-International, Douglas Scott and Constance Collier,

Col.'s Luli Deste

Hollywood, Jan.
Luli Deste, Austrian baroness and film player, who came here on a tentative deal with B. P. Schulberg, has been contracted by Columbia studio.
Columbia also is releasing "Thunder In the City," English production in which Miss Deste plays opposite Edward G. Robinson.

London, 8.
Disclosure that at least two of the Big Five' banks in the City have shut down on motion picture financing has blown the lid right off the industry here. Decision of the bankers is to loan no further capital, even where guarantees. forthcoming from insurance underwriters, and follows: a decision by the powerful Glanvill-Enthoven financial interests to ithdraw support from the industry. This unit alone has found upwards of \$25-30,000,000 for motion pictures in the past.

Main method of tapping finance has been for producers to secure guarantees from smaller insurance units on the strength of which they could demand heavy loans from big banking houses. As a majority of big-scale British films have finished heavily in the red, the insurance units have taken big losses.

Trade's major reaction the crisis is to wonder how the structure

Cray Financing
Trade's major reaction the
crisis is to wonder how the structure
has held up so long. Insiders have
long known that producers have
been committing themselves recklessly on extravagant productions
which could return the costs poured
into them only by a miracle. Bitten
by the bug of 'producing for the
world market,' film units have beenrivalling, in some cases surpassing. rivalling—in some cases surpassing— Hollywood in expenditure, but with-out possessing the formula for mak-ing pictures the world market could

ing pictures the world market could accept.
Figures are mostly a matter of hearsay, but one case is reported in which a producer made pictures at a cost of around \$750,000, towards which the distributor advanced guarantees of around \$75,000, and which, on release, didn't even reimburse the distributor for his outlay. Units like British & Dominions and. Basil Dean's Associated Talking Pictures have frankly admitted they pulled a boner in aiming at American release with pictures that did not (Continued on page 51)

(Continued on page 51)

ARIETY

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Airline Officials No Longer Belligerent to Newsreelmen; **Cordial Since Recent Crackups**

Crash last week of the Western Express airliner near Los Angeles and the follow-up action by officials of the United Airlines, which lost a plane with aboard just before New Year's also California, marked a definite change in the attitude of airplane companies towards newereel cameramen. At least one camera grinder was stoned after the United crash and airplane companies have been notoriously fough their handling of lensmen at the scene of air transport fatalities, but everything was highly cooperative at the scene of the Western Express accident that killed Martin Johnson and another.

No guards were posted until 12

Johnson and another.

No guards were posted until 12 hours after the smash-up, and by that time all newsreels had obtained the material they wanted. While camera crews had unusual difficulty getting near the scene of the accident because the mud was kneedep, obstacles; were placed in the way of their efforts by the air transport company.

the way of their efforts by the air transport company.

Apparently working on the theory that it is impossible to hide from public scrutiny a crash in which several lose their lives; United Airlines like issued orders to the entire organization to give full cooperation to newspapermen and cameramen. Order includes edict that names of passengers must be issued immediately after any crash is verified.

Paver of the Soreen

Power of the Screen

ately after any crash is verified.

Power of the Screen
In newsreel circles, it was learned that United Airlines officials admitted after the fatal crack-up just before New Year's that one newsreel can do more harm than all the newspapers of the U. S. This presumably was the reaction of, the company to vivid pictures obtained by several newsreels of 13 victims being carried dead from the emergency exit. While no official admission could be, obtained at newsreel offices in N. Y., it is understood that these were used more or less as reprisal against United for a stoning attack to which cameramen were subjected. Ordinarily these shots are eliminated by editors.

Situation was viewed so seriously by United executives that they made diligent search in an effort to locate culprit who tossed rocks from higher ground at cameramen working in the ravine where the piane finally landed, Universal newsrel tamera crew reported the stoning and attempted to identify the guilty party after airplane officials volunteered cooperation. Incidentally, this was the first fatal crash of this line over a period of several years.

It was a representative of Western

years.

It was a representative of Western It was a representative of Western Express, that got so tough with the newsfeel boys around Salt Lake City after one of its airplanes disappeared from sight. Not only id this company make it a wide-open affair for photographers at the scene of the California crash last week but now they claim they were only kidding about threats to shoot newsreel lensemen. Cameramen, informed their home offices that simplane officials threatened to shoot any newsreel grinder attempting to take photographs of victims in the missing ship mishap over Utah.

graphs of victims in the missing ship mishap over Utah.

While these are the only two instances indicating a complete aboutace in attitude on the part of inplane transport companies, newsreel exces are hopeful that it will be a generally adopted policy by all air transportation lines. Officials of news weekligs, see no reason why relations should not be cordial and that they be allowed every courtesy, because newsreel companies depend largely on airplane companies to transport cameramen and for heavy shipments of weekly film releases.

Besides these two recent encounters with airplane firms, the hews-reel officers in N. Y. have been cog-

ters with airplane firms, the hews-reel officers in N. Y. have been cog-nizant of the former antagonistic at-titude of airplane officials for some time. Last summer, one Paramount hewsreel photographer was man-handled by guards when he at-tempted to get near a crash outside St. Louis.

JEAN MUIR'S RKO PIC

Hollywood, Jan. 19.
Jean Muir draws the femme lead
opposite Preston Foster in 'Outcasts'
of Poker Flats,' at RKO.

B. O. Checkup

Hollywood, Jan. 19.
Burning over his small bill-ig, a producer whose name yesn't Pandro S. Boldwyn ing, a producer whose name wasn't Pandro S. Boldwyn called the ad department and demanded to know why he was played down in the 24 sheets.

Ad man stalled and began. Ad man stalled and began, Well

Well—'
'Never mind wells,'
stormed the producer, 'get me
some action on this or consider
yourself fired.'
'I'll get you action as soon as
I come back from Pueblo, Colo', stalled the ad-visor.
'What's Colorado, got to do
with this?' demanded the

ducer.

'I'm going to make a house-to-house checkup there, and if the reports come in indicating that daughters are saying. 'I'Let's not do the dishes tonight, let's go do the dishes tonight, let's go to the show, there's a Pandro S. Boldwyn production in town" to their mothers we'll change the billing and give you bigger type than the title and leads.

PIX STOCKS UP **DESPITE WALL** ST. SLUMP

In the face of general market weakness, four icture company stocks registered new highs and other film issues bistled the downward trend in yesterday's (Tues) stock market, Though the new 1983-37 peaks registered by three Paramount shares was an old story for recent market sessions, brisk upturn in Loew's common came as an unexpected surprise.

Loew issue rose 2½ points to new peak at 74. Greatest advance in amusement list was made by Par first preferred when it soared 7½ points to its new top at 192½, partially substantiating reports in brokerage houses that it was due to hit size and the second preference ach advanced 13% points. The second advanced 13% points. The second preference stock's new peak was 24%.

Technicolor climbed one point while

24%.
Technicolor climbed one point while Columbi Pictures common rose nearly the same. Universal common was unchanged at 18 after its sensitive of the day before to was unchanged at 18 after its sen-sational sput of the day before to a new igh. Grand National, which has been dormant slightly above 3 for weeks, suddenly came to life, pushing to 4½, only 50¢ from, its former high. More than 23,000 shares changed hands in the advance. General Theatres held near its old peak while the same was true of

peak while the same was true of 20th Century-Fox common at 37% and Warner Bros. common. Pathe go and Warner Bros. common. Path got above 10 while RKO was up frac-tionally at 8%. Universal preferred was inactive after making a 6-point gain on Monday to 108.

LLOYD'S NEW PAR DEAL CO. TO ADVANCE FUNDS

Harold Lloyd's new deal with Paramount calls for two of his own pictures and to produce three other comedies for Paramount release an-

or reasonably,
Studio advances the first \$700,000 the Lloyd starrers, and the initia \$500,000 negative cost

Nick Long Co-Directs

Hollywood, Jan. 19.

Nick Long, Jr., has been signed to co-direct special dance numbers in Universal's: When Love Is Young' with Hal Mohr.

Long, tagged in New York, also will do a dance routine with Virginia Bruce for the alm.

Hollywood, Jan. 19. Hollywood, Jan. 19,
Script of Universal's. Wings Over
Honolulu' was approved by the U.S.
Navy Department and an order was
issued for the Pacific fleet and particularly the commanding officer of
the transport Chaumont to cooperate in making of the film.
Picture goes into work this week
with Jane Wyatt, Ray Milland, William Gargan and Kent Taylor heading the cast.

U. S. Grants Stay Order In William Fox Matter **Pending Writ of Review**

Washington,

Stay orders preserving status que in controversy between Hiram Steelman, trustee of the bankrupt estate of William Fox, and All-Continent Corp., film magnate's personal holding company, were issued Monday (18) by II. Supreme Court.

Granting Steelman's plea for help, highest bench issued an injunction prohibiting All-Conti from go-

highest bench issued an injunction prohibiting All-Conti from going further: in wrangle over Fox's assets until action has been taken on appeal for review of earlier-proceedings designed to settle the dispute over 'title to the securities. Without passing on merits of the complicated proceedings over who is entitled to remnants of Fox's millions, justices said petition; for a temporary restraining order and injunction pending action of the Coprition of the conting of the petition of the Coprition of the conting of the petition of certification of the conting of the coprition of

'CHARGE' ROUSES IRE OF SOUTH AFRICANS

Capetown, Dec. 25. 'Charge of the ' (WB), shown locally as "The King's Guard,' have resulted

i three Warner employees being fined \$45 and has forced African Theatres to delete parts of the film.

the film.

South African National Council of Women and the S.P.C.A., in making the protests, charged that production of the film caused the death of many horses. Local American Court imposed the fine on a charge of cruelty to animals.

Council wrote to heads of African Theatres' concerning their peeve. Answer was that the objectionable parts, the slaughter of horses, would be cut. Council then decided to go before the Board of Censors to pro-

before the Board of Censors to pro-hibit exhibition of the film anywhere th Africa

in South Africa.

Decision on latter matter has not been reached yet. However, it will probably be okayed with the deletions, since the board set a precedent by permitting 'Hunter's Paradise,' also objected to, to go through, after several slicings.

WB to Star Bogart

Warner Bros, is considering plans to star Humphrey Bogart, who joined the company to appear in 'Petrified Forest' and is under longcontract.

term contract.

Star billing for Bogart would follow release of 'Great O'Malley,' which is completed, and 'Marked Woman,' which is now being made with the actor appearing opposite Bette Davis.

Discussion about putting the Books of the part of th

gart name over titles follows release of Black Legion' and critical atten-tion he has received in that picture.

Navy Aid for U's 'Wings' Financial Setup of Condor Picts Corp. (New Indie) Revealed by S.E.C.

Howard Dietz Marries Guinness Stout Heiress

El Paso, Texas, Jan. 19. Juarez, Mexico, divorce mecca for discontented American couples, was the scene last Saturday (16) of the wedding of Howard Dietz, Metro publicity and advertising head, and also a songwriter and musical comedy librettist, and Mrs. Tanis Guinness Montagu, English heiress

ness Montagu, English heiress.
Couple airplaned from New York
to El Paso, crossed the Rio Grande
to Juarez, had the knot tied by Reynaldo Acosta, civil registry clerk, and
left a few hours later on return tri
Dietz wanted marriage performed
i Juarez because he was divorced
i that place only a week before.
Lawyers told him this arrangement
best from legal point of view.
Dietz was divorced from Elizabeth
Bigelow Hell. His bride, an English

Bigelow Hall. His bride, an English brewery heiress, was divorced in 1324 from William Drago Montagu, second son of the Earl of Sandwich Recently she jilted the Earl of Car-

In the middle of the Juarez cere In the middle of the Juarez cere-mony Dietz jumped up, dashed across the plaza to the old Juarez market, and returned with a \$1 tur-quoise ring. He explained that while he had another, and presumably more expensive ring, he decided not to use it for sentimental reasons. Two theatre men, John Paxton, city manager of Texas Consolidated Theatres, and Carlos Frias, Plaza manager, were legal witnesses.

Roadshow 'Top' **As Cost Mounts** Above \$1,000,000

Hollywood, Jan.

Universal's "Top of the Town,' re-utedly costing more than \$1,000,000, Universals 100 of the 100%, reputedly costing more than \$1,000,000, will be roadshowed in keys with simultaneous premieres and two-aday runs before general release. Picture went back for further retakes last week under direction of Ralph Murphy.

Murphy, Efforts to give the production mag-nificence are credited, with having run up expenditures around \$500,000 beyond the original budget figure, but studio is enthusiastic about the

results.

James R. inger is trying to arrange preems in New York, Chicago, Boston, Philadelphia, Cleveland, Pittsburgh, Kansas City, Denver and St. Louis before the national release March 28.

BRIDGE IN SKY' NEXT FOR HEPBURN AT RKO

Hollywood, Jan.

'A Bridge in the Sky' will be Katharine Hepburn's next at RKO. Actress is due here in May. Bridge' is an original by Grace Norton and will be produced by Edward Kauf-

'Quality Street,' Miss Hepburn's st picture, has not been released.

Del Ruth East to Idle

Hollywood, Jan. 19.

Roy Del Ruth has gone to New York for vacation. He'll go on to Miami before returning here to start directing Broadway Melody of 1937' at Metro.

at Metro.

Robert Taylor agai has been teamed with Eleanor Powell for Melody of 1937. He got his first big break in Melody last year. Jack Cummings is the producer.

U Borrows John Howard

Hollywood, Jan. 19.

John Howard goes to Universal on loanout from Paramount for lead in The Stones Cry Out.

Benny Bartlett and Henry Kolker are also in the cast, with Harold Young directing.

Washington,
Twenty-picture production schedule of a new Hollywood independent
producer came to light last week
when Condor Pictures of New York
asked Securities & Exchange Commission for permit to peddle nearly
500,000 shares of new stock. Seeking
registration for 999,999 tickets, Condor proposed to put on the market
472,818 shares at \$3.25 each and to
withhold 406,930 shares for delivery
to warrant-holders. Only 118,251
shares now holders.

withhold 406,930 shares for delivery to warrant-holders. Only 118,251 shares now are outstanding. Estimating proceeds of the financ-ing at \$1,227,867, company said the cash would be devoted to producing 20 pictures, half of them in color, All are spoken for by major West Coast studios.

20TH LOOKING AHEAD TO 1937-38 SEASON

John D. Clark, general sales manager of 20th Century-Fox, left Monday (18) for the Coast to confer with Darryl Zanuck and other production heads on the 1937-38 product, for which selling will probably get underway earlier than last summer. Company, under present plans, will hold its convention in Los Angeles in May.

in May.

Clark's trip West is his second within a month, the 20th-Fox sales chief having been out on the Coast in December.

Icing 20th's H. O.

When summer rolls around the entire 20th Century-Fox home office in N. Y. will be air-cooled. Approval of plans to install icing equipment follows decision of 20th Fox against moving its offices into Radio City. The 20th h.o. projection room has had a cooling system all along.

Thompson East

Hollywood, 19.
Harlan Thompson, Par associate producer, leaves for New York end of this week on a belated vacation.
While o.o.'ing the Broadway plays, etc., he'll also keep an eye to 'telent for the next 'Big Broadcast.'

'DEVIL' FOR LACHMAN

Hollywood, Jan. 19.
Harry Lachman will direct 'The
Devil Is Driving,' ichard Dix
starrer at Columbia.
Lee Loeb and Harold Buchman
wrote the story.

H'WOOD INCUBATOR---'B'

If was a certainty that the problem of the B feature picture would be tossed on the table sooner or later for general discussion. The conference came sooner than Hollywood anticipated. The solution will be along later than exhibitors imagine. This is going to be a tough knot to untie.

A few low cost negatives always have been made by the major studios in the effort to lower the average production cost of a season's output and pring the total investment somewhere within the bounds of the financial teturn from block selling. Major plants which produce between 40 and 60 films annually formerly used the less expensive pictures as vehicles for young acting talent, new writers and new directors. The present discussion has resulted, however, from the large number of pictures which have been rushed on the market to meet the demands of double

Within the past two years the policy of showing two features as the standard theatre program has spread to encompass more than 60% of the playing time throughout the country. The theatre going habit of millions has been changed radically. Boxoffice prices never were too high, but when the depression limited public spending for entertainment, and competition between houses became more acute, theatres offered bargains of double bills for the single admission price.

As film rentals took a downward curve, the studios increased the number of low cost films. On paper it looked like the smart procedure—to cut the cloth to fit the price. In actual experience the whole double billing cycle has been retrogressive—a backward move. Too many pictures have been made on the theory that what was fair enough was good enough to get by. The emphasis has been on quantity, not quality.

Exhibitors will not quickly abandon double bills, although the apparent belief of the business as a whole that the public generally is in favor of the dual programs is erroneous. A survey made last summer by Warner Bros. was comprehensive and took in a wide territory. Results indicated that theatregoers were four to one in favor of single feature programs, augmented by short subjects. Warner theatres, except in Philadelphia, continue to dual. Competition compels them.

For the time being the industry is committed to the dual policy and nearly every major studio has outlined its production schedule with allowance for a considerable number of PB films. Perhaps the present discussion will result in a change of plans, already indicated in one or two instances, and the pendulum will swing back to more sound principles.

The situation has crystallized to the point where it is being argued and debated, but the solution rests with the studios. Draw names do not come out of the hat. They are made by appearances in fine pictures. The public chooses its favorites and litts them to boxoftice value. The present day 'B' picture, hurriedly made, is not the road to a steady flow of black lik.

Theatre men say they would like to return to the days when good films played two and three weeks, sometimes longer, in first runs as single attractions. Therefore, they ask the studios to press harder on pictures containing top personalities, and make less lower cost product which of late has dominated release schedules. It is a good suggestion.

Some theatre men go further and tell the studios what to make. There is some sense to that, too, for the average theatre man is a better commercial judge of a picture after it is made than the average studio man. This is because the theatre man is in closer touch with the public day after day and knows what they will and will not buy at the boxoffice. A few exhibitors affiliated with Paramount now also favor an idea to allow them to send prospective talent to the studio. This sounds innocent enough on the surface, and it is not unreasonable up to a certain point. The catch comes upon thinking of where it may lead.

For one thing, this could swamp a studio with untried talent and run up a pretty waste of time and transportation bill for the company. Another point is that it could easily make the exhibitor forget to be an exhibitor. Most have a yen to be producers anyway, and that's a normal and healthy enough condition, especially if you consider all the people outside the business who think they know more about pictures than Hollywood. The danger is that the exhibitors may try to tell the studies not only what to make but how to make it. Theatre operation is no cinch, although good pictures can do an awful lot to lighten that burden. But it's easier to run a theatre than make a picture. to run a theatre than make a picture

It has always been obvious that the more often the production and exhibition ends of the business get together the better. There has never been enough calm exchanging of opinion and ideas. Hollywood is very touchy in the matter of criticism, and the exhibs are too often intolerant of Hollywood's problems.

The Coast can well afford to listen to the theatre men because they know what they're talking about. But after they've said their say, the theatre men must let Hollywood make the pictures.

LAEMMLE'S BIRTHDAY **BEEFSTEAK TO 280**

Hollywood, Jan.
Some 280 friends of Carl Laemmle helped him celebrate his 70th birthday Sunday (17) at his Benedict Canyon home in Bevhills.
Everyone was decked out in cook's cap and apron for the steak feast.

Par's Big Earnings

Paramount's earnings for the fourth quarter, 1936, are expected to aggregate above \$3,000,000 net. It is had that with theatreings keeping apace so far this year, the company's net for the first quarter of the new year should be very substantial. Insiders rate it to come as high as \$2,500,000 or more.

Educ.'s Refinancing

Educational ilms, according to letters sent that company's stockholders, has arranged with cerstockholders, has arranged with cer-tain under writers to borrow \$1,200,000 issuance of 150,000 shares of new preferred, and re-capitalization of the company's financial setup is proposed and will be voted upon by shareholders in Wilmington Feb. 2.

Wilmington Feb. 2.

By the proposed recapitalization, the company hopes to have cancelled a back due accumulated dividend on the firm's present preferred amounting to \$38 per share; also to pay off more than \$600,000 outstandi debtedness of Educational.

The new money, according to the firm's prospectus stockholders, should insure enough working capital to make further borrowings unnecessary; also to permit Educational

STILL FAVORS 'EM

Also, It Would Soon Burn Out the Top Marquee Names-Need the Lesser Cost Productions to Nurture Potential Stars-It's Proving Ground for New Talent

'INDUSTRY SUICIDE'

Hollywood.

Hollywood will not drop the ictures. Hollywood wants to drop the thought of them so far as classification in the trade or public is concerned, but it cannot drop pictures which by cost are classified as B' product.

B' product.

Hollywood must make a variety of pictures to give a balanced program, but it cannot do so unless it has a cost raige. The so-called cheap pictures, which all companies have been making, will be continued, this and next year, and also as long as there are dual bills or as long as there is a likelihood of the indies coming in with a grade of pictures at a nominal with a grade of pictures at a nominal cost which would merit box office

cost which would mert box once attention.

Paramount has announced that it would drop the so-called intermediate pictures—those costing between \$250,000 and \$400,000—on the theory, these would be minus strong the company that Paramount is the property of box office values, meaning, that Par will not put one individual b.

(Continued on page 27)

ZUKOR FIRST IN N.Y., THENCE TO CAPITAL

Adolph Zukor, coming on to New York instead of going direct to Washington to attend the dinner being given him there Friday night (22), is due by train this morning (Wed.), accompanied by Austin C. Keough, Russell Holman and C. J.

Keough, Russell Holman and C. J. Dunphy,
While Barney, Balaban, Stanton L. Griffis and Floyd B. Odlum came in on the same train Monday morning (18), others will come on later, including. Neil F. Agnew, Y. Frank Freeman and Bob Gillham.
A board meeting of Par is scheduled for Jan. 29. Zukor will remain on to attend that.

A board meeting of Par is scheduled for Jan. 29. Zukor will remain on to attend that.

Proposed dinner to Zukor by the Broadway Association of which he is a member, scheduled for Jan. 25, has been called off. It's at Zukor's request, from accounts, in view of the banquet given him on the Coast and the one scheduled for Washington Friday night (22). Getting, in from the Coast today (Wed.), Zukor is giving a luncheon at the Astor to editors and representatives of trades and dailles.

Joe Unger, Eastern division sales head, and Milt Kussell, Eastern district manager, are contacting various exchanges in the South and East rict manager, are contacting various exchanges in the South and East on their way back from the Zukor Silver, Jubilee dinner. Their chief, Neil F. Agnew, is coming on ahead direct from the Coast, accompanied by ob Gillham.

Hollywood, 19:
Several Paramount studio execs and players have trekked to Washington for the showing of 'Champagne Waltz,' under the sponsorship of the White House Correspondents:
Association. Adolph Zukor trained east Jan. 17 to be present at the openi which will be attended by cabi members and other intaries.

nitaries.

J. Dunphy, publicity head, Edward Sutherland, director of the pic, planed to the opening. Gladys Swarthout will be guest of honor, breaking, her p.a. tour, at Asheville, N. C.

'B'Films, Exhibs, and the Coast THAT'S WHY COAST Final Wash-up of Fox-WC Bkptcy. Suit Clears the Way for 20th-Fox To Buy Remaining 58% Control

'Variety's' Booking Chart Starts, P. 17

As an exclusive service to the-aire and film exchange brokers, Variety initiates with this issue, on page 17, a release chart of all feature pictures as sched-uled by the American distribu-ting companies. Reference to the chart will conserve much time and correspondence be-tween theatres and film ex-

changes.

The advance production information from the Hollywood studios continues as herefolore. The two charts, although separately prepared from such official sources as are most reliable, supplement each other and contain all showmanship data and information on every American-made feature from the time it starts in photography until its date of national release.

elease. Listing of foreign-made films, except those nationally dis-tributed, will be continued as previously.

DUALS UP CHI **RENTALS 20-25%**

Chicago, Jan.

Gross incomes of the various exchanges in the Chicago territory have jumped between 20-25% this year over last season due to the start of double features. Average total income among the eight major distributors is around \$225,000 weekly.

distributors is around \$225,000 weekly.

Top exchange income is Metro by a wide margin, with that distribution office grossing between \$55,000-\$60,000 weekly. This is due to the high rentals Metro is getting for its flickers, plus the fact that Metro has four pictures on percentages in its basic deal.

Paramount is grossing around \$40.

basic deal.

Paramount is grossing around \$40,000 weekly; 20th Century-Fox is around the same mark. Warner Bros. is approximating between \$35,000-\$40,000. RKO-Radio regularly 18 approximating between \$35,000-\$40,000. RKO-Radio regularly around the \$20,000 mark, and Universal just slightly under that mark, while Columbia is grossing around \$15,000 weekly. United Artists, the eighth exchange, fluctuates considerably since it hasn't a regular releasing schedule but averages over ing schedule but averages over \$10,000 a week through the year.

GN MOVING INTO OWN COAST STUDIO APRIL 1

Grand National, which recently took over the Educational studio, will move its various producing units onto the lot April 1. Studio will be retagged Grand National. It is expected that a building program will be announced when Edward L. Alperson arrives from New York.

Mayer to Miami

Completely recovered from the cold which confined him to his hotel, for several days last week, Louis B. The Mayer is completing his business with conferences New York with J. Robert Rubin and Al Lichtman at the Metro office, and will leave on Friday (22) for a vacation of 10 days at Miami Beach guest of Nicholas M. Schenck
Howard Strickling, studio publicity chief, and Lew Wettheimer will way, make the trip south, with Mayer.

San Francisco, Jan. 19.
Legality of the Fox-West Coast bankruptcy order of 1933 was upheld by the Ninth District Circuit Court of Appeals in a sharply worded decision handed down here Thursday (14). Signed by Appellate Judges Curtis D. Wilbur, Francis Garrecht and Bert Haney, the decision stated that there had been no proof of fraud or conspiracy in obtaining the original decree of bankruptcy which the court refused to set aside.

This means virtually the washu of the case, although litigation can be carried to the U. S. supreme court.

court. Col. William H. Neblett, Senator

McAdoo's law partner, in seeking to set aside the Fox-West Coast bank-ruptcy, had charged Samuel W. McNabb, referee in the bankruptcy, with having resigned as U. S. attorner at Los Angeles at U. S. attorner at Los Angeles in order to handle the F-WC case and that the Judge's gon-in-law, Albert W. Leeds, was an officer of the company. But the Circuit Court found no grounds for the so-called 'conspiracy' or for Col. Neblett's fraud charges.

Senator McAdoo's law partner represented T. L. Tally and the Corbar Corp. Los Angeles theatre operators. Neblett admitted the Circuit Court they had been paid in full, Neblett's fraud charges.

Col. Neblett has been before the Circuit Court they had been paid in full, Neblett's fraud charges. Denied the first petition on appeal, he came back with a reiteration. Finally he agreed to drop the charges, but renewed them.

His first charge was that a false dividend of \$8,000,000 was declared in 1930 by the Fox-West Coast, In this connection, Judge Wilbur said the papers showed a gross income in last year of \$44,000,000, decreasing by \$5,000,000 in 1931 and by \$12,000,000 more in 1932.

His second charge, concerned so-called fake' transfers of leases from the Fox-West Coast to the Wesco Co., the holdi company which later changed i name Nation Theatres Corp.

The third charge attacked the (Continued on page 25) McAdoo's law partner, in seeking to set aside the Fox-West Coast bank-

(Continued on page 25)

A. J. BALABAN BUNCH SERIOUS ABOUT ST. L.

St. Louis, Jan.

After a lot of shilly-shallying on the part of a crowd of would-be St. Louis theatre builders, it looks as though A. J. Balaban, Sam Meyers, I. B. Perlman, Fred Bartman and Arthur Green are going ahead with the building and leasing of St. Louis houses, Balaban & Katz, have washed their hands of the situation.

No deal has been made with Harry Arthur of Fanchon & Marco, but it is understood that Arthur cabled A. J. Balaban his readiness to sit down and talk a deal, and that Balaban advised Arthur to contact Sam Meyers, his brother-in-law.

WB Skeds 9 Pix for **Cameras This Month**

Hollywood,

Hollywood, 19.

Nine new features are expected to be put before the cameras at Warners before Feb. 1.

They include inging Marine, with Dick Powell and Doris Weston, directed by Ray Enright, 'Kid Galahad,' with Edward G. Robinson, Bette Davis, Humphrey Bogart and Barton MacLane heading the cast, Michael Curtic directing; 'The Black Widow,' March of Di? 'Talent Scout,' 'Seal Poncher. 'Steel way,' and the World,' and 'Petticoat.

B&K-JL&S McVickers. Chi. Deal Set: Latter Going Into Nabe Expansion

Chicago, School Board last week finally set the lease on the McVickers, okaying the Balaban & Katz bid of \$60,000 to \$75,000 annual guarantee

hcuse & K. took over the house under the sub-com-

over the house lines, the lease set the deal of 15% of the lease set the deal of 15% of the 'gross income against annual guarantee of \$60,000 if house is operated on straight picture, basis, and 10% of the gross against same guarantee if house goes vauddilm. Guarantee 'to the \$75,000 in five years.

With B. & K. taking the house, it will be 'turned to Jones, Linick & Schaefer for operation, with J. L. & S. to get operating fee, plus a straight \$50-50 pleee of house, on both the profit and loss side of the ledger. Operating deal is for the term of the lease.

J. L. & expect to open the house early February, and will start work on the theatre immediately upon signature of the lease and settlement of the operating deal; house will open on a straight picture policy, both J. L. & S. and B. & K. inking the idea of flesh for the spot for the beginning, anyway. Only thing not yet decided is playing position of the house and admission price. Indications, however, are that house will operate at 30c. top.

With the McVickers theatre deal settled finally. Jones, Linick & Schaefer is 'renewing its campaign to obtain further theatre properties the neighborhoods. Having concentrated activities in the loop, for the past number of years, the firm is now readying to expand into the nabes on the basis that the outlying trade is even more solid and sure than the contending that the has right to less firm the loop for the past number of years, the firm is now readying to expand into the nabes on the basis that the outlying trade is even more solid and sure than the has right to contending that the has right to contending that he has right to contending that he has right to all the schedule arrangement.

John John John John Sharing and property, Jones will operate on a leasepold arrangement.

Jos S. is making all negotiate on a leasepold arrangement.

Jos S. is making all negotiate on a leasepold arrangement.

Jos S. is making all negotiate on a leasepold arrangement.

Jos S. is making all negotiate on a leasepold arrangement.

Jos

atres on the south and southwest

sides of town.

Should present deals go through.

J. L. & S. figures to have at least four neighborhood houses in operafour neighborhootion by next fall.

KUYKENDALL TO SET CONV. DETAILS IN N. Y.

Ed L. Kuykendall, president of the Motion-Picture Theatre Owners of America, who is in Washington to attend the inaugural, will arrive in New York tomorrow (Thurs.) to personally contact major distributors on trade practice reforms as de-manded by the MPTOA and to lay pl. for the coming convention in Miami March 16 hims, a program for

Miami March 16.

Among other things, a program for the convention is to be laid out and various decisions reached, including what will be the registration fee imposed, to take care of the banquet and other functions of the conclave. In: Los: 'Angeles: in: 1934 the fee teacted was \$7.50, while in New Orleans the following year it was \$10, with squawks on both occasions from delegates.

The sock to be made will be de-

The sock to be made will be determined after decision has been reached on what the program will consist of, but doubted that it will be more than \$10, MPTOA only wonting to break, even on banquet and other expenses. sock to be made will be de-

Griffis' MSG Stock Buy

tanton Gri is, chairman of Madison Square Garden's board, yesterday (Tues.) was reported in the street to have purchased about 20,000 shares of Madison Square stock from

shares of Madison Square stock from Atlas Corp. Recent, statement revealed that Atlas holdings in Madison Square totalled 38,000 shares.

SIMPLIFYING U'S CORPORATE STRUCTURE

With steps already taken and others contemplated in the near fu-ture on simplification of Universal's corporate structure, traders in Wall

others: contemplated in the near future on simplification of Universal's corporate structure, traders in Wall Street this week quickly reacted to future developments. Universal Pictures Corp., organized in 1912, has entirely disappeared from the topporate picture, having been dissolved a few weeks ago. It formerly was the film producing unit.

In its stead, Universal Pictures Co., Inc., formerly the holding company mow is the operating company under the new Universal setup. It is stock of this corporation which is now traded in upon the New York curband also stock exchanges. Universal Corp. currently is, a holding company for Universal Fietures Co., Inc., and has, authorized the issuance of common and preferred stock.

However, the only stock thus far issued in the name of Universal Corp. is the new Common. This common will be listed on the N. Y. curb exchange, exact date for listing not having been revealed thus far.

While no announcement has been made by the company, it is expected in the street that this new common and preferred (yet to be issued and sold) in time will supplant the common and first preferred now traded in on the big board is callable at \$410 per share, plus \$32 in back dividends now due-sin each share. Which probably is the most logical explanation for recent strength, which probably is the most logical explanation for recent strength, which probably is the most logical explanation for recent strength, which probably is the most logical explanation for recent strength, which probably is the most logical explanation for second strength, which probably is the most logical explanation for second strength, which probably is the most logical explanation for second strength, which probably is the most logical explanation for the strength of the stock was points in one session to \$108 a share, despite small activity and no definite sponsorship.

The forth HOLISES IN N. Y

LOEW HOUSES IN N. Y. TO THURS. OPENINGS

Loew's New York theatres, start ing Thursday (21), shift from Friday to Thursday opening. it figures the switch will hypo the usually dull Thursday biz make for bigger veekend take

irst houses going to Thursday openings will be the outlying deluxers, such as the Valencia, Paradise, 72d St. Following week, Feb. 4, Loew's nabes, getting the pix from these larger houses; ill switch to Thursday openings. Only house making the change the week of Feb. 4 will be the vaudfilmer State on Broadway. First-run Capitol on Broadway will

First-run Capitol on Broadway will be unaffected by the change, the deliuxer holding to Friday openings, at least for a while after the other houses change. Will probably also switch, though, if the move proves effective in the other Loew houses.

Out-of-town theatres operated by Loew's remain as "including the vaudillmers in Washington and Baltimore, despite the fact that with a

vaudnimers in Washington and Balti-more, despite the fact that with a Thursday opening in N. Y. and Fri-days elsewhere it will be impossible to route acts. Loew's explains this by saying that, with but three weeks of stage playing time, it isn't routing acts, anyhow.

Incorporations

Robbie Perkins, Iné., New York; general employment agency for actors, no par value. Incorporator: Bobble Pharts, 419, Bast 87th street, New York City; Grace Perkins Oursel, Falmouth Ace Pietures Gerp, Manhattan; motion pictures of all kinds; capital mode, 100 pictures of all kinds; capital mode, 100 Samuel L. Cohen and Irring B-J Eswins both of 179 Braadway, New York City; Ighing Kilen, 308 Broadway, New York City; Dring Kilen, 308 Broadway, New York City; Dring Kilen, 308 Broadway, New York City; Dring Kilen, 308 Broadway, New York

If the state of th

shares, no. par value. Incorporators: Jacob Left. 2184 Crises avenue, Bronzi-Jacob Left. 2184 Crises avenue a

street. New York City: Sarsh Kandell, 127 West 96th street, w York City: Brond, which was a street of the street. York City: Brond, which was a street of the street. From the street of the street. Rome Theatreal Enterprises, Inc., Kings; theatreal business; capital stock, core: Fillip Laseron, 425 East 96th Street. Brooklyn, Bose Greenberg, 137 Kantrowitz, 244 Hall of the street. Brooklyn, Bose Greenberg, 130 Kantrowitz, 244 Hall of the street. Brooklyn, American Atlantic, Inc., Manhattan; motion picture business; capital stock, Carswell Greenberg, 35 McCleilan street, Brooklyn, Martha Harrin, 146 East Brook Hall of the street of Tarans. Serial Corp., Manhattan; general motion picture and harses; no par yalue. Incorporators: Carswell Greenberg, 35 McCleilan street, Adventures of Tarans. Serial Corp., Manhattan; general motion picture and theres; no par yalue. Incorporators: Mars. Brooklyn, Martha Harrin, 146 East Bith street, 140 Avenue Harrin, 146 East Bith street, 140 Avenue, New York City, Kate Silver, 140 Avenue Trailer Service, Inc., Manhattan; motion picture supiness; capital stock, 100 shares, no par value, Incorporators Martin, Martin, 146 East Bith street, 140 Avenue, Martin, 140 Avenue Trailer Service, Inc., Manhattan; motion picture supiness; capital stock, 100 shares, no par value, Encorporators Martin, Martin, 140 Avenue Trailer Service, Inc., Manhattan; motion picture supiness; capital stock, 100 shares, no par value, Incorporators Martin, 140 Avenue Trailer Service, Inc., Manhattan; motion

Sönielinam, 219 Best 195th street.

Bave Miller Urchestras, Inc., Manhact.

Can; conduct an orchestra; Dien Manhact.

Can; conduct an orchestra; Dien der Sincer Sommer Sincer Sommer Sincer Sommer Sincer Sommer Sincer Sommer Sincer Sommer Sincer Si

all of 755 Seventh again of 755 Seventh against theatrical Farmer, Inc., Manhattan; theatrical Farmers; capital stock, 200 shares, \$100 bearines, sinc., administric, times 1100
par Value, lipoupposators: Adrience
Morrison, 9 East 46th street, New York
City; J. Herbert Adams and Jane Steiner,
both of 355 Fifth avenue, New York City,
activate basiness; capital stock, 150 shares,
no par value, Incorporators: George
Brewer, Jr., Ipswich, Mass; Richard
Myers, Westbury, L. J.; Richard S.
Adding 1265 Sixth avenue, New York

McKinley Square Theatre, Inc., Bronx: heatrical business, capital stock, 50 kinres, \$100 par value. Incorporations william E. Linder, Hyman L. Schwartz, Louis Schultz, all of 201 Broadway, New York City.

NEBRASKA

Liberty Theatre Bldg, Corp.; capital, \$65,000. Incorporators: Frank D. Enger, R. S. Mockett, N. H. Gardner, Mrs. Amandu Wallin, Paul H. Holm.

Pathe Meet Next Wed.

their regular monthly meeting next Wednesday (27). Action on a divi-dend payment for the common stock is officially denied. While current earnings are running considerably above last year, and the corporation above last year, and the corporation was ai recently by an extra melon slicing by Du Pont Film Mrg. Co., officials believe it is too early in the year to expect any disbursements at the present time.

Pathe paid a stock dividend on the common in the form of Grand National shares the middle of last year.

Inside Stuff—Pictures

The Roxy reorganization plan is now pending in Federal court, with 20th Century-Fox likely to take over supervision of the house under the pending reorganization plan. Inasmuch as the theatre is about to emerge from bankruptcy, now may be the time to recall a bit of the theatre's history. Perhaps this will reflect some explanation for the phenomenal improvement in that theatre's boo.

Before the 20th Century-Fox alims went into the house in block, week after week, the grosses which are so profitable here presently, were not ever thus, even with the present pop scale and stage show.

Nobody can beat that 55-76c, b.o. scale plus a stage show and esting how that policy came to be initiated at the theatre. It was an i offered to Fanchon & Marco by an outsider who was seeking a job to put the thing into effect when F. & M. was brought in do run the spot. The house played Fanchon & Marco shows prior to bankruptcy without benefiting the bo, much. It was no better after bankruptcy of a time, and after F. & M. took the spot over until the new underselling scale and the most important change was made in the operation of the house.

Their came 20th Century's fight with R. C. Music Hall to give the theatre its biggest break. This, namely, was getting first choice 20th-Fox films for the Roxy. Everything else is only incidental. The bo, tariff at the Roxy is lower than even the bo. scales of straight film de luxers. instances it compares no higher than the better straight film he gifths around the city although the Roxy is in the center of the greatest amusement street i the world.

Ed Churchi , head of Donahue-Coe advertising agency, between Metro and United Artists his outfit has enough picture company biz to handle, hence D-C can't take on 20th Century-Fox or any other picture account. Same goes for the Roxy theatre, when and if 20th-Fox acquires it, because Donahue-Coe already has three Broadway deluxers—the Capitol (Metro), Rivoli and Radio City Music Hall.

When 'Lloyds of London' (20th) was at the Astor, N. Y. on a \$2 run, Donahue-Coe, says Churchill, handled it for Loew-Metro, as part of the regular deal, and billed Loew's, Inc., not 20th. Now that it's current at the Music Hall, D-C is handling the campaign on 'Lloyds', from the view-point of the Hall altogether, Since 20th-Fox is contributing to the current campaign's ad budget, the agency maturally huddles also with Charlie McCarthy, the 20th-Fox adv. and publicity director. As regards the 20th-Fox account, it continues clearing through Hanff-Metzger, Bob Dillenbeck of H.M. and Sid Kent are old friends.

Churchill also denies either Nick or Joe Schenck are financially interested in the Donahue-Coe ad agency.

Over \$100,000,000 of new finance was invested in picture theatres and similar enterprises in the United Kingdom during 1986, according to recent check-up on company registrations of the year. Big new undertakings were Union Cinemas (\$32,500,000), Cinema Ground Rents and Properties (\$25,000,000) and G.C.F. Corp. (\$65,125,000). Year also saw approximately 100 individual theatre units registered by Odeon.

Total also includes registration of concerns dealing with television equipment, theatre supplies and motion picture processing, assessed in excess of \$5,000,000.

Henry Herbel, manager of the Universal exchange in Chicago, had to beg off from continuing as president of the Chicago Film Board of Trade. Herbel goes out as president after four years of incimbency, which is record, the other prexies never having held office more than two terms, Herbel, the trade leaders state, made remarkable progress for the Film Board in his four years. Among the put-overs by Herbel were such items, as the establishment of the Film Relief Ball, the establishment of the Christmas basket fund showings, the elimination of buying circuits, the elimination of the censor board regime headed by Effic Ziegler, the complete elimination of censorship on newsreels.

Contributions to warring factions in last fall's Presidential campaign by film interests came to light last week in reports to Senate committee checking political expenditures.

Biggest gift was check for \$5,000 to the Democrats signed by International Alliance of Theatrical Stage Employees in Hollywood. One of the few Republican presents was donation of \$1,000 for Gov. Landon's campaign by Will H. Hays, head of the Motion Picture Producers Association, Previously probers Jound Nicholas M. Schenck poured \$5,000 into the Democratic till.

A unique means of exchange contact, was arranged by Columbia in incepting its Montague Sweepstakes sales drive, with facilities of the Bell Telephone Co. carrying pep talk messages from the home office to 31 of the Col. branches in the United States, but not Canada. Speeches were made by Jack Cohn, Abe Montague, Joseph McCowille and Rube Jackter from the home office Friday afternoon, (15), with amplifiers in the 31 exchanges picking up the h.o. hop for the field sales forces. Hookup was arranged over 26,000 miles of telephone wire.

After considerable negotiation looking toward setflement of a complaint with Mallinson Fabrics Corp. over accidental inferential mention of Pussy Willow silks in The Big Noise, Warner over the weekend spotted ask as squarers in 14 papers throughout the country. Picture was released last June. The Mallinson outfit preferred that WB take add explaining the situation. The ads point out that all names used in Big Noise were meant to be fictitious and that mention of Pussy Willow was in no way intended to reflect on fabrics sold by Mallinson.

Posters issued by the Federal Bureau of Investigation Washington, offering \$10,000 reward for information bringing the arrest and conviction of the kidnap-murderer of Charles Matison on the Coast, will be employed by Universal in exploiting "You Can't Get Away With It," short feature showing activities and background of G-men at their headquarters and in handling famous criminal cases. Means that 10,000 posters will be distributed by U throughout the nation wherever the picture plays.

Harpo Marx and Al Boasberg, upon ing the word charlatan was in the script of Metro's A Day at the Races, warned Director Sam Wood that not one person in six would understand what it meant. They tried it out on six representative players and technicians on the set and the score added up: one thought it was a girl's name, others guessed an old Biblical expression, an Egyptian word, a desert-made ice cream, an early European emperor and darned-if-I-know. Word was yanked from script.

itorial in the N. Y. Herald-Tribune last Saturday (16) treated 'Black Legion' (WB) to a rave sendoff.' After describing the film as good propaganda and urging that it be seen, the editorial declared that 'Legion' furnishes not only 'excellent dramatic entertainment' but a 'sermon on American ideals worth all the emotional agony of the action.' It's a first-time for the H-T, although the N. Y. Daily News has been regularly given to show biz editorials.

Newspaper report crediting the 1937 volume of Poor's Register of tors as the source has Harold B. Frankli serving on 91 directorates obviously is an old schedule dating to the time prior to Franklin's resignation from RKO and the almost 100 subsi laries of that company.

Leon L. itt, writer and lecturer on television, served as chairman of a debate at the Glencoe Athletic Club, N. Y., Jan. 14. Subject was "Resolved, that the motion picture industry has falled in its duty to the publi." Audience voted in favor of negative or pro-film side of questi

FILM SHORTAGE SQUAWKS

Orpheum's Pfd. Stockholders' Comm. | INDIES WORRIED Charges Freeze-Out in RKO Reorg. OVER FUTURE PIX

Claiming that an effort was being made to freeze them out of the affairs of RKO and to deprive them to thaving a part in the corporation's plan of reorganization, Martin Beck, Harly Borns, Asher Levy, Julian N. Livingston and Alexander, Young, Tr., comprising the Preferred Stockholders Consolidated Protective Committee of the Orpheum Circuit three yene in the remaining hearings on the RKO possible of the RKO reorganization plan, which has been formulated by the Pounds Committee, Judge Coxe referred the request to Judge William Bondy who has been handling, the RKO matters, If is expected that the petition will be opposed by Carlos sraels of White & Case, counsel for the Prouds Committee, Judge Coxe referred the request to Judge William Bondy who has been handling, the RKO matters, If is expected that the petition will be opposed by Carlos sraels of White & Case, counsel for the Prouds Committee, mainly, on the grounds that the time has passed for further intervention.

The petition retree the time has passed for further intervention.

The petition states, represents a subsidiary RKO, the holders of the stock are entitled to have a say in the RKO plan of reorganization. The stock of its members, the committee represents holders of the stock of its members, the committee represents holders of the stock of its members, the committee represents a par value of \$11,821,000 and hat this amount will be increased to true the petition further cites that in January, 1928, RKO acquired control of the Orpheum Circuit through the purchase of all the common or voting, stock. At that time Orpheum mas a going business, operating a chain of motion picture houses with large earning capacity and assets in the RKO plan the common or voting, stock, at that time Orpheum was a going business, operating a chain of motion picture houses with large earning capacity and assets in the RKO plan the common or voting stock are arrived to the common or voting stock are arrived to the common or voting stock and motion picture houses with large e

The petition further cites that in January, 1928, RKO acquired control of the Orpheum Circuit through the purchase of all the common or voting stock. At that time Orpheum was a going business, 'operating a chain of motion picture houses with large earning capacity and assets of over \$20,000,000 in excess of liabilities. The protective committee avers that these assets were displaying the committee of the committee of the committee of the committee avers that these assets were displaying that their value dropped to less than \$3,000.

that their value dropped to less than 3,000. In January, 1933, the petition sets forth, Opheum went into bankruptcy with assets of only \$3,000, the vast amount previously at its command being dissipated by RKO, its officers and directors. In May, 1933, RKO transferred the Orpheum properties to the Stadium Theatres Corp., which, the petition asserts, further wasted.

Marcus Heiman, trustee for Or-

Theatres Corp., which, the petition asserts, further wasted.

Marcus Heiman, trustee for Orpheum, the petitioning committee states, is about to bring an action to set aside the trainfer of the Orpheum assets to the Stadium Corp., and also to sue RKO, its subsi iaries, officers and irectors for damages for improper sates and waste i compection with the handling pheum properties."

Petition, further, alleges that the plan of reorganization of RKO proposes that the assets held by Stadium, estimated now at over \$300,000, shall be included as RKO assets although they really belong to the petitioning stockholders. This proposal in the plan should entitle Orpheum creditors and stockholders with having a say in the RKO proceedings, the committee insists.

Midwest's I.Q. Tests

committee for the Orpheum preferred stockholders its present pattle with RKO in the current reportanization negotiations is conducting plenty inside and outside vestigation around this territory, where the Orpheum circuit was born and where it ended. verybody is being buttonholed for querying and interviewing.

being buttonholed for querying and being buttonholed for querying interviewing.

Theatre employes, old office-hold-and office workers are all being questioned about the former dealings, tactics and operation of Orpheum. Especially does the committee appear anxious to contact anyone who used to be connected with the Orpheum circuit when it had its headquarters in the State-Lake building. Also the committee is berested in everybody connected with the Hennepi Orpheum in Minneapolis. The investigation also is covering the Orpheum theatre situation in Omaha, which went through the federal courts during its wringer days, and it's looki into the story

UA JOINS PAR, 20TH, WB AND COL. SALES DRIVES

The Adolph Zukor Silver Jubiles drive which carries no prizes will have further competition. from United Artists which, for the first time in its history, is laying plans for a sales push to extend over 14 weeks from Jan. 24-May 1. Decision on the part of UA to have a drive of its own this winter and spring adds to the drives of 20th-Fox, Warner Bros. and Columbia as competition for Par's sales offensive. In each case there are prizes.

In UA the push will be known as the George J. Schaefer drive, with A. W. Smith, Jr., general sales chief, in supervision.

In UA some exchanges ated with the distributing company rather than owned by it. These will participate, however, and share with others the chance to wi prizes that will be awarded. Radio bars valued at \$1,000 each will be given to the branch manager in the eastern and western divisions showing best results, as well as to the head of the division which ends on top.

The leading salesman in each of the six districts will receive four weeks' salary. Wi judged both on increased playing time during the 14-week period as well as on, the unsold possibilities that are closed.

IATSE Confab Over

Hollywood, 19.

Annual winter meeting of the IATSE concluded here Jan. 18. Only action taken was consideration of the plan to organize all theatre workers. Routine matters took up remainder of time with 25 officials attendi

mainder of time with an itendi George E. Browne, IATSE prez, remains here for another three weeks to furth.r study working conditions in studios preparatory to revising basic agreement with plants March 1.

of the disposition of the New Orleans

or the disposition of the New Orleans.

In Chicago the greeting among the boys and girls from the old Orpheum days is: 'do you remember?' with the people with long memories being snatched off for long question-

While Indies Started the Dualing Vogue, the Majors Now Have the Vast Advantage, They Argue
More Pix, Lesser Extended Runs-Not Even Stage Shows Prolong Stays

CHARGE OVERBUYING

erally are credited with having been started by independent operators, these same indie exhibitors now are profesting that duals are responsible for the vast product shortage, with which they are confronted. They claim that dualers are to blame for the current overbuying evil, while major circuits contend they are purchasing only to fill program requirements.

chasing only to nit program requirements.

Trade; organization experts say that it is difficult to single out definite instances of overbuying, but the indie exhibitor is not a bit bashful about shouting over the vast buying program-which double programming has made essential. Where trade observers three and four years ago were hopeful that a pickup in attendance would at least partially alleviate product shortage by increasing the longevity of features, the anticipated hike in patronage now apparent over the past two years has been reduced to a certain degree by the double billing evil.

or four years ago, exhibs

been reduced to a certain degree by
the double billing evil.

or four years ago, exhibs
were hopeful that the mortality of a
film would be improved to approximately the same peak in 1929,
when first run features ran for an
average of two weeks in de luxers of
key cities. This hope has been partially dampened by the dual picture
policies which regularly are installed
in about 60% of all Im houses of
the U.S. Even strong upsurge in
attendance has failed to lengthen the
life of a feature to this figure, because now the average first run film
runs about one and one-half weeks.
Where subsequent runs: and first

Where subsequent runs and first runs in theatres of lesser size and importance obtained a week's lease of life el years ago, currently they seldom get longer than half a week on the average.

week on the average.

Decline of Siage Shows

Another factor, say trade association spokesmen, which has prevented product first and second run houses from averaging longer engagements, is the decline in number of stage shows. Obviously, this has left the theatre manager entirely dependent on quality of product to sustain an engagement where before he had the added benefit of stage presentations.

In some trade circles double for

In some trade circles, double fea-turing is regarded as creating an ar-tificial shortage of product. This shortage is what is prompting the i-dependent, whether a circuit op-erator individual exhi itor, to squawk.

squawk.

one neutral major official summed up the situation, the vast purchasing power of a major theatre circuit gives it the cream of all major top product on an annual basis. Before going dual, such a major circuit, in obtaining programmaterial, picked out pictures from four major distributors. Now, with double demand for pictures, the major chain must select eight of the best available pictures from seven reight of the major companies, as they are released.

Such a situation leaves the india

they are released.

Such a situation leaves the indie exhibitor or circuit with an outside chance of grabbling any imajor producer's weaker pictures that have been sluffed or turned down by the maj circuit. The indi generally has the full selection from independent producers, but that's not enough.

With the quality of 'B' product now described as Class C and D pictures, not much relief is offered

Voluminous Par Corporate Report, **Revealing Stock and Other Setups,** Filed with S.E.C.; Detailed Data

Roxy's Latest Report

Howard S. Cullman, trustee for the Roxy theatre, N. Y., last Thursday (14) fled with the Federal Court the financial report of the theatre covering the period from Nov. 26 to Dec. 30. Cash receipts on hand at the end of that period, the report shows, amounted to \$200,863 while disbursements totaled \$237,837.

The report explains the excess of the latter figure over the former being due to peyment of all taxes and expenses the property. Despite this Cullinan claims net profe for the period amounted to \$13,144.

5% DIVVY ON FOX THEATRES

U. Circuit Court Judge Martin II. Manton Monday (18) granted permission to Milton C. Weisman, trustee for Fox Theatres, to pay 5% dividend to each creditor whose claim has allowed by the Court Judge Manton also directed Weisman to set aside from the reserve funds of the estate an amount to cover a similar dividend for claims which have not as yet been decispetition making the request to allowed to pay the dividend, Weisman set \$285,693 as a tentative amount to cover the dividends for the settled claims and \$33,687 as sufficient to cover the undecided claims. So far the Court has awarded \$5,713,585 to the creditors and claims totalling \$6,873,354 are yet to be disposed of.

TRANS-LUX DEAL FOR BRIT. NEWSREEL CHAIN

Large and compreliensive deal between Trans-Lux and Capital & Provincial News Theatres, group that operates a big circuit of newsteel houses in England, yesterday (Tues.) was reported nearing completion. Understood that final details were ironed out in the last few weeks during the visit to New York of Norman J. Hubert, chairman of Capital & Provincial's board of directors, Official announcement of full set-up with Trans-Lux probably will be made by Hubbert on his return to London. He sails today (Wed.). This is the deal that has been in

London. He sails today (Wed.).
This is the deal that has been in the process of consummation now for several months. Trans-Lux executives furthered the transaction during a visit to London last month; the Hubbert's trip to America follow!
Trans-Lux method of projection for this ritish chain of newsreed theatres as well as T-L equipment, would be installed as a result of this deal, it is reported. On just what I na and whether Trans-Lux would participate in the management is not known thus far.

the independent operator, who has to subsist on this fare.

In smaller cities, of 30,000 and less, where there are two three theatres operating, with one independent bucking the field, the problem is accentuated. The indie exhibitor soon finds that is major competitor is getting practically all ace product from the major distributing companies. The major exhibitor, who can get the pick of pictures, leaves only the independent features, or weakies, from the major studios, to the opposish. Inevitably, this forces him into second run, if he is to buck the competition.

Washington, Jan.
Permanent registration of nearly \$40,000,000 worth of securities was asked from Securities & Exchange Commission Thursday (14) by Paramount Pictures.

Marking end reorganization proceedings, Par topped six applications by film interests, including one advanced by an independent producing company with 20-picture shooting schedule. Papers are first Parever has submitted to the Commish, since bankruptey ings exampted the narent company from

ing schedule. Papers are first Parever has submitted to the Commish, since bankruptey ings exempted the parent company from making statements required under securities control statutes.

Explaining that housecleaning formula has been ratified by the Federal Paramount officers sought permit covering \$28,487,342 worth of outstanding 20-year 6% sinking fund debentures, \$1,621,896 worth of \$100 par yalue first preferred stock to be jissued; \$6,441,408 worth of voltstanding \$10 par value second preferred, \$1,591,751 worth of \$1 par value common 'already out, and \$2,454,472 worth of additional common to be distributed. Company also asked registration of \$4,553,500 worth of some ducts to be issued later.

The only new tickets proposed in the statement were the \$2,454,472 additional shares of common. These will be distributed to holders of the old common, scri, and first and second preferred under conversion scheme.

Explaining company's history and activities, voluminous document showed Par owns completely 72 subsidiaries which in turn have 100% control of 16 more and owns 50% or more of 13 subsids which have varying interests in 31 others. Biggest subordinate company in the set-up is Balaban & Katz Corp. of Chicago, of which the parent company owns 22,09%. In turn, B & K owns completely 10 subsids and partially three others, and controls three third-degree subsids. Statement reflected liqui 21 on or dissolution of subsids since Oct. 3, 1836.

Property-holdings were shown to be far-fung. Besides Hollywood studies and laboratories, Par maintains 42 exchanges and owns or leases 509 houses. With 372 U. S. theatres, 178 Canadian, and 19 elsewhere comprising the chain, 361 the spots arg leased and 49 are operated under management agreements. Little information about stockholdings was divulged. Statement showed the only holder of 10% of the company's paper is Allied Owners Corp. of New York, which, with 25,000 shares of first preferred, accounts for 10.45% of outstanding securities. Many officers and directors were devoid of any Par paper. Insider list wag as follows:—

Holdings

sider list was as follows:

Holdings

Neil Agnew, vice-prez, and director, none; George, L. Bagnall, assistant treasurer, none; Barney Balaban, prez and diffector, C. common; Stephen. Callaghan, irector, none; Walker B. -Cokell, treasurer, none; Walker B. -Cokell, treasurer, none; Oliver, assistant secretary, 300, common and 120 second preferred; Y. F. Freeman, v. p. and director, none directly, 1,000 common and 300 first preferred beneficially; Harold. A. Fortington, director, none directly, 1,000 common and 300 first preferred beneficially; Hurvey, D. Gibson, director, none directly, 1,000 common and 300 first preferred beneficially; Duncan C. Harris, director, none directly, 1,000 common and 300 first preferred beneficially; Duncan C. Harris, director, none directly, beneficially is second preferred; John D. Hertz, director, none directly, beneficially is first preferred and \$21,500 worth of debentures and through Lehman Bros, 600 common and 8,000 second preferred; John W. Hicks, Jr., vice-prez, none; Jacob H. Karp, (Continued on page 27)

'Plainsman,' at \$22,000, L. A. Leader: 'Allah' Big 31G in 2 Spots; Brigade' Double Good \$20,500; It's the Climate

Los Angeles, Jan.
Ideal weather conditions, with
nights snappy, is helping the first
runs for okay takes on current week.
Newcomers got away to good start
and indications are for generally
profitable returns most of the

profitable returns most of the situations.

DeMille's 'The Plainsman' at the Paramount leads the town on solo take, with 'Garden of Allah' setting excellent pace at the day-date State and Chinese. Wilshire, in second week as a continued first run, on day-date policy with the United Artists (downtown), hitting a fast pace and will wind up with plenty of profit. Estimates for This Week

Estimates for This Week
Chinese (rauman) (2,028; 30-40-65)—(Garden of Allah (UA) and
Carcer Woman (2004) dual. Headed
for very satisfactory \$13,000. Last
week, One in a Million (20th) and
Sinner Take All (MG), couple, of

hundred above expectations for nea-\$13,200.

Downtown (WB) (1.800; 30-40-55-55)—The Charge of the Light Bri-gade: (WB) and. Smart Blonde: (WB) dub. Started briskly on Saturday orening and should hit neat \$8,500. Last week, Gold Digeers of 1937: (FN) and 'King of Hockey' (WB), on i -day run, grabbed okay \$9,700.

Fan: Star (Fox) (900; 30-40-55)—

(WB), on ni day run, grabbed okay 19,700.
Four Star (Fox) (900; 30-40-55)—
Carnival Flanders' (Sonores Tobis), First foreign language film to play this house. Got away to good start and looks like \$3,000. Last week, Rembrandt' (UA), grebbed \$2,000 on thirdival (UB), grebbed \$2,000 on thirdival (UB), grebbed \$2,000 on thirdival (UB), grebbed \$2,000 on nine day \$4,000 on thirdival (UA), grebbed \$2,000 on nine day \$4,000 on thirdival (UA), grebbed \$2,000 on nine day \$4,000 on thirdival (UA), grebbed \$2,000 on nine day \$4,000 on n

\$11,000. Last week, 'Gold Diggers of 1937' (FP) and 'King- of. Hockey (WB), profitable at \$3,500 in nine day say.

407- Along Came Love' (Fa) of the say o

un, hit Dig 35,000, min.
Triffable.
Wilehire (Fox) (2,296; 30-40-55-65)
-One in a Million' (20th) and 'Sinjer Take, All'. (MG), dual. Contining smash trade started on i Itial reek and is headed for sweet 10,000. Last week, 'After the Thin fan'. (MG) and 'Woman Wise' (20th), on moveover, set ne record at corking \$10,200.

'Thin Man' Dual \$16,500—'Paris' Dual \$17,000, Both Okay

H's lively once again here, with spry big at all downtown b.o.s. Fabain's Par. RKO Albee, and Loew's Met doing particularly well, mild weather helping.

record at corking \$10,200.

B'KLYN AGAIN AWAKE

Thin Man' Dual \$16,500—'Paris' Dual \$17,000, Both Okay

It's lively once again here, with gry biz at all downtown both, and there days of week. Fair \$900 in prospect. Last week Dimples (20th) scond run, and Laughing at Trouble' (20th) and Chota March (WB) and 210 the poor \$450 in four Relatives' (MG) (20th in store) (20th) and Chota Kidel (WB) and Plot Thickens (RKO), dual, first runs, for the poor \$450 in four days. Extended the leping.

Estimates for This Week (WB) and Plot Thickens (RKO), dual, first runs, for the poor \$450 in four days. Extended the leping.

Estimates for This Week (MB) and Plot Thickens (RKO), dual, first runs, for the poor \$450 in four days. Extended the leping.

Estimates for This Week (ABbee (3,500; 25-35-55)—That Girl Novel here from Minnesota. Big \$9,000 indicated. Last week 'Through (20th) (MG). First abe \$8,000; 25-35-55)—That Girl Novel here from Minnesota. Big \$9,000 indicated. Last week 'Through (20th) (MG). First abe \$1,000; 0,00

try and Woman' (WB) and Love and Kisses' (Tel). Satisfactory \$14,000. Last week ing Me Love Song (WB) and Lady from Nowhere (Col), \$14,000, nice. Metropolitan (2,00; 25-35-55).

After Thin Man (MC) and G-Men in Action (U). (Leve) \$16,300 a Last week in (UA), \$12,000, good.

Paramount (4,000; 25-35-55).—Gold Digeers' (WB) and 'Captain's Kid' (WB) (270d wk). Attractive \$17,000, Last week \$19,000, fine.

Strand (2,000; 25-35-50).—North of Nome' (Col) and 'Woman in Distress' (Col). Twinners will grab neat \$8,000. Last week 'Beware of Ladies' (Ren) and 'Along Came Love' (Par), \$9,500, good.

Vaude Balloons Classy Wint'set' To 181/6 m Balto

Town-topper is vaudflim, Hipp, with Winterset and stage-show consisting of Ken Murray, Oswald and Original Dixieland Jazz Band sharing honors for hey-hey \$18,500. Murray and rest of stage show magnetizing those who aren't being lured by the class cinema.

Estimates for This Week
Century (Loew-UA) (3,000; 15-25-35-40-55) Beloved Enemy (UA)
Poor draught at \$8,000. Last week
second of After Thin Man (MG)
swell at \$12,500.

root draught as \$,000. Lags, week, second of After Thin Man' (MG), swell at \$12,500. (Rappaport) (2.300. Illepadense (Rappaport) (2.00. Illepadense (Rappaport) (2.00. Illepadense (Rappaport) (2.00. Illepadense (Rappaport) (Rappaport)

Minneapolis, Jan Continued box office impotence of duals at the State and Aster marks the local picture scene. On the other

the local picture scene. On the other hand, single features such as "Three Smart Girls," After the Thin Man' and 'One in a Million' have been doing bang-up biz despite unfavorable weather conditions and a near-epidemic of flu and pneumonia. After two big weeks at the Century, 'Girls' has moved over to the World for an indefinite extension of its downtown run. Following seven swell days at the Minnesota, Thin Man' was spotted into the Century for a second loop week. And in their new domiciles both of these pictures are still clicking on all box office cylinders.

Minne. Wants No Bargams, Duals N.G.;

'Camille,' with Mat. Help, Good \$10,000

1st Runs on Broadway (Subject to Change)

Week of Jan. 22 Capitel—'Camille' (MG). Criterion—'Great Guy' (GN) (4th wk). Music Hall—'Lloyds don' (20th) (2d wk).

Paramount—"Plainsman' (Par)
(2d wk).

Risito — Under Cover of

Riatio.— Under Cover of Night' (MG) (18), Rivell— Men. Are. Not Gods' (London) (2d wk). Rexy—Three Smart Girls' (U).

Strand—'Black Legion' (WB) Week of Jan.

Aster—'Good Earth' (MG) (Feb. 8), Capitol—'Camille' (MG) (2d

Criterion—'Man of Affairs'

(GB).
Music Hall—Plow and Music Hall—Plow and Stars (RKO) (28). Paramount — Champagne Waltz (Par), (27). Rights — Criminal (RKO) (26).

Riveli-'You' Once' (UA) (30).

Rexy-Three Smart tolen Hollday' (WB)

'Camille,' \$8,000, Okay In Flood-Scared L'ville

Mild weather and heavy rains, which are bringing Ohio River to flood stage, slowing down the tempo at local houses. Community Chest drive is going. for a week-long free show at Jefferson County armory, likewise will not help b. o. takings.

Estimates for This Week
Brown (4th Ave-Loew's) (1,500;
15-25-40).—Plainsman (Par). Moved
here from the Rialto after a succesful week there. Second week plenty
okay at \$3,500. Last week, College
Holiday (Par) and March of Time,
satisfactory \$2,800.

Holiday' (Par) and March of Time, satisfactory \$2,800.

Kentucky (Switow) (900; 15-25).—
Cain and Mabel' (WB) and Can This Be Dixie' (20th), dual, splitting, with 33 Married Men' (Par). Looks headed for nice \$2,400. Last week 'Dimples' (20th) and 'Wedding Present' (Par), dual, splitting with 'Anthony Adverse' (WB), above average at \$2,300.

Loew's State (3,000; 15-25-40).—
Camille' (MG), Garbo-Taylor combo have the femme patrons lining up at the wicket and contributing good \$8,000 for best take in town. Last week 'Thin Man' (MG), on second stanza, grabbed fine \$7,000.

Mary Anderson (Libson) (1,000; 15-25-40).—God's Country and the Woman' (FN). No. b. draught evident and pic will be lucky to get Love Song' (WB), proved to be a lullaby with puny \$2,700.

Oblo (Settos) (900; 15).—'In Person'

week 'Ladies i Love' (20th) (2d rum), \$1,800, fair.

Minnesota (Publix-Singer) (4,200; 52-33-55)—Camille' (MG). Receiving plenty of attention from fair sex solutions of the control of th

American Chump (MG), dual, \$3,-000, poor.
Time (Berger) (280, 15-25)—
Tyme (Berger) (280, 15-25)—
Everything Is Thunder (GB). Out of the poor \$450 in four days. ExMrs. Bradford' (RKO), reissue, sucteeded. Last week, 'Dead March'
(Sherman) \$800, light, 'Dead March'
(Sherman) \$800, light, '1,200; 25-35)—
Borr to Dance' (Publix), 1,200; 25-35)—
Borr to Dance' (MG). First nabe showing. Good \$3,200 indicated.
Last week 'Reunion' (20th), \$3,009, good.

Ol' Man River Acting Up in Pitt., But Biz Okay; 'Million,' \$13,000 Smash

(RKO) and 'Half Angel' (20th), dual, splitting with 'Informer' (RKO) and 'Kid Millions' (UA), dual, Just getting by at \$800. Last week Shipmate. Waterfront' (UA), dual, splitting with Cymara' (UA) and 'Laddie' (RKO), dual, \$800, fair.

Blabe (Fourth Ave) (3,000 15-25-40).—Girl from Paris' (Par) and We Who Are About to Die' (RKO), dual. Will do around \$6,200, plenty okay considering bad weather and stiff opposition. Last week, 'Plains-Strand (Fourth Ave) (1,500; 15-25-40).—Mind 'Your Own Business (Par) and 'Crack-Up' (20th), dual. Brace of fairly light pics, but pace holding steadily and should touch \$3,600, okay.

'God's Country,' Little Ork Det.'s **Topper**, \$25,000

Strikes or no strikes, houses are doing oke by themselves currently. Tops this week is God's Country and the Woman' (WB), plus Little Jack Little, at the Michigan.

H.O.'s Help 'Plainsman' In Mont'l, Big \$10,000

Montreal, Jan. 19.
Two main stemmers playing repeats: leave road open for better grosses for others and Capitol should top town with 'Plainsman.'

Estimates for This Week

Estimates for This Week
His Majesty's (CT) (1,600, 50)—
The Man Who Worked Miracles' (Brit) and 'Land Without Music' (Brit) and 'Land Without Music' (Brit) and 'Land Without Music' (Brit) Likely '\$4,500, good. Last week's repeat of 'Rembrandt' (UA) and 'Man in Mirror' (Regal) not so good at \$3,000.
Falsee (CT) (2,700; 50)—Lloyds of London' (20th) (2nd wk); Holding up well with \$8,000 in sight, good. Last week did very good \$10,000.
Capitol (CT) (2,700; 50)—Plainsman (Par) This is piling them in and should gross big \$10,000. Last week did yery good \$10,000. Last week (Daries of the State of the St

room doldrums.

Estimates for This Week
Alvin (Harris) (2,000; 25-35-40).
One in a Million' (2001). SonjaHenie's debut film gave Alvin its
leggest opening in more than its
wonths and practically a cinch to
p \$13,000, which is phenomenal
here. With any kind of break,
should go even above that and break
house record for straight pix. Holds,
over for Second, week and maybe a
third. Last week, White Hunter
(20th and Sincot Childres (100).
Fation (She-Hyde (100).
Country Gentlemen' (Res). Couple
of class B pix doing all right for
themselves here, much to everyhody's surprise. Heading for better
than \$4,000, which is by no means
phenomenal but still better than any
dual has done at this spot all year.
Last week Tembrandt' (UA) started out for a second week, but
dropped off and was pulled out after
the second second week, but
dropped off and was pulled out after
the second second week, but
dropped off and was pulled out after
the second second week, but
dropped off and was pulled out after
the second second week, but
dropped off and was pulled out after
the second second week, but
dropped off and was pulled out after
the second second second second second second
to the following pic about \$7,000, okay,
on the 10 days.

Penn (Loew's-UA) (3,300; 25-35S01—College Holiday' (Par). Cast

on the 10 days.

Penn (Loew's-UA) (3,300; 25-35-50)—College Holiday (Par). Cast hot-shots can't redeem; doubtful of bettering mediocre \$12,500. Last week Camille (MG) a smash at

week 'Camille' (MG) a smash at \$25,000.

Stanley (WB) (3,600; 25-40-60)—
God's Country and the Woman' (WB) and 'Hollywood Hotel Revue.
Color ficker being smartly sold; shouldn't have any trouble smaching out an okay \$19,000. Last week, 'Mind Your Own Business' (Par) and Benny Davis' Stardust Revue' n.s.h. at \$14,500, with Davis getting practically all the credit for that.

Warner (WB) (2,000; 25-35-50)—
Camille' (MG). Brought here after week at Penn, second successive week for this sort of move, and still packing a healthy wallop. Should settle down to neat \$2.250 and everybody's happy. Last week 'After Thin Man' (MG) had plenty left on ball after whacking record-breaking week house mark at \$11,000.

HENIE, \$15,000, NICE IN BUFF.

Buffalo, Jan.
iz slipping currently, but taki
still profitable all around.
Estimates for This Week

Billimates for This Week
Buffalo (Shea) (3,600; 30-40-55)—
One in Million' (20th). Headed for okay \$15,000. Last week, 'Camille' (MG), fine \$17,000.
Century (Shea) (3,400; 25-35)—
Wanted: Jane Turner' (RKO) and King of Hockey' (WB), dual. May get \$7,500, good. Last week, 'Accusing Finger' (Par) and 'Down the Stretch' (WB), dual, big \$7,600.
Great Lakes (Shea) (3,400; 30-50)—
Plainsman', 'Par'). Headed for \$10,000; nice. Last week, 'After Thi Man' (MG) (2nd wk), itched here from the Buffalo, continued to excelent \$11,000.

lent. \$11.400.

Hipp (Shea) (2.400; 25.40)—"Sing
Me Love Song (WB) and 'Case of
Black Cat' (WB), dual. Average
\$7,000. Last week, 'Rembrandt' (UA),
and 'All American Chump' (MG),
dual, ns.g. at \$6,900.

Lafayete (Ind) (3,400; 25-35)—
'Flying Hostess' (U) and 'Country
Gentlemen' (Rep), dual. May got
gover \$7,500 fair; Last week 'Pennies
from Heaven' (Col) (2nd wk), got
good \$9,000.

man' (Par). This is piling them in and should gross big \$10,000. Last week 'Sing Me a Love Song' (WB) and 'Case of the Black Cat' (Wall and 'Case of the Black Cat') (Wall and 'Case of the Black Cat' (Wall and 'Case of the Black Cat') (Wall and 'Case of the Black Cat')

Weather Clear, B.O.'s Fast In Chi: 'Million' Big \$33,000; Woman' with 'Scandals' on Stage Sock \$30,000

Chicago, Jan.

Business throughout the loop is markably steady currently. Weath, in Chicago has been excellent to the start of the winter, with the town clear of steet or snow-torris, and even the usual intense look of the winter, with the town clear of steet or snow-torris, and even the usual intense look of the start of the start, but that has assed only inconvenience the start of Health prohibiting lobby offouts of any kind.

Dasnie lack of top names, 'One in Million' is garnerning plenty of roits at the Chicago, where the excesses are being kept at a minimum his week. Over at the Palace there; plenty of expense, with George thie's 'Scandais' on the stage, but house doesn't have to worry. It hould go into the black by a wide largin on the strong biz.

Estimates for This Week
Apelle (B&K) (1,200; 35-55-75)—Plainsman' (Par). Moved in here fire two big weeks at the Chicago and doing well at \$9,000. Last week lange on My Knee (2001) finished chond week to good \$5.105.

Sanjo on My Kneé' (20th) finishedceond week to good \$5,105.75)—
Geond week to good \$5,105.75)—
One in Million' (20th) and stage
how. Register rising to fine \$33,000
urrently, with word-of-mouth helpng. Last week "Plainsman' (Par)
nished second week to \$25,000, good.
Garrick (B&K) (900, 35-55-675)
-Man of Affair's (GB). George fisiss to \$5,000. Last week "Pennies
on Heaven" (Col) tucked away
leasant \$3,300.

Oriental (B&K) (3,200; 30-45-55)—
Unigle Princess' (Par) and vaude.
litting profitable figure, maybe
16,000. Last week Sophie Tucker
opped the picture, Mideaway Girl'
Par), and garnered \$21,000. exelnut.

Talace (RKO) (2,500; 35-55-75)—
oman Alone (GB) and George
inte's Scandals on stage. It's
ictly the unit doing the biz, Scanis having previously played the
va at \$33.0 top, Upping the gross
above \$30,000, big. Last week
rl from Paris' (RKO) took a seci week and managed fairish \$16,-

and week and managed fairish \$16.00.

Beseveti (B&K) (1,500; 35-55-65-55-10.1004 (20th) (2d wk). Will to until this Saturday (23), when fod's Country and the Woman' WB) arrives. Current flicker will irrice! \$11,000 for holdover week, fleer copping fine \$17,800 last week. Blate-Lake (Jones) 2,700; 25-53-09-Flying Hostess' (U) and vaude. fouse steadying to fine \$16,000 this reek. Last week 'Missing Girls' (U) of \$15,500, golds (B&K-MG) (1,700; 25-55-57)-After Thin Man' (MG). \$25-55-75 - After Thin Man' (MG) election the control of the control

2d).

Playhouse (Teitel) (600; 45-55-75).

Ecstasy' (Cummings) (4th wk).

Ficture rakes special mention beause of bang-up business it has been
long in this tiny house for the past
laree weeks. Hit \$4,000 first week
and has been hovering around \$3.500
reekly since then. Got publicity
and-off and build-up by Dan Roche.

'Smart Girls' Dig Only Fair \$7,800 in Seattle

Seattle, Jan. 19.

Seattle, Jan. 19.

Another first run showshop enters the local lists, Sterling Chain converting its Colonial theatre into new low-priced dual first run. Vaude was suddenly switched this week from the Music Hall to the Orpheum, its logical spot in the first place.

Estimates for This Week.

Estimates for This Week.

This Week.

Estimates for This Week.

This Week.

The Mouse (Hamrick) (900; 27-37-42). Plainsman (Par) and Luckiest Girl (IV), dual (3d wk.), going of \$3,000, good. Last week, same alm, \$5,000, swell.

Collegen (Evergreen) (1.800; 300 Hutch' (MGM) and Valiant Is Wold Hutch' (MGM) and Valiant Is Wold Hutch' (IVA) and Dimotes (20th), dual, held nime of the property of

ir.

Colonial (Sterling) (85) 11-16-21).

Luis' (RKC) and 'Everything' Is under' (20th), dual. split with rapped by Television' (Col) and ugboat Princess' (Col) dual. First ek of first-ruse and big \$2,400 exceed. Last week, second-run policy. Fitth. Avenue (Evergreen) (2,400: 37-42). 3 Smart Girls' (U) and undra' (Ind), dual. Only fair \$7,800 ticpated. Last week, 'After Thin (MiG) (2d wk.).

'Garden of Allah' (UA). ig news paper and radio campaign, heade for big \$8,000. Last week, 'Pennie From Heaven' (Col) and 'North of Nome' (Col), dual (3rd.wk.), \$3,40

CAMILLE DUAL OKE \$8,000, **DENVER**

Denver, Jan.

For the first time, in months, no film will be held over at end current week.

Orpheum dual doing well, 'Camille' drawing women and 'Mad Holiday' doing same for men. 'Great Guy' is doing above average at Paramount.

drawing women and 'Mad Holiday' doing same for men. 'Great Guy' is doing above average at Paramount. Estimates for This Week.
Abaddin (Huffman) (1,500; 25-40)—'Golddiggers of 1937' (FN). Following a week at the Denver, doing fair seed to the seed of Allah' (UA), was good at \$3,000, and pic sent to Broadway for three more days. It had already played the Broadway (Huffman) (1,500; 25-40)—'Garden of Allah' (UA), split with 'Pennies from Heaven' (Col). Drawing nice \$2,000. Last week Banio on My Knee' (20th) did nice \$2,000, following week at the Aladdin. Allah' (UA), split with 'Pennies from Heaven' (Col). The seed of the seed

'Come Get It's' \$2,800 Nice in So-So Lincoln

Nice in So-So Lincoln
Lincoln, Jan. 19.
Come and Get It' under full
steam at the Li Icoln. Should get
lokay \$2.800.
Estimates for This Week
Liberty. (LTC). (1,200; 10-15)—
Pinto Rustlers' (Reliable) plus
Night at the Opera' (MG), split with
Crackup' (20th) and Taming the
Wild' (Victory). Week likely to get
of the West (Diver) plus Bohemian
Girl' (MG), split with 'King of
Hockey' (WB) and 'Ex-Mrs. Bradfor (RKO). Came out with \$800,
good for the nipping tempo usiside,
Lincoln (LTC) (1,600; 10-20-25)—

ne and Get It' (UA). Pace is ng and will guide it to about 00 nice going. Last week Three tr Girls' (U) made the house a y winner at \$2,700 in spite of and snow.

GROSSES

Smart Girls' (U) made the house, a heavy winner at \$2.700 in spite of ice and snow.

Orphems (LTC) (1,350; 10-15-20-25:35)—Night Waitress' (RKO) plus Yachi Club Revue' on stage. Second half is dual, We Who Are About (WB). After good \$3.000. Last week 'Plot Thickens' (RKO) and 'Parisian Nights' unit on stage. Spite with 'Make Way for a Lady' (RKO) plus 'White Hunter' (20th). Jound weather an obstacle; only \$2,309.

Smart (LTC). (1,909: 10-25-40)—Golddirgers' (WB). Past few with this title have been anti-bo, but this have

DIGGERS' STRIKE ST. L. GOLD, \$17.500

St. Louis, Jan. 19.
Temperature here is down, but biz
is up and 'Gold Diggers' plus stage
show at Ambassador is headed for
first Lace in current b.b. derby,
Loew's, with a dualer, 'Garden of
Allah' and 'Gay Desperado,' will be
close second with rest of field trail-

now playing duals, pix coming from Fox and Ambassador, sister houses. Estimates for This Week
Ambassador (F&M) (3.018; 25-40-55)—Gold Diggers' (WB) and stage show. Set for \$17.500, fine. Last week 'Girl From Paris' (RKO) and stage show, in ished ith \$16,500, satisfactory, Fox (F&M) (5.038; 25-35-55)—Plough and the Stars' (RKO) and Woman Wise' (20th), dual. Wort' do more than ordinary \$11,000. Last week 'Plainsman' (Par) and shorts, collected \$16,300, good.
Loew's (Loew) (3.162; 25-35-55)—Carden of Allah' (UA) and Gay begreated (UA), dual. And Gay and G

\$11,200.

Missouri (F&M) (3,514; 25-35-55)—
Plainsman' (Par) and 'Girl From
Paris' (RKO). Biz on upgrade here,
and this dualer should get \$13,500,
fine. Last week 'Three Smart Girls'
(IU) and 'One in a Million' (20th)
(bot' 2d run), ended with \$13,000,
okay.

(bot) 2d run), ended with \$13,000, okay.
St. Louis (F&M) (4,000; 25-40)—
Charlie Chan at the Opera (20th) and stage show. Headed for \$8,500, big. Last week 'Jane Turner' (KKO) (2d run) and stage show, finished with \$7,500, better than average.

B'way Hillbillies Like 'Plainsman' \$59,000 Worth; 'Lloyds' 90G, Holds; Black Legion' Disappoints, State 34G

After a slight post-holiday buil, downtown New York, theatres are back in action. Three strong hold overs and the popular-priced run of Lloyds of London, fresh from a \$2 run at the Astor, are vileng for llonds share, of the coin, ith The Plains man, one of the weeks new ones. The second-run State, with Garden of Alliah and Milton rie, also has the ticket register tripping a light rantastic. (Will of the Research William) and Sheila Barrett in Noble band and Sheila Barrett in Noble band and Sheila Barrett in Yollows. (Was) 181 run) and Fugi-

of Allah' and Milton erle, also has the ticket register tripping a light lantastic. Plainsman, ided by the Ray Noble band and Sheila Barrett in person, is the outstander on its first week, ending last night (Tues.). By a slight milton of the person is the outstander on its first week, ending last night (Tues.). By a slight milton of the person of the

(30). "Legion' is getting its best play when shorter prices are in effect and thus far hasn't been getting the women. The Sunday all-day rain was somewhat surprising in its effects, hurting some houses considerably but not others. Both the Par and Rowy had normal Sundays with the conting some houses considerably but not others. Both the Par and Rowy had normal Sundays with the conting some houses considerably but not there. Both the Par and Rowy had normal Sundays with the continuation of the continua

ind goes a Jouth Jab. The second week was \$18,000. "wan of Affairs' (Gis) follows.
Palace (1,700; 25-35-35) — 'Gold Diggers' (WB) (1st run) and Fugitive in the Sky' (WB) (1st run), doubles. Doing fairly, about \$0,500. The second of the seco

brought in yesterday morning (Tues.) "We Who Are About to Die' (RKO), in ahead, went 11 days, \$11,000, good, Rivell (2,092, 25-55-78-85-99) — "Men Are Not Gods' (UA). Doing pretty well considering had notices, \$26,000 on the first week and holds. Final (3d) week of "Beloved Enemy" (UA) was \$15,000, Clearing. "You Only Live Once" (UA) opens Saturday (30), \$10,000 on the Control of the Control o

Only Lwas Signow, Clearing. Told Control of the Con

Marcus Unit Hypos 'Doc'

In Indpls. to \$12,000

In Indpis. to \$12,000
Indianapolis, Jan. 19.
B. Marcus seems to be magic at the box office in this town. On fourth engagement here in two years he is doing smashing business with his 'Revue Continental' at the vaudfilm Lyric. Only real competitor he has thi week in the downtown houses is 'One in a Million,' which is doing above par at the Apollo. Rain and floods are not slowing these houses down.

Estimates for This Week
Apollo (Fourth Ave.) (1,100: 25-40)

Apollo (Fourth Ave.) (1,100, 25-40)

- One in a Million' (20th). Aided by national ads, this one is headed for delightful \$7,500. Last week "Three Smart Girls' (U) was okay at \$4,500.

for delightful \$7,500. Last week Three Smart Girls' (U) was okay at \$4,500. (Globel (Monarch) (2,800; 25-40)—Winterset' (RKO) dualled with Racing Lady (RKO). Former picture states \$4,000. (Part States) (Part Stat

It's Spring in Cleve., But B.O.'s Aren't Singing; 'Camille,' \$20,000, Only Fair

April rai lowed by May-li ting all wi a sli

Some grosses still above average. Some grosses still above average.

Jane Withers in person opposite

Plot Thickens' putting Palace in
gravy. 'Camille is second-best at
State, but not so good at that.

Estimates for This Week

Estimates for This Week
Alhambra (Martin. Printz) (1.200;
20.30.35—Country Gentleman' (Repub) and 'Women Are Trouble' (Metro) (dual). Olsen and Johnson in former giving bill a good play, \$2,800, due to recent stage appearance here. Last week 'Man Who Lived Twice' (Col) and 'Mr. Cinderella' (MG),' dual; got fair \$1,800.
Allen (RKO) (3,000; 25-40)— 'White Hunter' (20th). Penciled in against a lot of competition, but smart ballyhoo offsetting cricks' raps for \$7,500, good. Last week 'One Way Passage' (WB) (reissue) proved that some dated classics can', stand revivals. This one suffered, hooking less than poor \$5,000.
Circle (Marnostein) (1,900; 15: \$35)—Mr. (Dereds' (Col) (2d run). A hooking less than poor \$5,000.
Circle (Marnostein) (1,900; 15: \$15]—Mr. (Metro). Here for natural for habe trade, \$3,000, with house wisely not dualing it. Last week 'Love and Kisses' (Tel) and

Accusing Finger, (Par), dual, were pushed to earn weak \$2,500.

Hipp (Warner) (3,700; 30-40)—
Weak and the pushed to earn weak \$2,500.

Hipp (Warner) (3,700; 30-40)—
Weak and the pushed to earn weak stating here are great builderuppers. Rates about \$18,700, excellente. Last week 'Gold Diggers'.

(WB), \$13,500, disappointing, indiposite in the pushed to be pushed to be supposite in the series is wearing out or that the Blondell-Powell marriage hurt their bo. following.

Palace (RKO) (3,200; 30-60)—
Plot Thickens (RKO) and Jane
Withers in person. Juve star is, a'
(1,200; it for the pushed in t

Cincy Wants Bard Alive; 'Romeo' N.G. At \$11,000, But Howard's 'Hamlet' Ckay

Sharp rise
cipal pix

Canmille

The Plainsan' b.o. laurels

Two-a-day showings of Romeo
and Julie! at advanced prices is a
no-dicer in this burg. Personal of
Leslie Howard chairs at half of
last week, drawing banner \$11,500 on
four performances at \$2.50 top, was
tough opposish for 'Romeo' pic, indicating that for this town the flesh
is, the thing in Shakespearean offerings.

rest, unewing banner \$1,090 on four performances at \$2.50 top, was tough opposish for Romeo pic, indicating that for this town the flesh is the thing in Shakespearean of Ferings.

Estimates for This Week
Albee (RKO) (3,300; 35-42)—Camille (MKO) (3,300; 35-42)—Sis,000. Last week One in a Million (2001) (RKO) (2,000; 55-83-\$1.10). Romeo and Juliet (MG). Roadshow pic engagements have long since lost favor with natives. Cheapseats are selling okay, but not so the main floor tickets. Ordinary at \$11,000. Last week 'Thin Man' (MG) (2d run), \$7.500, socko.

Family (RKO) (1,000; 15-25)—Man Who Lived Again (Counterfeet Lady each a smackeroof the state of t

CAMILIE' AT \$25.000 TOPS STRONG PHILLY

Philadelphia; Jan. 19.

Attendance in the downtown alim houses jumping considerable min week, with the The Girl from Paris' at the Fox. which has stage shows back, and the Earle, which has been doing well since getting vaude back. "Camille" got corking aptices and will assuredly do better than the last few Garbo pix. Two weeks certain and a third possible DekMics of the Mill assuredly do better than the last few Garbo pix. Two weeks certain and a third possible DekMics of the Miller of t

over poor \$4,500. Last week, Beloved Enemy (UA) (2d wk), got very nice \$12,000.
As radia (600: 25-40-50) — (Great GN). Second week promises fire \$2,700, still above house average. First week was red-hot \$4,500.
Boyd (2,400: 40-55). — (Camille' (MG). First week, ending tonight (Tuesday), will be robust \$25,000, with rains hurting. After Thin Man' (MG) got swell \$15,000 in third week.
Earie (2,000: 25-40-55).

Man' (MG) got swell \$15,000 in third week.

Earle (2,000; 25-40-55).—'Crack Up'
(20th) and vaude, 'Your Hit Parade'
unit on stage; doing okay \$15,000.
Last week, 'Smartest Girl in Town'
(RKO) and vaude (N.T.G. unit), strong \$16,500.

Fox (3,000; 40-55-85).—'Girl from Paris' (RKO) and stage show. Flesh entertainment' back and biz fine, \$17,500, Last week, 'College Holiday'
(Par) (2d. wk), got good \$4,500.

Earlion (1,000; 25-35-40).—Beloved Enemy' (4,00). (25-35-40).—Beloved Tagabond' (Col), poorish

Testify, (2,000; 30-46).—(Alentine)

\$2.500.
 Kelth's (2,000: 30-40-50).—'After the Thin Man' (MG) (2d run). Fine \$3,400 seen. Last week, 'One in a Million' (20th) (2d run), fairly good

\$2.500. Stanley (2,700; 40.55).—Plainsman' (Par' (2d. wk). Picked up well, should see \$14.500. First weeks \$14.500. First weeks \$15.500. First \$15.500. expected \$1.700; 30.40-50).—Smart Blonde' (20th). Fair \$5,000. expected. Last week, Wanted Jane Turner' (RKO), weakish \$4,800.

Taylor Helping Garbo In Birm Fair \$7,000

Ermingham, Carbo and Tzylor on menu this week, but woods are not going to be set on fire. Town likes Garbo only moderately well, but fond of Taylor. Other houses not doing any too well this week.

Estimates for This Week Alabama (Wilby-Kincey) (2,800; 30-35-40)—'Cam' lle' (GM). A bit foo deep, but should get moderate \$7,000. Last week, 'Stowaway' (20th), got \$7,700, good.

Last: week, 'Stowaway' (20th), got \$7,700, good.

Empire (Acme) (1.100: 25—Theodora Goes Wild' (Col.) Ranks nicely but that two-bit scale holding down gross, \$2,000, fair. Last week 'More Than a Secretary' (Col), great at \$2,500 and moved to Galax for second week, w. it will get around \$1,500.

Rits Wilby-Kinee' (1,800: 25-30).

good. Strang (Wilby-Kincey (800; 25), General Spanky (Ind). Given good campaign, but will get only fair \$1,500. Last week, 'Harvester' (Re-pub), \$1,100, poor.

Thaw Helps K.C. B.O.'s. But 'Paris' **Only Fair \$7,500**

Kansas City,
Letup in ley weather thawing
wickets currently, but not much

wickets currently, but not much above average. Pennies from Heaven, dualled at Midland, getting healthy play. Beau-coup tie-ups and paper. Estimates for This Week Mainstreet (RKO) (3,200; 25-40)—

Girl from Paris' (RKO). Last Pons' pic a year ago had house doing nips to hang on to its shirt. Oakie may drag some as he's b. o. here. Probable \$7,500 fair. Last week Toxisidering weather (U), \$11,000, fine Midland (Loew) (4,000; 25-40)—Pennies from Heaven' (Col) and Counterfeit Lady' (Col), dual. Drawing better night trade than mat; \$16,500, clicko miszuma. Last week 'Aliah' (UA) 'and 'Sinner Take All' (MG), \$10,200; ns.g., Newman (Par) (1,900; -40)— 'Girl from Paris' (RKO). Last Pons

National 1st Runs

WARNER BROS.

WARNER BROS.

'Once' Doestor,
L'ville, Jan. 22; Par, Cheyenne,
22; Eckel, Sy'cuse, 22; Col.
Akron, 23

'Black Legion,
Newark, 22; Embassy,
22; Lyric, Ind'apolis, 22;
Colo, Spgs, 26.

PARAMOUNT

Champagne Waltz, Denham,
Denver, 26 and Feb, 4; i, Chi,
29 and Feb, 5; Meinst, K.
29; Minn, Mpls, 29;
Maid of Salem, Denham,
Denver, Feb, 5 and 12; Chi,
Chi, 19.
Bulldog Drummond Escapes,
State, Det, Jan, 21; Denham,
Denver, Feb, 19.

UNITED ARTISTS

UNITED ARTISTS

You Only Live 'Keith's,
Wash, '29; Circle, Ind'apolis,
Feb. 5; Aluee, Prov. 12; Embassy, Readi '26.

'Beloved Enemy,' Albee,
incy, Jan. ('Cap, Salt Lake,
23; H'wood and Downt', '28;
State and Orph, 'Bos, 29; Warner, M'waukee, '29; Cap, Wash,
29; UA, Chi, Feb. 'Penn, Pitt.
12.

29; UA, Cun,
12.

'Garden of Allah, Roxy, Tacoma; 22; Orph, Madison, 22;
Orph, Mpls, 29; Valentine, Toledo, 29; Carolina, Charl'te,

Feb. 8.

'Rembrandt,' Apollo, Chi, 22;
Loew's, S. C., 22; Orph, 'Salt
Lake, Feb. 4.

'Come and Get It,' Par, Des
M, 22; Orph, Madison, 27; Orph,
St. P, Feb.

M. 22; Orph, Madison, 27; Orph, St. P. Feb.

UNIVERSAL

Three Smart Giria; Strand
Agany, 21; Tivoll, Chat'nooga,
21; Roxy, N. Y., 22; Stanley,
Pfillly, 22; Pal, Chi, 22; Crit.
Oklahoma C, 22; Col, Akron, 23;
State, Cedar R, 23; Granada,
Sioux F, 28; Denver, Denver, 28;
Mai, Houston, 29; Cap, Montreal, 29; Adams, Det, 29; Pal,
Wichita, 29; Cap, The 29;
Fox, Joplin, 29; Garrick, Duluth, 30.

"Flying Hostess," Pantages,
Bham, 23; Col, Dayton, 29; Cap,
Quebec, Feb. 5; Dallas, 24,

"Mysterious Crossing," Pal, Ft.
Wayne, 21; Strand, L'ville, 22;
Adams, Det, 29; State, Dayton,
Feb. 9; Granada, Hamilto, 15.

\$5,500, so-so.

Tower (Rewot-Fox) (2,200; 35)—
Jungle Princess' (Par) and vaude.

New seats and carpet installed here, with about \$18,000 to be spent on re-habilitation program and should help plenty. Current week hitting at good \$7,000 clip. Last week Chan at Opera: (20th) and vaude hit slim \$\$5,000.

Just 20th and vaude ht slim \$600.

Thewn (Fox) (2,030; 55-83-\$1.10)

Romeo and Julief (MG). Metro product roadshowing here on a 35-65c basis. Set for four days starting Monday (18), with good advance sale. Pic out Thursday, making way for second run. of. Three Smart Grifs (U). Last week "Plainsman (Par) (2d run) had a tough 10 days, \$4.500, n.s.h.

'Rainbow on the River' (RKO). Kid trade nice, but, won't boost \$6,500, fair. Last week 'Great Guy' (GN), \$6,800, so-so. Every indication of \$50,000 for the

'Luckiest Girl in the World'

Heaviest opposish is RKO Boston, with Luckiest Girl in the World and stage show featuring Sally Rand and Benny Fields, which will probably land close to \$30,000. Town as a whole last week took it on the chin with plenty of warm rain and humidity, but flu less in evidence than rest of country.

Estimates for This Week
Boston (RKO) (3,000; 35-55-76)—Luckiest Girl' (U) and stage show with Sally Rand and Benny Fields. Looks to hit swell \$30,000. Last week \$22,500 for 'Wanted: Jane Turner' (RKO) and vaude.

Fenway (M&P) (1,400; 25-35-40-50)—Plainsman' (Par) (2d run) and Easy to Take' (Par) (1st run) dual. Certain of \$3,000, good. Last week Takes (Par) (1st run) dual. Certain of \$3,000, with College Hollday' (Par), dual.

Keith Memorala (RKO) (2,900; 25-35-55)—Three Smart Girls' (U). Promises \$19,000, which is coke Last week poor \$10,000 with (3rif From Paris' (RKO) (2d wt).

Mettopolitan (M&P) (4,300; 35-55-75)—One in a Million' (20th) with Fred Waring's Pennsylvanians on stage. Seems sure of \$50,000, which is a real smash even for this house, the stage of the

week was mild \$23,000 with Gold piggers' (WB) and Major Bowes' fernme unit.

Orpheum (Loew) (3,000; 25-35-40-50)—Pennies From Heaven (Col) and More Than a Scretary (Col) dual. Looks like better than \$18,000; dual. Looks like better than \$18,000; dual. Looks like better than \$18,000; dual. Extreme (MG) and Sinner Take All' (Col) dual. (2d week), touched \$17,500 after \$25,400. opening week, Weather withered it early and ended thoughts of Paramount (M&P) (1,800; 25-30-50)—Pelnismand (Par) (2d run) and Easy to Take' (Par) (1,800; 25-30-50)—Pelnismand (Par) (2d run) dual. Looks like fine \$13,000 easily due to downtown location and 1st-run turnaway two weeks ago. (College Holiday' (Par) and 'Let's Make a Million' (Par) dual. last week (3,500 with 'Banio' (20th) urcharley Chgn at Opera' (20th) (2d run) and 'College Holiday' (Par) (2d run) (

Friscoites Don't Mind Drs., So Pic Biz Good Despite Flu; Cagney Big \$19,500

Cagney, \$9,000, Hot In Prov.; 'Allah' 13G

Providence, Jan. 19.

Although there are no particularly fetching programs this week, business seems to be okay. Ohe holdover, 'Plainsman' at the Strand, and even there the pace is nothing to sneeze at. Topper looks like 'Allah' at Loew's, with 'Great Guy' at Albe's lated for second place.

Estimates for This Week

Tay's (2,000; 15-25-40)—Laughing at Trouble' (20th) and vaude. Emphasis seems to be on the variety show this week: Spot should garner close to \$7,000 for better, than verage week. Last week 'Smart Blonde' (WB) was also up in the late of the control of the con

(MG) wasn't strong in second ween, \$7.800.

Majestic (Fay) (2,200; 1-25-40).

Tove Song (WB) and Polo Joe' (WB). House anticipates around \$7.600, not bad. Last week 'One a Million' (20th) was surprise, with gross sprinting to \$11,500, great.

REO Albee (2,300; 15-25-40).

Great Guy (GN) and 'Hying Hostess' (U). Cagney responsible for swell \$8,000 pace. Last week 'Girl from Paris' (RKQ), and 'Mysterious Crossing' (U) was another dandy at \$8,000.

Strand (Indie) (2,200; 25-40).

Strand (Indie) (2,200; 25-40).

Plainsman (Par) (2d wk). Off to a good start and six-day run should bring no less than \$6,800. Last week, same pic led town with \$12,300, big.

'Million,' Waring Mean Big \$50,000 In Okay Hub Biz

Met this week with hot combination of 'One in a Million' and Fred Waring and his Pennsylvanians. Combowill run away with the rest of the

Heaviest opposish is RKO Boston

What with health officers, doctors and druggists advising, people to stay, away from crowds in order to avoid colds, and five which seem to avoid colds, and five which seem to be spreading here, theatre ops should be going around with long faces. In spite of the drawbacks, however, pix are doing okay. "Carden of, Allah' at the United Artists, and Camille and the United Artists, and Camille at the Camille and the United Artists, and Camille and the United Artists and the United Artists, and Camille and the United Artists and the United Artists and the United Artists and the United Artists and the United Artists

Estimates for This Week

incr au inc raramount. Opening of.
Three Smart Girls' at the Orpheum
was disappointing.

Estimates for This Week
Enbassy (RKO-Cohen) (1,512, 3035-40)—That Girl from Paris' (RKO)
and 'Yellow Cargo' (GN) (3d week).
Lily Pons and cast of comics in RKO,
icture should give this house nice
\$4,000 after excellent two weeks at
the Golden Gate. Last week 'Rainbow on the River' (RKO) and
Eyerything is Thunder' (RB) did
Eyerything is Child week. San
Francisco setting to this Powell-Loy
sequel helping biz considerably, very
good \$16,000 anticipated after recordbreaking first week. Last week terrific at \$28,000.

"Golden Gate (N) And vaude. Carrific at \$28,000.

"Great attyr (RT) this huse, which
is charging 15c more in the evenings.
Looks like terrific \$19,500. Second
week of 'That Girl from Paris'
(RKO) helped by Three Stooges on
the stage. Big at \$17,500.

"Orpheum (F&M) (2,400; 30-35-40)

"Three Smart Girls' (U) and 'Find
the 'Woman' (Col). Terrific camrigin on Deanna Durbin, but on
specific the strength of the Stooges

"Orpheum (Fam) (2,440; 30-35-40)

"Farmount (F-WC) (2,740; 30-35-40)

"Gold Country and the Woman'
(WB) and 'Crack-Up' (20th). Garneting fine \$14,000. Last week Sing
Me a Love Song' (WB) and 'Sinner
Take All' (U) good at \$5,000.

"Farmount (F-WC) (2,740; 30-3540)—"Plainsman' (Par) and 'Man Betrayed' (Rep') (3d week). Plenty of
interest being shown in the DeMille
hoss oppy. Swell \$5,000.

"Warfield (F-WC) (2,860; \$5-40-55)

"Camille' (MG) and 'Let's Make a
Million' (Par). Combination of
Garbo and Taylor good bo. fodder.
Looks 'like okey \$1,600.

"And Allah' (UA). Mathies.

"Gillon' (Par). Combination of
Orbin in a Million' (20th) and 'Along
came Lovel' (Par). honey at
\$12,000.

Cold Ices Portland B. O.'s; Romeo,' 4 Days, Good 4G

Portland, Ore., Jan. 19.
Cold snap taking edge of grosses.
Road-showing of Romeo and Juliet at Mayfair at \$1.10 top burg's high-

at Mayrair at \$1.10 top burg's highlight.

Estimates for This Week

Broadway (Parker) (2,000: 30-40)

—After the Thir Man' (MG) and
Down the Stretch' (FN), dual (4th
week). Biz levelling off to nice
\$4,700. Third week did nicely at
\$5,200. First two weeks piled up
total of \$2,000. Parker - Evergreen).

(MG). Roadshowed two-a-day collected raves and ran up good \$4,000.

(MG). Roadshowed two-a-day collected raves and ran up good \$4,000
in four days. Last week (admish 30

40). North of Nome' (Col) and The
Plot Thickens' (RKO), hit average.
\$2,200.

Orpheum '(Hamrick Evergeen)

Forth worth of the control of the co

Inaug. Hypos Wash.; 'Million,' Velez, Weismuller, 35G; 'Sec,' Vaude, 171/2G

Washington,
Mobs inaugural visitors will keep every house well in the black this week regardless offering. Capitol, town's largest showplace, is making direct bid for inaugural trade with Lupe Velez and Johnny Weismuller heading stage show. Loew interests also put repeats of 'After the Thin Man' and 'Camille' in two straight pic houses to catch the yokels.

Belasco is itely through, Matty Radin having given up lease, and house reverting back to Shipers after two-year try at foreign films and revivals.

Estimates for This Week Capitol (Loew) (3424; 25-35-60)—After the Thin Man' and Camille' in the property of the control of the c

films and revivals.

Estimates for This Week
Capitol (Loew) (3.42; 25-35-60)—
One in a Million' (20th) and vaude.
Plemty interest in Sonia Henie, plus
Lupe Velez and Weismuller heading vaude show, getting the visitors for probably smash \$35,000. Last week
Garden of All'nh' (UA) and Salic
Puppets got \$23,000, good.

Columbla (Loew) (1.583; 25-40)—
Camille (MG) (2d run). Had two weeks on mainstem, but the tourists giving it nice \$5,000. Last week
Right' (Col) (revival) and solic streets, this house should see good spots for the proposition, folded and singular growds overflowing to side streets, this house should see good \$2,600. Last week
Right' (Col) (revival), oke \$2,100.

ALLIED'S PIX BUYING COR

In Denying GTP-Duovac Inj. Vs. **ERPI, Court Reviews Sound's History**

By ROBERT E. CURTIN

Wilmington, Jan. 19. Judge John P. U. S. District Nields washes up U. S. District Court here the double anti-trust equity actions brought by General ralking Pictures, Inc., Duoyac Radio agai American Telephone Radio agai

rating Pictures, Inc., Duovac Radio agai American Telephone & Telegraph, Western Electric and Electrical Research Products, over licensing practice on talking picture equipment. Opinion handed down late Saturday 116. dismisses the complaints against A. T. & T. and W. E., and denies an injunction against ERPI. But the opinion holds the ERPI squality and repair and replacement licenses clauses are illegal, and the court retains jurisdiction in case ERPI should try to enforce them later.

Permanent injunctions denied on the ground ERPI has abandoned these clauses although they have not been formally declared out of effect. As to the clauses now outstanding, of the court that they are void and in offect should advise the trade that no damage or threatened injury can arise therefrom in the future.

Charging it had been deprived of 50% of the equipment market hrough the ERPI license agreements, and the producer in as of the producer in a series agreements, and the producer agreement in so far as they restrict streets in as of ar as they restrict

enjoined from enforcing the theatre license agreements; and the producer agreements in so far as they restrict or limit producers in distribution of talkies. Also asked that the licensing agreements be declared void ab lutto, or from the beginning.

Initio, or from the beginning.
Judge Nields denied the 'ab initio'
contention and 'turned his whole
opinion on the idea that the history
of talking pictures is divided into
two parts—the research and experimental stage, and 'the commercial
stage, angements were legal in the
superimental stage, he held, 'because
it is avident that there is no unlawultrestraint of trade where there is
no trade.'

'Industrial

Industrial

Developing the theory of the two
stages in the industry, Judge Nields
said: The rapid growth of this giant
enterprise from birth to maturity is
one of the wonders of modern science. it meant an industrial
revolution, which provided "the
greatest form of modern entertal
ment." Then he reviewed the di
culties of introducing the new equipment, includi the cool attitude of
the industry even after the DeForest
show at the
New York, in
1923.

Onlinion reviews the WE agree.

Opinion reviews the WE agreement with Walter J. ich to exploit its equipment commercially, and the subsequent old license agreement with Vitaphone, under which Vitaphone sub-licensed Fox-Case, ich produced 'Don Juan' in 1927, further demonstrati sibilities of sound.

1827, further demonstrati
slblitiles of sound.

At the same time, Judge Nields
pointed out, producers were placed
on a-spot because of their big
vestment in silent ictures, and
vestment of big five agreement of
1827 among Metro, Universal, First
Mational, Producers Distilling Corp.
and Par, under which they agreed
to hold off for a year, decide together and standardize on equipment so that pictures would be interchangeable. Judge Nields emphasized that hone of the defendants
were parties to this agreement.

With the organization ERPI
May 18, 1927, came the 'termination
agreement,' ending Vitaphone
itenses; the 'new licensing agreement,' and the 'contractual letter,' all
as of April 2 that year, the opinion
points out. Under the contractual
letter, producers agreed not to distribute ERPI-recorded pictures to
chibis with non-ERPI reproducing
agreement, but this was modified in
1928 under the 'equality clause' permitting reproduction of ERPIrecorded pictures on other equipment of equal quality. Opinion
pointed out this, modification came
five years before beginning of the.

equity actions and eight years before trial.

After reviewing the C. Mills (ASCAP) agreement autumn, 1927, with ERPI, restricting use of Mills-copyriphed, music to ERPI equipment, and subsequent Mills agreement of the same effect with RCA, opinion dismisses these with the observation that Mills waived the restrictive clauses before the action was taken to court.

Beginning of the commercial phase of talking pictures is fixed as of May 11, 1928, when the ERPI contractual letters involved 90% of producers and 40% of exhi Under this letter, opinion says, the testimony shows there was 'no disagreement between Products (ERPI) and its licensees and no arbitration was required. 'Also points out that out of 10 exhibs who testified, only one claimed any difficulty in getting ERPI-recorded pictures for non-ERPI reproducers. Opi finds justification for the agreements in that prompt manufacture of the equipment was vital and had to, be done by a responsible company.

If there were any difficulty getting ERPI-recorded pictures fron non-ERPI theatre equipment. Judge Niels holds, 'it is unbelievable that there should not have been abundant evidence that the exhi itors were restrained. Irom taking plaintiffs apparatus because of fear of their inability to get pictures from Products Licensees'.

As to repair and replacement provisions, opinion points out ERPI operated this phase of its business without profit and it was a vital necessity to preserve this provision of the exhibit of ERPI's equipment.

W. E. Wins in N. J.

Western Electric won a favorable

W. E. Wins in N. J.

W. E. Wins in N. J.

Western Electric won a favorable decision in U. S. district court, New Jersey, last week in the suit of Biophone Corp. to have the court set aside default decrees entered in the same jurisdiction in 1934. Court denied the motion made by Biophone seeking to set asic: the decrees caused by the failure of the Bio. Corp., to file an answer after motions by defense counsel to dismiss bills of complaint had been denied. Suit was brought by W. E. et al. for infringement of 16 patents covering important features of sound reproducing systems as used in talking pictures. Court held that 'there is but one inference here and that is that the defendant, the Biophone Corp. did not intend to defend these suits until it was deemed expedient so to do in the light of its litigation referred to has lo do with a suit instituted by the Biophone Corp. against W. E. on April 25, 1934, for treble damages in the amount of \$15,000,000. Time elapsed between making the motion and its disposition by court's order in October, 1934, figured in the decision.

A.T. & T.-Erpi Win Motion For Bill of Particulars

Harrison Amuse, Corp. and 68 other amusement firms were yester-day. (Tuesday), directed to supply Erpi, A. & T. and Western Electric with a bill of particulars in connection with the anti-trust suit brought by Harrison et al. Plaintiffs claim the three companies violated the Sherman act in relation to sound equipment for motion picture houses and are asking damages totaling and are asking damages totaling \$903,850.

\$903,850. Judge Knox, who granted the request for the bill, specifically ordered the plaintiffs to supply to the defendants names and addresses of all officers, firms and theatres involved in the action.

Shearer Q. T. in N. Y.

Norma Shearer arrived. New York from Hollywood last week and is visiting with friends. No definite plans for her next product: at Metro have been decided upon. The date of her return to California indefinite.

AS A LEGAL GAG

Proposed New Corporation Would Be Given Shares of Stock in Each Theatre -Legal Stymie to Exchanges Which Heretofore Refused Service

STOCK AS PAYOFF

icago.

With the current film-buying sea son now reaching its end, and picture contracts set for the coming season Allied independent exhi itor organi zation is making plans a cam-pai for the revival of its buying circuit with the start of the 1937-38 film-buyi summer.

Local buying circui dead past three years, the exchanges simply refusing sell product unless buyers had an actual financial interest in the theatres for which they sought pictures:

which they sought pictures;
Some of the exhibitors have been
yelping that this was conspiracy and
restraint of trade, but the exhibs
have been unable to give any proof
or evidence that there was collusion
in the refusal of the distributors to
self to buying circuits.

sell to buying circuits.

But Allied, it is understood, will attempt to circumvent the distributors refusal to, sell to buying circuits by setting up a film purchase group which will meet all the rules and specifications established by the exchanges themselves when they nixed any deals with these buying organizations.

A Frank Ruse

organizations.

A Frank Ruse

Main item in the set-up will be to meet the ruling by the exchanges that the buyer must have an actual interest in the house. To meet this demand, Allled is reported setting up a holding corporation, which will have at least one share of stock in each of the theatres for which the buyer circuit will purchase product. This corporation would thus have a financial interest in the houses.

This share or two shares of stock, depending on the house, would then serve as the means, of paying the buying circuit for handling the purchase details. Under the former setup the houses paid from \$10 to \$25 a. week to the buying and booking circuit for its services. The stock deals will be made so as to give the circuit about the same sort of coin return.

While this type of arrangement would meet the letter of the ruling established by the individual exchange men, most of the distributors still won't like the idea of a strong buying circuit. Many of the exchanges claim the buying group used too much pressure in making deals, and they fear that this pressure cannot be overcome. The only buying circuit of which they approve is the Alliech buying group in making deals, and they fear that this pressure cannot be overcome. The only buying circuit of which they approve is the Alliech buying group in appearance of the

operated by H. M. Richey.
While the local exchange men have taken unofficial cognizance of the reports of Allied's plan to revive its buying circuit on a legal' basis, they are makin no plans to combat the setup at this time. They are waiting until they get to the bridge before hopping. There is no question they have a great distaste for any kind of buying group, it naturally means negotiating with a powerful combination rather than getting the individual exhibs to bid against each other. other.

other.

Which means that film row is gird.

Which means that film row is gird.

Which means that film row is gird.

If the film of the big fights of its history, with the combatants to cross swords in about four months, when Allied is figured to have completed the final details of its new buying corporation. E-hibs aver they will buy only through the buying group, while the exchanges seem just as determined to continue-selling only to the individual exhibs.

continental ir recor yesterday. Detailed the continue-selling only of the continue-selling only to the individual exhibs.

PSEUDO PARTNERS Showman's Idea on '10 Poorest' Pix; Hunter Perry Differs on '10 Best'

Brotherly Ballyhoo

ittsburgh,

ittsburgh,

John Goring, manager of Fulton, whose newspaper ads have been getting a lot of attentiaround here of late, believes that turn abouts' fair play. Fortnight ago, in announcing ho, for Shirley Temple's 'Stowhe took an indirect slap Penn and Warner by And when we say holdween the took an indirect slap Penn and Warner by And when we say holdween to we mean at the same house, and not a second-run at another house. He was referring to custom of Alvi shuttling pictures. Palace and Penn to Warner and announcing it as a hold-over.

Goring waited for a week or a retaligation but when none was forthcoming, he agured the boys were good sports, could take it and deserved the other cheek. So last week announcing a hold-over for Charles Laughton's 'Rembrandt,' the Fulton manager headed his ad with, 'Pittsburgh starts the New Year with great pictures,' and in addition to listing his own attraction, billed those at the Alvin, Penn and Warner by title, also mentioning the three opposition houses by name.

Bklyn Par Alone Making Its Stage Basketball Pay

Several Brooklyn neighborhood houses with stages of sufficient dimensions, among them the Patio and Sunnyside, have thrown in the sponge on basketball games as a susiness stimulator, but the downtown Paramount continues with the idea every Friday night plus double feature bills. While the Par was highly successful last winter with basketball games and seemingly has built up a trade for "the novelty, the neighborhoods operators couldn't make it. pay.

built up a trade for the novelty, the neighborhoods operators couldn't make it pay.

Last year the Brooklyn Par put on its two-part baskethall contests around 11 o'clock after the showing of both features. This winter the management changed the policy to spot the games earlier between the two features with a view to luring more nabe trade which might not want to stay out. The Friday night patrons can come early, see both pictures plus the game and get home early. Draw, from more distant ighborhood sections, it is the field, is increased through this change. The Par is paying from \$300 to \$500 for teams. Freak outfits, it has been found, are the best bo, pullers, teams such as the House of David and Alabama itts doing the best bus Among teams booked at present is Kate Smith's Celtics. Miss Smith will be on when the team plays the house, but due to radii contracts can't do any performing.

HOWARD HUGHES SETS ANOTHER AIR RECORD

Howar Hughes, film producer-sportsman, established a new transsportsman, established a new trans-continental ir recor yesterday. (Tuesday). by arrivi at Newark Airport, Newark, N. J., exactly seven hours and 28 minutes after he left Union Air Terminal, Los Arigeles, Hughes ight east averaged 332 m.p.h.

Charlottesville, Va., Editor. VARIETY:

Editor, Vantery:

company operates three
theatres in Charlottesville, Virgini
i which town is located the University of Virginia.

Much publicity has been iven the
10 best pictures of the year, and each
year we usually repeat these pictures. This year we have been requested (as a sporting proposition)
to repeat the '10 worst' pictures of
the year, and because of the shortage of good product—we are almost willing to do this.

It was suggested in order to
termine the '10 pictures of
the year, that those 10 which received the most unfavorable
cism from your paper be the ones
shown.

If it is consistent with your policy

the year, that those 10 which received the most unlavorable cism from your paper be the ones shown.

If it is consistent with your policy, would appreciate your letting me have a list of the 10 pictures which you considered to be worst for the year just ended. Perry's 28 Letter
Charlottesville, Va., Jan. 16.
There are people who will disagree on any subject. This applies to pictures, both good and bad. Our company, operates theatres in Charlottesville, in which city is located the University of Virginia, and much controversy has taken. Place, particularly among the students at the University, over the various lists of 10 best pictures. They take issue with a number of them with a number of them seemed to show them what good pictures they really see in Charlotteville, where, by the way, we exhibit the product of practically all producers. This could be done by showing them the outstanding poor pictures of the year, and I had hoped that someone in your film review department could give me a list of those you so the few, reviewing, mediums with hich both the students and our selves operators are in accord. Since this can not be done (and I am still interested in having a list of the 10 poorest) maybe I will have to run a local contest and have the patrons of our theatres vote to decide the issue. And then because I think it would be interesting, and maybe not so unprofitable—I could repeat these pictures for the purpose of makic comparisons.

It all sounds foolish, but it would at least be interesting.

F&M Taking the Rap

F&M Taking the Rap For \$1,000 Weekly Rent While 3 Houses Shut

St. Louis, Jan.

St. Louis, Jan.

Recent shuttering of Orpheum and Shubert-Rialto Theatres because of failure of Fanchon & Marco to obtain concessions from IATSE in personnel of stage hands and projectionists and continued darkness of New Grand Central theatre, in process of alterations, costing F&M approximately \$1,000 weekly rent on three houses. Orpheum downtown and Shubert laito on Grand boulevard were obtained from Warner Bros, year ago when troubles that caused prolonged littgation in Federal and State courts here were settled in New York.

Lease on Shubert-Rialto expires next September, while that of Orpheum has two years to run. New Grand Central will be known as 'Cinema Guild' when alterations are completed and used for showing of specialized films, according to F&Mexecs.

Bachman Agency Shift

Bachman Agency Split.
Hollywood, Jan. 19.
Jack Bachman has purchased Walter Herzbrun's half interest in their agency.
Henceforth it will be known as the J. G. Bachman Co. Bachman will keep his present staff.

Surfeit of New Plays in Budapest, With Ten Seen as Likely Clicks

Budapest, Jan. 8.

Such a surfeit of new plays in Budapest theatres. Iast few weeks that harrassed critics were totally unable to cope with the whole lot.

was brisk throughout, giving the impression that there are at least 10 hits in town, although none of the new plays is outstanding, except by way of production and cast. Remains to be seen, when the boom is over, which, if any of the new shows proves to be a lasting success.

There are three new musicals figuring as vehicles for artists celebrating comebacks after foreign success. Royal theatre has 3-1, Love Leading, with Rosie Barsony and Oscar Denes in the lead. Both, but more especially Denes, after four years' absence during which he made iences from London to Sydney join in his hearty guffaws in Victoria and Her. Hussar, were heartily welcomed. Paul Abraham wrote the score.

Girl Who Belonss to Everyone.

heartily welcomed. Paul Abraham wrote the score.

Girl Who Belongs to Everyone,' book by Tamas Emoed, music by Raiph Benetzky, at the Muyesz theatre, a comeback play for Marika Roekk, who has been filming Ufa in Berlin for the past two Benetzky's music helps a lot, Irene Zilahy's Return Wanted, a Room for a Lady,' book by Kulinyi and Rejtoe, music by Szigmondy, is at the Kamara theatre, with Irene Zilahy in the leading part. She had been in French, pictures for the past few seasons, her main role being in the screen version of Tovarich.'

of Troughth.

Talling Leaves, at the Varosi Theatre, has freat appeal for those who hanker after the good old days. It's a sort of revue centering around the career of a composer, Show was put an incelebration of the 30 years anniversary of Bela Zerkovitz as a song writer. He was the smash hit composer in Budapest's Tin Fan Alley in pre-war days. Score is compiled of his pop ditties, with a few new numbers.

ew new numbers.

Prose plays intended to lure audinces have been chosen with less

Other Plays

Other Plays

It Is Hard to Break Off is the clumsy title of Kalman Csatho's comedy at the Magyar theatre. If Give No Dowry, by Imre Foeldes, at the Vigszinhaz, is another obsolete comedy in spite of its topical theme. Money, Money, Money! by a new man, Paul Barabas, is at the National. Barabas betrays real talent, but this first play of his has many imperfections.

Imperfections.

By far the best of the lot is 'Come
Back' the First,' by Stella and
Beleffy, at the Andressy-ut Theatre.

In this bright and amusing comedy,
Ida Tursy, who is on the way to become a second Francisca Gaal, for
years the mascot of Budapest stages,
the the lead.

Of the foreign plays, the greatest

has the lead.

Of the foreign plays, the greatest success is Edith Ellis' Lady of La Paz, at the Pesti Theatre, with Sari Fedak in the lead.

HEAT, LACK OF RAIN, HURTS BIZ IN SYDNEY

Cricket tests and tropical heat are not making it easy for the managers to get any money this week. Real vacation seriod begins at the weekend, and then trade should mount, At present one can almost hear the managerial lads praying for some

Romeo and Juliet' (M-G) is going along nicely, but it would be hard to judge bo. take. Next week it should be a different story.

Lineup in Sydney at present includes 'General Died at Dawn' (Par), 'Orphan of Wilderness' (Cinesound), 'Rangle River' (Col), 'Poor Little Rich Girl' (20th), 'Suicide Club' (M-G), 'Dishonor Bright' (AD), 'Everything is Thunder' (G-B), 'Love Letters of Star' (U), 'Show Boat' (U), 'One Way Ticket' (Col), and 'I Give, My, Life' (Par).

Melbourne, Dec.

Biz is lifting somewhat. Like their Sydney brothers, the managers are lifting their voices in an appeal for a few wet days.
Current features include 'Private Number' (20th), 'The Ex-Mrs. Bradroft' (RKO), 'Message to Garcia' (Fox), 'Suzy' (M-G), 'General Died at Dawn' (Par), 'Public Enemy's Wife' (WB) and 'Unclvilized' (U).

Wardour Takes Sydney 'Orphan' for Britain

tuart F. Doyle has completed a deal with Wardour Films, London, for istribution of Cinesound's 'Or-phan of Wilderness' Great nic will also find a spot in the Ameri-

pic will also find a spot in the American market, something an Australian pic has so far failed to achieve. Cinesound's latest film, "It' Isn't Cone," is in the cutting-room and should be ready for release towards the end of January. Carl Dudley, American scenarist, and Eric Thompson, from Paramount, had a hand in the making of "It Isn't Done." Cinesound's next, "Tall Timbers, goes on the floor Jan. 1, starring Frank Leighton and Shirley Ann Richards, with Ken Hall megging.

BEGGAR OPERA TOPS SCHACH **'37 SKED**

John Gay's 'Beggar's Opera,' first ced in 1728, which ran a postwar London record of 1.463 performances on revival, has been lined up by Max Schach for his 1937 pro-duction schedule. Plans are to do it as a tinter, using the Chemicolor process, first used i 'Pagliacci.'

'Dynamite Nobel,' biography of the onor of prizes, is also slated.

donor of prizes, is also slated.
Others listed by Schach are: The
Stars Look Down, from A J
Cronin's best-seller, which Karl
Grune will direct immediately;
Mademoiselle Docteur, by drama
starring Dita Parlo; Siamese White,
from Maurice Collis, book; Wheat,
story of a Russian peasant family
which migrates to Manitoba; International Quartet, original by J. B.
Priestley; 'Passage des Princesses,'
Offenbach operetts; 'George Lovelace,
Offenbach operetts; 'George Lovelace, national Quartet, original by J. S. Priestley; Passage des Princesses; Offenbach operetta; George Lovelace, Tolpuddle Martyr, 'drama of the birth of the trade union movement in England; two starters for Tom Walls and two in which Walls will co-star with Ralph Lynn,

FIRST LEGIT PROD. BY GAUMONT-BRITISH

rchard Walls, adapted from the Hungarian by Merton Hodge, goes into the St. James theatre here Feb. 3.

Feb. 3.

This marks the entry it of Gaumont-British, the sponsors, and Henry Sherek. Gaumont-British also has the film rights.

Show pretty expensive straight play, costing approximately \$40,000 to stage, with a cast consisting of Valerie Taylor, Hugh Sinclair, Irene Vanbrugh, Sophie Stewart, Evelyn Roberts, Romald Ward and Arthur Sinclair. Raymond Massey is staging. sey is staging.

New Brazil Distrib

New distributor in Brazil is the Franco London Film Co., which will handle 'very special pictures'. Opening film is a French picture La Garconne, 'starring Marie Bell at the Gloria Theatre Jan. 4, to be followed by 'Broken Blossoms' (Hagen) with Dolly Haas and Emlyn Williams.

Vienna Film Congress

Vienna, Jan.
International Congress of Film
Chambers will be held in ienna
from Jan. 14 to Jan. 16.
Delegates from all parts of the
world are expected to attend.

United States does not belong.

Just to Start Off

London, 10.
Columbi sales force here, busy congratulating themselves on the newly installed five-day week, was informed that, coin-

week, was into med that, com-ciding with the new plan, a sales convention would be held at the very first week-end. Bringing them all in to work on Saturday—and Sunday.

SIR BEN FULLER BACK TO INDIE EXHIB BIZ

Sydney, Dec. 29.

Sydney, Dec. 29.

Sir Ben Fuller is clinching a deal whereby he will take control of the Crystal Palace in this city.

House years ago was an acer under the J. D. Williams direction, passing to the Union Theatres, Group later, but is currently being used as a dry, goods störe. Located in the main pic centre, it is directly opposite Hoyts Regent, and a few doors away from the Plaza.

Sir Ben says he hopes to have the Crystal Palace in full swing by next Easter on a strictly indie film policy. Figures that it will not cost much to reconstruct the theatre.

Some time back Fuller's leased its principal theatres to ider-Dean, but is now anxious to run a theatre in Sydney on indie lines. Pop admissions will be charged and a play made for family trade.

Sir Ben has also made an offer for another city site in the social centre and plans crection of a legit house if a deal can be set at a 'reasonable figure.'

No Aryan Clause in New Austrian Authors' Ass'n

ienna, Jan.
Considerable excitement when the new German Association of Austrian Authors was formed here. Max Mell became president and Hammerstein Equord, member of the Cultural Chamber, was appointed state advisor. Count Schaffgotsch Spunda moved that the Aryan paragraph be inserted in the statutes, whereupon the state advisor threatened to resign. Schaffgotsch and Spunda were voted down.

ened to resign. Schaffg Spunda were voted down

Native Employment Up in Hague Show Biz

The Hague, Jan. 8.

Recant legislation restricting employment of aliens in Holland had decreased the number of employed foreigners from 100,000 to

76,000.

Although the percentage atricals is not procurable, crease in the number of natives so employed will lend some comparison. There are now, more than 300 more Dutchmen, employed i show iz than in 1934.

Five-Day Week in London

London, Jan. 10. irst National has come in on the five-day week system inaugurated here by Columbia, Metro and Warners.

Warners.

Paramount is expected to follow suit. Wardour Films (Associated British dutlet) is 'considering.'

American Films Keep Lead in Rio With 86% of Releases; Censors Mild

All Seven Jerusalem Theatres Led by Germans

Jerusalem, Dec. 25.

R. Rosenheim, one-time stage boss in Koenigsberg and Zurich, has accepted appointment as manager of the Matateh (Satirical) theatre here. His presence makes it a truism that the Germans have taken over the Hebrew drama hook, line and sinker. Every one of the seven outfits in this country is now directed by Germans.

fits in this country is now directed by Germans, Rosenhelm will produce Matateh's forthcoming production of Martin Rest's libretto, and an adaption of Ilya Ehrenberg's novel, Lasik Rojt-schwantz'

O'NEILL CLICKS IN THE HAGUE,

VIENNA

Wienna, Jan.

American Minister George S. Messersmith was present at the opening night of Eugene O'Neill's 'Strange Interlude' at the Deutsche 'Olkstheater.' American colony was represented almost 100%.

W. Firmer directed the play which,

W. Firmer directed the play which, it he new German version, lasts only three hours. On the opening night (4), house was sold out and it is expected that the run will continue for many weeks: Margarete Fries, Gertude von Klastersky-Kollar, Dinorah Press, Hans Frank, Egon von Jordan, Kurt von Lessen, Theodor Grieg, Tonlo Riedl are in the cast.

Theodor Grace, — the cast. One 'strange interlude' happened in the cast, as Gertrude von Klas-tersky-Kollar, society femme, did not have actor's guild permit. tersky-Kollar, society femme, ou not have actor's guild permit. She had appeared previously in various plays, but had failed to become a professional under the new guild system of the country. Last minute intervention got her two weeks' grace; within this time she must pass the state examination.

'Wilderness' at Hague
The Hague, 8.
Holland got a heavy dose of foreign legit with the opening of two
plays this week, one in Amsterdam,
the other here. oth are in the
tive tongue.

tive tongue,
Theatre Royal opened with Eugene
O'Neill's 'Ah, Wilderness,' produced
by the Mask Legit Co. Central theatre, Amsterdam, has Rodney Ackland's 'After October,' produced by

Those Hot Tamales

Those Hot Tamales
Mexico City, Jan. 19.
Riot which wrecked most of the
house and injured 15 persons broke
out in the Cine Guerrero, largest
cinema in staid Puebla City, because
the management changed the program at the last minute.

222 British Feature Pix in '36 For Total of 27.9% Registered

London, 10.
Last year's total of British picture

Last year's total of British pictures showed a tally of 222 features and 196 shor with total footage of 1,641,534 feet, Figures given in the annual Board of Trade survey show home production represent 27,9% of pictures registered by department, a sight drop on last year's figure of 28.2%—first time since 1929 the percentage has not risen on the previous year's figure.
Actual numbers compare with 1935, showing 24 more British feature productions and 54 more shorts in 1936.

In the period of the survey 530

by the Board of Trade shows the following figures:

British pictures—222 features (1,-428,281 ft.) and 196 shorts (213,253

British pictures—222 features (1,-428,281 ft.) and 196 shorts (213,253 ft.); foreign pictures—530 features (3,463,473 ft.) and 612 shorts (784,-476 ft.)

(3,463,473 ft.) and 612 shorts (784,-943 ft.). Combined aggregate is 752 fea-tures (4,881,754 ft.) and 808 shorts (998,196 ft.).

represents a record for U. K. produc tion. Foreign footage is also up on 1935.

Actual numbers compare with 1935, showing 24 more British features productions and 54 more shorts in 1936.

In the period of the survey 530 foreign features (mostly American) and 612 shorts were registered here an increase of 27 and one respectively on 1935 figures.

Complete statement as tabulated other parts of the world.

Backward glance at the 1936 film season in Brazil shows American pictures holding their own at about the same ratio as in 1935, although British and German companies are showing more signs of life and local producers are improving their prod-

uct greatly.

According to the records of the Federal Censorship Bureau of the Mi istry of Justice 86% pf all feature-length films submitted for censorship during '36 were of American ori . Censorship has been very lement, records showing that, of 3,899,561 ft. of film submitted to the bureau, only 34,325 ft, or less than 1%, was rejected.

Total of 231,000 ft. of motion pic-

tures was produced in Brazil during the year at an approximate cost of \$75,000. Of this footage 182,000 ft. consisted of 530 newsreels and short subjects with sound, ranging in length 330 ft. to 490, ft. These shorts are sustained through the law requiring exhibitors to show a minimum of 232 ft. of domestic film with each program and keep 30-odd producers working steadily:

Action of the Federal Government tures was produced in Brazil du

Action of the Federal Government in offering an annual cash prize for the best picture of this type has done much to improve the quality. However, the majority are technically poor and audiences regard them as a necessary evil.

Local Production

Local Production

Balance of the motion picture footage produced in Brazil during the year, 49,000 ft., represents seven feature-length pictures, which showed some advancement in technical details and direction but are still not regarded as a competitive factor, being inferior to foreign films and having largely regional appeal.

Following is a description of Brazilian product in the order released during the year: 'Allo, Allo, Carnival', 'Hello, Hello, Carnival', 'Approx. cost, \$9,800; Tazenda Fita' ('Flirting'), approx. cost, \$9,800; Cidade Mulher' ('Woman City'), approx. cost, \$2,400; 'Cacando Feras' ('Hunting Beasts'), approx. cost, \$1,500; Bonnequinha de Seda' ('Little Silk Doll') approx. cost, \$18,000; Joao Ninguem' ('John Nobody'), approx. cost, \$18,000.

Bonnequinha de Seda', starring Gilda de Abrei, was the hit produc-

cost, \$8,000.

Bonnequinha de Seda, starring
Gilda de Abreu, was the hit production of this group, running five
weeks at the Palacio theatre, one
of the leading first-run houses i
Rio. 'Joao Ningeum' was number
two choice, starri Mesquitinha,
fave local comic.

SACHA GUITRY CYCLE OF PLAYS FOR EXPO

Regardless how slowly others may be getting on with their plans for the Exposition next year, Sacha Guitry already has his route mapped out.

mapped out.

He is going to do a 'Cycle Sacha Guittny,' in which three of his plays will be presented at the Theatre de la Madeleine. Besides the attraction of Guitry limself appearing in his own plays, Cecile Sorel has promised to play opposite him in one of productions.

to be produced are 'Desire,'
'Faisons un Reve' ('Let's Make a Dream') and 'Jean de la Fontaine.'
Sorel will take the role of Ninon de Lenclos in the latter.

For the moment Guitry is taking a rest with some winter sports, but plans to start another film around the middle of February. When that is finished it will be time for him to get busy on his 'cycle.'

Sir Ben's Play

ir Fuller thinks he has a good legit chance with a play by a local author titled 'Desire Brings Welcome,'

Play was produced in an amateur.
house last week in Sydney and met
with some success. It is written by
Kenn Brodziak. Ben thinks it would stand a chance on Broadway.

Biggest Revelry and B.O. in Years As Paris Celebrates End of Year

Year-end revely here reached a new hi itch of hilarity for cent times. Celebrations which were ushered in with Santa Claus and ushered out the old year took the high jump to bring the best returns to almost every kind of amusement being offered the public that the last few years have seen.

Cinemas, restaurants, de-luxe cafes, music-halls, legit theatres

houses, cabarets and ight bistrots with their zinc counters, re-port takings above those any similar season since the, of the depression.

Few box-office returns from a own story. 'Folies' Tops

Folies Tops
Paul Derval's 'Folies Bergere,
where Josephine Baker is starring
in a revue, led the bunch with approximately \$5,600 on 'New Year's
eve biz, pushed by the Chatele
where 'Yana,' an operetta with Bach
taking the top 'line, garnered approximately \$4,000.

or of Varna's houses, the Casino de Paris, comes next, where the Tino Rossi revue caught on to the tune of an estimated \$4,200, while Bourder's new play. Tric-Frac, at the Michodiere, followed with approximately \$4,000. Theatre des Ambassadeurs marched into line with "Pelican," French adaptation of Maugham's The Bread Winner, estimating \$2,600, followed by the Opera-Comique, where Carmen was presented to onlookers who had paid about \$2,500 to see it.

about \$2,500 to see it.
Varna's new revue at the Alcazar,
Ca C'est Marseilles, estimated
\$2,000, followed by the ComedieFrançaise, where du Musset's 'Le
Chandelier' estimated \$1,900.

Vaude. Niteries

These were houses where figures could be obtained, but inquiry showed that others did just as well in proportion. Mitty Goldin's A. B. C. vaude, with Georges Milton headlining, lacked a few francs of breaking all house records.

Cinemas, practically all of which presented midnight shows, did almost as well and night clubs and cabarets caught more than a sufficiency of these crowds as they left the theatres.

Visit around the old established spots, like Sheherazade, Casanova, Chez Florence, Bal Tabari, Melody's and the more recent ones like the Caprice Viennoise, Le Grand Jeu and others in Montmartre, showed overflowing crowds that stayed and stayed.

On Champs-Elysees

Up. Champs-Enysees way, Chez Josephine Baker caught its share of the revellers, as well as the Villa d'Est and the Lido; across the river Jimmy's, where Brick Top pearing, did more than well, as did La Villa, Venus and others.

La Villa, Venus and others.

Even the de-luxe cafes on the
boulevards brought in bands to play
for the late drinkers and there were
plenty of them. Managers, owners
and operators of all these amusement
places here say that it this spurt of
business is any indication of what
can be expected during the coming,
year they are heading for a boom.

Argentine's Local-Made

Muchacha Circo' ('Girl of the Circus'), first of Argentine Films' current season's schedule, is near completion and will be released at the Broadway theatre here on Feb. 20.

Film is musical comedy by Matos Rodriguez from a story by Bayon Herrera and Manuel Romero. It is expected to be ready for the cutting room by Feb. 5.

Loudon Ends Coast Call

Hollywood,

Hollywood,
Norman G. M. Loudon, irector of
Sound City ios, Shepperton,
England, has departed for New York
after spending two weeks ogling
roduction here.
While here he contracted for several new RCA ultra-violet recording
its.

GBS in Dutch

The Hague,

The Hague,
The Hague,
The Hague,
The Hague,
The Hague,
The Hague,
The Hague,
The Hague,
The Hague,
The Hague,
The Hague,
The Hague,
The Hague,
The Hague,
Title role will be handled by Lily
Bouwnesster. Edward Verkade and
John de Meester, Jr., have the chief
male roles.

U.S. LANDS 120 OF 262 FILMS IN PRAGUE

Prague, 8.
Second year since the lifting of the U. S. ban here is over and Americans have a stronger hold on the leading position in the local market. Of 262 films which had their first run in Prague during 1936, 120 were of American origin. Of the other released films, 25 were of home production, 68 German, 19 Austrian, 14 French, nine Russian and St. British.
Of the U. S. commanies, Matra Lea

British.

Of the U. S. companies, Metro led with 33 first-runs, 20th-Fox brought in 24, Par had 23, United Artists 12 and Universal 11, Twelve Columbia pictures were released through Koruna Films, local distrib, and five RKO pictures through Metropolitan, Warner-First National was represented here by only two new films, which were distributed by Emil Meissner-Films, also locat.

HAGUE LIKES NEWSREELS

Second City in Europe to Have Two Straight 'Reel Houses

The Hague, Jan. 8.

The Hague, Jan. 8.

Localites are going ga-ga over newsreels to such an extent that therater managers have instituted special showing times for just the news clips during the day. Theatres which normally run two shows daily, eve and mat, are now getting 10c admish for clip showings from 9:00 a.m. to 2:00 p.m. and from 5:00 to 7:00 p.m.

Hague's first straight newsreel house, the Cineac, is doing such good business it necessitated the opening of another. Paris and The Hague are the only two cities on the continent with two or more such theatres.

theatres.

Wealth of material now available in troubled Europe has aided greatly. Cineac opened its doors almost with the beginning of the Italo-Ethiopian war and has since had plenty to show, what with the Spanish crisis, local governmental moves, (Hague is the seat of the country), the Royal British romance and now this nation's own royal romance.

2 New Italian Pics

Rome, Jan. 8.

Work has been started here on two new films, 'Questi Ragazzi' (These Boys'), and 'Ho Perdudo Marito' (Tve Lost My Husband').

Marito' (Tve Lost My Husband').

'Questi Ragazzi' is being produced
by Romulus Film at the Pisorno studios, Tirrenia. Story is based on a
comedy by Gherardo Gherardi, and
the playwright has collaborated on
the dialog for the films. Luciano
Doria will direct. Vittorio De Sica,
Giuditta Rissone, and Paola Barbara
will be featured.

Sydney Idea

Sydney, Dec. 19.
People here have started a campaign to have the king's birthday celebration legally recognized some time in May.
'As it stands now, the ruler's natal day i December hurts Christmas biz.

YANKS PREPARE **ALIBIS IN SYDNEY**

Sydney, Dec. 29.

(American) distri preparing their answers to Chief Secretary over the Quota tangle, Distribs have until the New Year to get their answers

the New Year to get their answers completed.
Chief Secretary mentioned last week in the press that quite a few of the American distribs had not fully lived up to the Quota law on its first year of operation, which expires Dec. 31. Hints were dropped here and there that the government intends asking some serious questions on the Quota muddle within the first few weeks of 1937. Distribs are readying their answers in time, so that they will not be caught short. All alibis will go through the Motion Picture Distributors' Ass'n to the Film Board of Trade for transference to the government, it is believed.

to the Film Board of Trade for transference to the government, it is believed.

Maybe, if the alibis are solid, the government will sell the distribs to be good boys in the future and abide by the law. And it is certain that the distribs will make their alibis good ones before going before the big-wigs, it has been mentioned that inside pressure has been brought to bear on the government for a show-down with the Yankees over the Quota muddle. That tittle word in the Act, 'acquire' is the real stumbling-block, and yet it is this word upon which the distribs hope to play their trump card—that its, of course, if the government feels in a playing mood.

Distribs say that the word means they are simply expected to acquire for distribution whatever local pix are on the home market. There are others who say that the word means Americans must produce locally, if there are not sufficient locals produced to meet the full requirements. Government itself, thus far, has said, 'there's the law, figure out just what it means.'

Two New Dutch Pix

The Hague, Jan. 8.

The Hague, Jan. 8.

Couple of new Dutch films are nearly ready for marketing. Boefie' ('Urchi ') is near completion at the Barnsteyn Studios here. Other, 'High Hat Ballade,' will be released next week for premiere at the Tuschinsky Cinema, Amsterdam. 'Urchin' is taken from a novel by Brusse and was also done as a play, with Mrs. Annie van Ees in the title role.

Mayor Kills Tough Cinema Tax Aimed at New MGM House in Rio

And in N. Y.?

London, Jan. 10.

Walter llis perhaps holds the record for having his most recent play, produced under various titles.

Piece has been announced for Czech production in Prague under the title of 'The Hoffmann Scandal.' It been produced as 'Richest Girl in the World' in Copenhagen: as 'Judy's First Appearance' in Warsaw; as 'The Girl in the Shadow in Vienna. English try-out of the play, in Richmond, was billed under title 'Bedtime Story'.

IMPERIAL QUOTA PRESSURE STARTS

British distribs here are now pressing for an Imperial Quota.
Correspondence has already passed between the distribs and Premier Stevens of New South Wales on the subject. Premier will grant an audience to a British representative just as soon as Parliament re-opens, after the vacation period. It is evidently the intention of British interests to lay certain information before the Premier covering the situation in Australia, so that the matter can pass through his hands to Prime Minister Lyons.

inrough his hands to Prime Minister Lyons.

Britishers have not forgotten the huddles the Premier had with the British film interests in London some time ago, and it is their idea to foster the introduction of this quota, for their own protection over the alleged inroads made by the foreign (American) operators in Australia. Last week the Film Board of Trade granted the request of the Britishers that they be permitted to appoint a representative to its Board. This request was granted after an application had been made to Chief Secretary Chaffey by the Britishers.

VIENNA SAYS NO TAX **INCREASE IN WIND**

Vienna. Jan.

For every foreign language film, Austrian importers mine pay a tax of approximately \$220. American companies have told the government that they will not state for any increase of this amount.

Rumors to the effect a raise was being considered were current re-cently in Vienna. Government, how-ever, declared that it will neither increase nor decrease the sum:

Rio de Janeiro, Jan. 7. Metro officials can now face the New Year with sighs of relief, having been on the hot seat for several weeks due to an act passed by the Rio Camara, or City Council, to tax their intake at the new CineMetro here, only Rio cinema with air-cooling, plush-chairs and latest sound-equipment. Relief came at the lith hour when the act was vetoed by the Mayor, backed by the Camara. Act (axe more adequately describes it) read as follows: Besides the established taxes, the cinema situated in the Federal District (Rio de Janeiro) belonging to or exploited by foreign companies functioning in Brazii, with the due authorization of the government, or national com-

Rio de Janeiro, Jan. 7.

Brazil, with the due authorization of the government, or national companies controlled directly or indirectly by producers or distributors of foreign films, shall pay 10% over all taxes and daily, an additional 10% over the total intake of each such house, necessitating for this payment, the presentation of the daily statement of intake. Agitated by local chain theatre towners, this bill was aimed directly at the new MCM house, it being the honly foreign-controlled or exploited theatre in Rio. Local press waxed indignant at this attempted blow at foreign enterprise.

Trying to Oust British Pic Biz From Ireland

Dublin, Jan.
Demands by the national Industrial Development Ass'n backed by the Irish Kinema and Theatre Ass'n, which will have the effect of squeezing out British enterprises, are being considered by the Free State Ministry for Industry and Commerce. Deputation which called on the Minister put up the following demands:

Minister put up the following demands:

All theatres operating in the Free State shall be licensed; licenses shall not be granted for theatres in construction or proposed unless the Minister is satisfied the capital is entirely Irish and operation entirely in the hands of nationals; licenses to be revoked in cases of theatres whose booking polley or conduct is influenced from outside the Free State and is shown to be detrimental: to houses controlled by nationals, or in cases of operators leasing houses to foreign (i.e. British) interests; no plans shall be passed unless a license has first been obtained from the Minister.

Rights of Irish nationals to employment in exchanges of foreign distributors is also being reviewed by the Associations, who are also calling for an Irish newsreel service reporting national events.

'Lovers and Luggers' Bought by Cinesound

Sydney, Dec. 29.
Cinesound has finalized a deal in
London with Werner Laurie, publishers, for the world's rights of
Gurney Slade's novel, 'Lovers and
Luggers,' Rights include film, performing rights, broadcasting, and
television.

rights, broadcasting, and television. This is the first time a local producing unit has purchased a successful overseas novel. Capt. Frank Hurley will probably handle the special photography on this one for Cinesound, with locale set at Broome, Northwest Australia. Frank Harvey is working on the adaption. George Wallace, local comedi, has been signed by Cinesound to make a comedy titled 'Gone to the Dogs.' inesound, only local in constant production, will set Tall Timbers' on the floor first week in January. Pies recently completed are 'Orphan of the Wilderness,' and 'It Isn't Done.'

Hutchinson in London

Walter Hutchinson, Jan. 10.
Walter Hutchinson, foreign head of 20th-Fox, is due in town on the last stage of his world tour.
Francis L. Harley, London chief and Hutchinson's successor in that

post, goes to Paris to meet him.

Last Minute Holiday Strike Nets All Paris Cinema Workers a Raise

strike in cinema

houses came nigh to closing every show-case in the town over the holi-

by Romulus Film at the Pisorno studios, Tirrenia. Story is based on a comedy by Gherardo Gherardi, and the playwright has collaborated on the dialog for the films. Luciano Doria will direct. Vittorio De Sica, Giuditta Rissone, and Paola Barbara will be featured.

Marito is to be produced by Astra Film at Cines studios, Rome. Paola Borboni, Nino Besozzi. Enrico Virisi will be directed by Fabio Franchini.

Unified Vienna Censorship

Government issued a statement according to which censorship for films is to be centralized into one main office in the capital.

Long outstanding wish of the produced the film of the present agreement which was signed elegations of workers and distributors is thereby to be fulfilled.

aries are concerned when the new

aries are concerned when the new agreement is negotiated.
Further agreed that in the future all differences which cannot be ironed out between the delegates of the workers and employers will be submitted to obligatory arbitration under a new law just passed by the government and that both sides will follow the final decision of such arbitration.

Thirdly, managers agreed to mai tain as many positions as they now have in their theatres; in other

words, not to cut down the numbe of employees.

of employees.

Both sides also agreed that if the terms of the new final agreement have not been reached by Jan. 25, the question will be submitted to obligatory arbitration.

Coming at the time it di, the employees in this case held the upper hand, for the managers could not afford to lose the holiday business. It may be another story if a strike is threatened, at another time of the year.

/ THE PLAINSMAN

Paramount release of Cecil B. DeMille
roduction, Stars Gary Cooper and Jean Arthur, Features James Ellison, Charles Blokford, Helen Burgess, Porter Hall. Directed by Cecil B. DeMille. Based on
Arthur. Features James Ellison, Charles
Blobford, Helen Burgess, Porter Hall,
Directed by Cecil B. DeMille. Based on
ata from stories by Courtney Ryley Cooper
and Frank J. Wilstach; compiled by
Seanie Macpherson; screen play by Walde-
mar Young, Lynn Riggs, Harold Lamb,
Associate director, Richard Harlan; camera,
Victor Milner and George Robinson; edi-
tor Anna Rauchana Special camera ef-
fects, Farciot Edouart, Gordon Jennings; musical director, Borls Morros; special
musical director Ports Morros special
more George Anthell: dielog supervision
score, George Anthell; dialog supervision, Edwin Maxwell, At Paramount, N. Y.,
week commencing Jan, 13, '87. Running
Wild Bill Hickok
Colombia Tone
Buffalo BillJames Elilson
John Lattimer Charles Bickford
Toules Codes Wolon Dungons
Louisa Cody
Jack McCall Porter Hall
Yellow Hand Paul Harvey
Partied Horse Victor varcour
Gen. CusterJohn Miljan
Young Trooper rank Albertson Abruham Lincoln Frank McGlyn
Abraham Lincoln Frank McGlyn
Van Ellyn
Capt. Wood
Jake Konier
Breezy
Jake Fred Kohler Breezy George Hayes Sgt. McGinnis Pat Moriarty Tony Charles Judels
Tony

'The Plainsman' is a big and a good western. It should do all right for possibly irregular in spots.

western. It should do all right for possibly irregular in spots, but ranging from big to good. It should never go below that participate the state of the state o

prettiness of this juvenile Burfalo Bill. It's not Ellison's fault. Simply a matter of miscasting a good looking boy.

The compromise with Hickoh's general robustness is likewise rather deftly overcome as the three major premises unavel. These include two skirmishes with the Injuns and the apprehension of a renegade gunrunner, well played by Charles Bick. The spec appeal is in the redskin warfare. The sequence with the near burning-ai-the-stake of Hickok in Yellow Hand's camp is tingling and the soldiers' holding out for several days against an almost overwhelming horde of Comanches, with some corking charging-through-the-water action is another. Scripting and editing stand out favorably Miss Arthur has been particularly endowed with some punch lines and pungent expletives as the hardy dagnited by the softening on the subject of the control of the footage allotted.

On the editing that 112 minutes' running time is a good enough job considering the subject. The battle stuff is worthy of the footage allotted.

On the editing that 112 minutes running time is a good enough job considering the subject. The battle stuff is worthy of the footage allowed the subject of the subject of

TITLE CHANGES

Hollywood,

Without Warning' retagged 'Fair Warning' at 20th-Fox "Armong at 20th-Fox "Changed to 'When Love Is New' changed to 'When Love Is Young, and 'We Had Our Moments' is now 'We have Our Moments' at Universal. Burnt. Fingers' becomes 'Mama Steps Out' at Metro. 'Girl Overboard' is Universal's final tag for 'Person to Person Call.' 'Old Lady Irensides' becomes 'Two Wise Malds' at Republic.

THE BLACK LEGION

Warner Bros production and celease to the Humbert Boyant. Dick Foren. Production of the Humbert Boyant. Dick Foren. Production of the Humbert Boyant Berling. Boyant Bros. Robert Lord; adaptation, Abem Finkel, Illiam Wilster Haines; camera, George arnes. At Strand, N. Y., week commending Jan. 16, '37. Running limb, 89 enging Jan. 16, '37. Running limb, 89

Frank Taylor
Ed Jackson
Ruth Taylor rin O'Brien-Moore
Betty Grogen Ann Sheridan I
BrownRobert Barrat
Pearl Danvers
Cliff MooreJoseph Sawyer
Prosecuting Attorney Addison Richards
MetcalfEddie Acuft
Mike Grogan.,,,,,,,,,Clifford Soubier
BillingsPaul Harvey
Judge Hinds
Tommy SmithJohn Litel

Warners has taken yesterday's headlines and sahioned a melodrama which gives the emotions a rough going over. With an effective blend of good drama and timely propagand in its favor. Lack Legion's and the same of the same

MEN ARE NOT GODS (BRITISH MADE)

United Artist r	elease of Alexander Korda
production, ' Sta	rs Miriam Hopkins; fea-
tures Gertrude I	awrence. Sebastian Shaw.
Rex Harrison.	Written and directed by
Waiter Relach.	At Rivoli, N. Y. week
Jan. 16 '37 Ru	nning time, 82 ins.
Ann Williams	
Barbura	Gertrude Lawrence
Edmund Davey.	Gertrude Lawrence
Tommy	
Skents	E. Matthews
The Producer	
Katherine	Laura Smithson
Stunley	Laurence Grossmith
Painter	Sybil Grove
Mes Williams	Winifred Willard
Gallery Attender	t Wally Patch
Poster.	
	Described Charles

The most naive message which has come from England since the Stamp Act of 1765 (the cause of the Boston Massacre). This is Alexander Korda's latest importation, Men Are Not Gods, 'starring Miriam Hopkins and featuring Gertrude Lawrence, 'Seastien', Stawa, and 'Rex, 'fjardison. How these capable players were able

Miniature Reviews

The Plainman (Par), Good DeMille western with Gary Cooper and Jean Arthur. Slack Legion (WB). Powerful film of the horror spread by the hooded order. Sure fire man's picture. Question is the women, but timeliness and production merits should make it click.

"Men Are Not Gods' (Korda-UA) Miriam Hopkins and Gertrude Lawrence in a weak Eng-

trude Lawrence in a weak Eng-lish-made pic.

'Woman in Distress' (Col),
Sob sister and star reporter
battle over the story about a
stolen Rembrandt, Outcome is
dull melodrama.

'Hideaway Girl' (Par), Martha

Ryc carries marquee, comedy and acting brunt in musical-meller, geared for doubles, 'North of Nome' (Col). Jack

Holt he-mans his way among the seal-hunting preserves, pumping up an ample amount of excitement.

pumping up an ampie annumof excitement.

Racing Lady (RKO). Racing stuff with a little comedy. Okay for twin bills.

Woman-Wise (20th-Fox). Snappy, humorous expose of crooked ring practices, with Rochelle Hudson and Michael. Whalen; mostly, double billers.

With Love and Kisses (Tel). Poor indie with little b. o. possibilities, even in the duals;

sibilities, even in the duals inky Tomlin and Toby Wing.

wing.

'Captain's Kid' (WB). Guy
Kibee-May Robson-Sybil Jason
in a poorly made, unimportant
B picture.

to keep from laughing as this ingenuous piece of fiction was being photographed in the period of the control of

ETERNAL MASK

Arhur Mar-Joseph Battyr release of Progress Phra-Joseph Battyr Leo Laule from his own novel of same title; merry article progress of the progress of the

(In German, with English Titles.)
Every once in a while a foreignmade film appears on the market in
New York, is kicked around for several with no one wanting to take a chance on it, is finally picked up for peanuts by a more courageous soul, and cleans up. "That was the case with 'Maedchen in Uniform' (to case with 'Maedchen in Uniform' (to mention one case), "2d that is liable to be the case with Eternal Mask.' Except that 'Mask' of a nature likely to have less than 'Maedchen.'

Leo Lapaire Swiss novelist formed Leo Lapaire, Swiss novelist, formed a film company for the purpose of producing this film, made from his sown novel, and got some actors to play in it on a percentage or co-op basis (incidentally, "Maedchen' also was made by actors on a co-op basis). This was a couple of years ago, and sincy, then, the film, has gotten a lot, and the couple of the coupe of its

pseudo-scientific base that of operations, but not too much its ho. None of the regular distribs in the U.S. could see it, but Joe Burstyn thought, he sould do something with the field of the sould do something with the field of the sould do something with the field of the sould do something with the did this job so well that he now has something distinctly worthwhile to offer exhibs of arties, to say the least. That he and Mayer will get their investment back from the New York first-run alone is likely. One thing about this film, as now shown in New York, is immediately recognizable. So may one to the control of the first of the firs

RANGLE RIVER (AUSTRALIAN-MADE)

(AUSTRALIAN-MADE)
Sydney, Dec. 29.
Columbia release of Columbia-National production. Stars Victor Tory. Directed by Clarence Badger. Screen play, Zane Grey: camera, Errol Hinds; film editors, Frank Coffey, Mona Donaldson. At Plaza, Sydney, Dec. 18. 38. Running time. 88

mins.	and the second second
Dick Drake	
Marion Hastings	Margaret Dare
Reginald Mannister	Robert Coote
Reginald Mannister Dan Hastings	George Bryant
Aunt Abble	Rita Pauncefort
Barbwire	Lco Cracknell
awton	
Mina	Georgie Sterling
Black	Stewart McColl
Green	
	<u> </u>

rey horse opera with strong appeal to Australian fans, good chance of success in England, and set for America in the spots where they still like their drama taw. Martuee pull, is limited to Victor Jory

Talking Shorts

MARCH OF TIME Newsreel Nevelty

MARCH OF TIME
Newsreel Nevelty
18 Mins.
Music Hall, N. Y.
The January release of March of
Time includes the new picture magazine, Life, in sponsorship with Time,
publishers thus affording to their
new sheet the screen plug which the
older Time has been getting right
along.

publishers thus anoroning to their new sheet the screen ping which the older Time has been getting right to the property of th

EDGAR BERGEN

Double Talk'
Comedy

B Mins,
Strand, New York

Vitaphone

Popularity that Edgar Bergen has
gathered with the regular listeners
of the Rudy Vallee-Royal Gelatine,
program on NRC Thursday ights
should be of substantial help in getting this short over. Even without
the favorable identification of routine, the reel should be a clicker.
The material is consistently funny
Backgull and the street.
Backgull and the street.
Backgull and the street.
Backgull of the street.
Backgull
Backgu

along too well and things go from bad to worse at the ranch. Jory discovers that a rival rancher has built a dam in an attempt to force his rival out of biz. Fight follows, dam is blown up, and Jory rescues the girl from frowning. The statement of the statement

L'ALBERIO DI ADAMO ('Adam's Tree') (ITALIAN MADE)

('Adam's Tree')
('TALIAN MADE, Jap. 9,
G. Manenti production. Rome, Jap. 9,
Bonnard. Freatures Antonio Ganduslo, Renato Cialente, Elsa Merlini, Dria Pales
and Markentia Bagai. Original, Affice Pestoni, screen play, Alrov and Ghenridi.
'Adam's Tree' has nothing to do with the original sin, but is the mame the villagers of a small Italian town have given to a tree just outside the town ever since a young couple dressed a Adam and Eve in the state of the tree has become the village courting ground. Accordingly, when Doctor Lombardi uses his friend Baldi and the merry young widow Matilde driving off in is che Doctor's) car, in the direction of Adam's tree, he has mis-

they still like their drama taw. Marquee pull, is limited to Victor Jory.

In Australia pic should find the going easy and will return sold bogoses. Will do better in family trade circles than in centres where the fall for the sophisticated stuffs and the sold of the so

WOMAN IN DISTRESS

Columbia Production and release. Fea-tures May Roberon. Directed by Lyan Shores. Story by Edwin Omstead, adap-tation. Albert Brand. Procklyn, N. X., Seigler, At Strand. Procklyn, N. X., double bill, Jan. 18-16, 37. Running time, Scigier, and the science of the scie

Sob sister and star reporter meet again in a combat of wit and double-cross, the motive this time being the tale about a stolen Rembrandt. It's formula stuff all the way through, offering, little excitement. B-minus fare for the less discriminating dualers.

offering little excitement. B-minus fare for the less discriminating dualers.

Newspaper antagonists in Woman in Distress' are Dean Jagger and Incene Hervey, and the woman in distress is May Robson, cast as an eccentric New England spinster who, the world suddenly discovers, is the owner of a Rembrandit canvas which had heretofore been believed destroyed by fire.

A band of art crooks filch the painting, substituting a copy, and when they are unable to pass it off to an underworld dealer, because of possible backside identification, they plot to put the old woman on the spot. Unpainted side of the canvas contains certain lettering which no one but the spinster knew about in the process of getting the story, moves in as the spinster's constant companion. Production is brought to its lone point excitement when Jagger gets wind of the gang's manoeuvers and after a race by plane and auto rescues the spinster and the sob sister from burning house.

Miss Robson carves out a fairly interesting characterization. With the orders it's mostly so much tormula.

HIDEAWAY GIRL

WITH SONGS

WITH SONGS

Paramount release of A. M. Boatered

production. Features Martin Rays, Shirley

Ross. Robert Cummings. Directed by

George Archainbaud, Streenghay by Joseph

Gorrie Archainbaud, Streenghay by Joseph

Lorenze Canth. Songs by Sam Coslow and Burton

Lane-Rabla Freed, musical direction, Borley

Lorenze Camera, Goorge Cimmens, dat

Lings. Ling Work Jan. 14, 278. Runnings

Martha Raye
Shirley Ross
Robert Cummings
Louis DaPron
Wilma Francis
Izabeth Russell
Ray Walker
Ed Brokey
Middlemass

Looks like Par was attempting to cash in the sudden voque of Martha Raye, with this rowdy, non-sensical lightweight. Perhaps patrons will go to see Hideaway Girl' because of Miss Raye's presence; maybe not. They'll see her, and little else. This feature starts out like a society crook meller, turns slightly musical, then goes rowdy comedy, may be not able to make the society crook meller, turns slightly musical, then goes rowdy comedy have been great about and staggers off be no great shock to Hence, it will be no great shock to the string in some of its rougher comedy moments and has three catchy tunes but the histrionics displayed by the leads often are rudimentary to the nth degree. Supporting players easily the efforts, which gives an offer and the suspected crook, with the entire mystery cleared up in about 60 seconds of snappy explanations. Flight of the originally suspected marriage and mistaken identity of the suspected crook, with the entire mystery cleared up in about 60 seconds of snappy explanations. Flight of the originally suspected from the same of the suspected crook, with the entire mystery cleared up in about 60 seconds of snappy explanations. Flight of the originally suspected female gem thief takes the girl aboard a yacht where she hides for she will be such as a second of the strick of the suspection o

part. Ray Walker chips in with one of the top supporting bits. Ed Brophy again makes a happy, blundering crook. Elizabeth Russell. Robert Middlemass and Kenneth Harlan help most to bolster the sup-

of the nautical scenes being par-ficularly bogus. Camera job turned in by George Clemens does not help much. George Archainbaud's usual excellent direction suffers a relapse. Wear.

NORTH OF NOME

NORTH OF NOME
Columbia production and release. Stars
Jack Holt. Features Evelyn Venable, Guinn
Williams, John Miljan, Roger Inhoft. Directed by William Nigh. Story by Houston
Franch; adaptation, Albert DeMond; camling time, of mins.
John Miljan Nigh.
John Miljan Nigh.
John Miljan
Dawson
Bediran
Ben Beddricks
McGlynn, Sr.
McCilynn, Sr.
McCilynn, Sr.

Jack Holt fable 'North of Nome' rates slightly better than average. It's a pretty dull grind up to the final 10 minutes but once the narrative goes into real action there's enough fistflying, jawcracking and turning of tables to make up in a

narrative goes into real action there's enough fistfying, jawcracking and turning of tables to make up in a large measure for what preceded. As the second thought to a doubleton 'Nome' should do satisfactorily by the melodrama addicts.

In this one Holt is a hardworking seal hunter who has to contend, on the contend of the contend of

VIVERE

('To Live') (ITALIAN MADE)

MGM release of Rome, Jan.
Directed by Guido Beigard Peatureston.
Control of the C

(In Italian)

Omenico Savino.

(In Italian)

Main object of this film is to get Tito Schipa to sing as much, and as often, as possible. He impersonates a tenor whose favorite song, as well as his motto for living, is 'To Live,' with a capital L. In the gay, fast, loose life he leads, the only thing that is pure and sweetness is his relations with his daughter Paola. He dearly loves her, and she goes into the control of th

RACING LADY

RACING LADY

RMO production release of William Sistems of William Sist

sequences in this horse drama are entirely okay. Romantic angle, between Ann Dvorak and Smith Ballew, uninteresting. There's a little comedy provided by

double-uppers

some double-uppers.

Harry Carey is Miss Dvorak's pappy. He's a busted trainer of track steeds and she's trainer of the steed of the steed

WOMAN-WISE

(WITH SONGS)

(WITH SONGS)

Wuttzel production. Features Rochelle Hudson and Michael Whalen. Directed by Man Parkers and Michael Whalen. Directed by Man Parkers and Michael Whalen. Directed by Man Parkers and Michael Whalen. Directed by Michael Whalen and Harry Aket; musical direction, Samuel Kaylin; camera, Robert Planck. At Albee, Brooklyn, week Jan. 15, '37, 'double bill. Running time, Ti mins. Rochelle Hudson Tracey Browne Michael Whalen Clint De Witt. Thomas Beck Richards Alan Dinehart Stevens Douglas Prometer Stevens Douglas Prometer Stevens Douglas Prometer Stevens Astrict Allawing Bubbleet Carson Astrict Allawing Bob Benton Chick Chandre Duke Fuller Pat Tjaherty

Woman Wise' is important mainly because it sets up Michael Whalen as an actor of A-1 appeal and reveals Rochelle Hudson as a pert, accomplished young lady who cannot be overlooked in future icles. Of secondary import, the film uncovers Thomas Beck as a definite screen

Thomas 'Beek as a definite screen potentiality and Chick Chandler as Aroll funster of the first water.

Hunorous version of prize-fighting with sports screen potentiality and Chick Chandler as Aroll funster of the first water.

Hunorous version of prize-fighting with sports screen-enwapen-background rings true because of nice writing job by Ben Markson; adept direction by Alan Dwan and uniformly trim performances. It may stand alone in spots where fight fans are interested or family trade can be intrigued. But its obvious location is on a double-bill set-up since a large number of theatres currently are sparring for added strength on two-picture offerings. It won't disappoint once they're inside, the big problem being to make the customers believe the cast and story meanmuch.

Whalen, who has been hit and mice

paper published by George Hassell.
Rochelle Hudson is splendid as the impetuous prize-flather's daughter. She has grasped the changing moods with the ease of a veteran, not even overplaying the grotesque scene atop a milk ruck, a dimax to an evening when she has done to the control of the c

With Love and Kisses

With LOVE and Kibers
Television (WITH SONGS)
Television foliases of Meloy Mauried
Come produce of Meloy Mauried
Come produce of Meloy Mauried
Come Produce of Meloy Mauried
Toby Wing. Peatures Kane Richmond,
Arbur Houseman, Russell Hopton, Fuzzy
Knight, Directed by Les Goodwins, Origseren July, Sherman Lowe, Songe, Pilot,
Tomlin, Paul Park, Al Heath, Buddy LaRoux, Harry Toblas, Comile Lee; camera,
Bull, Week Jan, 15, 37, Running time, 67
mins.

bill, week Jan. 15, '37. Running umo, willing.
Don Gray. Kane Richmord Flash Henderson Russell Hopton Feters Staters. Themselves Gibert Holbrook. Arthur Houseman Gibert Holbrook. Arthur Houseman Jorry Bergen and Billy Gray. The Kingster Gibert Houseman Gibert Holbrook. G. Pat Collins Jo. G. Pat Collins Dickson Bunny Brosson Bunny Brosson Bunny Brosson Dickson Olaf Hytros
Jane Bunny Hronson
Mayor Jones Bob McKenzie
Mrs. Higgins Eva McKenzie
Desk Sørgeant Bruce Mitchell
Turnkev Kernan Kripps
Sheriff Wade Si Jenks
Chellito and Gabriel: Themselves

If this indie is to get by in the smallest of the duals, it will need a 'Mutiny on the Bounty' in support. There's little to commend in this starrer of Pinky Tomlin and Toby Wing, neither of them box office for the marque. Photography, recording and song portions consistently.

ing and song portions consistently poor.

Plot in itself is fantastic, with the quoted figures on profits from song-writing sounding as though they came from an opium-eater. When Toby Wing says to Pinky Tomlin, that second song you wrote will make \$1,000,000\(^1\) it's enough to make any ASCAP member do a nip-up, especially after Tomlin or Miss Wing sings it. Seven songs in the plc, nor and the society. Tomlin is a country bumpkin with a songwriting yen, getting his inspiration while milking a cow. One of his numbers is copped by a radio singer, Kane Richmond, who eventually buys off. Tomlin for \$200, but is in turn taken in hand by racketeer Russell Ropton and his gang, wholing business and make a mint with Tomlin's pop compositions. Toby Wing, whom Tomlin-met down on the farm and who turns up in the big city as a nitery torcher, foils the bandits, however, "with the aid of her drunk-lawyer brother, Arthur Houseman, and the pic ends with the supposition that Tomlin will get the millions from his songs all for himself performances are all pretty veak, but little more could have been ex-

self.

Performances are all pretty veak, but little more could have been expected from such a screen play and dialog. A number of the players, notably Houseman and Fuzzy Knight, playing a non-singing thug, deserve better fates. Scho.

PENSACI GIACOMINO

(Think of It, Jack) (ITALIAN MADE)
(ITALIAN MADE)
Clines production, and release. Directed by Righelli. Features Angelo Musco, Dria Faola, Ello Steiner. From an original by Luigi Pirandello.

point once they be make the customers believe the cast and story mean much.

Whan, who has been hit and mins in the boxing game. It's a role which might well have been stretched to the mawkish point. Instead he gives the character convincing sincerity.

Feminine patrons may find fault with the way the romantic thread has been subordinated. But what is more likely is that the slick way the hidden love affair is slyly developed will please them all the more. And they'll be satisfied by the mainer in which. Rochelle Hudson eventually all involved in the sticiut's game, this particular sports scribe is at sworfd springer from the outset. His ingenious method for collecting enough coin to support down-and-out former champs, of course, finally proves his undoing unit the old-time fighters come to his rescue.

Though the newspaper angle is subordinated in favor of the ring, it is a lot truer to life than in some screen epics where newspaper rout time is stressed. Part of this is due to the realistic portrayal of a daily to the realistic portrayal of

THE CAPTAIN'S KID

VARIETY

WITH SONGS)

Warner Broa. production and release.
Warner Broa. Production and production and patation. Tom Reed; songs, M. K. Joromes and Jack School; fline editor, Jack School; fline editor, Jack School; fline editor, Jack School; fline editor, Jack School, John Scores.

Warner Broa. Pred Lawrence George Chesies.

John Scores.

Maude Allen
Maude Allen

Long in length and light in wei
'Captain's Kid' is another icture
that will have a checkered career,
Where twin bills is the policy this one

Where twin bills is the policy this one will be a none too well regarded No. 2 entry, and, unless something strong is booked with it for company, opposition is going to get a break. In Guy Kibbee, May Robson, Sybil Jason and, a few others, the caster threw out the net for capable seasoned players, but their efforts are wasted on this tale. Kibbee and the WB starlet, Miss Jason, both struggle with what the studio handed them, and do an incredibly good job of but all the time the story and situa-

WB starlet, Miss Jason, both struggle with what the studio handed them, and do an incredibly good job of but all the time the story and situations retard the yeoman trouping. Miss Robson is doing a New England spinster this time. She also tries valiantly to overcome the handicaps of riding a lame pony, which suffers as well from lack of wind. Both Miss Robson and Kibbee are cute smalltown characters. The story seeks to build up a romance between these interest generated sketchily activeen Jane Bryan and Free Lawrence. Neither of these juvenile leads show much.

The story deals less romance than it does in the development of a strong friendship between a good-natured town souse with a habit of spinning tall talls of adventure and Siss Robson and of the way for the hitter of the structure of the strong friendship between a good-natured town souse with a habit of spinning tall talls of adventure and Siss Robson of stone ways from his medical start of the story of a buried treasure, a scuffe in which Kibbee shoots a poacher, the changing testimony of the little girl at the coroner's trial, and an auto-chase that is comicly absurd. In the chase, Miss Jason drives her aunt's lig Rolls-Royce in a manner that would make a Barney Oldfield jeal-vould make a Barney Signer of the little girl at the coroner's trial, and an auto-chase that is comicly absurd. In the chase, Miss Jason drives her aunt's lig Rolls-Royce in a manner that would make a Barney Oldfield jeal-vould make a Barney Oldfi

LUCK OF THE IRISH

wide whister with the control of the

Advance Production Chart

Hollywood, Jan. 19.

Only five features of the 15 stated to have been placed before the cameras last week by the major group of studios materialized. Fallure for the other 10 to get under way was attributed to the fature to get suitable players for the casts, illness of many actors suffering from the present idemic of fiu.

Though the production barometer registers a normal total of 42 features

in production, many of these have been held up due to sickness of principals and executives involved in the making of these pictures.

Added to the 10 features scheduled to start last week is an equal number waiting to get the gun, which indicates that as soon as the necessary manpower and talent is available, the production scene in Hollywood for the next month will be a heetic one.

Columbia

Five in work, eight editing, five preparing. In work:

RACKETEERS IN EXILE and WEATHER OR NO, reported Variety,
Dec. 30; 'SPEED MAD' and TROUBLE IN MOROCCO,' reported Jan, 13.
Started last week:

RACING LUCK,' produced by Ralph Cohn, directed by Lambert Hillyer,
Cast: Dorothy Wilson, Charles Quigley, Eddie Nugent, Patricia Farr, Gene
Morgan, John Gallaudet, Gordon Elliott, Arthur Aylesword,
Story is action melodrama backgrounded against Indianapolis speedway
and the start of the st

Metro

Eight in work, seven editing, six preparing. In work:
"MAYTIME," reported VARIETY, Sept. 2; "A DAY AT THE RACES," reported Sept. 16; "CAPTAINS COURAGEOUS," reported Oct. : "PARNELL," reported Nov. 18; "LAST OF MES, CHEYNEY," reported Oct. 2; "MAN OF THE FEOPLE," reported Dec. 22; "MAN OF SEPT. SEPT. NO new pictures started last week.

NO new pictures started last week.
"BROADWAY MELOW OF 1827," THE SUD. SOAK, "SARATOGA," THE YEAR OF THE GUN," THE SUD. SOAK, "SARATOGA," THE YEAR OF THE SUD. SOAK, "SARATOGA," THE FOUNDEY, "SKIDDING," NIGHT MUST FALL "AND TEREFLE".

Paramount

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

'SOULS AT SEA' and 'SWING RIGH, SWING LOW,' reported Variety,
Nov. 18; THE LOVE TRAP,' INTERNES CAN'T TAKE MONEY and
WAINKIL WEDDING,' reported Loc. 30; 'MURDER GOES TO COLLEGE,'
reported Jan, 6; 'DANGER, MEN WORKING,' and 'HIGH, WIDE AND
"THE YEARS ARE OO O.O.G. Stated last week:
"THE YEARS ARE OO O.O.G. Stated last week:
"THE YEARS ARE OO O.O.G. TO WITH DEATH OF THOMAS MITHER THE STATE OF THE STATE OF

RKO-Radio

EIVe in work; 16 editing, 12 preparing. In work:

ROBBEE BARONS, CHIN A PASSAGE, reported as 'MISS CUSTOM'S AGENT and 'ESCADRILLE,' reported VARIETY, Dec. 23; 'STEPPING WINTER, and 'ESCADRILLE,' reported VARIETY, Dec. 23; 'STEPPING WINTER, and the state of the

PRODUCTION TABLE

(This table shows number of features promised to be delivered to exhibitors by the major distributing organizations, and the independent producers contributing product to their producing organizations for the 1936-37 season.)

(**)				- 1	lalance	
•	3.	Number	Pix		to be	Stories
· Producers and	Number		now	in the	before	Drep-
contributing	of pix	com-	in.	cutting	the	ara-
companies.	promised				camera	s. tion.
COLUMBIA	50	12	4	8	26	4
Larry Darmour		2	ī			ī
METRO			8		25	5
Hal Roach					2	1
PARAMOUNT					15	5
B. P. Schulberg					6	1.
Emanuel Cohen					5.	1
Harry Sherman					- 5	1
Frank Lloyd						
RKO RADIO					21	9
David Loew					1	1
George Hirliman					5	1
Sol Lesser	. 40				2	1
REPUBLIC					41	8 '
A. W. Hackel	4				12	2.:
20TH CENTURY-FOX					14	7,
Sol Lesser					4	1
UNITED ARTISTS:					- 1	- 3
Samuel Geldwyn	7					
-Walter Wanger	7				4	
Selsnick	5				4	
E. Berger	. 1				-1-	
Criterien	. 2				7.7	
Korda Lendon					6	• •
UNIVERSAL ,	.,. 44	12			27	. 7
Buck Jones	,,, .	1,			. 7	`.I
WARNERS	60	31			3	12
The state of the s	· 1	100	TT		1 1 1 1	- 42
Tomb	512	142	42	82	246	78

Republic

One in work, six editing, 10 preparing. In work: 'WITHOUT A NET,' reported VARIETY, Jan. 13. No new pictures started last week. Readied to start: 'The HIT PARADE,' 'EVER SINCE ADAM,' 'SPECIAL ORDERS' and LEGION OF THE DAMNED.'

20th-Fox

Five in work, six editing, 8 preparing. In work:

'NANCY STEELE IS MISSING, 'reported' VARIETY, Dec. 2; 'SEVENTH
HEAVEN, 'reported Dec. 9; 'THE LAST SLAVER,' reported Dec. 30; '50
ROADS to TOWN' and 'DEAD YESTERDAY,' reported Jan. 13. No
new pictures started last week.

Readled to start: 'WAKE UP AND LIVE,' THAT I MAY
'MIDNIGHT TAXY' 'WAKE UILLE WINKLE.'

United Artists

None in work, four editing, nine preparing.

Readied to start: Walter Wanger unit "VOGUES OF 1938," "CASTLES IN SPAIN," and "SUMMER LIGHTNING." Samuel Goldwyn unit: "PRE WOMAN'S TOUGH, "HURRICANE," and "STELLA DALLAS," and Selznick-International unit: "PRISONER OF ZENDA," "THE WORLD'S OUR OYSTER," and "ADVENTURES OF TOM SAWYER."

Universal

Four in work, nine editing, eight preparing. In work:

'CLASS PROPHECY,' GIRL OVERBOARD,' reported as 'PERSON TO
PERSON CALL,' VARIETY, Dec. 23; WE HAVE OUR MOMENTS,' reported
Dec. 30: Started last work, produced by Edmind Graninger, directed by
Harold Young, nighted by Richard Wormser, screen play by Bruce ManHarold Young, nighted by Richard Wormser, screen play by Bruce ManKalker, Edward Ellis, Benny Bartlett.
Story concerns young physician with high ideals. He moves from big
city overcrowded with doctors and drits into a small town where he
attempts to set, up a clinic. In this effort he is confronted with croded
politics and his fight to tear down and expose this brings about many melodramatic situations.

Readied to start: NIGHT KEY,' THE ROAD BACK,' WINGS OVER
HONOLULU,' SHOET HAUL,' 'DELAY IN THE SUN,' and 'SMOKE
TREE BANGE.'

Warners

Five in work, 21 editing, 12 preparing. In work:

'MARKED WOMAN.' THE PRINCE AND THE PAUPER.' and 'THE
GO-GETTER.' reported Vaniery, Dec. 16; 'MARRY THE GIRL,' reported
Dec. 30. Started last week:

'DANCE, Started last week:

'DANCE, Started last week:

'DANCE, CHARLIE, DANCE,' produced by Bryan Foy, directed by
Frank McDonald, original story by William Jacobs, screen play by Crane
Wilbur.' Cast: Stuart Erwin, Jean Muir, Allen Jenkins, Glenda Farrell,
Charles Foy, James Robbins, Gordon Hart, Veda Ann Borg.

Story is farcical comedy centering around small town boy who inherits,
fortune and steps out into big city to see how rest of, the people live.
While in New York, couple of show promoters induce him to finance new
with the co-operation of the cast, play is changed from drama to comedy.

It is a hit on Broadway. Everything is going okay until a play wright
appears and demands 60% of the take on grounds or play playwright
stalls the demand until he can find a way out, and while danged in the
original promoters want to buy back into the show. Boy sells for triple
the sum he paid for the CALAHAD.' THE SINGING MARINE,' PUBLIC
WEDDING, 'TALENT SCOUT' and 'BLACK WIDOW.'

CALENDAR OF FOREIGN RELEASES

Foreign Language Films

Rantsagos Arcot Kerek (Hung). (Danubia).Romantic farce. Szoke Szakall. 70 mins. Rel. Oct. 1.

Barbler de Seville, Le (Fr) (Franco) Rossini's opera. Andre ir. Jean Kemm. 80 mins. Rel. Sept. 15.

Jean Kemm. 80 miss. Rel. Sept. 13.

Barcarole (Ufa) (Ger). Offenbach's opera. Gustav Froehlich.

Neusser, 83 mins. Rel. Sept. 13.

Befehl ist Befehl (Ger). (Cashno). Army farce. Welss Ferdl.

70 mins. Rel. Nov. 14.

Betterstudent, Der (Ger) (Ufa). Millocker's opera. Marikka Rokk.

Jacoby. 15 mins. Rel. Bov. 15.

Rev. Dec. 30.

Bitoblana. Russe (Ambab.). Getter Bev. 15.

Boek and Lokek (Pol.). Musical comedy. Oir. J. Rosen. 87 mins.

Rev. Dec. 16.

Calendels Le. (So). Remance of a singer. Fernando de Fuertes. lling.

Calandria, La (Sp). Romance of a singer, . Fernando de Fuertes. 60 mins. Rel. Oct. 1.

Rel. Cet. 11. A suggest of the sugge

mins: Rel Sept. 18. Rev. Sept. 30.

Cheolatte (Fr). (Franco.) Operetta Dir. Claude Lara. 60 mins. Rel. Sept.

Cleca el Sorrento, La (It) (Nuovo Mondo). From Mastriani's classic. Dir.

Cleta el Sorrento, La (It) (Nuovo Mondo). From Mastriani's classic. Dir.

Cleta el Sorrento, La (It) (Nuovo Mondo). From Mastriani's classic. Dir.

Cleta el Sorrento, La (It) (Nuovo Mondo). From Mastriani's classic. Dir.

Cleta direction (Sp). Mexican made romance. Dir. R. O'Quigley. 80 mins. Rel.

Nov. 1.

Drei Blaue Jungs (Ger) (Casino). Nazi naval life. Dir. Carl Boese. 70 mins.

Rel. Dec. 18.

Edes Meiroko (Ger) (Casino). Nazi naval life. Dir. Carl Boese. 70 mins.

Rel. Dec. 18.

Edes Meiroko (Ber). (Danubia). Kid's yarn. Dir. Bela Balogh. mins.

Elle Aug. 19.

Elia Aute und Kela Gelé (Ger) (Germania). Musical farce. Dir. J. Fleck. 85

mins. Rel. Aug. 1. Rev. Aug. 23.

Elia Lies, Ris Kuss, Elia Massel (Ger) (Germania). Claderella again, with

Continued on page 29)

Studio Placements

Henry Mowbray, Ramsey Hill, Lionel Pape, Sam Wren, Wallace Gregory, David Newell, Henry Bernard, Douglas Gordon, Betty Lorraine, Margaret Daggett, Gay Robbins, Harrison Meeker, Norman Alnsley, Charles Hall, Frank Walsh, Betty Miller, Donald Hall, John Huettner, Jean de Briac, Leonard Mudie, Stepping Toes, RKO.

Zeffe Tilbury, Abe Reynolds, Lillian Castle, Al Kline, Russ Powell, Max Lucke, Julius Molnar, Walt Robbins, Diana Gibson, Vince Barnett, Owen Davis, Jr., 'Escadrille,' RKO.

nett Owen Davis, Jr., Escadrille, RKO.

Max Linder, Edward Van Sloan, Jonana Hale, Douglas Wood, Bill Bed, Linder, Red Howes, Jay Eaton, Jee De Stefani, Ted Thompson, Jack Luden, Reed Howes, Jay Eaton, Wally Dean, Lloyd Ingram, Edna Sturgeon, Julia Griffiths, Toast, of New York, RKO.

Thelma Leeds, Mark Kelly, at Perrin, Ted Shane, script, Faces of 1937', RKO.

Jack Oakie, Victor Moore, Radi City Revels, TRO.

Robert J. Bren, Edmund Hartman, script, Tomorrow's Headline, RKO.

Philip G. Epstein, Jacques Thiery, Screenplay, Perfect Harmony, RKO.

Harry Segal, script, Women Are Poison, RKO.

Frank Fayli 'Dance, Dance,' WB.

Teddy Hart, Mary Treen, Scout.' WB.

scout, WB.
Addison Richards, Veda Ann Borg,
'Steel Highway,' WB.
Eddie Acuff, 'The Singing Marine,'
WB.

ingham, 'Ki WB.

MB.

Olin Howland and Charles Judels,

'Marry the Girl,' WB.

Alan Hale, 'Prince and the Pau

WB.

Josephine Hutchinson, Emile Zola. WB.

Emile Zola, WB.
Charles Middleton, 'New
Ahead,' Col.
Charles Middleton, Ray Bennett,
Harry Fleishman, David Tillotson,
William Lally, Lester Dorr, 'Racketeers in Exile,' Col.
Reginald Denny, 'Weather or No,'
Col.
In Col. The Stripting,
Island, Mono. 'Hit Parade,' Rep.
Blanche Rayson, 'Ever Si
Adam,' Rep.
Carleton Young, Richard Beach,
Wilfred Lucas, Fred Frink, Wilbur
Soott, John Holland, Jack Kenny,
James Parker, Louis La Bly, William
Lemuels, Without a Net,' Rep.
Bert Glennon, David Niven,
oner of Zenda, 'S.I.
Edward Ellis, Harry C. Bradley,
Frank Coghlan, Jr., William Gould,
Martin Currett, Sebert Wilcox, 'The
Set O'Malley, Eddie Dunn, Monte
Montague, Ralph Dunn, William
Wayne, Mabel Colcard, Harry Bradley, Michael Fitzmaurice, Robert
Dalton, Robert Whitney, Betty Jane
Rhodes, 'Person to Person Call,' U.
Grady Sutton, 'We Have Our Moments,' U.
Barbara Read,
Road Back, U.
Bother Murphy, Edward Deering,
George Humbert, Granville Bates,
Cacil Weston, Wade Boteler, Rus,
Clark, Harry Tyler, Hal Nieman,
Frank Coleman, 'Nancy Steele Is
Missing,' U.
George Walcott, Lona Andre, Dead
Yesterday,' 20th-F.
Goroer Liggon, Hal Craig, Harry
Watson, Robert Honans, Stanley
Mack, Glotia Roy, Georgia Caine,
Suh, Harry Tyler, Hal Nieman,
Frank Coleman, 'Nancy Steele Is
Missing,' U.
George Walcott, Lona Andre, Dead
Yesterday,' 20th-F.
Goroer Liggon, Hal Craig, Harry
Watson, Robert Honans, Stanley
Mack, Glotia Roy, Georgia Caine,
Vernon Steele, Time Out for Romance, 20th-F.
Goroer Liggon, Hal Craig, Harry
Watson, Robert Honans, Stanley
Mack, Glotia Roy, Georgia Caine,
Vernon Steele, Time Out for Romance, 20th-F.
George Lynn, Mack Gray, Chales
Moore, Lee Bowman, Internes Can't
Take Money, Par.
John Andrisano, Barlow Borland,
Onarles Wilson, Dale Armstrong,
John Andrisano, Barlow Borland,
Onarles, Walson, Dale Armstrong,
John Andrisano, Barlow Borland,
Onarles, Walson, Dale Armstrong,
John Andrisano, Barlow Borland,
Onarles, Wester, Borley, Borle,
Jack, Chapin, Jack Baxley, Rrie
John Andrisano, Barlow Borland,
Onarles, Wes

ric

S FILM BOOKING SHEET

(For information and guidance of theatre and film exchange bookers, Vaxiery presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of the received as given Vaxiery and the running time of prints, after passing by the New York State censor board, are included.)

(COPYRI 1937, BY VARIETY, INC. ALL IGHTS RESERVED)

- 11	y Living Dangerously (c. Kruger, Corbett) (*) Hats Off (M. Clarke, J. Jayne) (†) Rev. Jan. 6. 65 Mins.		Strangers on a Honeymoon (*) (c. Cumminge-N. Beery) Headin' for Rio Grande (†) T. Ritten)	Greet Guy (†) Cogney-M. Clarke) . Jan 8. 76 Mins.	g The Woman Alone *	Larceny on the Air River of Unrest (*) (R. Liningston: G. Louer-1. Looper Com. Scotland Tard Com. mands (†) con-V. Hopper)	Arizona Days (†) (T. Rittep)		Head Over Heels in Love (*) (I. Mathews) Amazing Unest of Mr. Bliss (†) (C. Grant-M. Brisn)				Gaumont-British Grand National
REPUBLIC	Mandarin Mystery (E. Quillan, C. Henry)	Roaring Lead (Corrigan, Livingston, Terhune)	Happy do Lucky (F. Regar-E. Venable) Beware of Ladies (D. Cook-J. Aller) Rev. Jan. 13, 62 Mine. (Old Corral (G. Autr)	Border Phantom (B. Steele) A Man Betrayed (L. Hughes-B. Nugerit- K. Hughes)	Riders of Whistling Skull (Livingston-Corrigat- Terhund)	Larceny on the Ai (E. Livingaton- (G. Bradley)	Bold Caballero (B. Livingston-Angel)	Bar Z Bad Men	Join the Marines (Paul Kelly-1. Travis) Paradise Express (Cast Later) Trusted Outlaw (B. Steele)	Gambling Terror (J. M. Brown)			
UNITED ARTISTS				Beloved Enemy (M. Oberon B. Aherne) Rey Dec. 30. 90 Mins. Garden of Allah (M. Dietrich-C. Boyer) Technicolor Rey, Nov. 25. 99 Mus.		Accused Del Fairbanks, Jr. Del FlorB. Signey) Foreign		You Live Only Once (S. Sidney-H. Fords)	Men Are Not Gods (M. Hopkins, Takrence- A. E. Matthews) Rev. Jan. W. 32	Fire Over England (F. Robson-R. Massey-L. Olivier) Foreign			Man Who Could Work Miracles (Ro. Young-J. Gardner) Foreign
COLUMBIA		Rio Grande Banger (R. Allen, I. Meredith) Beloved Vagabond (M. Chevaller)		More Than Secretary (J. Arthur-G. Brent- L. Stander) Dec. 18, 80	Counterfeit Lady (R. Belamy-J. Perry) Rey. Jan. 13, 55 Mins.	Find the Witness (C. Quigley-R. Keith)	Woman in Distress (M. Robson-i. Hervey- D. Jagger) Jan. 20. 68 Mins.	West Bound Mail. (C. Starrett-R. Kelth) Devil's Playground (Del Rio-C. Morris-R. Dix)	Women of Glamour (V. Bruce-M. Douglas)	Dodge City Trail C. Starrett-M. Weldon I Promise to Pay C. Morris-H. Mack- L. Carrillo	Law of the Ranger (R. Allen) (R. Allen) (Reedom for Sale (Paul Kelly-R. Kelth)		Person to Person Call When You're in Love (G. Stuart-W. Pidgeon)
UNIVERSAL			Empty Saddles (B. Jones-L. Brooks) Three Smart Girls (A. Brady-B. Barnes-	Mysterious Crossing (d. Dum-A. Devme-	Four Days' Wonder (J. Dante-K. Howell- M. Sleeper) Mars. Dec. 23: 60 Mirs.		The Mighty Treve (W. Beery, JrB. Read)	She's Dangerous (W. Pidscon-T. Birell- C. Romero)	Breezing Home (B. Barnes-W. Barrle- W. Gargan-A. Baxter)			When Love Is New	Person to Person Call
B.K.O.	Wanted: Jane Turner (G. Stuart, L. Tracy) '33-'36 release Dec. 2, 84 Mins.	The Plot Thickens (J. Gleson, Z. Pitts) 1933-1935 release Rev. Dec. 16. 69 Mins.	Night Waitress (M. Grahame-V. Haworth) Rev. Dec. 23. 56 Mins.	Rainbow on River (B. Breen-M. Robson) Rev. Dec. 25. 55 Mins. Winterset (B. Meredith-Margo-	Girl from Paris Pons-G. Raymond- J. Oakle) Jan. 6, 104 Mins.	We Who Are About to Die R. Froter.J. Beal- A. Dyorak) 35-38 Frotesse	Plough and The Stars (B. Stanwyck-P. Foster) 35-36 Release	Bacing Lady (A. Dvorak-S. Ballew) Rev. Jan. 20. 69 Mins.	Griminal Lawyer	Coast Patrol (P. Poster-V. McLaglen- I. Lapino)	They Wanted to Marry (G. Jones-B. Furness)	We the Jury G. Broderick-V. Moore- L. Latimer)	Michael Strogoff Walbrook-M. Grahame- E. Allen)
WARNER- FIRST NATIONAL	Polo Joe (J. E. Brown, C. Hughes) (Warner) Rev. Nov. 11. 65 Mine.	One Way Passage (K. Francis, W. Powell) Re-issue Rev, Oct. 18, '32, 67 Mins.	King of Hockey (D. Purcell-A. Nagel) (Warner) Rev. Rec. 9, 56 Mins.	Gold Diggers of 1937 (D. Powell-Blondell- V. Moored, Farrell) Rev. Dec. 39, 101 Mins.	Smart Blonde (G. Farrell-Maclene) Rev. Jan. 37 Mins. (Warner) (Warner) (D. Porner., Nage) St8 Referse	186	the Woman Brent-B. Roberts) Transcellation Transcellation Transcellation	C. Muir.D. Woods) (First National)	Black Legion der. Bogart-D. Foranse. A. Sherden) Jun. 20. 80	Stolen Holiday (6c, Francis-C. Rains- (First National)	Great O'Malley (P. O'Brien-H. Bogart- (Warner)	Green Light (E. Flyna-A. Louise- (First National)	Penrod and Sam (B. Mauch-F. Craven- (S. Bylneton) (First National)
20TH CENTURY- FOX	Banjo On My Knee (B. Stanwyck, J. McCrea, H. Westley) Dec. 16, 85 Mins.	Laughing at Trouble (J. Darwell, S. Hayden, L. Wilson)	Career Woman C. Trevor-M. Whalen Rev. Dec. 16.78 mins.	Stowaway Temple-Rob. Young- A. Eaye) Dec. 28: 87 Mins.	One in a Million (S. Henie-A. Menjou- D. Ameche) Rev. Jan. 6. 92 Mins.		Crack Up (P. Lorre-B. Donley) Rev. Jan. 13. 70 Ming. Scoret Valley (R. Arlen-V. Grey)	Woman Wise (R. Hudson-M. Whalen) Rev. Jan. 20, 71 Mins.	Lloyds of London (Barholomew-M. Carfoll- T. Power) Rev. Dec. 2, 112 Mina.	Holy Terror C. Withers-A. Martin Doctor Bull W. Rogers-M. Nikon	On the Avenue Powell-M. Carroll- A. Faye)	Off to the Baces (J. Prouty-Summerville) Wings of Morning (Annabelle. Fonds)	Nancy Steele Is Missing
METRO		General Spanky Macfarland, Our Gang. I. Pichel).	Sinner Take All (B. Cabor-M. Linday-	After the Thin Man (W. Powell-M. Loy- Rey, Dec. 30. 107 Mins.	Camille Garbe-R. Taylor L. Barrymore) 35-36 Release	Under Cover of Night C. Chan at the Opera (R. Lowers, Since R. Lowers, Since As You Like It Bernare L. Oliven		Dangerous Number (Rob. Young-A. Sothern-R. Owen)	Man of the People (I. Calleda-R. Rice- T. Healy)	Last of Mrs. Cheyney (J. Crawford-R. Mont-gomery-W. Powell)	Maytime (MacDonald-N. Eddy- J. Barrymore)	Ada Beats the Drum (A. Brady-G. Kibbee- B. Furness)	Parnell (C. Gable-M. Loy)
PARAMOUNT	Arizona Mahoney (J. Cook, L. Crabbe.	Trail Dust	Let's Make a Million E. E. Horton M. Seddon)	College Holiday (J. Beiny-Burns-Allen) Rev. Dec. 30. 87 Mins. Scrooge Hicks-D. Cathrop) December Special	Foreign Resigne The Plainsman (G. Cooper-J. Armin) Rev. Jan. 20. 112 Mins.	Mind Your Own Business Ruggles-A. Brady-	Bulldog Drummond Escapes Miland-H. Angel)	Doctor's Diary (G. Bancroff-Burgess)	Champagne Waltz (G. Swartbout-F. Mac-		Maid of Salem	Outcast (w. william.K. Morley) Borderland (W. Boyd-J. Ellison)	Clarence (R. Karns-E. Whithey-
WEEK	12/4/36	12/11/36	12/18/36 L	12, 25, 36	1/1/37	1, 8, 37	1,15.37	1, 22, 37	1/29/37	2.5/37	2 12 37	2 19/37	2 26,37





ACE WATCH TIE-UP... This advertisement appears in newspapers all over the country in five columns by 200 line size. Local Elgin dealers have displays describing to tie in with exhibitor.

MEN'S STORES ... Men's stores all over the country have been contacted by Monarch-Manufacturing Co., makers of merchandise shown above, and supplied with blowups, stills, ad mats. See Paramount Press Book.

LUGGAGE . . . Elaborate MacMurray displays have been sent stores carrying "Val-A-Pak" luggage, "Val-A-Pak" has placed large ads. featuring star and picture, in leading motion picture fan magazines.



HIT TUNES...Four musical hits from "Champagne Waltz" are already selling big as sheet music (Famous Music, Popular Melodies) and on Victor, Decca, Melotone and Brunswick records. They are: "The Music, Popular Melodies) and on Victor, Decca, Melotone and Brunswick records. They are: "The Music, Popular Melodies of Music, Popular Melodies of Music, Paradise in Waltz Time" and "Champagne Waltz" Merry-Go-Round", "When Is A Kiss Not A Kiss?", "Paradise in Waltz Time" and "Champagne Waltz"



JUBILEE OPENINGS...On January 22nd in all the capitals of the world, key theatres will play day and date showings of "Champagne Waltz" in honor of Mr. Zukor, giving tremendous publicity to the picture.



ARS NEW YEL

WALTZ" backed by smash selling campaign!....

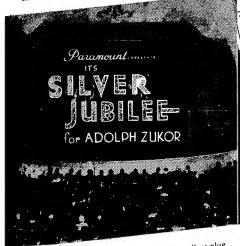
¡QLD not only by its own excellence as one of the sig-time musical shows of the year, but by one of the strongest promotional campaigns ever put behind a picture, "CHAMPAGNE WALTZ" already has started piling up records at the box-office.



SILVER...Oncida, Ltd., makers of popular 1881 (R) Rogers (R) Silverware, have sent attractive displays to all dealers and are featuring Gladys Swarthout in their extensive national newspaper advertising.



DANCE CONTEST...Co-operating with "Dance", the leading magazine in its field, Paramount has built a program for spectacular Veloz and Yolanda "Champagne Waltz" contests. These contests have already gone overbig wherever staged in key cities from coast-to-coast. The Paramount tests have already gone overbig wherever staged in key cities from coast-to-coast. The Paramount tests have already gone overbig wherever staged in key cities from coast-to-coast. The Paramount tests have already gone overbig wherever staged in key cities from coast-to-coast. The Paramount tests have already gone overbig wherever staged in key cities from coast-to-coast. The Paramount has



BILEE TRAILER ... Free Silver Jubilee trailer makes excellent plug 1st "Champagne Waltz". Complete short subject in itself, runs twice to long as average trailer, gives complete history of motion pictures.



RESULTS: Paramount swamped with telegrams from exhibitors who played "Champagne Waltz" at special New Year's Eve premieres to sensational grosses

Fred MacMurray in "CHAMPAGNE WALTZ"

Ith JACK OAKIE · VELOZ and YOLANDA · Herman Bing · Vivienne Osborne

Took Forest

lenny Baker · Ernest Cossart · A Paramount Picture · Directed by A. Edward Subarland

VARIETY

MUSIC HALL, N. Y. Back from a tussle with picture-naking on Coast, where he

making on

making on Coast, where he turned out his maiden screen effort for Universal, Léon Leonidoff has produced a three-part stage presentation to go with 'Lloyds of London' (20th) that is distinguished principally by its lack of body. The settings are lavish and colorful, the lighting good and the costuming orthul, but, divested of production background and the ballet-Rockettes chower on the should be found, the nearest approach being the two Spanish dances by Rosita Ortega (New Acts), who was recently at the Rainbow Room. Unfortunate for Miss Ortega is the fact that the stage show is skimpy around her.

Other talent includes James Evans, Tobar talent includes James Evans, the big act is the final scene here, anywhere else, including in vaudeville, would be a five-minule opening hovelty under yesteryear variety standards, Evans, notwithstanding that he is virtually sharing headline honors on the show with Miss Ortega, has a good act as acts of his description go. He juggles large handling three he gester handling three he gester handling three here are produced around. The latter is gaily painted so that when it is Spun Christmas tree effects are produced around most of the house. He's a vaude vet, and adaptable for niteries also. Two singers appear in the opening number, Robert Weede, as a bride-good of the house. He's a vaude vet, and adaptable for niteries also. Two singers appear in the opening number, Robert Weede, as a bride-good of the house he's a vaude vet, and adaptable for niteries also. Two singers appear in the opening number, Robert Weede, as a bride-good a barrione, getting better spotting. Both voices are satisfactory. Another single, appearing toward the end, is Dorothy Crooker. She gives an exhibition of fine balancing on one foot, keeping the other in the air se she moves half way across the standard around inclinded assemble to the produced as a barrione, getting better spotting. Both voices are satisfactory. Another single, appearing toward the end, is borothy crooker. She gives an arkhibition of

PARAMOUNT, L. A.

PARAMOUNT, L. A.

Mild bill of fare dished up on stage currently as adjunct to Definite and the Palansman (Part). Trio of acts with the houses 24 Fanchons and make up the second of cliegtans and make up the second continues that give plently of color and diversion. Opening routine has them first introduced in groups of four with their front monikers flashed on drapes. Then into a brisk precision number. For closing, gais cavort atop large bowls with balloons affixed to their heads and arms.

closing, gais cavort atop large bowls and arms.

a fixed to their heads and arms.

Collegians rate just fair as a stage unit and much of their singing is slightly off key. Best turn is Helen Charleston, comedienne, who offers a number of imitations and winds up with a high-pitched song that reveals her as possessing a healthy pair of pipes.

Marcy. Bros. and Bestrice, two nimble dancing comics and a sprightly gal, indulge in a lot of hoke. Femme is a clever contortionist and all hoof expertity.

ly gal, induige in a graph of the farmer is a clever contortionist and all hoof expertly.

Garner, Wolfe and Hakins, assisted by Jack Eagon, offer a somewhat crude imitation of the Three Stooges. Their low comedy is particularly rough in spots. Best feature of the act is harmonica playing by one of the early comedy trio.

Screen also has the Adolph Zukor Jubilee trailler and Paramount News. Opening matine had lower floor capacity, with balcony partially filled.

Edwa.

STATE, N. Y.

Week after New Year's, N. Y.'s vaude show-case was on a four shows per day basis, but starting Friday (15) with a new bill, It jumped back to five performances and six on Saturday, Last show on the opening day the house was jammed on both floors. On the stage was Milton Berle and on the screen the splendidly colored (Sarden of Allah' (UA). Berle is about to invade Hollywood. The comedian chose to thank the audience for building him up and making the Coast bid possible. As a matter of fact, Berle's vaude salary went up two G's since his recent radio 'performances and his stipped for the week at the State is a nitty \$4,000 plus a split of the gross over \$80.00 plus a split of the fire mc's a mementary but entirely offective show. All singles and all in one, except the Jaccopi Troupe

of tecterboard acrobats. Not a letterwood during the hour's stage show, with Berle putting in plenty of time on the stage. The acrobate have been standard with the Ringling circus. Frequently they would miss the laidem back sommersault from the board, but not at the State. To go through missing five times daily would be too much. But it is showmanship in the big show, with Berle tied up things at varied times during the long day. It was Bert Frohman who turned the trick at the finale performance with his idea of Penies from Heaven. Boy has an engaging personality and knows how to sell songs: He's been a click at the Paradise restaurant on Broadway as the mc. Earlier another warblot turned in an excellent score, but the sell of t

The state of the s

HIPP, BALTIMORE

Baltimore, Jan.

Headlining the stage side of the layout here this week is Ken Murray, assisted by his stooge, Oswald. The act gets going when Marlyn Stuart squeals from wings the tag line of Murray's radio period, Mama, that man's here again.

Probably the trade would feel that prime importance in the Hipp show is that, Mama, those men are rea again. They are the members of the Original Dixieland Jazz Band, cunited and back on a stage signin after 11 years. They are Nick La Roccas on Lumper, Tony Sharbaro at the trade of the Original Dixieland Jazz Band, cunited and back on a stage signin after 11 years. They are Nick La Roccas on Lumper, Tony Sharbaro at the trade of the Criginal Dixieland Jazz Band, and the property of th

that slow sum was a united of done.

Material boys are using is a shade too rough at times for radio, but not outside zone permissible for vaude, Gags are good. Murray is working especially hard.

Miss Stuart is a blonde looker, well set off by her sky-blue diaphandous pajamas; ability pars her sight advantages.

Bert.

RONACHER, VIENNA

RONACHER, VIENNA
Vienna, Jan. 6.
Chaz Chase has conquered Vienna
with his funny act. Old timers here
must think back many years to
member a similar funny man.
This months Ronacher bill is made
up on the slogan of lots of laughs,
it is a difficult task for the Armin
Berg comedians of local fame and
the Three Baldoon clowns to appear
on the same program with Chaz
Chase, but they get away with it. A
sketch, No Money, with Max Brod,
come back from the legitimate
operetta stage, brings more fun to
the program Score of local artists
all out the bis dexcellent there better
the Viennese are not so very eager
for comedy these days, the main
cause having been the lack of funny
local numbers. But he is making
slow headway with imports. Masss.

PARAMOUNT, N. Y.

ig doin's around the Par this ek and for the next week or two, at least, judging by the . tempo. 'The Plainsman' (Par-DeMille) is marquee lodestone, with Ray Noble on the rostrum supported by Sheila Barrett, The Merry Macs (3), Lynn Martin, Edna Sedgwick and Howard Barrie.

Noble and the mimic. Miss Barrett

Noble and the mimic, Miss Barrett, are an old Rainbow Room combo, transplanted to the Paramount podium, with the clever mime pacing her stuff punchily for the picture house, public. Her. Lionel Barrymore version of Goody Goody, and then as a Bankheadish dramatic fernme might do it, send her off the state of the stat

ROXY, N. Y.

ROXY, N. Y.

Third week. One in a Million' (20th) brings new show to the house of the chorines is the highlight. It's legs stuff sold in quantity. Refinement therefore is not to be found in the current performance and reven Marty May, m.c., pulls the keynote when he enters to ask the line if girls whether they are not for bed, instead of a stable of the form of the most of the continuous of the continuous

a studio layout, with girls simulating artists painting on easels. The canners themselves bring these boards on stage. Steele, in smock-sings for them and May shoos the girls offstage.

Jean Lorraine, a comedy contortionist, helps maintain a jocular trend throughout the show. She slips in and out between numbers to do some bit in solo or with some other performer. Her association with the show with Kee and Rog Falch might or with Kee and Rog Falch might or might not have been improvised. The Paige act has an easy time solving the amusement problems of the Roxy customers. The boys are fast enough and rough enough to crack anybody into smiles. One of the nities bits reminiscent of what has been lost to the theatre with the stifning of vaude is Edward Rickard. He is titled The Shadowman. He stereoptics on a screen only with fingers and neads except for some simple props. Katherine Hariff does a neat toe tap in front of the line early in the show. Line also is used in an old vaude novelty number. The girls peg their brightly colored costumes to outline a picture on a large frame. An optical illusion bit that goes over all right, although carried out some-whole with the show Line also is used in an old way be then brightly colored costumes to outline a picture on a large frame. An optical illusion bit that goes over all right, although carried out some-whole with the semblance of being fuller than it setually is.

STANLEY, PITTS.

ittsburgh, Jan.

It's probably entertainments like Harry Howard's 'Hollywood Hotel Revue' that's sending the Stanley back to straight pix in a couple of weeks. Deluxe bookings for this unit could have been made possible only by general paucity of shows and ex-orbitant demands of stage names.

'Hollywood Hotel Revue,' which has no connection with ether pro-gram bearing that name, is merely a

Hollywood Hotel Revue, which as no connection with ether program bearing that name, is merely a tab show with pretensions and, aside from a couple of first-rate special at the state of th

ALHAMBRA, PARIS

Noel-Noel, pop French screen and legit actor, tops this offering, which despite its bright gots, is loaded too heavily with dancers and acrobats. Whether a coincidence or not, two acrobatic acts present very similar routines. Elimination of one would have helped. Three American acts are used.

Alhambra Girls open with a walt number, to give way to George Tracy and Inge Anderson, first Yanks to appear. Miss Anderson's song in English is end, as is also here and the second of the second and an inge Anderson, first Yanks to appear. Miss Anderson's song in English is end, as is also here and the second and an inge Anderson, first Yanks to appear with a trombone it with a trombone of the second and an inge Anderson, first Yanks to appear with a trombone of the second and an inge Anderson, first Yanks to appear with a trombone of the second and secon

EMBASSY, N. Y.

(NEWSREELS)

EMBASSY, N. Y.

(NEWBREELS)

Between the Mattson kidnapping, the auto strike and the plane crash which brought death to Martin Johnson, the newsreels are able to relegate the war in Spain to second place this week. Universal leads off on the finding of the body of the Mattson boy, with its usual grash redelled, showing the body of the Mattson boy, with its usual grash redelled, showing the body of the Mattson boy, with its usual grash redelled, showing the body of the Mattson boy, with its usual grash redelled, showing the body of the body of the body of the body of the Mattson boy, with its suow still outlining the childish form. Paramount follows with the government reward into action. Universal coverage is the outstander, with the murderer's footprints and auto tracks to supplement the other shots.

Paramount, however, regains ground with ninec coverage of the auto strikers, Pathe sharing Pathe Pathe s

Among New U. S. Bills, Child Labor Could Affect Films: Another NRA

Washington, Jan.

A drive to prohibit child labor in interstate commerce developed last week as the flood of business-regulation bills advocated in Congress showed no signs of tapering off.

With several additional control schemes being offered, members of the House and the Senate dropped in the legislative hopper five measures which would directly forbi interstee commerce in articles produced by any employer hiring children under prescribed ages. Other measures, which would accomplish this end by different routes were submitted, along with new Federal license proposals.

proposals.

The child labor measures were pretty much ailke. Two, offered by Senator Bennett Clark of Missouri and Congressman William P. Connery of Massachusetts, fixed no age limit, leaving up to respective committees the task of deciding how old kids must be to engage in manufacturing.

mittees the task of deciding how old kids must be to engage in manutacturing.

*One. sponsored by Representative Richard Wigglesworth of Massachusetts fixed the age limit at 16 while others offered by Congressman Francis Culkin of New York and Senator Arthur Capper of Kansas proposed a ban on youths under 18.

Under none these bills could film producers or other industries ship in interstate commerce products made at places where children below the stipulated age were employed. There are no exemptions for, messengers, office boys, or talent.

A broad licensi bill requiring employers to live to standards of the N.R.A. was introduced by Representative Connery, while Senator. William E. Borah of Idaho suggested a similiar measure which was aimed at trusts and monopolies. The Connery bill, creating a three-man commission to issue franchises, specifies no employer can operate in interstate commerce unless he agrees to observe a. 30-hour week, pay just wages, refrain from using child labor, and bargain collectively with his help. The Borah bill stipulates that the Federal Trade Commission may refuse to license any employer who does not furnish detailed information about ownership, fiscal affairs, and management, or who appears to have a monopoly.

One Iewa Senator's Idea

One Iewa Senator's Idea
Des Moines, Jan, 19.
A bill introduced into Iowa senate
last week would penalize theatres
showing pix in which divorced per
formers appear. It was offered by
Sen. L. H. Doran (Rep.), of Boone,
Ia. The bill would provide that no
persons under 19 could be admitted
to a house showing films containing
divorced actors.

Penny Bills

Penny Bills
Harrisburg, Jan.
Three bills affecting motion
ture theatres have been introduced
in the Pennsylvania Legislature.
Assemblyman Fred J. Broad has introduced a bill that provides that all
picture houses seating 300 or more
be equipped with an asbestos or a
steel curtain, constructed across the
stage as provided by rules of the
stage as provided by rules of the
stage as provided by rules of the
stage partment of Labor and Industry. The penalty is \$300 or three
months imprisonment.
The lawmaker also
measure providing that there shall
be in attendance in the projection ists
or operators as there are picture machines, but at no time can there be
less than two projectionists or operators, that one licensed apprentice operator may be present; or
one licensed projectionists or one
licensed projectionists or one
licensed operator.
Representative Joseph iole,
Allegheny County, introduced a bill
requiring that all projectionists or
operators be given at least one calcalled a day being defined as one of
24 consecutive hours.

Iowa's Anti-Rackets Law

Iowa's Anti-Rackets Law
Cedar Rapids, Ia, Jan.
Bank nights, suit clubs and other
such schemes will be outlawed in
lowa if a bill just introduced in the
state legislature by Rep. Wm.
Treimer becomes effective. It was
prepared by John H. Mitchell, Jowa's
new attorney general, at the request
of Treimer.

Treimer occurred by John H. Mitchell, aumorphew attorney general, at the request of Treimer.

The suit clubs are started by clothing merchants who enlist up to clothing merchants who enlist up to the work. 100 members in a club, each paying \$1 a week 'dues,' until he has won

a suit valued at \$25 or paid in that entire amount, which entitles him to a suit.

Iowa's long list of blue laws will be wiped off the statute books if a bill introduced in the state legislature by Senator Doran of Boone is approved. Present laws, which previous legislatures have refused to resci could close the state up tight enforced. They prohibit carrying frearms on Sunday, hunting, shooting, dancing, hoss racing, buying or selling anything, or labor of any kind except that which is absolutely necessary or for charity. Penalties for violations are from \$1 to \$5 but the new bill provides a fine of \$100 for disturbing any Sunday worship assembly.

-Marathons

Colo.' -Marathens
Denver, Jan. 19.
Two of the first state bills introduced deal with marathon dances, Measure would prohibit mental and physical and endurance contests that exteind more than 24 hours. It has the backing of every theatre man in state, and the problem has been worked on for months by the Theater Owners & Managers Ass'n.

Calif. Att'v Gen'l Opines Banko Is a Lottery

A new attack on theatre bank nights was launched here last week by District Attorney Leslie A. Cleary, of Modesto, following an amended ruling from State's Attorney General U. S. Webb. declaring that undercertain conditions bank nights were illegal.

Cleary had received an earlier opinion from Webb which, he declared was 'confusing'. He asked that certai points be cleared up. Webb's reply said:

Where no attempt at all is made to distribute free chanees to the drawing and tickets to drawings are distributed only to those who purchase admission tickets, then bank nights and similar schemes are lotteries and subject the operators of them to criminal prosecution.'

According to Cleary, this indicates an operator can be prosecuted unless he places his registertion book where all can register, regardless of whether they purchase tickets or not.

Fog Over the B. O.

Los Angeles, Jan.
Box office receipts hit a new
low last week in the citrus belt
because of smudging the acreage to prevent loss of crops
during the cold spell.
Heavy pall of smoke hung
over several towns, blocking
traffic and seeping into the theatres.

SCHINE'S DIV. MCRS. TO HANDLE OWN ADV

Program of complete decentralization of advertising activities has been inaugurated by Theatrical Co., Inc., which operates 92 house

New York, Kentucky. Move includes elimi

tion of the home office advertising department and ing of the weekly house the

With the central ad division, advertising budgets and general advertising and exploitation will come

direct supervision district man-Present district esent district iefs in-Lampe, of Syracuse, for clude southern New York area; Wi iam Heiss, of Glens Falls, N. Y., for northern part of state; Clinton Heiss, of. Glens Falls, N. Y., for northern part of state; Clinton Young, of Oneonta, for central N. Y., portion; Howard Carroll, for Rochester and Buffalo houses; Milton Schosberg, and Eugene Custer for Ohio and Kentucky, working under the guidance of Louis Lazar, division manager. David F. Perkins, former advertising-publicity chief, goes with a major producer, while his assistant, Sandar Lazar, goes to Ohio.

Glens Falls, N. Y.,

Glens Falls, N. Y.,
Schine Theatrical Co., Inc. headquartered in Gloversville, N. Y., and
operating about 100 houses, has purchased the local Rialto theatre building, a four-story structure including
theatre, Rialto hotel, and four
ground-floor stores, Announcement
of the sale, one of the biggest in the
realty history of Glens Falls, was
made by Daniel H. Cowles, v.p. of
the Rialto Theatre Corp. The Schine
interests have been lessees of the
Rialto for the last three years.
Madeline Woods, for years adver-

Madeline Woods, for years adver-tising-publicity director for State-Lake in Chicago, has been given the same post with the Schi

Midwest Exhibs Given As Much As 35% Cancellation on Shorts

Banko Chiseler Nabbed

St. Paul, Jan. 19.
Latest model 'bank robber' now held in this burg' gaol, following a nabe theatre owner's suspicion of a mussed-up winning bank ight

a mussed-up winning bank ight ticket.

Hiller Hofman, proprietor of the nabe Blue Bird, asked the 'winner' into his office, when he noticed the nast-board considerably dirtier than all the rest, which 'winner' held in his hand. Hoffman hen asked the fellow to meet him at a certain bank next day to get his cash. Instead, fellow walked into arms of the law and is now the bastille till cops can locate his confederate. Hoffman meanwhile searched through stubs and found another, and cleaner winning ticket.

Duo worked their stunt by one of them, when time came for prize drawing, volunteering from the audience to pull the winning ticket the confederate of the confederate of the winning ticket.

and waved his ducat.

H. L. COHEN TAKES OVER THE UA, FRISCO, 100%

San Francisco, Jan. 19.

Herman L. Cohen completed negotiations last week with the United Artists Theatres, Ltd., to take full control and ownership of the United Artists theatre here Market street. The transaction, involving a 50% interest, made with Lou Anger, of the Joseph M. Schenck interests, is reported to have cost Cohen approximately \$75,000 in cash. The partnership in the UA began in 1930, with Cohen acting as managing director of the showhouse.

To the theatre deal, Cohen arranged for five-year exclusive San Francisco, Jan. 19.

arranged for five-year exclusi franchise for all UA productions.

Henri Elman's 25th Jubilee

Chicago, Jan. 19.
Capitol Film Exchange during
March will celebrate a Henri Elman
month as tribute to its owner and
president.
It will be in celebration of Elman's
25th anniversary in the film industry.

Local film industry is arriving at a standard method of handling the question of shorts, following return of this territory double features. Alof this territory double features. Al-ways a vexing problem both for ex-hibitors and the exchange salesmen due to the practical difficulty of sandwiching two-reelers or even singles in with two long features, the local film men seem to have reached an agreement on these contracts.
At first, the exhibs refused to buy

At first, the exhibs refused to buy any two-reciers at all with the features, and only a small portion of single reels, while the distributors were just as determined to sell their shorts only on a 100% deal. Compromise deals on shorts are now set up in which exhi itors which signature for a 100% deal on features; get a 25% elimination clause on the short subjects. Some of the exchanges are

a 25% elimination clause on the short subjects. Some of the exchanges are permitting as much as a 35% elimination on shorts, but this is pretty much of a concession.

There is little difficulty in getting rid of most of the singles, especially cartoons, but the two-reelers are terrific headache, even though the jublic has often expressed a great liking for them. With the two-reelers it's primarily question of running time, since it's almost impossible to get two features, a newsreel and a two-reeler on one bill and then get sufficient turnover without running fair past midnight.

BINGO'S LEGAL TEST BY PENNSY SHRINERS

Reading, Pa., Jan, Bingo craze, already facing court tests with state gambling laws in other Pennsylvania cities, landed in

other Pennsylvania cities, landed in civil court. here through suil brought by two Reading banks against Rajah Temple, Mystic Shriners, owner of Rajah theatre. Suit is to determine which of two treasurers is the one legally entitled to hold Rajah Temple funds. Wayne Webber, treasurer ousted recently, claims he is still legally custodian of Temple funds, charging that he refused to honor bills and draw checks recently because they were incurred for bingo parties conducted by the temple for profit, in violation, he says, of state and local anti-gambling and lottery laws. No decision has yet been reached in court.

18,818 Picture Houses In the U.S. In 1936, 510 More Than Previous Year

During the past year the number of picture theatres in the United States increased to 18,818, a total of 510 more houses than were in existence of 1935, according to figures compiled by the Film Board of Trade through the branches which are operated the exchange centers.

The survey shows, with a boost in the number of theatres playing film, which includes not only newly, constructed houses, but those which have been converted for pictures, ethat the number now wired for sound is 17,915, against 16,998 that were talker-equipped

Usher Succeeds Herbel As Chi Film Board Prez

Chicago, Jan. 19.
Allen Usher, manager of the local Paramount exchange, was electer president of the Chicago Film Board Trade at a special meeting lass week. He succeeds Henry Herbel Universal exchange chief, who headed the Film Board here for the near four years.

headed the Film Board here for the past four years.

Tom Gilliam of Warner Bros. exchange is vp. and Emma Abplanable regular Film Board sec, sec-treas. On the board of directors are Herbel. Irving Mandel (Republic) and Clyde Eckhardt, (20th-Fox), latter chairman of the board.

Dinner in honor of retiring president will be held at the Congress hotel Friday (22).

L'ville Fire Quenched, **Attaches' Minor Hurts**

Tom Muchmore, manager Ohio, badly burned on hand, while attempting to extinguish a blaze which started off stage in a barrel of rubbish. An usher also sustained burns. While considerable smoke blew into the house, none of the patron left, and the fire was smothered before the became unduly fearful.

Yeggs' Wasted Effort

Motion Picture Theatres in the United States, January, 1937

or	1 =	Total the				Closed	41			peration.		liated.	Tinof	iliated.	the	atres.	Attaches Minor Hurts
		Sent.	caties.		100	Seat.	theatrea.		111 0	Seat.		Seat.	Unan	Seat.	••••	Seat.	Louisville, . 19.
ne	Territory. No.	cap. S	ound S	llenf.		cap.			No.		No.		No.	cap.	No.	cap.	Louisville, . 19.
	Albany 406	232,844	341.	65		47.180	· ·		287	185.004	28	48,825	74	62.185	304	121.834	Tom Muchmore, manager Ohio,
1		808,779	701	00		47,180 12,448	32		720 -	380,331	159	138,888	238	130,168	364	129,723	badly burned on hand, while at-
le,	Boston1.101	801.126	010			187,061	203		716	613.465	138	187.301	212	207.083	751	406,742	
ill	Buffalo 451	330,182	438			55,499	116		.322	274.083	44	72,988	100	90,296	807	100,898	tempting to extinguish a blaze which
or	Charlotte . 500	231,510	508			17,637	50		432	213,873	81	61,284	65	.83,243	363	130,983	started off stage in a barrel of rub-
	Chicago 887	056,576	882			59.144	128		. 754	597.482	120	202,850	241	205,488	520	248,132 322,276	blat As as bear at a second to be a
al-	Chicago 887 Cincinnati. 1,041	406.755	955			46.667	75		880	450.088	.00	79,163	145	95,816	880		bish. An usher also sustained burns.
he	Cleveland 546	385,378	523			27.575	36		487	357,803	39	66,759	178	151,553 116,512	884	167,000	While considerable smoke blew
	Dallas 925	464,061	906			21,668	49		857	442,393	187	153,622	213	116,512	525	193,927	into the house, none of the patrons
of .	Denver 485	195,265	435			13,919 8,859	311		396	181,340	66	47,710	78	34,525	201	113,030	anto the house, hone of the patroin
	Des Moines. 208	172,910	398			8.859	36		- 4 362	161,051	33	34,681	64	33,602	301	104,627	left, and the fire was smothered be-
	Detroit 558	388,916	558			13,52:	. 35		523	.875,898	108	132,223	68	60,712	382	195,981	fore the became unduly
	Indianapolis 548	201,382	506			20,656	31		475	270,726		8,581	133	110,310	406	172,401	Annalis Decume and
	Kansas City 784	381, 5	704			56,798	99		605	324,817	96	98,252	97	72,543	591	210,820	fearful,
	Los Angeles 003	403,656	550			34,523	80		520	429,133	108	197,490	103	71,042	832	195,124	
		100,124	834			9,84	27		307	150,281	32 78	20,893	77 25	41,694 21,004	225	88,637	
	Milwaukee. 543	201,876	457			41,910	64		407	249,400 353,746	80	87,509	99	47,230	440	182,803 254,765	Yeggs' Wasted Effort
in	Minneapolis, 960	382,016	185			28,270 10,274	13		879 172	165,200	50	80,021 81,311	24	21,580	772 109	72,082	
	New Haven 185	175,573	400			28,775	44	Ďа	418	211.768	.02	52,845	111	60,059	376	127,689	Burglars broke into the Capitol.
	New Orleans 545	240.543	1.144			5,030	97	20	1.047	1,244,617		370,230	628	608,442	53	251 975	Maria broke into the Capitol.
m.	New York 1,104 1	210.122	442			6,637	13	20	420	212,485		11,744	104	67,875	328	139,503	Newark, and knocked the combina-
as	Okla. City. 442. Oninha 464	179,984	462			12,208	42		420	167,746		35, 180	55	27.968	378	116,836	tion off two safes, but got no loot.
		685.687	798			31,008	84		704	654,070		257,814	151	133,108	457	294,765	Apparently frightened by
a,'s	Plttsburgh; 684	301,060	665			23,398	89		626	367,062		87,073	146	84.544	463	218,843	
est	Portland 208	109,098	208		";	850	- 3		205	10B, 146		27,020	- 28	14,181	159	08,780	police.
	St Londs 566	322,801	557		95	42,472	86		471	280,320		35,868	159	121.861	874	105.072	Gus DePauw, manager, said only
		215,410	45		161	39,671	42		426			44,800	.03	23,747	471	146,803	
bу	Propelsco 57	358,376	45		48	22:163	45		409	335,213		K1.382	126	124,616	286	150,378	small change left in the strong boxes
to		160.130	305	10	14	7.690	1.1		201	152 450		35.717	01-	50.356	187	74:057	since two years ago when burlgar:
ng.	Washington	357, 199	: 624	4	36	3,491	32		502	152,450 343,708		88,271	119	82,136	438	186,792	carried off a small safe containing
on	18,818,11				h = 00	- con ac	4 000		40.000	440 400		100000	00100			7. 700	\$1 600
ŲΠ	.14,818,14	**************************************	Tithia :	708	p, 100,	2)(89),1367.			10,238	10,440,652	2,337	2,340,070	3,010 3	,univ,039	12.011	4.5 5.790	. 44,000.
							\$2.00	A.				1 7					



EXPLOITATION By Epes W Sargent

Pluggin' a Unit

Pluggin' a Unit
Arthur Cohn: of the Queen, Wilmington, Del., put on the heat for
N.T.G. and his girls and steamed up
the collection of t

people.

House conducted a beauty contest, determined four days after the start, with NTG, picking sive girls to be presented at each of the two nite shows, with cash prizes. There were many window displays and plenty of radio, work. Black ink.

That Local Angle

Deanna Durbin and Three Smart Girls (U) Were a pushover for the locals. The fact that Deanna came from this neck of the woods helped plenty, but that wasn't all.

locals. The fact that Deania came from this neck of the woods helped plenty, but that wasn't all.

Getting off to an early start, Sim Rost, manager of the Garrick, suplashed three-color ado in the daily, with the Durbin lass standing out in fung up a record as it is the first time that three-color advertising has been used by any theatre in Winnigham of the first time that three-color advertising has been used by any theatre in Winnigham of the first time that three-color advertising has been used by any theatre in Winnigham of the first time that three-color advertising has steady of the grand of the first the first time that three-color advertising has the first time that three-color advertising has stream of the first three f

Trick Light

Trick Light

One of those good stunts that fashed up and was for gotten was the blow land lighting one or more lamps. In the Carroll device the lamps were lighted by means of a switch worked from the box office and those who succeeded in lighting the lamp got tree tickets; which was why Mr. Carroll kept his hand on the switch. This is an even better stunt for the study of the lamp got the device. The was the was the fash of the forts of those outside. There should be some ostensible connection from the tube outside. There should be some ostensible connection from the tube outside to the device. The window waith a row of lights so hooked up that by advancing the switch the lamps go nin succession, first a couple of white lights, with no payoff, then cocasionally colored lamp, red blue, green and amber, with one, and the lamp. It should be operated by a reliable, person with some idea of comedy, who can get a laugh by giving a flat-chested contestant a colored lamp while a husky, blow as he will, can not do better than the first or second non-payoff bulb. It can have a small town batty for a flat chested contestant a colored lamp while a husky, blow as he will, can not do better than the first or second non-payoff bulb. It can have a small town batty for a flat could not be glass facing a flat could not be glass facing a fancy wire device side. The person places his hand against the glass and apparently sends a current of electricity to operate an indicator dial, in reality worked by the hidden operator. It looks even more mysterious.

'Garden'

Louis.

Tieups with Postal Telegraph Co, two big downtown dept: stores; large grocery store chain; radio station; weekly mespaper; 5 and 10 store; weekly magazine; bank pay envieopes do station; so the state of th

York, in attractions public attention to current double bill. 'Garden' of Allah' and 'Gay Desperado.'

The telegraph co, distributed 5,000 stickers, carrying theatre copy, on' all wires delivered and provided space in windows in downtown and branch offices, for 'Garden of Allah', and 'Gay Desperado' displays. A national hookup on 'Van Bibber cigars carried Loew's copy into cigar and drug stores. Book depts, in retail attornal hockup on 'Van Bibber cigars carried Loew's copy into cigar and drug stores. Book depts, in retail from the copy of the copy of

Free to Sonjas

Free to Sonjas

Local booking of 20th-Fox's 'One, in a Million,' at Anderson, Ind., came smack in the midst of the automotive strike which threw 12,000 people out of work in this town of 45,000, but manager Harry Vannoy of the Paramount went to town in selling Sonja Henie and the bid of the populace. The tups were arranged with the most sonja Henie sundaes and window displays of Don Ameche and Campana; house got a break with a timely display in town's main department store, featuring a huge blow-up of Miss Henie for winter sports wear; tie-ups were arranged with sports editors on the local rags for special publicity on the ice skater; and 1,000 autographed photos of Miss Henie were doled out prior to opening.

to opening.

Also got a laugh by advertising a bouquet of flowers and passes to see the show for all girls named Sonja. Another feature of the campaign was the placing of two large signs in front of the theatre, reading Only—Days Until 'One in a Million,' featuring the girl in a million, Sonja Henie.' Exploitation was augmented by a teaser campaign in the paners, personal notices To Sonja from Donivatra newspaper reviews and extra ad space.

Exhib: also, scheduled a nost-card

ad space.

Exhib also scheduled a post-card camps in with 1,000 cards sent to man's hand-writing.

Darling:

'Darling:
'Meet me at the Paramount theatre Sunday night. If I'm still one is a million for you, you'll be there Sonja.'

Result was a packed house

Doings for Anni

Detroit.
Two broadcasts from the stage, a kids' party, vaude, and other special features are being used this week by United Detroit Theatres to celebrate the Regent nabe's first anni as member of the chai

ber of the chai
Visual broadcast of Junior Matinee' show over WXYZ will be made
Friday afternoon, with 40 juves taking part, Saturday a kids' party,
with a solid hour of cartoons and
vaude, will start at noon. Sunday
afternoon Children's Theatre of the
Air, comprising about 50 young performers, will celebrate its first anni
on the Regent stage, broadcasting
over WXYZ.

New Resemblance Gag

New Haven.
ob Russell cashed in on publicity
for Asta, hound in 'After Thin Man,
by admitting free anybody who
could produce a dog resembling the
purp. New Haven.

Nice for Toronto

Toronto, Jan. 19.

New high in theatrical advertising here with 95, theatres spreading propaganda over four

pages.

Loew's using top space. Goes all the way from amateurs to burlesque.

Belated Santa

Norfolk.

Norfolk kids rubbed their eyes and opened their mouths in a dither on Jan. 8 when they saw Santa Claus on the city's chief streets. Mothers were hard put to it to explain the amazing; sight until the gayly clad figure passed.

On his back was the legend 'I Stuck Around, to See Mae, West in 'Go West, Young Man, at the Norva Theatre, Beginning Today.'

Proved fine bo, lure, together with usual exploitation methods. Norfolk

'Black Legion' Prison Show

Black Legion (WB) was given a special preview last week at the Michigan State Prison in Jackson, where four members of the Detroit hooded cult are serving terms for Legion crimes.

where the hooded cult are serving the hooded cult are serving the Legion crimes. Warden Harry H. Jackson said the request for the Black Legionnaires to see the film and pass on its authenticity came from Chicago film officially came from Chicag

Praising 'Allah'

Fraising 'Allah'

Selznick-International' Los Angéles, department incrested from publicity department incrested from the control of the American Revolution, in the high moral fiber of 'The Garden of Allah' Finally she, enlisted five women start a chain phone campaign for the pic. Each called a quintet of femmes and asked them to continue the link. Another stunt was a contest tie up with the stunt was a contest tie up with the La. Downtown Shopping News, 400,000 giveaway circulation semisted from the control of the control of

Van Leer's Exploitation

van Leer's Exploitation icago, Jan. 19.
Arnold Van Leer, now of Cowan, & Van Leer, advertising, en route to Morth Bay, Canada, and while, here, landed the Great States and Essaness. Circuits of Theatres with his Lektrolite Glow, leaving Yerr 200,000. Glowlights to be used as giveaways, Van Leer left Chi. to promote the Dionne, quintuplets with his new Acousticon silent radio.

Personal Punch

Harry Bodie, of the Warner Sixth St. theatre, Coshocton, is a former associate of Frank McHugh Sixth St. theatre, Coshocton, is a former associate of Frank McHugh, so when the latter was due in town with Three Men on a Horse, he sent Bodie a photograph alluding to the picture and hoping the people of Coshocton would enjoy it.

Bodie lost no time in and better than a column of type, and it, did not but the host engagement in the least.

Cameracraft

Taking advantage of a local cele-bration, sponsored by a civic organi-zation, a manager persuaded the committee it hould have a perma-nent record of the proceedings and offered to provide a set of photo-graphs free if given proper facilities for making the shots.

for making the shots.

He contacted a photographer with a large camera, and made shots of the platform of the crowd from various angles and of the statue which was the heart of the celebration, Large signs announced that there would be a isplay of these pictures in the lobby of the theatre two days can find yourself in the picture.

The bait worked for neactically

can ma yourself in the picture. The bait worked, for practically everyone who had attended the event swarmed into the lobby to inspect the pictures. No faces were ringed, nor were there other ticket angles. It was just a chance to see the pictures.

angles. It was just a chance to see the pictures.

In spite of the fact that no effort was made to sell copies, orders were taken at the request; so the visitors and the photographer sold a sufficient number to show; a profit even some albums for the profit of the sufficient without the profit of the sufficient without the sufficient without the sufficient and the sponson. All it cost the theatre was a little shoe leather; and some brainwork, and the general ticket sales were helped by those who having reached the loby decided to stay and see the show. Probably a motion picture would have brought in more coin, but the house was too small to take a chance. Now the manager is planning to repeat the stunt county fair week. In this instance the theatre imprint will appear in one coprier of the picture, to serve as a permanent advertisement.

the KEYS **BEHIND**

Charlotte, N. C Charlotte, N. C.

R. O. Stallings, N. C. theatre, who
was transferred there only a few
weeks ago from the Charlotte booking office to manager of the Alamance, promoted to managership of
the Palace, Raleigh. John Knight,
assistant manager of the Carolina in
Greensboro, now manager of the
Alamance.

Gallipolis, O.
Schine Theatre Co. has purchased a large downtown site from Col. H.
B. Ecker in the heart of the business section for the erection of a modern theatre. Gallipolis,

Findlay,
Contracts will be awarded immediately for a new \$75,000 theatre on a downtown site here, Homer W. Powell, president of the Quilna Theater Co., has announced.

Mendle Smith, formerly, with Essaness in Chicago, has joined United Detroit Theatres as assistant manager at the Madison. Also added to United Detroit State week is Donald Dunn, formerly manager of the Madison, State, Paramount and Adams under the Publix regime.

With resignation of John McCurdy as manager of the Enright, Warners' big deluxe house in East Liberty, George Brosson has been upped to that post from Sheridan Square. Other WB managerial changes, as a result of this shift send Lyle Harding from Regent to Sheridan Square and to the Region of the

probably operate the Imperial competition for the State.

Comertord organization last Saturday (16) closed the Ritz, downtown
house which has been playing pictures and stage shows. Closing said
to be for extensive improvements.
House was built by Z. Poll, and
known under his name for many
years. The Comertord interests also
announced taking an option on the
Providence Auditorium, one of the
city's landmarks in North Scranton,
where new theatre is to be built.

James Edwards, Monterpy Park operator, is building a 650-seater in Wilmar for April opening. Glenn Harper, at present soloing, in Corona, is opening a new house in Fontana.

Charles Schlaifer leaves his gost as advertising and publicity chief for the Tri-States Theores Omaha district to become publicity and advertising director for the Manufacture Artists theatre in San Francisco.

A. M. Avery, manager of the Omaha RKO exchanges announced the addition of W. W. Troxell to the Omaha safes staff.

Jack Anderson, who has held the position of poster clerk in the Omaha MGM exchange, now copywriter at the Buchanan Thomas Ad. Agency. Charles Rachman takes over.

Stokane.

The Alpine, new \$20,000 theatre, was opened this week at Colville, 50 miles north of here.

Atlanta.
William K. Jenkins, vice-prez and
treasurer of Lucas & Jenkins, Inc.,
has been made a colonel on Gov.
D. Rivers' staff.

Charlotte, N. C.
W. H. Webb, at Shelby, has made
his Webb theater there a second-runhouse and reduced admissions to 10
and 150 cents. His new Reigers theatire will be first run house.

Worcester.
Ed Meyerson of Boston has succeeded Nate Goldberg as manager of Family theatre. He served the Lowe theatres in Hartford the past two

not a full time job.

Spartanburg, S.

Hollywood at York to reopen soon, following closing due to \$2,000 fre. So far no action in general assembly-on proposed law to bur ushers and doormen under 18 working in South Carolina theatres. Would affect 75% of such employees.

A compromise verdict has been reached in the case of J. Louis Schrum and J. W. Abernathy, guardians, vs. G. G. Mitchell, theatre operator, and Cart W. Ervin, contractor, to prevent Mitchell from changing the Imperial Theatre building into an enterprise not connected with motion pictures.

Mitchell recently opened is new Mitchell recently opened is new Mitchell recently opened is new in the properation of the properation of

That Paris Club

Paris.
M-G-M working with the newspaper Intransigeant took advantage
of Christmas to collect a good load
of públicity for its Laurel and Hardy
club and please 4,000 kids the
process.

elub and please 4,000 kids the process.

Using the club as a base, with the Intransigeant ballyhooding the event. Mr. Children and the control of the control of the kids at the Salle Warram where they saw an hour show during the morning and were given presents.

Among other things, the young-sets served a special Christmas dition of the control of t

Ducats for Nobodys

Greenville, S. C.

Greenville, S. C.
Ritz, here, playing Jane Withers'
Tittle Miss Nobody, broke out last
week with novel exploitation gag to
bluck up bo.
Manager Fred Curdts had staff
man Bill Jennings patrolling side
streets in lookout for femme urching
of about Withers' age, and unaccompanied. Jennings, fortified with fists
full of Oakleys, presented each girl
he encountered alone one of the
duests with a spiel running on this
order: Rere, Little Miss Nobody, is
a ticket to the Ritz but first go home
and ask your people if you may go.
Result: Many an extra waif came
along with the pasteboard holder and
bought in.

Still Coing Strong

Apparently the fake summons is still potent. It rolled up a good gross for the Lido theatre, Bronx, last week on 'Libeled Lady.'

iast week-on 'Libeled Lady.'
Front page was a good reproduc-tion of a regular court summons, but the inside departed from the usual phraseology for a more trankly ad-vertising appeal, though the general form was retained. The summons, if not too often used, still packs the wallop.

Picked Good Ones

Carolina, here, recently installed equipment for the hard-of-hearing in 16 choice asile seats. In inaugurating the use of the ear phones Manager Dick Lashley sent every semi-deaf-person that he knew of here a letter concerning the event enclosing-ducat, Fred Curd's, Ritz, was first with hard-of-hearing equipment here but all of his seats thus wired are on a back row.

THE KEYSTONE OF YOUR FUTURE



"One in a Million" is the 11th picture (out of 450) in 10 years to be held for 3 weeks at the Roxy, New York. And 9 out of those 11 were made by the makers of "One in a Million"! And hark to this nifty from Mark Hellinger (in his nationally syndicated column) "Sonja Henie (pronounced Sucha Honey!)"

THEATRE YEGGS IN 3 KEY CITIES

Cleveland, Jan:
gunmen invaded general ofof George Young, film house
mitery owner, and in his abwalked out with \$5,000 representing collections from is Roxy
burley and Terminal Theatres.
Quartet selected noon as stick-up
hour, trying to force clerk to open
safe. Girl didn't know combo, so
waited until two other clerk
arrived. Evelyn Daniels nearly
pulled a faint, stalled at dials until a
builet-threat restored her memory
about the combination. Girls were
locked in side-office by robbers who
sauntered out with the \$5,000.

ity, 19.

Recent crime wave here, resulting in 14 armed robberies since Jan. 1, included sensational holdup of Theda Bradshaw, Capitol theatre cashier late Thursday (14). Armed handit handed a note stating, 'Hend over your money or your life' to cashier, while a crowd milled in the lobby. Cashier, handed over \$35, thug took on the lam. Customers who watched stick-up didn't know what had occurred.

Ten minutes before, Charley Pincus, manager, removed considerable cash from tills.

St. Louis, Jan. 19, Mrs. Bernice Heil, cashier at Salis-bury theatre, north St. Louis nabe, was held up in her booth Sunday night (18) and robbed of \$15 by an armed youth who thrust gat through night (18) and robbed of \$15 by an armed youth who thrust gat through ticket window and threatened to shoot if she failed to shoot out the dough. Bandit also warned Mrs. Hell not to ring alarm bells. Hour before stickup major part of Saturday and Sunday receipts had been taken from house in armored truck. Charles Moore, manager of house said it was second holdup at 'theatre in a vear.'

theatre in a year.
Salisbury is second nabe to be held
up since Jan. 1, \$75 being taken from
Margaret Weaver, cashier at the
Congress last Sunday (7).

Fox-WC Bkptcy.

(Continued from page 5)

pointment of former U. McNabb as bankruptcy pointment of former U. Attorney McNabb as bankruptcy referee and accused him of splitting fees—taking only \$75,000 when, it was asserted, he was entitled to \$154,433.

All these charges, Judge Wilbur held to be unfounded.

was entitled to \$154,323.

Ail these charges, Judge Wilburheld to be unfounded.

The record shows, according to Col. Neblett, that, \$43,294,552 in claims were filed in the bankruptcy court, of which sum \$15,443,388 were allowed, including \$638,787 for administration expenses.

Col. Neblett's clients asked damages of more than \$1,000,000 which Judge Wilbur held unfounded. Senator McAdov's law partner also made the assertion \$25,000,000 had been lost by holders of theatre leases and mortgages. Judge Wilbur, while not touching on that phase in detail, held the Fox-West Coast Theatres was entitled to go into bankruptcy, even if it was solvent.

Named in the action were Fox Film Corp., Westco Corp., 20th Centily-Fox, National Theatres, Fox-West Coast Theatres Corp., Charles P. Skouras, Charles C. Irwin and William H. Moore, trustees in bankruptcy; referee; S. District Judge William P. James, Albert Leeds, Alfred Wright, Reuben G. Hunt, O'Melveny, Tuller & Myers and Referee Earl E. Moss. The clean bill of health given to the bankruptcy by the Circuit Court of Appeals here leads the way to the complete purchase and control of the more than 500 theatres of National Theatres Corp., by 20th Century-Fox which control will place the film company in the position of being the strongest production-exhi titon-diestribution company in the business. Full control of the National Houses is expected.

Kelly-Roberti's 'Road Show' Hollywood, Jan. 19.

'Road Show,' story by Eric Hatch, bought by Hal Roach for Patsy Kelly and Lyda Roberti.

At 90, This Femme Fan Has

Greenville, S. C., Jan. 19. reenville pic managers lay claim ne oldest enthusiastic film-goer in the United States in Mrs. S James. Mrs. James 50, attend ngs of every outstanding pic playing

here.
First two pix seen by Mrs. James were, Mrs. Wiggs of The Cabbage Patch with Marguerite Clarke and The Birth of a Nation. She saw both at the Bijou here, which is saw in biz on the same spot after 31

Eleanor Gates' Suit Vs. Liberty Picts to Bat

Liberty ictures, Inc., tomorrow (Wednesday) will ask N. Y. Supreme Court Justice Lydon for an order directing Eleanor Gates, author, to submit to examination before trial in her suit against Liberty for \$120,000 damages and an injunction to stop further showing of the film. Once to Every Bachelor. Mrs. Gates complains that Liberty, in advertising the film, used her name and claimed the picture was based on her story 'Search for the Spring,' without her consent.

without her consent.

Plaintiff states that she wrote the novel in 1907 and that in 1934 Liberty produced its picture and without permission exploited her name and novel in the ads. She claims that Bacheor is an interior film and the tie-up of it with her novel has depreciated possible picture value of her story.

G.F.'s Legionnaires'

Hollywood, Jan. 19.

Hamilton MacFadden has been signed by General Films to direct Three Legionnaires, organization's initial, production which is slated to start this week on the RKO-Pathe lot in Culver City.

Robert Welch, vice prez in charge of production, is easting pie with Man Mountain Dean, bearded rassler, only person set.

ROACH RENEWS FLOURNOY

RUAUH RENEWS FLOUENCY
ine Bluff, Ark., Jan. 19,
ichard Flournoy, former Pine
Bluffian who in recent years has
lived in Hollywood, but is here visiting his father, while on his honeymoon, has just signed a three-year
contract renewing his connection
with the Hal Roach Studios as screen
writer.

At 90, This Fernime Fan Has Been Seeing Pix 31 Years SUBURBAN N. Y. EXHIBS NOW ARE GETTING THE GIVEAWAY BUG—BUT BAD

U's 4 Serials

Hollywood, Jan.
Universal has set four serials to be produced this season, with Wild West Days' the first to go before the cameras. Windham Gittens, Norman S. Hall, Ray Trampe and Maurice Geraghty scripted 'Days.'
Others are 'Radio Patrol,' Tim Tyler's Luck' and 'Plash Gordon's Trip to Mars.' Titles on trio were bought from King Features. Exploitation on these serials is proving a headache, inasmuch as papers not buying the syndicated comics are ng. for plugs.

Harry Allen Has GN Product for Canada

Grand National Pictures is now established in Canada and will set up offices at Toronto and Montreal and other Canadan cities. Distribution of pix, of which the first will be 'Sins of the Children,' will be under the direction of Harry J. Allen, who has been handling Republic product in Montreal and Toronto, Offices will be open about first week in February. Montreal, Jan. 19.

ruary. In addition Grand National, Allen will also handle about 12 British pix.

'Asia Roars' for Elliott

Hollywood, Jan. 19.

Clyde E. Elliott and crew will pull out for Malaysia, Feb. 1, to film 'Asia Roars' Seven month expedition is being sponsored by the Callfornia Zoological Society on deal made with Burroughs-Tarzan Productions.

Arrangements are being made to have Elliott broadcast a series of sponsored talks from the jungles as exploitation, Jesse J. Goldburg is supervising production.

GARR DUE AT U FEB. 1

Eddie Garr goes to the Coast, Feb. to start on his new contract for

1, to start on ms new Universal.

Currently doing his stuff at the Hollywood Country Club, Hollywood, Fia,

Allied-306 Proj. Unions' Merger Marks Time; B'klyn Official Pinched

iculty in getting Allied-manned theatres to agree to recognition of ocal 306, Moving Picture Machine Operators of New York, and Increased booth costs is holding up the merger of 306 and Allied Operators on which a tentative agreement was reached about two months ago at the insistence of the special fact-finding commission set up by Mayor F. H. La Guardia. This same reluctance on the part of independent the atres to agree to higher scales previously had interfered with a merger and negotiations over a long period were finally dropped.

While union sources are optimistic over the prospects of completi the proposed reriger and, as in the past, numerous times say agreement on the deal is near at hand, there is no the deal is near at hand, there is no definite and 306. Operators of New York, and in-

be laid open to the enticements o cheaper manpower from other indi-unions.

Brooklyn, Jan. 19.

The arrest by the local district attorney's office of Joseph Kelban, Brooklyn business agent of Local 306, allegedly because he turned out the lights in the Folly theatre on being unable to collect back salaries for operators employed at this film grind, aroused the wrath of Joseph D. Basson, president of 306, who calls the arrest 'undue interference with the itimate function of the operators' union.'

Kelban, held gatter getting sassy, was igned in

KeiDan, heid getting sassy, was igned in Special Sessions here yesterday (Monday), with Matthew M. Levy,

proposed regger and, as in the past, numerous times say agreement on the deal is near at hand, there is no definite that Allied and so ion. Conferences, however, held over the weekend, including Sunday (17), with a view to hurrying the long-delayed absorption of Allied by 306 and 25% increases to Allied ops in the theatres in which they are now working.

While there is noth! to prevent the two unions from joi ing hands, with hout i litation fees, union spokessmen declare that it isn't advisable to merge the unions unless the theatres in which Allied ops are now working agree to the combination of the Springer-Cocalis chain operating to more than the folly was permitted to deduct to merge the unions unless the theatres in which Allied ops are now working agree to the combination of the springer-Cocalis chain operating to more time the steep that it isn't advisable to merge the unions unless the theatres in which Allied ops are now working agreed to the combination of the springer-Cocalis chain operating to the Springer-Cocalis chain operating to deluct the merge than the springer died before the repayment of the springer-Cocalis chain operating the chair of the springer-Cocalis chain operating the following that the folly springer died before the repayment of the springer-Cocalis chain operating the chair of the springer-Cocalis chain operating the springer died before the repayment of the springer-Cocalis chain operating the chair of the springer-Cocalis chain operating the strength of the springer-Cocalis chain operating the springer-Cocalis chain operating

More Than Ever, Especially in Brooklyn and Queens -Cash Prizes Over \$3,000-Foresee Its Quick Demise as Novelty Wears Off

Bank night stunts and cash prize giveaways of kindred sort continued to swell in number the greater New York area last week. It no longer remained question of whether or not a film theatre was holding a bank night or cash distribution event, but what sort of money grab-bag was being employed to drag in extra customers. About the only sector to escape the monetary disposal epidemic to date is the Times Square section, big de luxers fighting shy of having anything to do with it, or the continuous run spots, aguring their minimum admission scales being enough inducement to get patronage.

aguring their minimum admission scales being enough inducement to get patronage.

While the battle of the cash drawings between major circuit and independents and between individual exhibitors to obtain new slant to the contests continued, there were several indications that both patrons and exhibitors were beginning to become surfeited wifit the weekly coin shellout. Basic factor held responsible for this changing attitude is the feeling that the whole idea is approaching the saturation point in amount of money available for distribution and also in public interest. Wholesale scale on, which the contests have spread, aided doubtlessip by the state court ruling this week led some exhibitor leaders to foresee an early drying:

led some exhibitor leaders to foresee an early drying
popularity.

But, in the meantime, the bank
and cash night stunts continue to
spread like wildfire. One of new
additions was the Randforce circuit
of 43 houses, which inaugurated a
new wrinkle in the money distribution gag. Approximately \$3,000 now
is distributed weekly, but the novel
means used in splitting this amount,
made the contest click the opening
week. Circuit is divided into two
divisions, with \$1,500 in each iven
out. Unlike bank night, the winners
are handed checks, drawn on the
circuit account. This eliminates any
hous-pocus and insures speedy distribution of coin.

While both the Loew and RKO
houses of Brooklyn and Queens are
following the simultaneous announcement plan weekly with fourfigure amounts awarded, exhibitors
are fairly well sold on the idea that
any Screeno, Lucky, bank night or
other cash givesway means little or
nothing in added patronage unless
the award is around \$200 more
Public won't go for \$25, \$50 or \$100
prize awards. Exhibs soon expect
that \$500 will be the minimum
figure which is likely to attract
interest.

**Increased Resistance
Along the same lines, theagter managers noted increasing resistance on

Along the same lines, theatre managers noted increasing resistance on the part of patrons to the combined or simultaneous announcement cash stunts being used currently in Loew and RKO houses. While the prize is \$1,500 to \$3,000. depending on the circuit, location and rules employed, theatre-goers are becoming increasingly aware of the small chance they have of winning when some seven to 18 houses are hooked-in on the same award. They realize their opportunity of copping is reduced that much more.

portunity of copping is reduced that much more.

New idea was tried yesterday (Tuesday) in RKO theatres of Brook-lyn and Queens with \$1.500 offerch in one ... Though the actual drawings were held on the stage of the Albee, Brooklyn, the numbers were announced simultaneously in other theatres designated in contest. Contestant in any participating RKO house was rated eligible for prize. Giveaway featured the idea that drawings would be made every three minutes until ... winner was picked, this obviously being done to eliminate old criticism of the carry-over coi. over coi There were numerous hints in re-

There were numerous hints in recent weeks that house managers and
in some instances circuit icials
wer inged up with the cash
award stunts. Asi from the money
outlay, the involved bookkeeping,
drawings; and other precautions
necessar to obviate criticism of the
theatr fairness' has many house
operators running about in circles,
what with his other and more essential house duties. Where winning
numbers are not rawn for several

weeks in succession, ig cash drawings become increasingly had headaches.

For example, Valenci, Loew house in Jamaica, now has \$2,250 riding on contest with the first prize of this total supposed to be inexcess of \$1,000. The money has piled up because winners have not been found for three weeks. Nearby RKO Alden has \$1,000 in prize money while the A. H. Schwartz (Century Circuit). Randforce and other indehouses also are operating some type of money iveaway.

Reaction of theatre managers such a situation, where virtually all competing houses are offering some cash giveaway, is that the whole idea is wasted effort, involving an additional expenditure. In this respect, the cash stunt nights are following the general course pursued by double features.

With, all theatres going in for

features.

With all theatres going in for and the novelty of the stunt dimishing, some exhibitors see the start of a long trek back to the era when of a long trek pack to the era when pictures alone are offered as a source of entertainment. Others are inclined to foresee the decline in popularity along the same lines as the way dish giveaways, have dropped in popular favor in recent weeks. Crockery prize giving is definitely on the way out, the opinion of many man-

THEATRE MGRS. IGNORE QUARANTINE, FINED \$25

Lynchburg, Jan.

For Jumping a spinal meningitis quarantine before the ban was lifted.

Mrs. F. C. Carper, manager of the Roxy, and John Garst, manager of the Rives, both at Martinsville. Va., were fined \$25 in a trial justice's

Testimony disclosed the ban was not lifted until Saturday (16), but the theatres were open Wednesday after the operators appeared before the city council and asked that the ordinance be rescinded as discriminatory and that other businesses were not observing it.

Neither noted an appeal.

'Charity' Pix Show Gag Dodges S.C. Blue Laws

Greenville, S. C., Jan. 19.
Town of Anderson, S. C., now having Sunday pix and getting by S. C. blue laws by tagging the Sabbath unreelings as 'charity shows.' Greenville city council recently elected a committee to investigate all angles on Sunday pix with a view to possibly allowing local exhibs to run here.

run here.

Last summer at Myrtle Beach.

S. C., a shore summer-time town,
ran wide open and were
molested by the law.

Utah's '35 Gross

Salt Lake City, Jan.
Federal, census bureau today, reported Utah concessions took \$2,246,000 during 1935.
State had 254 places of amusement, including theatres, amusement packs, bowling alleys, billiard parlors and similar joy haunts. These places had 259 proprietors and firm members, employed an average of 779 persons, and had a total payroll of \$489,000, the report shows.

HOPALONG, BOYS

Hollywood, Jan. 19.

Harry Hoyt and Jack O'Donnell, have been hired by Harry Sherman to script the next Hopalong Cassidy productions for Paramount. Hoyf will write 'Rustler's Valley' and O'Donnell it 'Cottonwood Gulch' O'Donnell Gulch.'

Maurice Geraghty just completed
The Roundup, fourth Hopalong, gouctio ceb. 1.



"After The Thin Man" Hold-Overs are de-lovely!

(Thanks, Bill Powell and Myrna Loy!)

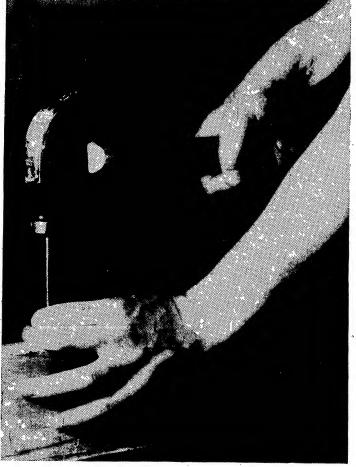


"Camille" clicks with Biggest Garbo biz in 5 years!

(Garbo and Robert



"Last of Mrs.
Cheyney" is the talk of the Coast!
(Imagine! Joan
Crawford, Bill
Powell and Bob
Montgomery on one
marqueel)



HE HIT THE NAIL ON THE HEAD!

One of the leading editors of this industry said:

"I believe that every exhibitor, regardless of his present affiliation or the circumstances that dictate it, wishes in his secret heart that he had been able to obtain M-G-M attractions."

And thousands of happy M-G-M exhibitors agree as they welcome H\text{\text{\text{T}}} after HIT after HIT!

"CAMILLE" is following sight "AFTER THE THIN MAN" with hold-overs! Then "THE LAST OF MRS. CHEYNEY" will pack 'em in. And your wintry days will be brightened by "MAYTIME" and you'll clean up with "A DAY AT THE RACES." Then the giant drama "CAPTAINS COURAGEOUS." That's M-G-M!



HIT!

"Matyime" means extended playtime! (Jeanette: MacDonald, Nelson Eddy are rosier than "Rose Marie")



HITI

"Day at the Races" is the Biggest Marx Bros. show of them all!

(New box-office Marx)



HITI

"Captains Courageous" is another "Mutiny on the Bounty"! (Giant drama has big cast including Freddie Bartholomew, Spencer Tracy, Lionel Barrymore and more)

Further U. S. Census on Amus.

Breakdowns for East, West and South Central States

Washington, Jan. 19.
Reflecting sharp upswing of the musement business since 1933, Department of Commerce last week turned out two more of its business census reports covering places of amusement in the cast and west and

partment of commerce last week turned out two more of its business census reports covering places of amusement in the east and west and south central states.

Total 1935 take of the West South Central group—including Arkansas, Louisiana, Oklahoma and Texas—was \$41,437,000, showing a rise of \$14,503,000 over 1933 receipts. Alabama, Kentucky, Mississippi and Tennessee—East So ut h Centralites—showed a smaller, but pronounced improvement, with 1935 receipts totalling \$20,759,000, against 1933 grab of only \$13,026,000.

Covering—motion picture houses, theatres, circuses, amusement parks, bearing, circuses, amusement of only \$13,026,000.

Covering—motion picture houses, theatres, circuses, amusement parks, bearing, circuses, amusement parks, bearing, circuses, amusement parks, bearing, circuses, and more new places in which to spend money for entertainment. Amusement centers in the East Southern states have increased from 1,498 in 1933 to 2,079 in 1935, report revealed, while 1,001 new places been added in the two-year period in the West South Central group. West South Central group. West South Central group, West S

payrou, \$1,081,000.
Oklahoma: 830 establishments; receipts, \$8,25,000; employees, 2,341; payroll, \$1,911,000.
Texas: 1,895 establishments, ceipts, \$24,482,000; employees, payroll, \$4,861,000.

Fitz's Coronation

Hollywood, Jan.

Upon completion of iting five technicolor shorts at Metro studio, James Fitzpatrick, producer of 'Traveltalks,' will leave for England to film the Coronation.

Plans to sail from New York Feb.

OK BLDG. PERMIT, THEN KO

OK BLDG. PERMIT, THEN KO
Atlantic City, Jan. 19.
After a building permit was issued
for the erection of new motion
picture theatre in Toms. River, near
here, the Dover Township Committee
passed an ordinance under which
the owners could not obtain a license, it was revealed Saturday (16)
to Supreme Court Justice Joseph
Perskie in chambers here.

Justice allowed a writ of certiorari to the theatre owners. It is
returnable before the supreme court
Feb. 5.

Feb. 5.

The owners told the court that the foundation had been laid but that now the township authorities are enforcing a regulatory ordinance passed last Nov. 27 subsequent to granting the ermit and letting of contracts. The new measure prohi its licensing of any theatre within 300 feet of sold of the subsequent of

100 neet from a grade school with 1,500 pupils.

The court was also informed that the ordinance did not operate against an old established theatre, the Traco, ich is locally owned and had been operating for about 17 years.

STORY BUYS

Hollywood Jan.
Columbia bought 'Park Avenue
Dame,' yarn by Robert T. Shannon.
Harold Morrow's novel, 'Saleslady,'
purchased by Monogram.
'Queen of the Yukon' and 'Wolf
Call,' Jack London novels, bought by
Monogram.

Monogram. Republic has purchased The Re-luctant Bachelor, inal by Robert

Columbia acquired Richard Wormser's 'Ine Right Guy,' published in McCall's.

Par Report

(Conti from page 7)

assistant sec, none directly, 100 common beneficially; Austin C. Keough, vice-prez and sec, 50 common and 23 second preferred.

second preferred.

Harry O. King, irector, none;
Earl I McClintock, director, 109 second preferred; Charles A. McCulloch,
director, none directly, 1,000. first
preferred and \$58,000 worth of debentures beneficially; Frank Meyer,
assistant see, 10 common, 100 first
preferred and 4 second preferred;
Fred Mohrhardt, comptroller, none;
Maurice Newton, director, none
directly, beneficially 4,518 common
and 2,413 1-5 second preferred, and
through Hallgarten & Co., 5,000 common and 5,000 second preferred.

and 2,413 1-5 second preferred, and through Hallgarten & Co, 5,000 common and 5,000 second preferred.

V. Richards, irector, none directly, 2,000 common beneficially, Adolph Zukor, chairman and director, none; Atlas Corp., principal underwriter, none directly, 1,516,483. Brst preferred beneficially, 1,516,483. Brst preferred beneficially, Application shed dim light on pay and contracts, Staling-none of the parent officers enjoyed boms agreements, Para-reported that 11 management contracts have been negotiated various operating, subsidiated various operating subsidiated of the profits of the profits of Back and its subsidiary theatre, companies, The other contracts, were described of the profits of Back and its subsidiary theatre, companies, The other contracts, were described of the profits of second of the profits of the profits of the profits of second of the profits of the

Ofterson's Salary

describers being essentially, the same:

Offerson's Salary

On the pay question, statement, showed that John E. Otterson drey meanly as much in a little ever six months, as Adalph Zukor collected in a full year. Zuk r's take as president for five minuths and three weeks and as chairman. The board for the rest of the year was \$91,645, Otterson's total for being prez from June 17 to Dec. 31, 1935, was \$94,000. Stephen A. Lynch, chairman of the advisory committee, pocketed \$79,500, while 22 trustees and directors raked in \$298,991; eight other officers. nered \$145,623, and two employees paid more than \$29,000 per annum hauled in \$40,911. Only other entry was \$25,000 for Simpson, Thatcher and Bartlett, Par attorneys.

Aside from Condor Pictures, the other film registration pleas were routine and of minor importance. Patamount Broadway Corp. asked the S.E.C. to johnhancock \$3,553,500 worth of mortgage loan certificates outstanding and \$225,000 worth to be issued; Columbia Pictures asked registration 10,990,432 more of nopar common, Harry Cohn and other Col trustees filed statement covering certificates for 5,393 shares as well as the underlying securities; and General. Theatre Equipment Corp. sought registration for \$27,024 shares of capital stock issued and -227,081 1-3 shares still in the till.

CONTRACTS

Hollywood, Jan.
Horace McCoy signed writing pact
with Metro.

with Metro.
Samuel Pokrass, composer, Walter
T. Strohm, engineer, Majorie
Weaver, actress, Hi Moulton, musi-cian, pacted at 20th-Fox.

Bruce Cabot grabbed new termer at Metro.

Film Reviews

PICTURES

LUCK OF THE IRISH

(Continued from page 15)

(Continued from page 15)
the outcome of a steeplechase. Here
it's the Grand National.
When the race has been lost and
the boys with the lien step in to
clean up, the arrival of an American
nag fancier with pienty of coin saves
the day. Efforts of Haryward, as the
faithful and sacrificing servant, to
asize cut by unearthing pitoney as
the day. Efforts of Haryward, as the
faithful and sacrificing servant, to
asize cut by unearthing pitoney acthe legendary O'Neill cache, furnish
outs of action and some laughs. Irish
wit so much, talked about is not so
much on exhibition here, but there
are occasional spurts.
There is a barroom scene, but it
is toned down to a song between the
boys while celebrating the occasion
of the race. It is sneedily broten up
the news of the disqualification on
and the arrival of the local constable. Charles Fagan. Songs of
which there are five, being typically
Irish, should also get a rise out of
audiences.

Bonovan Pedelty, former film
scout for Paramount in London, and
director of Tuck, makes. Iavorable impression with his new calling
Print caught is Jumpy and sound
one indistinct, but that may be accounted for by the apparatus in the
house.

POFON

('Salary 200 Monthly') (HUNGARIAN MADE)

Endre Vidor. At Modern Phaymenes. N. Y. week Jan. 18, 37. Running time, 85 mins, 10. Hungarian, no English fittles)
Press agents on Hungarian stuff have recently been trying to implant the management of the Hungarian Shirley. They're, unearthed Hungarian. Freddig Bartholomew, and now a Hungarian. English Eartholomew, and now a Hungarian. English Eartholomew duplicates really had plenty on the ball, but whether on not Javor has is left to the imagination. In Salary 200 Monthly his alleged light is hidden under a bushel. Antal Pager, an old comic standby, walks off with the footage and puts the celluloid across. Film was socke ho. in Hungary, and should be a good draw with the celluloid consistency with the footage and puts the celluloid across. Film was socke ho. in Hungary, and should be a good draw with the celluloid across. Film was socke ho. in Hungary, and should be a good draw with the celluloid across. Film was socke ho. in Hungary, and should be a good draw with the celluloid across. Film was socke ho. in Hungary, and should be a good draw with the celluloid across. Film was socked by the Hungary and should be a good draw with the footage to good results. Plenty of a plot—mistaken identity. Pager, as nitwit soda-jerker, the fulcrum of practically every situation, and appears in practically 175% of the footage to good results. Plenty of laughs, with Pager able to wring em out without putting on too much pressure.

laughs, with Pager able to wring em out without putting on too much pressure. Elsie Barsony is the comely love interest, nicely cast. Ditto Theodore UTay, whose performance as an auto manufacturer is a crack job. Javor, the hero, doesn't do much, and what he does do isn't very much of an histrionic test. Since the film is mistaken identity stuff, and Javor is the identity that has to be kept under wraps, he is virtually written out of the book entirely. In view of this, the p.a. bunch would have done better to blurb Pager as the Hungarian W. Fields.

This isn't intended the create further Babel, but Vanter's Budapest reviewer opined that Pager is the Hungarian Maurice Chevalier.

BROKEN BLOSSOMS

BROKEN BLOSSOMS

INDICATE PROPERTY MADE)

Indicate Pelegae of Twickenhau (protice)

The Twickenhau (protic

Bruce Cabot grabbed new termer at Metro.

Iori and Barbara Brewster pacted 20th-Fox:
The Birell and Barbara Read had options renewed at Universal.

Join Swerling ticketed at Major tures.

Silm Summerville drew two-year extension on 20th-Fox contract.
Warners picked up fifth option of George Bricker's writing ticket.
Phyllis rooks, currently in the N. Yashow, 'Stage Boor,' given term contract at 20th-Fox.
Robert Ellis and Helen Logan, writing team, retied at 20th-Fox.
Mariod Gering, director, termed at Columbia.

Mervyn LeRoy put Collette Lyon, formerly of vaude, under personal contract.

Telix Joachinson, Budapest playwright, tagged by Universal.

N. Y. Film Museum's New Germanic Pix Library 0.0.'d by Pix Crix

B' Pix

(Continued from page 5)

hame in a film's cast without giving that personality adequate support.

Other studios, though reported ready to const some way of dropping the intermediate or expensive By pictures, are ite hesitant in doing so or sicclaiming the fact. Studio heads, without desiring quotation, are willing to discuss the folly of such an endeavor at length. They say it would be industry sucide, contending that the industry would just burn itself out and in a few years have no talent. They say that the intermediate picture, costing in the neighborhood of, from \$300,000 to \$400,000, the type of production that stars are launched and are the only sineans the producer's have to get a line on box office potentialities. They cite numerous examples in support of this premise: one where crace Morre, was launched by Columbia in One. Night of Love, which cost around \$400,000 and made Miss pointed out is the initial Astaire and Rogers picture, star overnight, Also pointed out is the initial Astaire and Rogers picture, star overnight, Also pointed out is the initial Astaire and Rogers pictor RNO, Which east a bit more than the Moore income.

Another illustration with this same company, is winterset, which cost around \$400,000 and though a box office cyclone gave the company, a personality in Burgess Meredith upon whom it will now concentrate in more important productions. Also pointed out are a number of the picture but with the war over the half million mark but which gave the company a potential star in Sonja Henie. This picture had no unusually important mames to balance Miss Henie but at the same time it was the means of bringing Borrah Minevitch to the fore as a picture possible of bringing Borrah Minevitch to the fore as a picture possible to the contract of the picture into the single Borrah Minevitch to the fore as a picture possible to the contract of the contract of the incubator theory in low-cost pix is Universal's Deanna Durbi in Three Smart Girls.

trate on eliminating as much junk as possible which may be lacking b.

possible which may be lacking be inflance but them is going to shy in the future from pictures in cost which have been classified as 'B' product. The producers feel that they are too smart to cross themselves up by eliminating what they call 'The kindergarfen of the screen,' wherefrom they are able to get their future important talent.

secten, whereiron they are able to get their future important talent.

American producers a most capable young actress, Dolly Haas, whose interpretation of the former Gish role is a remarkable piece of acting. Formerly of the German screen, this part is said to be her first and only British picture. She is at the present time being groomed. Holly-wood by Columbia Picts. Of the fragile type, short in stature, she looks "like most promising material for future, popularity.

Plot of Broken Blossoms' is well known, and concerns a mystic romance between a young Chinese, and a concern and the concern and the Chinese hides the child in his rooms, where he treats her with kindness and bedecks her in Oriental costumes. Subsequently, the brutal father learns her where-abouts. In an 'scene he kills her.

brutal father learns her whereabouts. In an 'seene he kills
her.

Strip Williams, who was on
Brutal was been in his own
lay Night Must Fall, 'made the
adaptation of the sound version, and
as
as laso plays the Chinese. A story so
fantastic as 'Blossoms' falls to pieces
when the characters speak various
ak kinds of dialect. It is not expertly
done, and with the exception of Miss
lass the players are not convincing.
Julius Hagen is the producer, and
the players are not convincing
are quite good, and certain exterior
effect
fact
fact
fact
fact
father was a sounder to criffith is made by the producer in
a flattering foreword. Understanding
is that Griffith conferred with the
English organization before the remake was undertaken, but after
some preliminary directories all of
the direction, completing the producord

of Modern Art. Film ibrary which John Hay Whitney has

rolled were opened 125 East 46th St. While spot will be maintained for Whitney's personal film dealings, for Whitney's personal film deallings, library is turning it open to New York film crix as a ritzy study haven for its elaborate picture catalogs. Initial turnout for the library's newest group. German pix, okayed the idea.

Three-fourths of the library's new program is viewed for the first time on this si 'It hops from 1896 to 1919. Germanic influences which are well than the program is 'It hops from 1896 to 1919. Germanic influences which are

1919. Germanic influences which are credified with opening new channels of the Hollywood sector are played up, and can be clearly followed in the current running procedure. Most of it sums up as clever usage of black and white shadow work, also trick libeting which

the current running procedure. Most of it sums up as clever usage of black and white shadow work, also trick lighting which close-ups. Trimitive German Itoms (1896) made Skladanowsky show acrobats from the Wintergarten, Berlin, Scenes from Unter Den Linden, snappeds in newsreel style, give, an excellent picture of that period. Formal militaristic aura hovers over the entire group. Comedy flourishes attempted are noticeable for their brisk and animated gesturing. All of the actors overyork light muscles before the cameras.

Jun's Wedding (1999) presents a speedy larce which measures up easily to U. S. releases of that time. Misunderstood (1913) has Henny Porten, German actress, emoting in traditional flighty histrionics. These three pictures have all been obtained through Reichstlim-kammer for permanent inclusion at the library.

The Golem (1920) follows next, with only one reel run off, shows advance technique and authentic overtone of stodgy Teutonic dramatury. Complete production of "The Cabinet" of Dr. Caligar! closes and stirred most interest with the N. Y. pix crist. Few U. auddences have seen this entirely, in spite of its lingering reputation. Highly stylized, in treatment, the chiller episodes stack up as tame, in comparison with the sharply created; sets. painfed in futuristic patiepis. UFA donated these two productions.

Rocky Mt. Screen Club

Rocky Mt. Screen Club
Denver, Jan.
The Rocky Mountain Screen
Club was revived at a luncheon
meeting and officers elected. Clubrooms will be in the Brown Palace
hotel.
Harry Golub, is president; Chester
Bell, Joe Dekker, v.p.'s; Ross Bluck,
secretary; Hairy Goodridge,
treasurer; and Emmett Thurman,
counsellor. Directors are Gene
Gerbase, Al Hoffman, R. J. Morrison,
Eddie Loy, Joe Ashby, Chas. R.
Gilmour, Louis Finske, Rick Ricks,
Buzz Briggs, Frank Culp, Dave
Cockrill, Dave Davis and Jack
Langon.

Loe Variety Club Elects
St. Louis,
Ray Colvin elected chief barker of
St. Louis Variety Club at annual
meeting, Friday (15). Other officers
chosen: Joe Garrison, asst. chief
barker; Harold W. (Chick) Evens,
mgr. Loew's, 3d asst. barker PCaracence Hill, treas, and Ben Reingolf,
see. Full membership of 80 attended.
Plans were perfected for testimonial
dianer to be tendered Fred Wehrenberg, indie operator, who is celebrating 30 years i biz, at Jefferson
hotel, March 12.
immy Harris, pa. at Loew's, was
elected personal relations
for Variety Club.

Plane Tabu

(Continued from page 1)

fog-end of trip. Bogged down with ice, ships find it hard to climb. Motors vibrate. Ships lose altitude; and if they get below 7,000 feet within 10 miles of landing field, they crash into a mountain.

Studios have been great boosters of air travel and have made plenty of dough out of air-thrillers in return. But until winter flying gets a little less down to earth, they don't see how they can keep on cheering for the fastest mode of travel.

and THEY COME,

HOLD OVER . . . MINNEAPOLIS*
HOLD OVER . . . ST. LOUIS
HOLD OVER . . . BIRMINGHAM
HOLD OVER . . . LOUISVILLE
HOLD OVER . . . SAN DIEGO
HOLD OVER . . . KANSAS CITY
HOLD OVER WINNIPEG

SALARIAN HISTORY!

*
MINNEAPOLIS JOURNAL GIVES IT 6 A'S"

Just one

and so it goes

why ever

just one record after another!
... and just another reason why everybody is talking about the NEW UNIVERSAL!

Variety House Reviews

EMBASSY, N. Y.

ciontinued from page 20)
pair their personal airplanes and some Articla shots, all of which are deed, but not without interest.

There are some mint shots of ingot casting, with a couple, of exteriors and some interior views of Fort Knox, where the \$11,000,000,000 ingots and some interior views of Fort Knox, where the \$11,000,000,000 ingots are to be stored. Frobably the only chance for inside shooting, now that the gold is being moved of the store of the

TOWER, K. C.

This is the house that vaude built.

An \$18,000 a that vaude this week is plenty overheard on acro-terping. Send-off has the line (12) in gym suits participating in a basketball game. Goals at either end of stage, with Ted Cook, mc., in the arbitrator Tole.

Gals mix it up and click. Line gets two more appearances and on one occasion do some acrobatics on their own.

occasion of some account of the country of the coun

and leaps. Nothing new, but well done.
Donatella Bros. and Carmen, plus their unbilled parents, have a melange of offerings which doesn't mean much here. The boys have accordions. Carmen keeps the act in line with rest of the bill via back bends, splits and tap routine. Mother and the state of the state

open with tough stunts and keep it up. Girl is looker and both have droll manner of kidding own efforts. Creates capital tone for act. Stuff includes various efforts of roping while hoofing, with gal contributing brief and acceptable acrobatic bit. Another act, with all sorts of possibilities, is only midily amusing. It's Joe E. Ross and Giadys Bennett comery and hoofing pair. Gal, and of clowning, has immensely persuasive mode of delivery, but nobody could make her material anything but dreary. She has winning manner, knows timing and displays shrewd with the state of t

parently lacking showmanily experience.

Appearing in and out of all the above turns are 12 American Rockets, mixed hoofing chorus, Group is acceptably trained and proficient in acceptably trained and proficient in Balance of show ings in six of all looking showgiris.

Entire production, labeled 'Your Hit Parade,' bears Wild West atmosphere and setting. Contains two frontier tableaux. Bill runs almost exactly 60 minutes. Film is 'Crackut', Cloth', Business fair Saturday (16) afternoon.

ST. LOUIS, ST. L.

ST. LOUIS, ST. L.

St. Louis, Jan. 14.

Those who braved rain, seet and snow to be first-nighters at St. Louis theatre Thursday (14) were rewarded with one of best bills house has presented since its reopening last fall. The Roxyettes are back in good health and full numerical strength (16) and displaying lots of zip, in concess with poor showing last remaining the seed of th tap

tap dance. A colorful production number closes, with line doing a gypsy routine which opens with Regina (violinist) and Bros. (accordionists). "Charlie Chan at the Opera (20th) is screen offering. Biz only fair, due to bad weather. Sahu.

Prairie Flowers

Hollywood, Jan. 19.
When Principal Productions sought professional cowgals for a picture coming up, non-pros tothing guns, lassos and weari weird regalla chowed up. Some had never been on a horse.
Most candi had won beauty contests or had weathered the gong in amateur contests of the contest of the contes Hollywood, Jan. 19.

ered the gong in amateur con-

LINA PICTS' \$60,000 SUIT VS. H.E.R. LABS

ictures Corp. has filed suit ina ictures Corp. has filed suit for \$80,000 damages against the H. E. Laboratories, Inc., Garrison Bush Distributing Corp., and the Aladdin Pictures Corp., it was disclosed Thursday (14) when a motion was made before: N. Y. Supreme Court Judge McGeehan to compel officers of the three defendants to submit to examination before trial of the action. The Court reserved decision on the requiest.

of the action. The Court reserved decision on the request.

The complaint states that the dendants are unlawfully withholding and releasing 32 negatives of shorts which the plaintiff claims belong to it. The negatives in question, the plaintiff claims belong to be plaintiff cites, were turned over by Talking Picture Epics to H. E. R. for prints which in turn turned them over to the other defendants.

Talking Pictures Epics went bankrupt, the complaint states, and Irving Trust Co., as trustee sold effects to Joseph Briskin, president of Lina, who assigned the property to his concern. Lina in the present action claims this property including, negatives were never transferred to them, but that instead, the plaintiffs have been making profit by distributing them to theatres.

Skippy' to Sub for Walt Disney on UA Cartoonics

The new cartoon producing combination of Kenneth McLellan and Norman Stephenson which has obtained the rights to the Percy L. Crosby 'Skippy' cartoon strip, syndicated by King Features, will turn the character into cartoons for United Artists, Nine releases are slated for the first year (1937-38) for United Artists distribution. Walt Disney shifts to RKO shortly, hence this UA deal.

McLellan and Stephenson were

McLellan and Stephenson were formerly with the Disney organization, former head animator tion, former head animator, Stephenson as production manager. They have formed New Cartoon Production Co. in California.

OLSEN-JOHNSON REPRISE

Hollywood, Jan. 19.
Ole Olsen and Chic Johnson have been tagged to do another picture at Republic.
Preparations are being made for production as yet untitled.

Jack Connelly Recovered

Jack Conneily back at Pathe News headquarters after a siege with an eye infection. He was laid up at home for three weeks when a small piece of stem-blew into his eye.

conserved the first of the first plant of the first plays a shepherd's horn. It's all very family and rates the same in entertainment values.

Ross Wyse, Jr., comes on with some nonsense patter and then goes into bad weather.

MICHIGAN, DETROIT

MICHIGAN, DETROIT

MICHIGAN, DETROIT

Octos acrobatic. He does acrobatic. He does acrobatic. He has a best friend he'd better come for ward. Harding barliones two poops.

Fic is Jungle Princes: Part. But.

For its third stage bill since and of musicians plant of musicians and strong the first week with house first a search of the first week with a search of musicians and the stage bill since and of musicians plant in whole show is Little of many and come that's all one of the prince of the first week with thouse first and the provides swell arrangements, and branch the first down on the ivories. His drummer, and the bad weather.

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Detroit, Jan 16.

Nice menu here this week, with it is week, with the has a best friend he'd better come for ward. Harding barliones two poops.

Fic is Jungle Princes: Part. But.

For its third stage bill since and of musicians of the three solutions of the prince of the prince

CALENDAR OF FOREIGN RELEASES

(Continued from page 16)

music. Gustav Froehlich, Martha Eggorth. von Bolvary.
mins. Rel. Dec. 1. Rev. Dec 18.

Eine Fran die Weist Was Sie Will (Ger) (Casino). From Oscar Strauss' operetta.

Lift Dagover. Dir. Viktor Jansen. 82 mins. Rel. July 15. Rev. July 22.

Ember a. Hid Alatt (Fung) (Danubla). Hesvy drama. Laszlo Vajda.

Part in die Tugend. Die Ger) (Casino). comedy.

Tast Voluntas Del (Ger) (Casino). comedy. Angelo Musco.

Anielo Palermi. 80 mins. Rel. July 1. Rev. July 13.

Friesennot (Ger). Nazi propaganda. Werner Kortwich. 102 mins.

Oct. 15. Rev. Oct. 28. Affileto Palermil. 80 mins. Rel. July 1. Rev. July 15. Frieseninot (Ger.) Nazi propaganda. Werner Kortwich. Oct. 15. Rev. Oct. 28.

Ganze Weit Dreht Sich um Llebe, (Ger.) Mystery-rom. Suss. 80 mins. Rel. Nov. 15.

Gesuzza La Sposa Garishadina (71). Italian Joan of Arc. Dir. mins. Rel. Oct. 15. Rev. Nov. 18.

Ginecksplüze (Ger.) (Cashino). rama of adolescence. 80 mins. Rel. Oct. 15. (Ger). Mystery-romance.

temmle. Hans Beck-Grenzfeuer (Ger) (Zwicker). Intrigue in the Alps, mins. Rel. Dec. 15. Rev. Dec. 30. Gypsies (Russ) (Amkino). Sage of collective farms. vgeni Schneider, M. Goldblatt, 85 mins. Rel. July 15. Rev. Aug. 5. Harom Sarkany (Hung) (Danubia). Romance of collegiates. Laszlo Vajda, 90 mins. Rel. Dec. 15. Rev. Dec. 30.

90 mins. Rel. Dec. 15. Rev. Dec. 30.

Helsses Blut: (Ger) (Ufa), Romantic drama. Marikka Rockk.
Jacoby. 60 mins. Rel. Sept. 15.

Heroes del Barrio, Les (Sp). Kids do some acting. Arman
mins. Rel. Dec. 15. Armando Vidal, 80 Ich Sehne Mich Nach Dir (Ger) (Casino), Backstage operatics, Louis Graveure, Camilla Horn, 90 mins. Dir. Johannes Riemann. Rel. Sept. 1. Rev. Sent. 16.

Irma, La Mala (Sp). Marital mixups Sevilla, 80 mins. Oct. 1.

Jot Main Mann Nicht Fabelhaft (Ger). Domestic comic complications. Georg Jacoby. 78 mins. Rel. Dec. Rev. Dec. 9.

Junge Graff, Der (Ger) (Uf2). Light comedy with music. Anny Ondra Karl Lamac. 96 mins. Rel. Dec. 1. Rev. Dec. 16.

Kakos Dromot, O (Gr). Heavy drama. 77 mins. Rel. Oct. Rev. Oct. 28.

Kampf, Der (Russ) (Amkino). German-language story of Hitler cruelities. Dir. Gustaw Wangenheim. 86 mins. Rel. Sept. 1. Rev. Sept. 18.

Gustav Wangenheim. 98 mins. Rel. Sept. 1. Rev. Sept. 18.

Rermesse Heroldrei, La (Fr) (Toble). Comedy spec. Dir. Jacques Feyder.
mins. Rel. Sept. 15. Rev. Sept. 30.

Koenlsvaker (Ger) (Urs. Operette. Will: Forst.
mins. Rel. Oct. 15. Rev. Nov. 1.

Lacrimane e Sorrisi (It) (Duvold). Martial mixups.

1 mins. Rel. Dec. 35. Rev. Dec. 30.

Raffaello Matarazzo,
17 mins. Rel. Dec. 35. Rev. Dec. 30.

. 37 mins. Rel. Dec. 15. Rev. Dec. 30.
La Paloma (Ger) (Casico). Musical Chas. Kuliman. Leo Siezak.
Heinz Martin. 85 mins. Rel. Oct. 15. Rev. Oct. 25.
Legy Jo Mindhalalig (Simon) (Danubia). Life in a children's school.
Szekely. 75 mins. Rel. Oct. 15. Rev. Oct. 28.
Lettic Rose. (Ger). (Casino). Operetta based on 'Martina. Anton.
30 mins. Rel. Oct. 1, Rev. Oct. 20.
Liebesienie (Ger). (Tobis). Drama of modern lifte. Renate Musiler, Gustav
Froenicht. Dir. Rick Wasphaeck. 86 mins. Rel. Oct. 1. Rev. Oct. 1.
Liebesroman im Bause Kingburg (Ger) (Casino). Historical Item. Dir. Willi
Wolff. 61 mins. Rel. Sept. 1. Rev. Oct. 21.

Lied Geht um Die Welt (Ger) (Tobis). Musical. Joseph Schmidt, ard Oswald. 60 mins. Rel. Sept. 15. Rev. Sept. 30.

ard Oswald. 60 mins. Rel. Sept. 15. Rev. Sept. 30.
Luci Sommerse (11) (Nuovo Mondo). Raffles lives again. Dir. Adelqui Millar.
12 mins. Rel. June 15. Rev. July 1.
Madres del Munde (Sp). Romance, made in Mexico. Rinaldo Aguillar.
mins. Rel. Aug. 15.
Manewry Milosne (Polish). Operetta. Dir. Nøwina-Przybylski. 70 mins.
Nov. 1. Rev. Nov. 18.

Mater Nestra (Sp) (Mexican drama). Ir. Gabriel Sora. 70 mins. Rel. Sept. 1.

Magires del Munde (Sp), Romance, made in Mexico. Rinaldo Aguilar.

mins. Rel. Aug. 15.

Manewry Millone (Polish), Operetta. Dir. Nowina-Przybylski, 70 mins.

Nov. 1. Rev. Nov. 18.

Mater Nestra (Sp) (Mexica drama). Ir. Gabriel Sora. 70 mins. Rel. Sept. 1.

Mela Lichster Int Ein Jasegermanna (Ger) (Casido). Old-fantioned farce. LeoMeseawie (Hung) (Danubia). Cinderella in Budapest. Dir. Bela Gaal. 30 mins.

Rel. Nov. 1. Rev. Nov. 18.

Miserables, Les (Sr) (Franco-American). Hugo's classic. Harry Baur.

Reymond Bernard. 162 mins. Rel. Oct. 15. Rev. Nov. 4.

Muder Theodor, Der (Ger). Backstage farce. Weiss Ferdl. Dir. Yon V.

Ian. 2a mins. Rel. Oct. 15. Rev. Oct. 26.

Mujer del Fuerto, La (Sp) Life in Mexico. Dir. Arcady Boytler. 76 mins.

Mujers del Hoy (Sp). Melodramatic love story. Dir. Ramon Peon. 90 mins.

Rel. Dec. 1.

Mutiger Secharer, Der (Ger). (Casico). Heavy farce. Hans Deppe. 90

Natalias Folkavias (Huss) (Aminino). Urrainian musical. Dir. E. Kavaleridze.

Ne Sirj Redsawyara (Huss) (Aminino). Urrainian musical. Dir. E. Kavaleridze.

Ne Sirj Redsawyara (Huss) (Aminino). Urrainian musical. Dir. C. Kavaleridze.

Ne Sirj Redsawyara (Huss) (Aminino). Trait Moscowy color-dim. Dir. Nikolal Ekk.

Pa Soliidan (Sw) ((Scandinavian). Romance. Lars Hanson. Dir. Gustaf Molander. 90 mins. Rel. Aug. 15. Rev. Soct. 16.

Passaporto Rouse (St)-JiNew World). Rev. Mov. 25.

Neglingale (Russ) (Aminino). First Moscowy color-dim. Dir. Reae Stl. 74 mins.

Rel. July 1. Ref. July 8.

Ferting Rea. Le (Fr) (10th). Royal intrigue. Natalle Paley. Dir. Jean de Martigue. 10th Martigue. Rev. Dec. 18.

Ferting Rea. Le (Fr) (10th). Royal intrigue. Natalle Paley. Dir. Jean de Martigue. Martigue

General Foreign Sales, 729 7th Ave.
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New Yorker Spoofs Itself
New Yorker mag, which occasionally pokes fun at itself by parodying its own features, last week ran a profile on a facilitieus character, 'Mme. Erfler Kayshus,' by Sinclair Lewis. Piece was subtitled 'Vamp in Violet' and is a parody not only of the New Yorker's own style of profile, but of the iusual success story popular in many current mags. It also makes use of stock phrases used by many 80s8p columnists in describing life of the hoi polloi in social and cabaret worlds. Fictitious character is portrayed as the world's only woman manufacturer of shoes.

Some foundation in fact is ascribed to a wk. shoe trade-mark, but rather than risk legal complications, the 100% fictitious switch was given it.

Toronto Shakeups

Terente Shakeups

Many changes in the editorial setup in Toronto followed amalgamation of Globe and Mail both morning sheets. Except for Roly Young (pictures) and Vernon McAree, whose column of general comment is considered the best in Canada, the Mail editorial staff took it on chin. Sports staff was swept clean. It was expected that most top writers would be reallocated, but no dice. Following the shake-up. Vernon Knowles, me. of the Toronto Star; adult to take over Canada's ace presulting the shake-up. Vernon Knowles, me. of the Toronto Star; adult to take over Canada's ace presulting the shake-up. Vernon Knowles, me. of the Toronto Star; adult to take over Canada's ace the star, (255,000). John Heron, city editor, moved over to Knowles' desk, John Drylie remained as news ed and Ken Edey moved in from sports to the city desk, with Fred Jackson golf expert succeeding him.

No successor has been named for Fred Housser, 47, financial editor, who died, but Main Johnson, editor of the Star Weekly is pinch hitting. Leaves the Star, Canada's ace sheet; shy on name writers.

Gordon Sinclair, staff globe-girdler who settled into sports nine months back, is now doing a double into the first photographer, who, made the first shots of the Diome quins, is now exclusively on that subject and practically out of the Star, but a darkroom is ready when and if he wants it.

igest Goes West

igest Goes West

The Literary Digest, which was formerly printed in N. Y., is now being printed in Chicago by the Cunco Press. This follows the trend of other news weeklies, such as Time and News-Week, both of which are printed in the middle west.

Most of Time's material is telestyped out. Digest material is telestyped out. Digest material goes out by airmail, except for last minute news, which is facsimiled by Westgern Union. Digest also has teletype facilities, but does not use them at present.

George Huber of the Digest's copy desk has gone to Chicago to handle the material there.

Digest was one of 70 mags printed by the Chas. Schweinler Press in N. Y. Stock of the printing plant was sold last year to John F. Cunco Co. Among the magazines formerly printed by Schweinler Press in addition to the Digest were Boy's Life. Christian Herald, the Dell group, Winford Publications, the Pines group and the Munsey group. Plant still continues to print the last two in N. Y.

mner Active Again

Summer Active Again

N. Y. Society for the Suppression
of Vice has begun proceedings
against James T. Farrell's newest
novel, 'A World I Never Made,' calling it obscene, and is attempting,
via court action, to prevent circulation of the book. Warrant was obtailed by Charles J. Bamberger,
agent for the society and nearly 400
copies were seized at the offices of
the Vanguard Press, publishers,
John S. Sumner directed the seizure.
Novel was praised highly by most
critics and Scribner's mag ranked it
as one of the 10 best of the fall
season. N. Y. Times reviewed the
book fulsomely in its news columns,
but refused to run advertising on it.
Case will be heard Feb. 2.
Farrell wrote the book while on a
Guggenheim Fellowship.

Paul enton to Par
Paul Benton, former associate
Year of the Times-Union, Rochester,
N.Y.; joins the International News,
Service on a Paris assignment. He
is a former war correspondent and
member of the Marsh expedition to
South America in search of White
Indians as a correspondent for the
North American Newspaper Alliance.

ance,
His wife, Mrs, Dorothy Benton,
who conducts column, Shopping
with Dorothy, the Rochester
Democrat & Chronicle, will remain
there for the present.

Best Sellers

the week ending Jan. 16, as reported by the American News Co., Inc. Fiction

Gone With the Wind (\$3.00) By Margaret Mitchell Drums Along the Mohawk (\$2.50) By W. D. Edmonds Sound of Running Feet (\$2.50) By Josephine Lawrence Street of Fishing Cat (\$2.50) By Josephine Lawrence Yang and Yin (\$2.50) By Alice T. Hobart Shining Scabbard (\$2.75) By R. C. Hutchi Non-Fiction

'An American Doctor's Odyssey (3.50) By Doctor Victor G. Heiser-How to Win Friends' (\$2.00) By Enrest Sutherland Bates' (\$1.00) By Enrest Sutherland Bates' Flowering of New England' (\$4.00) By Van Wyck Brooks Tive Alone and Like It' (\$1.50) By Marjorie Hillis Audobiography of G. K. Chesterion (\$3.00).

Nother Washington Shift

Nother. Washington Shift
Third break in the critise' line-up
in Washington during the past three
months came this week with the
resignation of Betty Hynes, for the
past years dram ed of the Washington Kerald, Hearst, morning
sheet, to do independent writi
Post is now filled by Mabelle Jennings, former Herald critic, who
has since made a success as femme
commentator for the CBS network.

E. DeS, Melcher, who went to the

E. Des, Melcher, who went to the MGM scenario department, was sup-planted in October by Jay Carmody on the Evening Star, and Don Craig, who switched to political writing on the same paper last week, was sup-planted by Katharine Hillyer on the Daily News.

Dave Hearst Learning

Dave Hearst Learning

David Hearst, one of the publisher's 21-year-old twins, has gone to work for his father on the Baltimore News-Post. Lad is legging a police run on the burg's southside.

Also receiving his baptism in newspaper work on the Balto News-Post is Harry Bittner, Jr., son of the general-manager of Hearst newspapers. Young Bittner has been covering police stations and hospitals for the News-Post for nearly a year.

Bates Helping Loyalists

Bates Helping Loyalists
British novelist Ralph Bates is in
Hollywood to raise funds for the
Spanish Loyalists.
Author of 'Lean Men' and 'The
Olive Field,' an expert on Spain for
some years past, is a commander in
the International Brigade, on leave
for a goodwill tour. His local appearances are being sponsored by a
Motion Picture Artists Committee.
He will appear at a banquet and address a mass meeting.

Ruddy's Russian Masquerade

Ruddy's Russian Masquerade
Maurice Ruddy, Hollywood rep
of several English publications, recentity returned from tour of
Europe.
When he attempted to enter Russia, officials refused him admittance
because he was listed on his passport
as a Journalist. He went to the British consulate and had his occupation
changed to film producer. From
then on, he says, he was feted and
shown through various governmentowned studios.

Daily for Kids
Metropolitan daily exclusively for
kids appeared last week in Tokyo,
published by Nichi Nichi. It's a tab
size, four page sheet, which goes to
eight pages on Sunday, and is believed to be the first daily paper for
youngsters.
To allow for near-sightedness, a
common Japanese ailment, type is
twice normal newspaper size.

David Smart's New Mag
David Smart, publisher of Esquire
and Coronet, is working on plans for
a new mag, to be published in about
nine months, but details of which he
is keeping strictly to imself.
Meantime, he is concentrating on
the Esquire syndicate for fashions,
which has been sold to 266 newspapers since its inception about six
months ago.

Auerbach's Coast Chere
Artie Auerbach, former photog
with the N. Y. Daily News, rejoins
that sheet and is on his way to the
Coast as candid cameraman for the
newspaper on the Coast. Auerbach
has established himself as a dialect
comic and has appeared on radic
programs on the major networks,
with Phil Baker among others.

Literary Travel Mag

Literary Travel Mag
Globe, new travel mag will be
published in St. Paul, Minn.
Contributors to the first issue will
include William Saroyan, Ed Bell,
Jesse Stuart, William Carlos Williams, Gale Wilhelm and Langston
Hughes, Editor will be J. W. G.
Dunn.

Crane on N. Y. Times

Burton Crane, Variety rep in
Tokyo for years, for '11 years financial editor of the Japan Advertiser
and Tokyo rep for the Wall St.
Journal, has joined the N. Y. Times in the home-office on financial cover age. Crane has been back from Japan since August, ostensibly holiday.

holiday. Itor the Ft. Worth Telegram, succeeds him in Tokyo for the Wall Street Journal.

rank MacDonell Upped in Det.

rank MacDonell Upped in Det.
Frank MacDonell, sports scribe on
the Detroit Times, has been appointed boxing czar of Michigan by
Gov. Frank Murphy.
MacDonell, a crusader in the fight
game for 14 years, succeeds James,
(Bingo) Brown and is the first
newpapermar picked for the post
in years. MacDonell conducts a column in the Times and has been
working that and other newspapers for 20 years.

California Contest

California Contest
Prize of \$1,000 for California
writers of fiction, biography and historical or verse narrative will bepaid from the estate of the late
United States Senator James D.
Phelan. Contest is limited to native
California writers between 20 and
35 in age.
Applications must be received before Feb. 15 at the office of Phelan
Awards, 659 Phelan Building, San
Francisco. Dean Charles B. Lipman
of the University of California is in
charge of administering the award.

Books in Brief Bows In

Books in Brief Bows In

Books in Brief makes its first appearance as a new pocket-size mag
with the February issue. Tile is a
switch from an older one titled Authors Digest, which has for 30 years
been publishing condensations of
books in book form. Mag contains
128 pages, is published in Chicago,
and sells for 25 cents.
Richard R. Smith is editor and Joseph J. White is publishing.

Arnold, RCA's Editor

Frank A. Arnold has been ap-pointed managing editor of the RCA Institute's Technical Press, a depart-ment of RCA Institutes, Inc. This is the oldest radio technical school

is the oldest radio technical school in the U. S., and publishes books and other, data dealing with television and electronics subjects.

Arnold will direct publication of the RCA Review, a quarterly journal of radio progress. Mar plugs RCA developments in various fields.

Promotion?

Helen Thompson, iece of Kathleen Morris, has been appointed executive secretary of the Book and Magazine Guild.

Guild.

She resigned from the publicity department of the Girl Scouts of America to take over the Guild job. Previously she did promotion for the College Art Assn. a.d. editori work for Good Housekeeping.

Ryan's Nc. Indian Slant
Don Ryan's novel of early America, The Warrior's Path,' reputed to
give icture of the American Indian iar different from the usual,
will be published in England by
Duckworth's.
Material unearthed b, Ryan'is said
to be so contrary to accepted tradition and so dispar, ging to the white
man that U. S. publishers were
afraid to touch

Cinema Aris Delayed

Publication of Cinema Aris, de luxe mag, originally scheduled for Jan. 1, has been postponed until April. Reason for postponement given is that editorial staft wanted to spend some time in Hollywood before getting into the routine of publication, and confinement to editorial offices in M. Y.

A. Newton Plummer is editor, and A. Griffith Grey publisher. Latter is a brother of D. W. Griffith.

Meantime, the corporation on Thursday (13) asked the Federal Securities and Exchange Commission for authority to peddle 200,000 shares of stock to the public at \$2 a copy. Insiders now hold 139,034 shares.

Giving few details about the production plan, application showed that the sponsors are A. Griffith-Grey of Long Beach, N. Y. who will be president at \$3,120 per annum; E. A. Tropp, New York, executive vice-president, who will drag down \$8,100; R. V. Bontecou, Loudonville, N. Y., L. E. Wakelee and Doris Packer of New York, M. A. Guido of Brooklyn, not one of the original group, will secretary and sistant treasurer.

Stock divy so far ri ith-Grey holding 15,000

42,500; Wakelee, 1,500, and Miss Packer, 69,500.

Group expects to raise \$320,000 from the proposed stock deal and \$83,300 from other sources: Most money already, available has come from Miss Packer, who collected the lion's share of outstanding securities as remuneration.

Fan Max Distrib Suit
Aaron A. Wyn, assignee of the Kable
News Co., istributors of magazines
and periodicals, filed suit in the N
Y, supreme court yesterday (Tuesday) against Motion Picture Publications, Inc., alleging breach of contract.

nons, inc., alleging breach of contract.
Plaintiff claims that i 1934 the Kable Co, contracted to distribute the defendant's magazine, Movie Classic. The contract covered two years and was continued for an additional five years in June, 1936. Plaintiff claims, that last December the publication company announced that future publication of the magazine would be discontinued in March of this year. Plaintiff now seeks to recover on the ground of breach of contract.

Colorete Inaugural
N. Y., Sunday Mirror to covering
the inauguration in Washington today (Wednesday) in color. Four
color camera photographers will be
on the job to catch all phases of
ceremony, Ken McCaleb, Sunday
Mirror mag section managing editor,
will be in charge of crew,

Ff. Wayne Shifts

Wi iam Kellogg, former city edi-tor of the Journal-Gazette, Fort Wayne, Ind., has shifted to the News-Sentinel, atternoon daily. Park Williams (who used to handle the police beat) replaces Kellogg.

Johnston's Film Weekly

William A. Johnston Fane owner of the Motion Picture ws, is starting a new weekly may ovie News. It is glated to hit stands in February.

Sigmund Spaeth south on a lecture Anna Louise Strong in N. Y. from

Spai Jenny Ballou's 'Spring Prelude' due in March.

due in March.

Louis Adamic staying in Guatemala to finish his new novel.

Boston Transcript has switched
from seven to eight columns.

Donald Fairchild of Oxford University Press off the sick list.

Vincent Lopez, orc leader, amassing material for a book on jazz.

Ben Ames Williams' 25th novel
titled Cruei 'Out in March.

Burton Rascoe has finished his
autobiography, titled 'Before I Forget.'

Katharine Anthony has written the first biog for adults on Louisa

Sea of Grass' will be out next month. Deals with the old South-

Bercovici has sold a short story to Scribner's for March pub-lication on life in a Washington em-

Joseph W. ippincott, publisher, back from a hunting expedition in Mexico, Expects to write a book on

Robert H. Jones, publicity director for Doubleday-Doran, will resign that post to join Nast on March 1.

John Steinbeck's novel 'Of Mice and Men' postponed until Feb. 26. Novel is a March Book of the Month

selection.

Louella Woodford, 19-year-daughter of Jack Woodford, Warner writer, has completed her first novel, 'Maid Unafraid.'

Max Eastman has translated a new book by Leon Trotsky titled 'The Revolution Betrayed,' scheduled for March publication.

March publication.

Tamar Lane, Hollywood writer, working on another book dealing i a critical and historical way with pictures and its personalities.

Jesse Lasky, Jr., in London writing for Gaumont- ritish, has placed hi novel, 'Laughter i the Sun,' with Macauley, for spring publication.

Paul, David Magrid, has compiled

Paul David Magriel has compiled a bibliography of books and articles on the dance and related subjects, Book has a foreword by John Mar-

Edward J. O'Brien off on a four month's lecture tour covering the U.S. He is working on a history of the short story, which wi be out next fall.

control of the contro

contest.

Kathleen R., Strange of Wi ipeg is the winner of a \$1,000 prize in the Canadian book contest sponsored by Dodge Publishing Co. of N. Y. and George J. McLeod, of Toronto. Book is titled 'Modern Ploneer,' and will be published this spring.

Watt Raschick has resigned as deputy directory of the Minnesota Tourist Bureau to become editor of Golfer and Sportsman mag. effective Jan. 15.

and Sportsman mag, effective Jan. 15. Raschick retains his job as managing editor of The Minnesota Conserva-tionist, which he will handle on the

11/2

windward House, subsid of Derry-Windward House, subsid of Derrydale Press, has been sold to the Garden City Publishing Co. Latter is keeping same imprint and will continue the line of pop priced sporting books. Eugene V. Connect, who established Windward House in 1933, remains as editor. Sale was effected through the efforts of Col. Theodore Roosevelt, vp. of Doubledby S. Mills company advertising.

day's.

A. K. Mills, formerly advertising-publicity chief for March of Time' and now London representative of Life, one of Time publications, has delayed his departure for home port because of home office/confabs. Now plans to leave the middle of February. ary.

'No Room For Us'

(Continued from page 3)

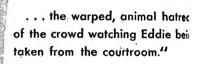
America and which would be open to serious reprisals.

E. Ronald Crammond, & D. chairman, told stockholders that the chairman, told stockholders that the future policy of the company would be to concentrate on management of the Pinewood studios (for which it draws a fee of \$50,000 annually), in which it holds a 50% interest, and slow down as far as possible on production. Under a contract with United Artists, B. & D. was ori inally tied to a program of 12 a year, but the terms have since been relaxed and negotiations are in progress in hopes of easing the terms more. ica, 'The Warrior's Path,' reputed to give icture of the American Indian 1 different from the usual, by photog rejoins y rejoins by Duckworths.

Material unearthed b. Ryan is said to the be so contrary t. accepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and so disparaging to the white thin and the succepted tradition and the succepted tradition

THESE ARE THE SCENES WHICH







"... a demonstration of the 'electric eye' which detects metal objects upon prison visitors."



WALTER WANGER

PROFITE
SYLVIA SIDNEY
HENRY FONDA

YOU ONLY LIVE ONCE

WILLIAM GARGAN + CHAS, (Chie) SALE

PIENE TOWNE and GRAHAM BAKES

Directed by FRITZ "Pury" LANG

Released Thru UNITED ARTIST

YOU (
SETS A PACE V

rd To Forget"



"... the bullfrogs croaking in the pond outside the little inn from which, upon his wedding night, he is tossed out for being an exconvict."



through the visitors' grill in the death house."



".... the preparations for a transfusion to save Eddie's life so that he can be electrocuted."

and TIM Eadds:

"WALTER WANGER'S PRODUCTION

ICH 1937 MAY FIND HARD TO BEAT!"

Five Stations for Negroes Only Bright Idea of Stock-Sellers; So Far Matter of F. C. C. Licenses Ignored

Washington, Jan. 19.
A \$500,000 corporation to render broadcasting service exclusively to Negroes is the objective of Gold Star Radio & Television Corp. of Boston, which has requested Securities & Exchange Commission to ratify plans to peddle 99,795 shares of Class A common to the public at \$1.25 premium. Paper will have par value of \$5 and go on the market at \$6.25. Proceeds will be used to start operations.

Although the company never has contacted the Federal Communications Commission to find out chances of carrying out ambitions, papers docketed at F.C.C. revealed expectations to erect transmitters in New York, Chicago, Philadelphia, New rleans, and Los Angeles. Slated cost is \$100,000 apiece.

cost is \$100,000 apiece.
Promoters Charles Henry Davis, Jr., David E. Forsyth, and William L. Shelton, now have toe-hold on the securities. Since the company was incorporated last summer, each has received \$120 in directors' fees. Agreement atpulates no salaries will be paid until business is functioning, with aggregate salaries during initial year after first station starts operating limited to \$20,000. No lid thereafter, but likewise no paychecks until F.C.C. has granted assignments and transmitters have gone on the air.

Davis, as president, controls 7,600 or 76% of Class B common; Forsyth, vontrols 7,600 vice-prez, treasurer, 1,600 or 16% of the B and 195 or 95% of the outstanding A; and Shelton, secretary and clerk, 800 or 8% of the B and 10 or 5% of the A.

ODD LAW IN CAROLINA HYPOS AIR FOOTBALL

Greenville, S. C., Jan. 19.
Wiring up of new regionals is foreseen in this area as the result of a unique law on the state's statute

a unique law on the state's statute books. This provision requires that all state universities (i.e., those accepting coin from the state) must offer to at least three broadcasting stations rights to athletic events. In short, if sponsors for pigskin stuff look probable for next fall, three stations could team into a regional, grab off a number of games, and get them sans any payment. Interpretation of the law is such that the stations don't even have to bother asking the schools, All they have to do is be three in number to get the gratis rights.

White (With Landt Trio) Dies from Heart Attack

Howard C. White, 34, of Landt Trio and White, ied Sunday morning (17) of a heart attack. His partners carried on Sunday afternoon for Hudson Coal over NBC, with Molly Killinger stepping into the breech. White had been with the Landts nine years, having first become a performer at the age of 15 with a miners' quartet from Scranton, All came from the Pennsylvania coal district and burial of White is set for Peckville, Pa.

Among current radio commercials of Landt Trio and White are Hudson, Dill Tobacco and Ford.

French Admen on Tour

San Francisco, Jan. 19.
Delegation of French advertising
men now on a tour of 17 American
cities on behalf of the Continental
Advertising Congress to be held in
Paels in June will arrive here tomorrow morning for a two-day stay.
After receiving the usual key to the
city from Mayor Angelo J. Rossi,
they will be guests of the San Francisco Ad Club at a luncheon in the
Palace Hotel.

cisco Ad Club at a luncheon in the Palace Hotel.
Group includes Charles Maillard, Bernard Musnik, Andre Kominker, Marquis de Polignae and Earle Pear-son of New York, managing director of the Advertising Federation of America, who is accompanying the

visitors on their tour.

NBC will air their Ad Club talks
ever its Coast Blue web.

Anagram!

Hollywood, Jan.
At radio performances here
the Coast when sponsors
want the audience to give
plenty of applause, a youth
steps in front of the mike and plenty of applause, a youth steps in front of the mike and holds above his head a piece of cardboard on which is stencilled 'APPLAUSE.'

He shakes the sign to get the audience to whoon it up, and the board as he shakes it seems to read: 'APPLESAUCE.'

OFF-THE AIR **WAX TAX BY** M.P.P.A.

Mechanical rights hureau of the Music Publishers Protective Associ tion will be ready within the next two weeks to offer a license form to outfits engaged in recording programs from off the air. Copies of the agree-ment form have been sent to counsel for NBC and Columbia and to James W. Baldwin, managing director of the National Association of Broad-

Fee for the start will be a lump Fee for the start will be a lump sum, with the recorders obligated to submit to the MPPA lists showing the tunes on each recording. Initial licenses will be issued for either six months or a year. Future royalty basis will be determined by the way the original arrangement works out and by the info disclosed by the lists of tunes taken off the air.

ERWIN-WASEY REVERSES DECISION ON MOVE

Chicago, Jan. 19. original decision to close its local of-fice, and instead has determined to continue the Chicago quarters to fice, and instead has determined to continue the Chicago quarters to service those accounts which want a Midwest contact, among them Car-nation Milk, Weary Trunk and the Merchandise Mart.

Merchandise Mart.

With the agency retaining its local offices, it just about settles the Carnation Milk account question, and has quieted down the sniping for the account which had every agency running up to Milwaukee home offices with fancy presentations and ideas.

ideas.

Chet Vail comes in from the New York offices of E-W to head the local setup. Most of the personnel, particularly those people who handle the Carnation account, are retained. Holland Engle continues as head of the radio department, and it was the handling of radio show that primarily influenced the Carnation decision to remain with E-W.

L. M. S. Griffin, of NBC's New York traffic department, has retired to a New York hospital for a gen-eral going-over.

Employ Air Social Sec To Spread Hotel Charm

Rochester, N. Y., Jan. 19. Helen Oviatt Griffin, who conducts 'Social Secretary' program over WHAM, becomes hostess for Hotel WHAM, becomes hostess for Hotel Seneca, newly-created position. She will direct social events, making use, of the hotel's recreational facilities and pioneer in a field which Man-ager Charles M. Wickes hopes will become an important addition to the hustness.

business. Mrs. Griffin will continue her ra-

Elocutionist-Executive Restores Rival After **Petition Circulated**

St. John, N.

Paul Kollins is back on CHSJ here following a petition circulated in the drug store of his local sponsor, Kolwas ousted from a program called 'Fanfare' by rank Willis of Halifax, who is regional program director for the Canadian Broadcast-

director for the Canadian Broadcast-ing Co. (government). And now the restoration is made by the same exec. Kollins raised the cry of 'profes-sional jealousy.' Both Kollins and willis are elocutionists, a type of en-tertainment that still flourishes in these parts. Partisans of the two individuals in-volved in the tearup. tempest de-

volved in the teacup tempest de-scribed them as 'very mediocre' or 'truly marvelous,' according to the camp they belong to.

ANOTHER ANTI-RADIO **BILL IN CONGRESS**

Washington, Jan. 19.

New blue law, with stronger teeth in it and aimed directly at radio, was concocted Monday (18) by Representative Culkin, Republican of New York.

Through an amendment of the Communications act of 1934, Culkin would impose tough rap on broadcasters who carry programs in anyway advertising liquor. Imprisonment of 'not more than one ayear nor way advertising liquor. Imprison-ment of 'not more than one year nor less than three months, for each day during which offense occurs' was asked by bluenoser, who also stupulated a fine of not more than \$1,000 nor less than \$500 should be paid by luckless radio men dis-obeying his law.

Bill was the latest in a long chain of anti-motion picture, anti-radio

of anti-motion picture, anti-radio legislation which Culkin annually seeks to shove through Congress, and already is slated for the Congressional dump-heap.

Femme Vox Pop Shows Originate in Tea Rooms

Originate in Tea Rooms.
Cincinnati, Jan. 19.
Tommy Bartlett came on from Chicago for the start Monday (18) of a series of femme vox pop programs on WKRC, such as he has been conducting for the Fitzpatrick Soap Co. to blurb Kitchen Klenzer, over WBBM in the Windy City for some time. Local stanzas, under same sponsorship, originate alternately in two downtown tea shops, hitting the air daily, except Sunday, for 15 minutes, beginning at 1:30 p.m.
Maynard Craig and Lee Bland, WKRC announcers, are handling the stanzas.

Schamberg Shifts at World John Schamberg added to stations relations department of World Broadcasting.

Used to be in the production end.

Paul Whiteman Denies Break-Up

Not Disbanding-Talks With John Royal **Evidently Started Rumors in Trade**

Conversations which Paul Whitenan has been holding with John
toyal about broadcasting a weekly
prophonic concert is believed to be
the source of a rumor going the
bounds of radio and the music pubshing business over the past weekand that Whiteman was contemplatare. Royal about broadcasting a weekly symphonic concert is believed to be symphonic concert is believed to be versation from Texas Monday (18) the source of a rumor going the to rounds of radio and the music publishing business over the past weeking that Whiteman was contemplating disbanding his organization. Report also had him negotiating for a post at NBC which would put him the concert angle was the bunk.

Chain Income from Time Sales

	1936	1935	1934	1933
January	\$2,681,815	\$2,895,037	\$2,391,667	\$1,869,885
February	2,714,300	2,758,319	2,211,637	1,742,784
March	3,037,837	3,025,308	2,507,890	1,907,463
April	2,741,928	2,682,143	2,373,890	1,690,177
May	2,561,720	2,691,513	2,472,594	1,662,887
June	2,323,456	2,380,845	2,177,857	1,512,139
July	2,429,983	2,208,935	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
October	3.696.489	2,779,557	2,775,431	2,130,046
November	3,468,728	2,655,100	2,683,494	2,188,342
December	3,558,590	2,893,793	2,776,436	2,324,567
Total	\$34,523,914	\$31,	\$27,831,037	\$21,362,732
		ana		· é

CBS

y 5.	1936	1935	1934	1933
January	\$1,901,023	\$1,768,949	\$1,405,948	\$941,465
February	1,909,146	1,654,461	1,387,823	884,977
March	2,172,382	1,829,553	1,524,904	1,016,102
April	1,950,939	1,615,389	1,371,601	775,487
May	1.749,517	1,287,455	1,255,887	624,256
June	1,502,768	1,066,729	925,939	553,056
July	1,292,775	910,470	620,290	445,414
August	1,232,588	879,019	513,315	499.639
September	1,838,932	1,086,900	700,491	547,203
October	2,754,808	1,930,512	1,752,601	1,252,793
November	2,429,917	1,772,390	1,682,959	1,277,459
December	2,433,353	1,885,977	1,674,087	1,372,716
Total	\$23,168,148	\$17,687,804	\$14,815,845	\$10,190,567

MUTUAL

A.D.	1930
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
October	271,629
November	227,543
December	193,496
•	987 579

CBS Out-Grosses NBC Red in 1936 By \$523,000; CBS Up 31.4%, NBC 10.8

AN NBC PATRIOT

Lee Everett Joins Army Just for Inaugural Parade Privileges

Washington, Jan.
Lee Everett, MBC Washington announcer, has been drafted into the
Army so that he and his microphone
will be able to ride on an artillery
caisson during the Inauguration
parade.

caisson during the Inauguration parade.

U. S. Army officers nixed the proposition, until Everett agreed to turn up at Fort Meyer every day at six ayem, to stand inspection, and to wear a regulation uniform with a 'worn pair of official cavalry boots.' His own new riding boots would not do, he was told.

Everett will drill with his temporary army buddies every day, including Inauguration Day. He will also keep on with his regular broad-asts—which keep him on the air until two in the morning—and show up at the Virgi ia post four hours later. In the parade he will 'roll' with a regular caisson and broadcasts a description of the affair en route from the Capitol to the White House.

John Kelley Dies

Cleveland, Jan,
John R. Kelley, 35, auditor and
office manager of Station WTAM,
Cleveland, died Jan. 12 in his Lakewood. (O). home from heart attack.
Death came apparently 15 minutes
atter he phoned a physician-friend,
saying he felt sick.
A protege of John F. Rogel.

A protege of John F. Royal of NBC, Kelley has been on WTAM's staff for ight years. A bachelor, he is survived by father and brother.

Pogue Grabs Commersh

Pogue Grabs Commersh
Cincinnati, Jan. 19.
Barton Reese Pogue, for long on
the RFD hour on WLW and known,
as 'the tlooster poet,' has gone commercial in his own right on the
Crosley 500,000-water. Under the
tag of the American Book Mart, Chicago, he is doing a series of Friday,
night quarter-hour scrapbook programs, with a musical group, directed by Virginio Marucci, of the
WLW staff, as background.
Biz placed by Transamerican.

Columbia topped the time gross of NBC's red (WEAF) ii 1936 by \$523,000. Final figures the year gave NBC (red and blue) \$34,523,950 and CBS, \$33,168,148. Compared with 1935 the jump is 31.4% for CBS and 10.8% for NBC. The red network did \$22,645,527 and the blue (WJZ), \$11,878,423. NBC's gross for December was \$3,558,590 and Columbia's, \$2,433,353, making it 23% more than December, 1935, for the former and 29% in the case of the latter web. Both NBC and Columbia had to revise their original figures for November. The Columbia calculation for that month was over \$5,000 more than it should have been, while with NBC it was have been, while with NBC it was \$30,000 under. NBC gross curve continues to be

on the way up. A year ago it started to flatten out toward December and stayed that way for several months.

TO INVESTIGATE LABOR CHARGE OF NBC BIAS

Washington, Jan.
National roadcasting Company unexpectedly entered the Pacific Coast shipping strike Monday (18), when irate maritime union leaders wired Assistant Secretary of Labor McGrady protesting web's discrimination' against their, members Strike iertains complained that seemen had been cut off the air before they had time to give their views on the ship owner-labor scrap. McGrady will take up the complaint with NBC officials as soon as he can find time, he said, and an investigation of the charges may be made by the Federal Communications Commission.

Firestone's Concession

Sponsors of the Firestone program on NBC have finally allowed playing of pop music on the show. Earl Lawrence is arranging the new

music.
Initial pops were broadcast Jan.
10. Each succeeding program has been okayed for two such to lighten the broadcasts which have heretofore been classical and semi-classical numbers exclusively.

NBC'S HISSING PARTIES

That Blue Network Rumor

Wall Street gossips keep mentioning that they have it from some-body who got it from the throne room that the NBC blue network may be sold. This has been steadily pooh-poohed by and at NBC. Newest version of the rumor concerns a former broadcaster who would like to have something to do again. He is reported stirring up financial backers with a view to heading a syndicate.

GETS 4 YEARS NE FOR KILLING **ANNOUNCER**

Spartanburg, S. C., Jan.

John Earl Mintz, 17, charged with
the murder of Edgar Dodd, WSPA
announcer, in a local restaurant last
Hallowe'en night, was found guilty
of manslaughter and iven a fouryear sentence in general sessions
court here. Judge S. W. G. Shipp, in
passing sentence, stated that Mintz,
having been struck by Dodd, actedunder great provocation when he
stabbed the announcer in the chest
with an ice pick.

Dodd pulled the
walked to the street, was carried to
a'hospital, where he freeived a
dressing, then was taken to another
hospital, where he died. C. E. Stone,
manager of the State theatre, adjoining the restaurant, was sitting
ith Dodd in a booth when the stabing occurred and carried him toth
second hospital. Stone was the star
itness for the state.

Ban Word 'Court' On Radio. Asks **Judicial Council**

Albany, Jan.

New York State Judicial Council, of which Chief Justice Frederick E. Crane of the Court of Appeals is chairman, recommended in its third annual report to the legislature that the use of the word 'court' in radio broadcasts be prohi ited.

Radio Proadcasts of a commercial

roadeasts be prohi ited.

Radio broadcasts of a commercial program calling itself a 'court' have been presenting alleged cases in a manner known to the legal profession as ex parte! the report says. This means that only one side of the is presented, and which sometimes sitting justices of a duly organized court, but usually ex-judges, supposed to be presiding and rendering decisions.

A large part of the public believes these to be real cases, the report says, is impression can only be removed by discarding the use of the word 'court.'

Warner Oland Spurns Air Coin for Charlie Chan Wax

Warner Oland has turned down a proposition to do a transcription version of the 'Charlie Chan' character. Approach was made by Conquest Alliance Co. after it had obtained an option on the radio rights from the widow of Earl Derr Biggers.

Standard Oll did one of the Biggers works in serial over NBC four years Walter Connolly the

Restrain Voice of Time

deral Judge Coxe on Friday (15) granted Time, Inc., owners of the magazine of that name and operators of the film and radio feature, 'March of Time, a temporary injunction re-straining Anshel Barshay from using the title, 'Voice of Time' in any way. the title, 'V' Plaintiff is Time' in any way, ing \$25,000 dam-

ages. 'Voice program. ime is a mi

NEW DEALER JOINS CBS

Ex-Editor, Beco

Washington.
Paul Porter, former Oklahoma and
Georgi editor and New Deal agriculture expert, becomes special, assistant to Harry W. Butcher, v. p. of
CBS, here. Due to join CBS about

CBS nere.
Feb. 1.
Web retains the firm of Hogan,
Donovan, Jones, Hartson & Guider
as general legal representatives.
Porter has been connected with the
Government since early 1933, acting
first as press section head and later
seneral speech-writer and cotton

PETE NELSON **B-S-H BUYER**

Chicago, Jan. 19.

Pete Nelson, at present on the local sales staff of Mutual Broadcasting System, has been appointed radio manager of the time buying department of Blackett-Sample-Hummert agency here. Nelson comes in to fill the vacancy left by the de-parture of R. J. (Bob) Barrett, Jr., who will become general manager of the Chicago sales office of WOR,

of the Chicago sales office of WOR, Newark.

Nelson has been ir close association with the B-S-H agency for several years, and has a long knowledge of the agency's policies. This dates back to Nelson's day in the NBC sales ices here when he was official contact for the B-S-H agency on both sales and service. During the recent presidential election, Hill Blackett went to Mutual and obtain: a the loan of Nelson to a in the radi buying activities for the Republican National Committee.

George W. Harvey joins Mutual sales setup Chicago to replace Nelson. Harvey heretofore has been on the selling staff of WGN.

TOOK BEER ACCOUNT. IRKED CIGARETTE CO.

Milton iow arrangi replace Leo Reisman on the Philip Morris cigaret series over NBC. Biow didn't like the idea of Reisman taking the Schaefer Beer account on Mutual

Mutual,
Under consideration are Russ Morgan and Meredith Willson, NBC's
Pacific division musical irector
Biow is currently on the west coast

Tag Joan Vitez for Trip

Detroit, Jan. 19.

Joan Vitez, who plays the lead in WXXZ's 'Ann Worth, Housewife,' drama, has been nominated by the Hungarian Society of America for a trip to Budapest in July.

Bach year the society nominees from metropolitan cities in U. S. to represent the 'second generation' in Budapest. The society pays expenses for the journey, which is designed to show people in the old country the type of American-Hungarian youth being reared i 'this country today.

Higgins Quits Raymer

Chicago, Jan. 19.
Harold Hi , icago manager
for Paul Raymer, resigns effective
Feb. 15.
Joins new WOR, icago office

Joins new WOR, icago office io headed by Bob Barrett on sales and service.

OF BLUNT TALK

aston-Alphonse Waltz Gives Way to Verbal Gaston - Alphonse Hockey As Sales Division Goes Self-Critical

ROUNDTABLING

NBC is going in for an era of plain NBC is going in for an era of plain-speaking among the rank and file on the inside. Members of the time sales staff along with the heads of various departments are to get together overy so often and put one another on the pan as far as company opera-tions are concerned, irst of the hair-letting-down sessions took place last

week.
Salesmen and the department heads quickly took the cue at this meeting and spoke freely about lack of cooperation, habitual delinquencies and whatnot. The salesmen took not shote at the salesmen took pot shots at the program department and the program department retorted with some stingaroos for the sales bunch. A good time was had by all.

Hissing parties are thus far limited to the sales division and related func-tionaries who have some part in the total routine that centres in sales Meetings are reported an officially encouraged attack on the redtape and delays that have been an object of reform since Lenox Lohr took over a year ago. Lohr is known to be in

Another Angle

Vance Babb, NBC press manager, last week told his staff that their output was running too consistently along routine lines and that from now on they

lines and that from now on they would be expected to turn in at least two ideas a week for use as promotional stunts.

Vance said that he wanted them to be different from the ordinary flood of blurbs and likely to attract the interest of radio eds and columnists for lead display or special heads.

patient ith some of the complaints he has heard about unnecessary rigmarole. Coordination of sales, programs and service has been tightening up steadily at the network. Long habituated under former regime to buck-passing and sidestepping of individual responsi lity part of the official aim has been to break up the former nevelogy under or the official aim has been to break
up the former psychology under
which blunt speaking wasn't fashionable. Now apparently blunt speaking
is to be regarded as a virtue rather
than an invitation for the axeman.

PARKYAKARKAS SET FREE

Eddie Cantor Releases ialec To Seek Own Commercial

Harry instei (Parkyakarkas) has been released from his contract with Eddie Cantor by the latter so that the dialectician take a commercial of his own.
Einstein leaves the Texaco show on Feb. 1 after three ith Cantor.

Bill Hoppes' Tour

Hoppes, relations manager for World roadcasting, starting a three weeks' tour through the midwest.

Returns to New York thereafter for a couple of days, the trail through Di

NEW WEB POLICY | California Suit Involves 15% **Talent Commish by Ad Agency** Not Licensed by Labor Dept.

An Amateur?

John McCormack cut loose at the producing staff of the Walter Thompson agency-ing the rehearsals for his ap-pearance on Sealtest (NBC). The Irish tenor was boiling, as it was, for having been kept waiting for two hours when just as he got to the mike to do his

as he got to the mike to do his first number three agency impresarios dashed over to tell him how to sing.

McCormack rejoined that it wasn't his first time on ir and that they better wait until he did his number before offering directions. directions.

ing directions.

Thompson producers retreated and the rehearsal went on.

NETWORKS GET APPROVAL NOD

Washington, Jan.

Opponents of chain broadcasting received slight encouragement from Federal Communications Commission Federal Communications Commission regineers on new regulatory theories. Bulky reports on October allocation hearings commended web technic as efficient means of program distribution and did not acknowledge bleats about monopolistic trends in the broadcasting business.

the broadcasting business.

In turning thumbs down on synchronization as wasteful and an undesirable cure for alleged unsatisfactory features of network operation, Comdr. T. A. M. Craven and his aides suggested the commish can adopt restrictions against chain growth if such action is felt imperative but at the same time declared webs have definite advantage in bringing program material to the public over wide area.

Allocation of ultra-high frequen-

public over wide area.

Allocation of ultra-high frequencies for pedagogs and other special interests looking for earmarked place in the radio spectrum was urged. Declaring flexibility is imperative, commish engineers reported that special groups should not receive favored treatment in parceling out spots on the regular broadcast band but suggested educational, labor and religious factions be allotted space i the attic. the attic.

JIM MC WILLIAMS IN PRESBYTERIAN CHORE

Jim McWilli io performer and resident of Virgi ia Beach, was elected moderator of Norfolk Pres-bytery, at winter session in Norfolk, today (Tuesday). Has been active in Presbyterian Church work for some time. monologist in

Was formerly vaudeville.

Gus Edwards' Sponsor

Hollywo

Harry Maizlish, KFWB manager, landed a 26-week bankroller for Gus Edwards' School Days on the Air without an audition. Sponsor is Gaffers & Sattler, gas range and refrierator outfit.

Sherman's Promotion
Chicago, Jan. 19.
Valentine Sherman has been upped from Columbia WBBM spieler to job as night operations manager.
Replaces Stan Thompson, who gets some sunshine in the future as day, have many of Edwards' proteges in supervisor of programs.

Hollywood, Jan. 19.

Considerable interest is evinced by the Hollywood radio mob in the double barrelled legal skirmish between the Milton Weinberg agency and Capt. Don Wilkie, one time member of U. S. Secret Service. After Weinberg sued for payment of \$56.25, assertedly owing on an deal, Wilkie countered with iton challenging the validity transaction and asking for the return of \$206.25. Both actions were instituted in Laguna Beach, just outside of L. A., and the home of Wilkie. Wilkie contends that Weinberg is collecting commission on ta'le nt, which is illegal, inasmuch he holds no state employment agency license. Weinberg counters with a direct denial, claiming that Wilkie was offered for the O-Nico ciggi broadcast series NBC artists bureau for \$125 a week less 15% for the agency.

Wilkie charges that Weinberg is doubling up on his fee by forcing him to pay 15% commission. Agency denies that it also collected the regular agency fee on the deal and insists that a normal procedure was followed throughout.

Weinberg refuted Wilkie's allegation that the narrator was forced to pay 15% or it was no deal. Wilkie forked over 15% of his earnings for the first 11 weeks and then refused to pay for the remaining broadcasts.

Wilkie says he'll make a test case of the Weinberg deal to get a legal ruling on whether an advertising agency can collect commission on talent, engaged for a radio show. Weinberg claims the payment is due on the transaction and not as a cut on Wilkie's coin.

NBC Turns Down Program as Lift: Sponsor Goes CBS

Lambert Pharmacal has turned to Columbia with its Missing Persons' program. Lambert & Feasley, agency on the account, last week placed an order for time with the network, selecting the Sunday 2 to 2:30 stretch. Listerine is the product.

NBC declined to okay a similar order after Proter & Gamble had protested that the Missing Persons' idea was similar to the Personals' program which the soap account is supporting on NBC.

WWJ DROPS IDEA OF OWN NAT'L SALES REP

WWJ, Detroit, has named the Paul Raymer firm as station reps, thereby junking plans to maintain its own sales offices in the New York area. George P. Hollingberry Co. has been doing the selling in Chicago.

Harry Betteridge, who looked after WWJ's sales in Manhattan until the signaturing of Raymer, has gone, back to Detroit. Will assist Easton C. Woolley, general manager. tion is owned by the Detroit and is asic Red affiliate.

Bob Colwells Lose Child

Robert Colwell, head scriptist for J. Walter Thompson, last Friday (15) lost a child about 12 hours after it was born. Cause of death was malformati of the infant's breathing apparatus. Mrs. Colwell is doing

Colwells hav

AUTO AUCTION

15 Mins.
Mon., Wed., Frl., 8:30 p.m.
FINANCE & INSURANCE AUCTION HOUSE
KFAC, Los Angeles

FINANCE & INSURANCE AUCTION HOUSE

KFAC, Los Angeles

(Dan B. Miner)

Here is a commercial that is a
commercial. But entrossing, Mike
is spotted at the auction block and
the bidding goes merrily on. Almost everyone nowadays knowing
something of car values there's
a definite interest in the proceedings.
Auctioneer here and there drops
a quip that's good for a laugh. With
the injection of a little more showmanship it could be made very listenable. Around the set must be
heard such remarks as can you
imagine that; getting a 1936 umptyump for \$400.

The purpose of things with
the scheme of the scheme of things with
the scheme of the scheme of the scheme
the scheme of the scheme of the scheme of the scheme

ROBERT BARCLAY 'Umbrella Court' 30 Mins, Sustaining Friday, 9:30 p. m. KSTP, St. Paul-Minneapolis

ASTF, St. Paul-Minneapolis
Novelty period is a Minneapolis
Journal (which works on a reciprocal white-space-for-ether-time basis
with KSTP) promotional idea, and
it's clicking.
Bob Barclay invites any and all
listeners to anyle

cal 'white-space-for-ether-time' basis with KSTP) promotional idea, and its clicking.

Bob Barclay invities any and all listeners to apply to him to appear on these Friday night spots. Applicants have merely to answer questions based on news stories which have appeared in the Journal during the previous week. Cash prizes of \$10, 35 and \$1 go to three top winders, and for siren signalizes windings, and the story of the

ing both shower of misunderstanding.

Thecent program had a high school teacher competing against a laborer, a university co-ed, a bank teller, a U stude, a WPA clerk and a housewise. Pedagog, co-ed, bank teller and housewise clicked with two rights in three tries, to the tune of nuch hysterical (good-humorediy dyen three romes to be to the cacher and bank teller tring. In shall run-off, bank teller wilked off with the saw-buck, with the alsorans yowing publicly to come back and win top dough some other time. This is a dandy spot—and a natural promotional stunt for the Mineapolis evening rag.

Rash.

VOCAL VARIETIES
With the Smoothies, DeVore Sisters
Bill Sicoss String Orch and Male
Octo
Is Mins.
TUMS.
Tums. Tau., 7:15 p. m.
WLW, Chemanti

(H. W. Kastor)

(H. W. Kastor)

A click song program, with streamlined pipesters and rich instrumental
background. Sweet assortment of
tunes, old and new, and nifty changes
of pace. All talent from the Crosley staff. Grooming by Grace Clauve
Raine, vocal director of the 500,000
watter, and production by Harold
Carr.

watter, and production by Harold Carr.
Series has been under way for several weeks, and pleased sponsor to a degree, warranting expansion to the NBC red web, starting Jan. 28.
Maie octet, unbilled, used to advantage for chorus support and set free in glee club fashion on one selection. In the program caught they went to bat on 'When My Dream Boat Comes Home.' Other numbers were 'Charlie, My Boy,' 'Lulu's Back in Town' and 'Oh, Say, Can You Swing.'
Opening commercial blurb can stand improvement. Sounded like a soot announcement. and was listen-

Swing, Opening commercial blurb can stand improvement. Sounded like a spot announcement, and was listener-scare by opening with: In just a moment you will hear Vocal Varieties. Then came a lengthy dramatized plug. Middle ad shot was a sketch by two men, running one minute.

HIGH SCHOOL BASKETBALL
Earl Harper Comment
68 Mins.
Saturday, 2:30 p.m.
WNEW, New York
High school basketball games between schools of New York City and
nearby New Jersey communities
that are played in the Madison
broadcast exclusively over WNEW
N.-Y. as a result of tie-up with Ned
Firsh, of the Garden. Earl Harper
handling these rapid-fire sporting
events comes closer to giving an accurate play-by-play description of
this sport, which is equalled only by
hockey for rapid action, than any
recent commentator in metropolitan
area, Geta in a lot of detail, without becoming too technical or humdrum.

JOE COOK
With Sonis Henie, Cernella Offis
Skinner, Mas Quend, Gabraphi
Martinelli, Larry Adbr., Madiya
Miller, Royal Swiss Bell Ringers,
Arthur Foehl
SEEL GAS
Sat. 578 p. fz.
WEAF, New York

(J. Walter Thompson)

(J. Walter Thompson)
It's no easy task for a single agency to assemble and produce three variety shows for broadcasting within one evening. One, if not all the programs, is bound to suffer from this diffusion of interest. Other two assists of the control of the

VOICE OF JERUSALEM
With Meahe. Nathansan, Art-Quartet
Songt, Talke
15 Mins.
JUNKET FOLKS
Thura, 7:50 p.m.
WMCA, New Zark

(Advertiser's Broadcasting)

(Advertiser's Broadcasting)
A peculiar hodge-podge presenting
Palestine folk-lore, native chants and
inally directions on how to garnish
a choice dessert with shredded
cocoanut Junket firm sponsors,
plugging its varied flavors.

plugging its varied flavors.
Foreign tongue limits the listening appeal. Brief historic squibs precede the Hebraie lullabies, none of which sum up as popular airing fodder. Then the tie-up with palatable dishes brings the show around to a jumbled finis. Nothing blends in well. Dublous if Inter-City dialers will respond much to it.

SING TIME
With Ed Lowry, Grace Hayes, Lynn
Hayes, Emil Seidel
30 Mins.
Tues: 6:15 p.m.
FOX-WEST COAST
RHJ, Los Angelés

These, 6:15 p.m.

FOX-WEST COAST

REIJ, Los Angelés

Old order of this sort of thing hasn't changed any here and they hew pretty much to the line. Ed. Lowry, long a picture house encees. His gags are none too forte and smack too much of the lighted apron, probably much funnier in the flesh delivery than out of a box.

Program was given a neat lift by Grace Hayes, singer, and her, son, Lynn, whose impersonations of radio stars are top hole. He appeared once before with Eddie Cantor and drew favorable notices all around. A quartet and Emil Seidel, pianist, comprised the remaining outside talent. As a community sing it didn't exactly fit the billing. Mob was tossed a few dittes but they must have hungered for more. They came to sing but had to be content, for the most part, to listen to others.

Program was remoted from Filmare the theatre in Hollywood, an in-

the most part, to listen to others.

Program was remoted from Filmarte theatre in Hollywood, an inand-outer recently shuttered when
the trade didn't follow the arty and
foreign films. Deal is strictly trade,
with Don Lee chain donating half
hour a week for space on the screen
of every Fox-West Coast theatre in
the state.

As a warmup for Lowry it served the purpose. It'll have to pick up considerably, however, to woo the dialing fraternity, to a weekly help-ing.

Follow-Up Comment

To tow want to Be an Actor?' sprawls when spread over an hour. It gets repetitious. Confined to 30 minutes the results might be snappler. Also definitely bad, as first stated, is the method of casting the playlets by audience applause. This is one of several aspects of the novelty that shuts the Joudepeaker listener out of the shuts the Joudepeaker listener out of the contract of the shuts the Joudepeaker listener out of the shuts the Joudepeaker listener out of the Joudepeaker listener in the Joudepeaker listener out of the Joudepeaker listener listene

well.

Influence of the film colony and the studio audiences on the way the thing is being routined is manifest throughout. Less studio and more loudspeaker showmanship is an obvious requirement. Seems a pity for a potentially snappy idea to fall by the wayside for lack of somebody to straighten it out.

Robert Ripley's oddities are organized and presented with a keen sense of topical value. Sunday (17) he spun incredible yarms about presidence of the U.S. A. that tied in the control of the sense of the year of year of

rrankin D. Roosevelt.

Not one, but three male 'stitchomaniacs' were brought before the
mike as guesters. Bartender, toolmaker and blacksmith, the three
gents like to sew, crochet, knit, etc.
One makes all his wife's clothes. It
was amusing stuff,

was amusing stuff.

Fred MacMurray might be cited by exhibitors as a film star receiving too much radio exploitation, the acrappearing within a five-day period last week on two of the too broadcasts from Hollywood. Both rode the same chain, Columbia, and both came at virtually the same time, the \$9.10 p. m. spot. McMurray played opposite Claudette Colbert in The Claude Lady on the Lux The Claude Lady on the Lux The Claude Lady on the Cambert on a and opposite Caring High, Swing Low, on the Cambert Colbert on a control of the combard on a more control of the control of t

earn my salary.

Elimination of Dick Powell from Hotel program brought in Tony Martin and a Hawaiian group with Frances Langford drawing a little more of the spotlight. Absence of an emcee noted in a song, but once or twice Powell's smooth if 'sure,' introductions would have been well-come.

Roland Young's English lightcomedy emceeing was one of several
things which gave Sealtest's Saturday Night, Party over NBC a different pattern. Second major change
in this much-shuffled program brings
guest artists as well as guest master
the second major change
guest artists as well as guest master
being Effrem Zimbailst and Ethel
Merman. A Chicago sonyano, Vivian
Della Chiesa, sang in solos and duets
with Donald Dixon, young baritone,
who debuted previous week. Robert
Emmett Dolan, was guest conductor
of the orchestra. None of performers from original series broadcast,
and only Tom Howard and George
Shelton of the second group. Lynn
Murray's New Yorkers chorus and
Announcer Nelson Case still remain.
Miss Merman squeezed the last

Announcer Nelson Case still remain.

Miss Merman squeezed the last ounce out of two numbers now very familiar to dialers. Pennies from Heaven and 'It's De-Lovely. Young did a bit of comedy dialog with her. Zimbalist bowed the popular 'Ave Maria' and the more intricate 'Spinning Song.' Miss Della Chiesa, 's showy soprano came through the loud speaker impressively. She and Dixon, a raney barttone, joined in an operatic aria as well as, in operetta one. Young's contributions were partly anecdotal, as well as, in operatic one with the companion of the companion of

MYRT AND MARGE Myrtle and Denna Vali, Billy Arts erchestra, Jean Paul King

Schestrs, Jean Paul King
Schestrs, Jean Paul King
Schestrs, Jean Paul King
Schestrs, Jean Paul King
Stamps
Stamps
Stamps
(Benton & Boules)
Erstwhile Wrigley gum team goes
to but for C-P-P soap powders, replacing the 'Goose Creek Parson'
show, Mother-daughter combo should
do okey, having built up a following over a period of half a dozen
years. Jumping from their original
environment of theatrical tootlights
the Myrt and Marge adventures now
ple up fictionals in a radie studio,
yourns all over the lot but has a certain rough-and-tumble speed that
bridges such ordinary long-shots as
introducing new characters right in
the-middle of something. Again the
duo has written a part into the script
for a panz, supposed to be a scein
designer. Superficially this sounds
dangerous, but they've done thesame thing before, so there's no
cause for alarm now.

Song essayed on the opening
stanza (4) was more as background
effect than integral part of the show
Jean Faul King announces and the
off fairly hefty spiels on heppial
cleen soap powders.

EAG.

HAL KEMP-KAY THOMPSON Orchestra, Vocal Ensemble Orchestra, Vocal 1 30 Mins. CHESTERFIELD Friday, 8:30 p.m.

Orchestra, Vocal Ensemble
38 Mins.
CHESTERFIELD
Friday, 8:30 p.m.
WABC, New York
(Newell-Emmett)
Cigarettes have pretty steadily adhered to the program formula in which music is the strong central administration of the strong central tempo is snappy and the program will average high in getting 'em and holding 'em.
Kemp has been identified with a multiplicity of commercials. He's collegiate and general dance faved and the strong of t

TEXAS RANGERS
Songs
15 Mins.
Sustaining
Mon.-Fri., 12:45 p. m.
WHAS, Louisville.

Swatalang
Mon.-Frl., 12:45 p. m.
WHAS, Louisville.

New yocal group of male singers, which blew into town about three weeks age from Dallas, sporting tengallon skimmers, and a guitar. Lasa are spotted on a five-day strip, and at the last program caught were still sponsorless. Quartette specializes in hillbilly airs and old familiar songs. Repertoire must be quite extensive to enable them to fill a 15-minute to enable them to fill a 16-minute to enable them to fill a 16-minute to enable them to fill a 16-minute to enable the songs are of the Billy Hill school, although they occasionally mix in the freside favorites.

Boys come on the ether singing a Texas song, after which announcer introes the group as coming fresh from the open spaces. Numbers are from the open spaces. Numbers are all the But in that case would it be hillbilly?

Lads' pipes blend quite acceptably, although the bonderous voices of the hass and baritone sometimes override the lighter tenor voices, so that they can barely be heard. One of the lads plays the accompaniment on the guitar, and at program caught his instrument was badly out of tune.

Combo is typical of hillbilly groups which hit this town, eager to settle themselves in a daily sustaining slot, in order to plug personal appearance deceand mebbe hook up with a sonosor.

Hold.

SAMUEL BENAVIE'S ORCH.

SAMUEL BENAVIE'S ORCH.

With Lew Cervenak
Musio, Singing
30 Mins.
Sustaining
WIR, Detroit
This is a valiant attempt to get
away from the usual pop-tune bands,
which crowd the airwaves late at
night. Hitting the ether at 11 p.m.
airfarent each night program has at
night reach the same of the same of the same
different cases of the same of the same
different with with the same of the same
different.
On program caught (13) Lou Cervenak, trumpeter with WJR ork
played Carnival of Venice's and
Memoir's as solos. Benavie's band,
Memoir's as s

REX CHANDLER ORCH. With Landt Trio and White Music, Dialog 1 2 30 Mins. Fri., 9 p. m. WJZ, New York

FORD
Fri. 9 p. m.
WZZ, New Yerk

(N. W. Ayer)

Friday alght half-hour under the new program regime for the chug-wagon has Rex Claudler an obscure new program regime for the chug-wagon has Rex Claudler and have reading a session, largely orchestral. There was ession, largely orchestral. There was ession and through the half hour intermittently there breats in young bride and her hubby who chat informally and lightly.

Formula, of course, is as old as radio. But in this instance the results are consistently pleasant. Music is okay. Not memorable particularly. And not marked by any pronounced characteristics. Or dominated by any pronounced characteristics. Or dominated by the ford and N. W. Ayer copy wins the good will and respect of the more discriminating listeners. Watch the Ford and N. W. Ayer copy wins the good will and respect of the more discriminating listeners. Watch the Ford and N. W. Ayer copy wins the good will and respect of the more discriminating listeners. Watch the Fords go By and a few scattered verbal tie-ups between entertainment and product serve the purpose without creating one of those resistance sessions in which copy fights to make an impression on ears that fold inward and shut out the tediously prolonged parrot-delivered blah.

Particularly was a litting waymer in hover propaganda in favor of gateriving, etc. That'll make as many friends for Ford as any long-winded recitation of cylinder virtures. Delivered by Landt Trio and White (White died Sunday am.)

Rex Chandler is nom de radio for Chandler. Goldthwaite, society organist and reputed personal friend White (White died Sunday am.)

Rex Chandler is nom de radio for Chandler. Goldthwaite, society organist and reputed personal friend warms substitute.

Ende Chandler is nom de radio for chandler of called "Universal Program of called "Universal Program of called "Universal Program of called "Universal Program of called "Univer

RIPPLING RHYTHM REVUE'
With Shep Fields Orohestra;
Parker, Judy Canova
Variety
30 Mins.
WOODBURY
Sunday, 9:15 n.m. Sunday, 9:15 p.m. WJZ, New York

WOODSURY
Sunday, 9:18 p.m.
W22, New York
Clemen & Mitchell)
Successor to the Paul Whiteman niche must have prompted some uneasiness with sponsor and agency, for the show is chopped into pieces for the show is chopped into pieces lends the impression that Fields's lends the impression that Fields's lends the impression that Fields's lends the impression that Fields style—rippling rhythm' produced by thumping on gourds and long accordion arpegios—would weary over a stretch unless at least partially obscured. Solution as lately presented (17) puts Fields under wraps, but the following the program was spaced thus: number lately presented the fact out out. If it is the following fields' number; parker; Fields' number; Judy Canova; Parker; Fields' number; Judy Canova; Parker; Follow find, Frank Parker following. Fields' number; Parker solo; commercia; Fields. In short, Fields had four chances, while Frank Parker for the fields in the first that the first tha

Fields own rippung rivium of dansapation is the label of theprogram yet he's subjugated in the
running.

In being called on for three
turns, etc. in the partity out of
the hilbidly narrations, but on this
program had to step partity out of
the hilbidly narrations, but on this
program had to step partity out of
the partituder, some no-good friends, a couple of
saminals, and an assortment of amorous chasers. Climax was a dud. Bit
should have been omitted to dance
to dance or the step of the standard
the standard of the standard
the day the standard
the standard of the standard
the standard of the standard
things were at a virtual images of
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Kenny Kurz now assistant to Earl Harper at WNEW, New York.

Arthur Whitesides, WBT, Charlotte, N. C., announcer for the past two years, has resigned.

Radio - The National Rage of 1922

In its issue of Feb. 10, 1922, Vasinity reported on page one that radio was replacing the gambling game of 'put and take' as the newest fad. Article which, is herewith reproduced verbatim today makes amusing reading—and remarkably accurate prophecy—in several respects.

In 1922 there was no radio vocabulary. Vasinity referred to Westinghouse's transmitters as four canned concert centres' and said radio was still in its infancy (Vasinity is still saying the same thing). It was suspected that radio might not be good for phonographs and that royalties for music would presently be paid.

Most daring prophecy—for 1922—was that it was possible that some day the talent would be paid.

(Reprinted from VARIETY, Feb. 10, 1922)

Publishers Want Royalties on 'Music by Wireless' Concerts

The wireless telephony concerts which have become the national rage the past few months under the exploitation of the Westinghouse Electric Co, have progressed to the state where the music publishers are investigating the matter on the theory the corporation is conducting public performances for profit and performing copyrighted music for similar purposes. The MPPA and the American Society of Authors, Composers and Publishers have taken the matter up with Charles B. Popinoe, superintendent of the radio division of Western Electric.

The io sets, which sell from \$50

superintendent of the radio division of Western Electric.

The io sets, which sell from \$50 to \$150, require nothing more than a radiator or a steam pipe for a terminal to listen in on these wireless concerts under a 100-mile radius, or a 50-foot aerial for a greater distance away from the central location. Westinghouse maintains four canned concert centers, supplying the whole country. The Newark, N. J., sending station has been heard as tar west as Monroe, Wash, as far south as Cuba and the Panama Canal zone, and eastward 1,000 miles out on the Atlantic. Company also maintains sending stations in East Springfield. Com., East Pittsburgh and Chicago.

and Chicago.

The potential powers of this new invention are epochal. It is still in its infancy and, as the publishers perceive, there is a likelihood it can displace the talking machine or similar forms of canned music in a short time.

The Springfield, Mass., factory of Westinghouse is working overtime catching up with advance orders for the radio sets. In Iowa, Illinois, Indiana, the farmers rely on it for their weather reports, time of the day, and other details in addition to their musical and educational

Radio Parties

Radio Parties

In New York City in the west side district from 59th to 110th streets this radio concert entertainment is the latest fad. Instead of the 'put and take' sessions of not so long ago they are holding radio concert parties now, each auditor listening in through a tiny receiver.

The department stores locally have done much to popularize the radio sets to the extent the New York World and the Globe daily publish the programs of the radio concerts to be rendered each evening from the Newark sending station. The concerts include performances by ingers, orchestras, lecturers or the wireless reproductions of phonograph records and are continuous daily, from 11 o'clock in the morning. The mail order houses report record sales from the farming districts have fallen off noticeably. Whether there is any connection between this, and the fact that Westinghouse receives enthusiastic reports from western ranchers and farmers on their concerts, the fact remains it presents a new angle for the mechanical reproduction of music. A arrangement with the publishers will probably be consummated shortly for the privilege of performing their probably be consummated shortly for the privilege of performing their

date the corporation has se-cured its talent gratis because of the novelty. It is not unlikely paid program will become necessary in time.

Add: Show Must Go On

WBNX PANELMEN STRIKE

Bronx Station Off Air Monday Night And Tuesday on Walkout

Ame Tuesday on Walkout

American Radio Telegraphers
Union pulled a strike of Station
WBNX, the Bronx, Monday night
(IT) at 6:50. Station which was returning to air at seven p.m. after
its hour and a half of, silence did not
broadcast that night or the next day.
All five members of its panel crew
took the walk.
There had been some advance negotiations concerning hours and wagescale. WBNX wired Federal
Communications Commission for permission to stay off the air 24 hours.
Ended up with a 30-day considerati to straighten itself out.
On Tuesday WBNX was moving to

On Tuesday WBNX was met another technical crew.

Network Chart

NBC New Programs

W. Fitch (shampoo): un-announced program, Saturdays, 11.45 to 12 noon, beginning March 13; for 13 weeks. WEAF, WCAE, WTAM, WWJ, WMAQ.

enewals

Kellogg: 'Kellogg Singing Lady,' beginning Feb. 1; for 48 weeks; note; this program will run Mondays through Thursdays from Feb. 1' to June 24, thereafter Mondays through Fridays until Dec. 31, 1937. WJZ, WBZ-A, WFIL, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WXYZ, WBBR, WLW, CRCT.

Kellog: Singing Musical Plays' beginning Feb. for 21 weeks. Basic Blue (except WENR, WTCN, KWK), WGL, WCOL, CRCT, SE, WWNC, WSOC, WFBC; WCSC, SC, WJDX, NC, NW, KSTP:

St., W.J.J.X., N.C., N.W., K.STP.

Sterling Products (Phillips Milk of Magnesia toothpaste): Sweetest Love. Songs Ever Sung., beginning Feb. 8; for 52 weeks: Basic Blue except WTCN.

Sterling Products (r. Lyons tooth-powder, Bayer's Aspirin): Broad-way Merry-Go-Round' and Fanous Actors Guild, beginning Feb. 3; for 52 weeks. Basic Blue, WCKY, WICC, WEAN.

Sterling Products (illips Milk of Magnesia): Waltz Time, beginning Feb. 5; for 52 weeks. Basic Red, WSAI, WIRE.

WSAI, WIRE.
Stelling Products (r. Lyons toothpowder, and Bayer's Aspirin): 'Manhattan Merry-Go-Round' and 'American Album of Familiar Music, beginning Feb. 7; for 52 weeks. Basic
Red, Canada, NW, NC, SE, WWNC,
WSOC, SC, WJDX, SW, KTHS,
KTBS, Red Mountai and Coast,
KGU.

RIBS, Red Mountal and Coast,
KGU.
Philip Morris & Co.: Philip Morris
ris Program,' beginning Feb. 5; for
52 weeks. Basic Red (except WIRE),
WLW, NC, NW, SE, WWNC, SC,
WIDX, SW, KTHS, KGBX (Red
Mountal and Coast, KTAR, KGU on
rebroadcast).
American Home Products (Anacin): Easy Aces. ing Feb. 2;
for 52 weeks. lue except
WTCN.
CBS New Programs
Lever ros. (Spry): 'Aunt Jenny's

Lever ros. (Spry): Aunt Jenny's Real Life Stories; Mondays through Fridays, '45 to 2 p.m. begi ing Jan. 18; for 52 weeks. Basic 21; plus Akron, Columbus, Dayton, Rochester, Worcester, Bangor, Harrisburg, Milwaukee, Peoria, Springfield, Utica, Wichitz, Voungstown, Wichitz, Wichitz, Voungstown

Aud: Snow Must Go Un Buffalo, Jan. One block from the WKBW studios Saturday morning (16) Jack Presch Saturday morning (16) Jack Presch Saturday morning (16) Jack Presch Studios Williams Wichita, Youngstown, Foreston suffered bad cut over one eye and chest injuries. He got out of wreck and walked to the studio to put the regular 'Musifone minjute late! August 15 weeks on 30 days' notice.

SPONSORS—AGENCIES

Albert Frank-Guenther Law, New ork City, has placed five-minute York City, has placed five-minute participation advertising for Benay Art Embroidery Guild. On WGY's Household Chats, Jan. 21-Feb. 11.

. Watter Thompson, New York City, has spotted 26 five-minute par-ticipations for Scott Paper Co. (pa-per towels) of Chester, Pa., in WGY's Household Chats, Monday and Friday afternoons.

Fred A. Robbins, spotting one minute announcements, thrice weekly, until Oct. 1, 1937, for Bunte Bros.

rown & Tarcher, New Yor has spotted for Smith Bros (cough drops), Poughkeepsie, N. one-minute announcements, weekly, until March 12.

Charles Kelly has brought the Central Shoe account b. ... into the Kelly-Stuhlman agency, St. Louis, following the account's sojourns with the Morenus and the Gardner agencies.

Young & Rubleam are putting Fels Naptha on WMT, Waterloo and Cedar Rapids, Ia., and KRNT, Des Moines, for three quarter-hour pro-grams per week. Program originates in Cedar Rapids with Mrs. D. Pirie Beyea, former war nurse, known as 'Scotty', with the program called 'Scotty' Views the News.'

Log Cabin (General Foods) ex-tended its series of 30-minute Dude Ranch' transcription programs to WGST, Atlanta. Benton & Bowles

Myron Kirk, of Ruthrauff & Ryan, last week auditioned in Hollywood a new revue idea emceed by Frank Fay. Wax has been shipped east.

Saratoga Assn. for the Improvement of the Breed of Horses, (the academic whiskers under which the academic whiskers under which the race 'track operates) has renamed Leighton & Nelson Agency of Schenetady to handle the advertising budget. Radio will get a share of the 1937 funds.

Last year the breed-improvers organized advertising on a regular basis for first time. Stations in Boston, Philadelphia, Newark and the Albany district got biz.

Spelling conducted by Dr. Harry Hagen, starts over the Inter-City network with initial program from WIP, Philadelphia, Jan. 23. Standard Brands, Inc. (Chase & Sain-Standard Brands, Inc. (Chase & San-born coffee) sponsors the series which is to include 7-to-8 p.m. broadcasts each Saturday from Philadelphi , Boston, Baltimore and other cities of the network. Pupils from sixth, seventh and eighth grades are eligible to compete, Out-let in New York is WMCA.

Christian Science programs go on WMCA, N. Y., starting in February, with broadcasts each Sunday morning between 11 o'clock and 12:15 son of the Crosley Radio Corp., opnon and the first Monday of the month from 8 to 9 p.m. Programs half of last week in Washington.

Wi 19.

Conference of icials of the Western Association of Broadcasters originally set for Jan. 20-21 has been set ahead to Feb. 5. Move was made because of movements of Gladstone Murray, g.m. of Canadian Broadcasting.

Whispering heard regarding the possibility of CBC going semi-commercial but local scribes are getting plenty of headaches trying to trace

plenty of neadaches trying to trace the isperings or pi anybody down to definite statement. In the meantime local editors are keeping the wires hot between and Ottawa trying to get either an ad-mission or denial.

six-hour daily basis.

Mrs. Hannah McCormick of Rockford, May Take Cver Affiliated Regional

That Feud Again

Syracuse, Jan. 19.

Harry Wilder of WSYR has declined to accept raditising for la oranges containing the words 'Sunkists have 22% more vitamins than 'Floridas'. Wilder wouldn't stand for cemparisons. Wilder family owns extensive acreage of Florida fruir orchards and kicks in annually a hefty tax to the advertising fund of state citrus commission. Didn't relish idea of praising Californi expense of the southern peninsula.

will emanate from the Sixth Church of Christ, Scientist, New York City, being sponsored by the Christian Science Radio Committee of N. Y.

Langendor United Bakeries moves its Pictorial programs with Rush Hughes to 2:45 p.m. PST, Mondays to Fri inclusive, begi ing Feb. 1. Shows, heard over KPO, San Francisco, KOMO, Seattle, and KFI, Los Angeles, have been aired at 4:45. Move was necessitated by switches it the Duart and Moonglow programs which take place next month. Langendorf quarter-hours or intate in the NBC Hollywood studios, casionally in San Francisco.

California Conserving Co. (CHB Food Products) has okay'd a change in the title of its NBC-Rec network show on the Pacific Coast from CHB Studio Party to Who Am. I?" name of the ssing game used for its weekly cintests. Programs of inate in San Francisco.

Sheldon Stark, of K wetter advertising agency, is scripting Mennen's 'Famous 'Trials,' running on Mutual.

Twenty Grand Cigarettes new commercial for Bob Newhall's sports sports programs on WLW, sponsoring his Tuesday, Thursday and Saturday spots, 6:30 to 6:45 p. m. On other evenings, except Sunday, his blasts are bankrolled by the Kellogg Co. iveaways of three wrist watches for persons submitting sports questions that Newhall answers on the air. Contributors must write their queries on wrappers of Twenty Grand cigs.

Clark Visits Cincy

Cincinnati, Jan. 19.

John L. Clark, head of Transamerican, put i two days here last weel Huddled with execs of WLW-WSA of which stations he formerly wa

Next few days may see a complete new operating setup for the Affiliated Broadcasting Company, the Ota Gygi regional. If current negotiations go through, the present operating group of ABC will be out of the network, with the control passing to a new setup headed by Hannah McCormick, who owns WROK, Rockford (III.), ABC member-station, and the Rockford newspaper.

Letters have been sent to the various ABC stations by Lload-C, Thomas, president and general manager of WROK, stati that Mrs. McCormick would be interested taking a 30-day option continue the stations on a network should ABC fold its own operations this week. Chicago

week.
Under the McCormick plan
ABC network would be completely
reorganized under new operators and
even a new name; with the possibility that to the present list of 22
stations in Indiana, Illinois, Indiana
and Wisconsin, would be added some
50 stations of the new Southeast network.

50 stations of the new Southeast network.

Home base of new regional operaations would be Evansyille, Ind.,
where are located the stations controlled by Clarence Leich, presenthead of ABC. Minor studios in Chicago, to pick local specials and
commercial shows which must necessarily originate here, would probably be spotted in the Stevens hotel
rather than the present 42-floor studios of the Chicago Civic Opera
Building.
Final decision on the fate of the
much-buffeted ABC figured to be
reached this week.

ORDER BELFRY TONIC TO STOP BALLYHOO

Washington, Jan. 19.

Washington, Jan. 19.
Radio ballyhoo of a medical compound which claims to cure sufferers from 'brain disease' and an assortment of other ills last week was stepped on by the Federal Trade. Commission which gape the manufacturers—Zo-Ro-Lo, Inc., of Ada, Ohio—20 days to quit misrepresenting their product.

Advertising 'Zo-Ro-Lo' a preparation which will fix up Bright's disease, arthritis asthma and certain insanity, proprietors of the cure-all further claimed that it would 'r'art one on the road to health' and 'build up a resistance to combat the cause of a majority o' all diseases.' Commish suspects this is untrue.

Winter Is Expected

t. Paul, 19,
WCCO has ararnged hookup of 97
stations on CBS to carry half-hour's
broadcast r. St. Paul's Greater Winter. Carnival on its opening day, January 30. Stint goes at 3 p. m.,
and will carry carnival inaugural
ceremonies to Canada, Mexico, South
America and even European points.
KSTP has alread; set a worldwide NBC hookup for 10 p. m. on
January 30. Descriptions of the gigantie ice palace, parades, marchi
corps and red-blooded, belowactivities will take a full hour.

Melvin Israel to N.Y.

irmingham, Jan. 19.
With the removal of Melvin Israel, newscaster for WBRC, to CBS, effective this week, Bill McCain has taken over the news at the Birmingham station. Israel landed on the net after only six months of newscreting

casting.
Israel in Manhattan will probably become Melvin Allen.

Visiting

In New York

Wilbur Havens, WMBG, Richmond.
Bob Mitchell, WMBG, Richmond.
B. H. Peace, Jr., WFBC, Greenville.
Beverly Whitmire, WFBC,
Greenville.
Ovelton Maxey, Virgini
casting System.
John Blair, John & Co.,
Chicago,
John McCormack, KWKH, Shrevesport.

mission or denial.

Story as told is that Murray, realizing the need for additional funds with which is maintain the national radio system, will add one hour of sustai ing for every hour taken by a commercial sponsor. At present government radio is operati sy-hour daily basis. Big Canadian Show Another new program gned to go dominion-wi

Semi-Commercial Canadian Policy?

Changes Expected—Biggest Sponsored Show in Dominion Broadcasting Starts Feb. 7

sored by the Imperial Tobacco Co. This sets some kind of a record or another being the first coast-to-coast. Sunday commercial in this country. Debuts Sunday. Feb. 7 from 4:45 to 5:30 (CST). Is the glorified March of Time idea with a shot coming in from London, by Vernon Bartlett, commentator, on the spot flashes from important news events, happenings, comments from New York on the latest in entertainment, and comments by outstanding men and women of Canada. Being touted around as the biggest thing yet attempted Canadian radio a weekly basis.

Announcement at the end of this

weekly basis.

Announcement at the end of this show as in the case of all other commercials will be 'This program came national on you over network of Canadian hour of taken by the commercials will be 'This program came nations', regulations restriction of taken by the commercial will be the present the stations', regulations restricting any group of stations being identified by a name (for example, 'Trans-Canada network'). Show was booked through the All-Canada Broadcasting System's Montreal office with Vic George of Montreal of the commercial with vic George of Montreal the commercial with vice of the commercial with vice of the commercial with the case of all other commercials will be 'This program came to you network of Canadian.'

HENRY FORD'S PERSONAL MEMO TELLS N. W AYER CHAIN BREAKS ARE BAD

Agency Addresses NBC and CBS Talk of Taking Matter to F.C.C. - Govt. Has Never Ruled on Blurbs-Missionary Investigation

Whether the ruckus stirred up last week by N. W. Ayer at the be-hest of Henry Ford imself against cut-in announcements (chainbreaks) will amount to anything, or whether it will falter like all previous bubit will falter like all previous bub-blings along these lines, is figured to depend on Ayer's willingness to car-ry the crusade as high as the FCC. Whole matter is fraught with several varieties. of dynamite, important among which looms the problem in web stations relations. Chains could be caught in a bad squeeze if the matter spouts any higher, and con-sequently are looking for a suitable cyclone cellar.

Ayer started the squabble by writing the webs: The practice of slipping extraneous commercial spots, we feel, unfair to the sponsor and to the public. We have received numerous complaints substatiating this, and believe the time has arrived for broadcasting companies to take cognizance of this situation. In penciled note from Detroit, Ford personally started the agitation for a shampooing after supposedly getting

penciled note from Detroit, Ford personally started the agitation for a shampooing after supposedly getting worked up on hearing cut-in stuff over his own radio. Ford simultaneously told dealers and branch factories to cancel their peewee burps; unking \$180,000 worth of spot. Ayer currently claims to be the only major agency not ordering any chainbreaks for anybody.

any channerass for anybody.

Cut-in headache while neither new
nor without plenty of fuming before,
involves an especially strong web
angle at the present time, as well as
chances of an FCC ruling if pushed
farrenough. Situation stacks up as
follows:

follows:

(1) Question of whether the chain break, amounting to a half minute or less, is the property of the web-affiliated station, or whether it is simply an open spot to allow for line switchovers and the station identification demanded by the FCC. The legal, as well as ethical, status of how much time a sponsor should get when he signs for 30 minutes, 15 minutes, etc., has never been governmentally ruled on. inutes, etc., has never been gov-rnmentally ruled on:

(2) Question of how much control

the webs have over their member stations. If the chains should finally have to concede that they can't control the situation satisfactorily, it puts the big link in a weak light. Hence the web dither because Ayer addressed, the letter to NBC and CRS.

CBS.

(3) Question of station economics.

In the event that the chains should attempt to crack down on cut-ins, affiliates would probably the anniates would probably yell that they were being deprived of revenue which enables them to carry web shows on a relatively low payment plan. Might counter by asking higher program fees on commercial stuff fed to 'em from the webs

Penalty If Caught

webs. Penalty If Caught

Curious light on the Ford-Ayer agitation is that it practically amounts to a situation in which neither party has any stake at the moment. On all Ford web biz there are strict orders against cut-ins, penalty being that offenders are lopped off the list if caught (Camobell has a similar order). So it looks mainly like missionary work, hinging on Ford-Ayer convictions anent radio.

The second within 15 months. Previously the 4 A's and the ANA instigated an investigation, which later petered out because of conflicting interests Sponsor's and agencies would wave the crusade banner wildly with one hand, while issuing orders for cut-ins with the other, Hopeless jumble at the time. Ayer, since the initial letter, has unofficially mentioned the possibility of going as high as the FCC if it has to. Fred Pflugfelder, radio chief, is also contabling with other agencies, and is taking the matter up with some 'station' reps' the Roundtable Group' meeting next Friday (12). Complete plans are not set, while the webs, other agencies, and the sponsor-agency trade associations are maintaining a strict silence.

Bill Ogden, harmonica-guitar, is

Bill Ogden, harmonica-guitar, is back on WCOL; Columbus, with an early morning sustainer.

Writes Self Fan Mail?

Vienna, Jan. 8.

Austrian Corp. hotty denies charges made by local newspaper, Der Morgen, that the radio network is writing fan letters to itself and reading them over the air as one method of answering criticism of programs and policies.

A government monopoly, the radio here has, a fough job saitying everybody. Or anybody. Lack of funds is the perennial in the indifferent quality variety of entertainment

WMBG, RICHMOND MAY **GET NBC AFFILIATION**

Richmond.

As a result of three recent F. rulings, this, town's radio set-up is scheduled for an overhaul within next six to nine months. In the meanwhile, the boys along radio row are keeping an extra sharp eye on the other guy. Looks like an old fashioned rock 'em, sock 'em battle for listener attention in the offing.

resiment rote em, sock em sattle for listener attention in the offing.

Under the F. ruli two additional stations—both owned by newspaper outlits—come into Richmond. "Conservative morning Times-Dispatch gets permission to erect a 100-watter, and operate full time on 1500 k.c. Evening News-Leader gets the O. K. signal on moving its WPHR station from Petersburg to Richmond, and to operate on 500 watts, 880 k.c. It is limited from 6.A. M. to sunset, but expectations are it will receive full time permission once under way. News-Leader owners also applied for permission to replace its WPHR with another station in Petersburg. Earl Sowers, general manager of WPHR, and promotion man on the N.L., stated to head the sheet's radio operations here.

WMBG, headed by Wilbur Haven nd the Columbia's outlet now (warst, headed by Wilbur Havens, and the Columbia's outlet now (it parts CBS company in June), gets a hike in wattage to 500 and full-time privileges. It changes from 1210 to 1330 k.c. Increase in wattage has WMBG announcing a change in site of its mid-city transmitter:

suburb. is outfit assigned Courtney Quicke, newspaper and radio man, expressly to keep the publicity drums beat!

WRVA, the 5,000 watter has a second of the country of the publicity drums beat!

WRVA, the 5,000 watter, has an application before the F. C. C. for an increase to 50,000 watts.

spot with regard to selecting a successor to WRVA in Richmond and so it doesn't intend to do any local tying up for several months. By that time it will have three stations to choose trom. WRVA is stated to go CBS by June 29 of

CBS by June 29 of
Operators of WBMG, present CBS
affiliated in Richmond, has been recently camping on MBC's New York
doorstep trying to get the latter web
to talk terms, but as yet no results.
WMBG has obtained a grant of full
time, permission to shift from 1210
k.c. 1350 k.c. and a boost to 250
wat ights and 500 watts days.

Townsession in the trade.

Impression in the trade that NBC will/ally itself with two stations in Richmond, making one available for the blue (WJZ) link and another for the red (WEAF).

Gilman in Salt Lake

Salt Lake City, 19.
Don E. Gilman, MBC Frisco v.p., in town this week arranging plans for annual Pacific Advertising Clubs' association convention here in June. While here addressed local Rotary club and chamber of commerce. S. S. Fox of KDYL steered him around.

Kleer Heads West

Memphis, Jan.
Hollywood-bound on spec is
Jimmy Kleer of WHBQ here. He
has written songs, a couple of which
have gotten breaks. John Young replaces him at WHBQ.

Bob Alburty of the station has just
made a deal with J. J. Devine Associates to act as WHBQ's national
sales rep. Memphis, Jan

Guest List

AMERICAN CAN (Tu. 9-WJZ) Ethel: Waters.

A. & P.
(Th. 8—WABC)
Jan. 21—Jimmy Durante, Baby AXTON-FISHER

AXTON-FISHER
(Spads)
(Sa. 8—WJZ)
Jan. 23—Joseph Bentonelli.
Jan. 36—Kitty Carliste.
BRISTOL-MYERS
(Wed. 9—WEAF)
Three Madcaps.

Three Man CADILLAC (Th. 4—WEAF)
-Not booked.
CAMPBELL

(Fri. 9-WABC).
George Brent, Beverly

FIRESTONE

(Mon. 8:30—WEAF)
Jan. 25—Margaret Speaks, Alfred FORD

(Su. 9-WABC)
-Josef Hofmann Jan. 24.—Josef Hofmann.
Jan. 31.—Lucrezia Bori,
GENERAL MOTORS
(Su. 10.—WEAF)
Jan. 24.—Georges Enesco,

Ienuhin.

HEINZ

(M-W-F, 11 a.m.—WABC

Jan. 20—Prof. Irying Fisher:

ERAFT

(Th. 10—WEAF) WABC)

(Th. 10-WEAF)
Jan. 21-Mose Bampton.
Jan. 22-Mrs. Sarah Lockwood.
Jan. 25-Waldemar A. Kaempffert.
KOLYNOS
(Tu. 8-WABC)
Jan. 26-Nicholas Massue.
LOCAL DEFT STORE
(Th. 9 a.m.-WOR)
Jan. 21-Harry Sosnik, Mitzi May-

LUX
(Mon. 9-WABC)
Jan. 25-Jeannette MacDonald.
NATL DAIEX
(Sat. 8-WEAF)
Jan. 23-Francis Lederer, Gertrude
Lawrence, Ezio Pinza, Yasha Bunchuk.

NASH
(Sat. 9-WABC)
23-Minevitch Band.
30-Lupe Velez.
ROYAL GELATINE

(Th. 8—WEAF)

Jan. 21—Edgar Bergen, Walter C.

Kelly, Sydney Franklin. (Su. 2-WJZ)

Jan. 24—Andres Segovia, Ray
Noble Orch., Lauritz Melchior, Lucille Manners.

E. J. EEYNOLDS
(Th. 9:30—WABC)
Jan. 26—Block and Sully, Robert
Wildhack.

Wildhack.

SHELL

(Sat. 9:30—WEAF)

Jan. 23—To'to, Dexter Fellows

Memphis Five, Giovanni Benedetto

Harry Foster Welch.

SHERWIN-WILLIAMS
(Su. 3-WEAF)
Jan. 24—Hilda Ohlin, n. 24—Rilda Ohlin, ace, Walter Nagle. STUDEBAKER-(Mon. 9:30—WEAF) 25—Not booked.

Danny Danker a V.P.

Hollywood,

Danny Danker, iet Hollywood talent buyer, for Walter Thomp-son-produced Coast radio shows, has been made vice president by agency. With company 12. Also is firm's rep. Lux Soap account. Lux Soap

HEARST POLL JAN. 31

Into All Hearst Sheet Doyle Compiles Fast Vote

Jumping in just ahead of the New York World-Telegram's annual radio popularity poll, all Hearst illes will publish a ditto compilation Sun-day, Jan. 31. Some 19 papers will-get it in the Sabbath issue; others take it for the regular break. World-

get it in the Sabbath issue; others take it for the regular break. World-Telly's annual poll is Feb. 6.
Data and set-up for the popularity poll assembled and handled by Dinty Doyle, radio editor of the N. Y. American.

iii Stern, NBC football announcer, supplants Jimmy Jemail Monday (25) in Man in the Street Inquisitive Reporter interview program on WMCA, N. Y. Barney's Clothes sponsors.

Radio Teapot Dome Seen By Payne; Comm'l Grab On Shortwave Is Alleged

Washington, Jan.

Rumpus over asserted attempts of commercial broadcasters to grab off the international short-wave assignments reserved for the use of the U.S. Government had repercusions in Congress this week which led to demands that this country go into the broadcasting business on its own account.

inc. opportusions of the own account.

Following assertions at Harvard by Commissioner-George Harry Payne that the radio lobby situation is as foul as the Teapot Dome oil scandal, Representative Emanuel Cellar of New York called for government action prevent private operators from getting a toehold on the chonnels specifically given the U.S. for touse. in maintaining high-frequency communication with South America. Celler served notice he will propose a \$750,000 appropriation, with equivalent authority, for the government to erect its own short-wave station and make sure these channels not snatched by other countries. Coincident with Cellar's move came a statement from CBS denying to steal one of the frequencies. Admitting that his group has inquired about the availability of these channels, Harry W. Butcher, network vice-prex, asserted informal offer to exploit \$950 ke have been submitted to government people with understanding the wave-length would be returned on demand.

Denying rumors that his organization wants to tie up the channel to prevent government use, Butcher pestanding the wave-length would be returned on demand.

Denying rumors that his organization wants to tie up the channel to prevent government use, Butcher explained CBS had been asked by responsible Federal officials to consider possible improved service to Latin America: ad engineers had reported that at least one more frequency would be needed. No formal request for 9550 has been submitted, however. Following assertions at Harvard by

however.
Fact that CBS now is using 6120 kc, loaned by the Navy to the web and Chicago Federation of Labor, was stressed in daily press yarns about Payne's inci ient scandal. Additional attention was focused on the fact that last summer CBS asked to have this frequency transferred from the Navy for regular shortwave operation.

NBC Uninterested

NBC Uninterested
Rumor hounds had National
Broadcasting Co. also trying to snare
one of the five frequencies. Charge
was squelched by local web officers,
with Frank M. Russell, vice-prez,
saying his organization has never inquired about getting hands on additional channels for South Amerditional channels for South American service. Admitted having discussed with various government people possible improvement in service to southern hemisphere and pointed out NBC already is doing much work in this field.

In his address at Cambridge, Commissioner Payne sai, without mentioning names, that certain interests are trying to block development of government service with South

government service with South America. He declared 'a vicious at-tempt has been made to take over from the government these precious tempt has been made to take over from the government these precious five frequencies. on the specious five frequencies. on the specious plea that since little progress had been made development of this project by the government itself it is, now necessary for private in-terests to operate stations on the fre-quencies in order to protect the use of these frequencies for the United States as a whole. This activity was denounced as evidencing the dangers to our American system of govern-ment of the sort of insidious back-door lobbying of the type which led to such scandals as Teapot Dome.

WXYZ Continues Revue

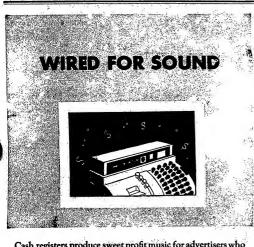
Detroit, Jan. 12.

G. Dun's 'Big 'Broadcast'. over WXYZ will be succeeded this week by a sustai ing show built along the same lines. Dun contract, which ran for several months during which half-hour show was presented from stages of various local theatres, expired last week and was not renewed.

Show, with Benny Kyte's ork, Friends 'Trio, Salvatore Cuchi Virginia Hooper, a quartet, etc. now originate from studios WXYZ.

Meanwhile, station has signed Dot and Mel, 'singing redheads' formerly heard on NBC and other stations, for a three-nights-a-week stint.

William M. Koblenzer has joined Wolf Associates as agency contact for radio accounts.



Cash registers produce sweet profit music for advertisers who use the facilities of WTAM. Here is the only high power, clear channel station serving the tremendous Cleveland Chamber of Commerce Retail Trade Area. We can put your sales campaign in tune with the purchasing power of this wealthy area.



Completely programmed by NBC

NBC GETS NEWS FROM SHEPARD

John Shepard, 3rd, of the Yankee Network, has advised NBC that he intends to keep Mutual on WEAN, Providence, and WICC, Bridgeport, NBC had been under the impression that when these two-stations shifted over from CBS they would be NBC's exclusively. The shift, to the blue (WJZ) link took place the first of the year.

the year.

Shepard has assigned in WNAC,
Boston, exclusively to the red
(WEAF) network, while WAAB, in
the same city, is available for Mutual programs:

Industry Puffs by U.S.A.

Washington.

Washington, 19.
New series of Government-spon-sored programs started over a nation-wide CBS hook-up Saturday (16).
Chatty talks on the beginning and development of various U. S. indus-tries will be furnished by Harry R. Daniel of the Department of Com-merce, speaking from Washington, while muscal numbers will be sup-

LOUIS SHURR PROTESTS

Sez Ken Murray Should Have Been Booked Via Him

Louis Shurr, talent agent, has filed a protest with F. Wallia Armstrong agency over the booking of Ken Murray with Campbell Soup through the William Morris office. Shurr claims to have Murray under a personal representati contract and also declares he opened the ori inal negotiations with Campbell for the comedian.

negotations with Campbell for the comedian.
William Morris office states it was not informed a Shurr contract when commissioned by Murray to represent him for radio, and that it opened and closed the Campbell deal in the customary process of negotiation

Murray's last radio engagement was 39 weeks for Lifebuoy, ending Dec. 1, last, on a booking handled by Shurr. Latter alleges his by Shurr. Latter alleges his of tract with Murray covers a period of five years and has three to go. Shurr's objections were filed with the Armstrong agency by his attorney, Abe

Berman.
Murray starts March 30 for Campbell, replacing Burns and Allen in the soup company spot, with B. & A. at that time switching to Grape Nuts

CHICAGO CONFAB **WEIGHS PROBLEM**

Dotted Line Boys Huddle to Discuss This and Other Problems and Policies of Station Operation

FRANK TALKS

icago, Jan

Getting down to brass tacks immediately, the Sales Managers Division of the National Association of Broadcasters opened its two-day meeting at the Sherman Hotel yesterday (Monday) with actual business discussions by R. J. (Bob) Biarrett of the Blackett-Sample-Hummert agency and T. F. Flanagan of Penn Tobacco.

These talks followed short routine

development of various U. S. industries will be furnished by Harry R. Daniel of the Department of Commerce, speaking from Washington, while musical numbers will be suppied by Emory Deutsch orchestra, broadcasting from Proceeding from Washington, while musical numbers will be suppied by Emory Deutsch orchestra, broadcasting from New York City. Industry yarns will include rail-goads, iron and steel, electrical goods, building and construction. Program will be air-waved every Saurday afternoon for an indefinite period, Commerce officials announced.

WSOC-WFBC Joint Card

WSOC-WFBC Joint Card
Charlotte, N. C., Jan. 19.
Station WSOC, here, and WFBC, at Greenville, S. C., are issuing a combination rate card offering joint rates for wire hookups.

Stations are both NBC affiliates.

Sales Mgrs. in Chi

Clark Luther, WOC. Davenport, Ia.
W. G. Gallatly, WOR, New York,
W. G. Gallatly, W. G. Gardy,
W. G. Gardy, W. G. Gardy,
W. G. Gardy, W. G. Gardy,
W. G. Gardy,
W. G. Gardy,
W. G. Gardy,
W. G. Gardy,
W. G. Gardy,
W. G. Gardy,
W. G. Gardy,
G. Gar

W. Carry Jenauge, a.c. ...
Ed. Cunniff, K.M.A. Shenandoah, Ia. J. Lesile Fox, K.MBC, Kansas City, Arthur Church, K.MBC, Kansas City, Ken. Church, K.MOX, Sp.; Louis, Ed. Louis, Company of the Company of

W. W. Warren, M. M. Why, Greenbay William C. Webster, Why T. Greenbay William C. Webster, Why T. Greenbay William C. Webster, Why T. Greenbay, Wis. J. A. Wagner, W. H. M. Greenbay, Wis. J. A. Wagner, W. H. M. Greenbay, Wis. J. H. Cancel, W. H. M. Greenbay, Wis. J. H. Cancel, W. H. M. Greenbard, W. G. Sawell, Jr., W. M. G. Nashville, M. F. Craig, W. B. M. Munic, Ind. Bill Clins, W. G. Chicago, G. G. Greenbay, Wis. Harry Bib, W. Thy C. Bast St. Louis, Ill. V. T. Heegens, W. G. Minnesonies, H. G. W. H Harry Bannister, WWJ. Detroit. J. W. Iver, WWNC, Asheville, N.

CBS LINES UP **NEW ENGLAND** ACCTS.

New England Division of CBS, the

New England Division of CBS, the regional circuit largely, engineered and sold by Columbia in Shepard's home territory, has been quietly put together with a trio of accounts for starter. CBS has not mentioned the matter to date.

Accounts are Home Makers' Council of the Air, buying two 15-minute periods week, Marjori Mills Hour, buying two 30-minute periods per week, and Burdett College, Boston, buying one quarter-hour perweek. Stations in the hookup are WEEI, Boston; WORC; Worcester; WPRO, Providence; WDRC; Hartford; WMAS, Springfield, and WLBZ, Bangor. Rate is the same as the combined web rate of the individual stations.

Time selling is done by CBS itself, by Radio Sales, or by member stations.

CAMPANA'S NEW SHOW

CAMPANA'S NEW SHOW

Hollywood, Jan. 19.
Tommy Harris, vocalist on a Coast hookup for Moon Glow, has a new sponsor in Campana, which recently took over the nail polish outilt. Show riay go east to Chicago. Tom Wallace and Syd Dixon, NBC Hollywood sales head, handled the negotiations.

Cralg Lawrence, KSO, Des Moines, Ia. Ray C. Jenkins, KSTP, St. Faul-Minne-apolis, Minnes, KTRH, Housten, Ray E. Brighton, KTRH, Housten, W. B. Greenwald, KWBG, Hutchinson, Jock O. Gross, KWKH, Shreveport, La. Clair Heyer, KXBY, Kansas City,

INSTINCTIVE LY- the millions of people who constitute the vast audience of "the Nation's Station" turn first to WLW Alert advertisers have taken advantage of this habit by using WLW consistently for their broadcast advertising.

Petry-McGillyra Feud Over Spokane; Radio Daffodils **Tense Competitive Sales Situation** considered as deriving from so-called

A hot competitive selling feud has developed in New York between national sales reps for Spokane stations. Concerned in the shin-kicking is Edward Petry and Joseph Harshey McGillvra. Petry has KHQ. the Louis Wasmer station, and McGillvra has KFPY, the Symons giver-outer.

Gilivra has KFPY, the Symons giver-outer.

Matter has come to a head in last fortnight over a couple of specific accounts. Facts and data on which the two reps are selling their respective stations are the immediate cause of the clash. Learning from an advertising agency exec that statements made on behalf of KFPY had been challenged by Petry in going after an account that had already oltayed KFPY McGillyra and Nate Calvell of his office made a number of calls on other prospective KFPY advertisers to ascertain if the same procedure had been followed by Petry elsewhere. Claims made by KFPY and challenged by Petry concerned:

Which station had ighest

Which station had local rates?

Which had the greatest local biz

Which had the greatest local biz volume?
Which had the best equipment?
Which was the most showmanly?
McGillvra has signed 65 Wheaten quarter hours, 13 Edgeworth quarter hours, 32 Continental oil quarters and spots from Cycle Trades, Ford, Pinex, Schaeffer, etc. This has created a keen tension in Spokane. Petry recently sent Ed Voynow from Chicago to visit the town.

Petry's \$22 Booklet

Desko of the McGillvra-Colwell and other Pacific Coast points last Interrogations of the advertising agencies was that Petry it turn heard of their retailation against his pot shots at their station story. Last Thursday (14) Petry invited McGillvra to his office in New York to discuss the situation between them. Petry, it is stated, showed McGillvra to his office in New York to a construct the structure of the control of the present series from Palm Springs, agencies. Petry implied they would discredit KFPY and it was up to McGillvra to discredit KFPY and it was up to McGillvra to the control of the

TELEVISION CORP. RCVR.

Also Enjoined From Publicly ing Its Stock

Ing #18 Stock

N. Y. Supreme Court Justice Richar P. Lydon on Monday (18) granted a motion of the state attorney general's office for the appointment of a receiver to take over the assets of the Television Corp. of America. At the same time the Court, without opposition on the part of the company's attorneys, continued a temporary injunction to restrait the corporation and seven individuals from selling stock in this state, pending trial for a permanent stay.

fraud and misrepresentation

Spieler's Nashville O. K. **Despite Brooklyn Roots**

Mashville, Jan. 19.
Haywood Vickers was added to announcing staff of WSIX by an audition contest in which the audience was allowed to participate.
One unreconstructed rebel lady phoned to ask privilege of changing her vote for Vickers after she found he was from Brooklyn, N. Y.

Carleton Cardell, who announced the Amos 'n' Andy program when the duo broadcast from Hollywood and other Pacific Cost points last summer, is working on the present carder from Palm Springs.

(Continued from page 1)

'frankness.'
Stanza cooked up by WBNX is something in a niche by itself. It's advice on bodily ills 'from asthma to insanity.' Press blurbs state that 'the

insanity. Press blurbs state that 'the program will provide morbid sensationalism but down the line of medical cases is to be found all the elements of drama in the raw.' Roland H. Berg, 'medical technician,' will conduct, opening stanza being next Sunday (24), 5 to 5:30 p. m.

eform Bugaboo?

Tyro trend is regarded by trade observers as being in such a wild state that it's already a step ahead of mere swiping of ideas from the newspapers (advice columns, by trade observers as being in such a wild state that it's already a step shead of mere swiping of ideas from the newspapers (advice columns, etc.) or the pic theatre (community singing, etc.). In some circles the vogue is regarded as the buildup for another crackdown by the reform element, such as shampooed the iuve programs of a couple years ago. In other circles this contention is poohpoohed on the grounds that reformers flourish chiefly during depressions, and that better times are the green light for more speed. Whatever the case, it's generally agreed that having pillered the stage and the fourth estrets, radio is now ogling certain types of pulp rags.

Spelling bees are regarded as the latest wrinkle in the test-your-knowledge contests, advantage being that the wise guys front of the loudspeaker at home can almost participate as much as the studio audience. Chase & Sanborn, through J. Walter Thompson, has one of the Orthographic tournaments going on WMCA, with grammar schools fighting for prizes. This shot, an hour long, is now skedded to hit the road and emanate each week from a different city on the Inter-City System. May be a grooming for chain chores although nothing is definite as yet.

Additionally, WJZ has a bee on Sunday morning with board of education tie-ins. Kids in New York and another city, alternated each week, fight it out. WOR has something similar, also on Sundays, with Bob Emery at the helm and clubs, etc., participating.

Bob Emery at th etc., participating.

Dealers Sign Anything

New York sales representative of a western station was having difficulty getting the outlet included in a new campaign and he decided to resort to a ruse. The rep wared the commercial manager of the station to get to the local distributor of the product and have him send a wire recommending use of the outlet. Appended to the westbound wire was a suggestion that the wire of recommendation be charged to the station.

Debate 'Evil'

(Continued from page 39)

salesmanship flair

and salesmanship flair station management.

Barrett's talk, done extemporaneously, was on the relationship of station manager and radio time buyer. Speaking with complete bluntness and frankness, Barrett got down to dates, names and places in his valuation of why some stations stand out, while others fall by the wayside. He particularly stressed the importance of station management rather than transmitter, wattage and physical make-up of a station, Chain Breaks' Heat

There was open discussion in the afternoon, led by J. Leslie Fox of KMBC, chairman of the National Affairs Committee. There was some heat over the subject of chain break announcements, though the majority

heat over the subject of chain break announcements, though the majority opinion seemed to be that there is a place for them in radio, with the station manager held responsible for seeing that they fit in as well as possible into the station program quality, since chain breaks may be questionable from the viewpoint of programing.

questionable from the viewpoint of programing.

Contingent business was ruled out as unethical, while members agreed that accounts which are selling things for immediate cash over the station must be watched with care. Ken Church of KMOX led a discussion on cooperation with national spot accounts following the actual obtaining of the contract, so as to get

the most good for the advertiser in getting merchant good will for the client.

Today (Tuesday) marking the final day of the meeting, was devoted strictly to local retail selling, as yes. day of the meeting, was devoted strictly to local retail selling, as yesterday was concentrated on national business. Major event of the day was the address and discussion on Servicing Radio Advertiser and Station, by Walter Schwimmer of Scott, agency which handles the largest single number of radio retail accounts in Chicago. Another agency man, Ed Warner, of Ferry-Hably, Kansas City, talked on cetail department store advertising. This was led by general open discussion, led by Mort Eatters, WCHS, as chairman of the local sales committee.

Sectional chairmen each delivered their reports: E, Y, Flanagin, of WSFD; Mallory Chamberlain, of WNDR; Jack Gross, of KWKH; Craig Lawrence, of KSC, D, H, Vincent, of KSL, and Hugh Feltis, of KOMO.

Next national get-together, of the

KSL, and Hugh Feltis, of KOMO.

Next instinal get-together, of the
Sales Managers Division will be held
at the coming national convention of
the N.A.B. However, Lottridge and
the various district chairmen have
set plans for at least one sectional
meeting for each group before the
N.A.B. confab.



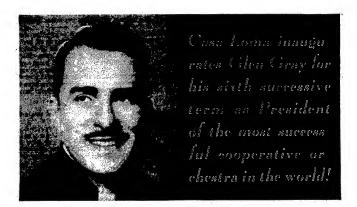
GLEN GRAY and the sylitted states of the sylitted states of the states o

ORCHESTRA

• inaugurated the fall season in Chicago with their sensational engagement at the Congress Casino; three separate formal openings on three successive nights failed to accommodate all those seeking reservations.

••• inaugurated the band policy at the New York Paramount a year ago and set a record for every other band to shoot at. It wasn't broken until Casa Loma returned—and they broke not only their own but EVERY Christmas Week attendance record in the ten years the Paramount has been open—over 130,000 people!

• • • inaugurated the winter season in New York January 6th, with their reopening at the Rainbow Room. Hear them there, on Decca Records, and on WEAF-NBC. More than ever the biggest box-office band in America!



ARTISTS' REPRESENTATIVES

R. K. O. BUILDING . ROCKEFELLER CENTER, N. Y.

Bekert inc.

AND HOLLYWOOD

Civil Liberties Union Recommendations Up Before Congress in Anti-Censor Bill

Washington, 19.

speech bills, compelling broadcasters to keep records of time sales and refusals and prohibiting ensorship of programs of any sort, were dumped in Congressional hope, last week by Rep. Byron Scott of California. Proposals are stamped with seal of Civil Liberties Union. Seeking to curtail power of both government and license-holders to cold-shoulder left-wi orstors; Scott offered following measures:

Bill 'knocking' out section 326' of Communications law (anti-cenorship provision) and substituting new provision which says act shall government regulatory—any right to censor or other-wise interfere with free speech visite ether, Would exempt broadcasters from any responsibility for anything said over their mikes, stipulating that, neither criminal nor civilicense because of statements on any public, social, political, or economic.

public, social, political, or economic issue. Measure would not upset present prohibition against profanity or indecency.

Chart of Turndowns

Bill compelling licensees to keep detailed count of all applications for

Weel & Company

WSOC

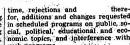
CHARLOTTE, N. C.

in the heart of the Caro-il and covering of the fishest, most responsive, and— in ahort—one of the best mar-test

An NBC Affiliate

cated in the heart of the Ca

RESULTS! COUNT MOST Let us acquaint you with our work



time, rejections and therefor, additions and changes requested in scheduled programs on public, social, political, educational, and economic topics, and interference with such programs.

Bills revising, present statute quiring equal treatment of all office-seekers. Scott proposal would require stations to set sake 'regular and definite periods at desirable times of the day and even! 'Jor uncensored gab about public, soci political, educational and economic mattered about public, soci political, educational and economic motion would be ordered to draft rules compelling licensees to treat both sides equally, while disinterested citizen board would be created to ride herd on the Commiss.

Bill of Particulars Demanded of Dagand

New Orleans Lads Scram
New Orleans, Jan. 12.
Al Goodwi WWL announcer, relinquishes his connection with local CBS outlet to joi main offices of CBS in New York.
J. D. Starr left advertising post with WJBW to become assistant publicity secretary of the Association of Commerce and editor of the associ weekly news bulletin.

B. Wilson Resumes Labor
Cincinnati, Jan. 19.
L. B. Wilson, prexy of WCKY, is
due back at end of this week from
two months' vacash in Miami, Fla.
He will return just in time to say
ta-ta to Elmer H. Dressman the station's publicity director.
Latter off for a fortnight's rest in
Miami.

Carnaghan Off WCAO Baltimore, Jan

Carnaghan off WCAO

Baltimore, Jan 19.

WCAO has let out yet announcer
John Carnaghan, who has been
senior spier at station for some
years. Drop came after series of
differences with Tommy Lyons,
WCAO boss.
New blurt-blurter on staff is John
Burnell. Another being sought, also.

'HOW MUCH?' DISPUTE ON ST. LOUIS BROWNS

St. Louis, Jan. 19, io stations KWK and KMOX are having a little difficulty with the St. Louis Browns, American League baseball club, on terms for soonsored play-by-play broadcasts this coming season. Browns, which have been a second division team for

have been a second division team for years, are asking for \$40,000 for the radio rights, to be shared equally by the two transmitters.

On the other hand, the St. Louis Cardinals, National League team, which has been up in the running right along, has signatured already for \$20,000. KMOX has Kellogg for baseball, while KWK broadcasts are shared by General Mills and Socony Vacuum.

Herman Bernie Placements

Herman Bernie Placements
Herman Bernie office booked Beverly Roberts for The Criminal Codereenactment on Lux. Opposite Edward G. Robinson.
Same agency has set Ethel Waters, Judy Garland, Fred Lawrence, Ruby Keeler, Julius Tannen, Leah Rayand Mary Boland with the Ben Bernie program from Jan. 28 up to Feb. 23.

Inside Stuff—Radio

Judge Sees 'Passion and Prejudice' In \$500 Award to KMO Salesman

Tacoma, Jan. 19.

Tacoma, Jan. 19.
Sequel to the recent jury award of \$500 to Harold D. Porter, discharged time salesman at Station KMO; came last week when Judge-Fred Remann in Superior, Court riuled that passion and prejudice had swayed the jury. Judge thought \$200 a fair sum and gave Porter 10 days accept this lower amount. Failing acceptance the petition of KMO for a new trial will be granted and the whole thing, start all over agai.

and the whole thing start all over again Kenneth Davis of the Washington State! Association of Broadcasters appeared as attorney and friend of the court in the arguments on moting for new trial. Whether the case is to be taken up higher depends a great deal on what definite action the trade body expects to take and whether plaintiff accepts court's revised judgment. In case of a new trial and should another jury find for the plaintiff, the radio stations in the association will decide whether they are to help finance an appeal.

Preparation of transcripts and filing fees might run as high as \$200 on appeal in addition to attorney tharges and Whether it would be cheaper to the defendant to pay revised judgment of \$200 and forget the matter altogether depends on what the other stations think and plan to do.

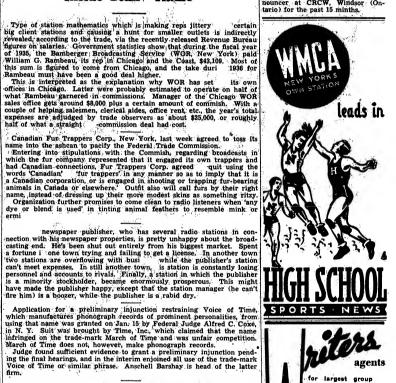
Importance precedent of this action should be closed by payment of the judgment and dropped is strictly up to the broadcasters' association, it was said here, Leo Teats, attorney for Carl Hayman of station KMO, says he will act, of course, on what his client decides, but he did not feel Hayman should stand the entire expense for an appeal to higher courts should another jury decide against him for any large' amount.

Burkey & Burkey attorneys for

amount.

Burkey & Burkey attorneys for the plaintiff in the suit, have issued no statement on what they intend to do following latest decision. Porter, now employed in a Seattle station could not be contacted for a statement.

Terry O'Dell joining WBIM, Lan-sing (Mich.), as mikeman and con-tinuity writer. Has been chief an-nouncer at CRCW, Windsor (On-tario) for the past 15 minths.





HICKORY HARMONY Third Year Airing American Associa-tion of Baseball for GENERAL MILLS CPA Survey Shows KXBY baseball broadcasts top-heavy fave program hitting summer

TIME AVAILABLE ceding and following baseball.
WRITE FOR RATES

KXBY Kansas City, Mo.

Henry Dagand, agent who is suing Columbia Artists Bureau and Gertrude Niesen, the singer, for \$100,000 each for alleged breach of contract, was directed by N. Y. Supreme Court Judge Roseman Saturday (19) to furnish Columbia with a bill of particulars before trial of the action. Plainti claims Miss Niesen ran out on a contract he had with her for 10% of her earnings when Columbia took her over, He also claims he had a similar contract with the Bureau under which they jointly were to publicize the singer but that Columbia also, walked out on the contract.

THE INTERNATIONAL SONGSTRESS

CAROLYN MARSH

Thanks KURT ROBITSCHEK For Pleasant Seven Weeks Engagement

'LAUGHTER OVER LONDON' AT VICTORIA PALACE, LONDON

Now Headlining For Same Management

ALHAMBRA, PARIS WITH GENERAL THEATRES TO FOLLOW

Also Broadcasting For British Broadcasting Corporati and Radio Paris and Televising

AMERICA: NAT KALCHEL AND DICK HENRY WILLIAM MORRIS OFFI

BARNEY'S PRESENTS

JIMMY JEMAIL

Inquiring Reporter in 'DOING THE TOWN' (WMCA, 6:00 p.m. Daily-3:15 Sun.) Columbia artists' bu'eau picked up a hot potato when it signed Andre Kostelanetz for the Republic picture, 'Hit Parade,' George Washington Hill heard about it and let out a yelp about Chesterfield's musical conductor being used for picture whose title ties in with Lucky Strike's radio program. Chesterfield people didn't like the idea, either. Report in New York radio circles last week had it that Mutual was dickering to extend its Pacific connections into the northwest. Fred Weber, the web's general manager, said that he knew nothing any definite approach or discussions in that direction.

Although everyone was aware of what was coming off days in advance, Producer Bill Bacher of Hollywood Hotel clung to his original plan of having Fred MacMurray brought on as the surprise emcee or last Friday's (18) broadcast, Not until the finish of the show was there any inkling, of whom would take Dick Powell's spot. Several days previous, Louella Parsons, who books the guest stars for the Cambpell solver, tipped her mitt and all the dailies hopped on it. Undismayed, Bacher went ahead with his original script. At was his idea to keep the whole thing dark, even from radio eds.

A. L. Alexander's friends are joshing him about his appearance in the preface to a new book of nudes called 'The Body Beautitul.' Editor, in referring to beauty in various forms, writers: Among the manifestations that have merited the term beautiful have been A. L. Alexander's radio announcements of the late Tom Noonan's services at Chinatown's 'Cathedral of the Underworld.' Then follows the eye-poppers.

Henry W. Hewitt, as president of the Retailers' Service Bureaus Radio Broadcast, Inc., filed a petition in bankruptcy in N. Y. Federal court Monday (18). Assets were listed at \$249 and liabilities \$10,775. Corporation conducted a weekly radio program.

Little Rock, Ark., city council has affixed \$100 privilege tax on all radio stations located in city. Tax is the same regardless of size, power or national affiliations.

Hands Across the Music

CONSOLIDATED RADIO ARTISTS, INC. R.C.A.BUILDING . 30 ROCKEFELLER PLAZA NEW YORK

We are pleased to announce that Mr. Irving Mills is now the exclusive managing director of our theatre and phonograph record departments. We know that Mr. Mills' varied experience and outstanding accomplishments assure orchestra and client alike of unequalled service. This hand-in-hand policy undoubtedly marks a great stride forward to BETTER BAND BOOKING.

Charles Green, President

We are happy to announce that the coast-to-coast facilities of Consolidated Radio Artists. Inc. are now at the service of all Mills Artists, Inc. orchestras for dance engagements, including hotels, cafes and ballrooms. We believe our combined efforts will result in the blazing of a new trail to BETTER BAND BOOKING.

CONSOLIDATED RADIO ARTISTS, INC.

Irving Mills, President ARTISTS, INC.

NEW YORK

CLEVELAND



HOLLYWOOD

DALLAS

CHICAGO

UP TO 500 NEW STATIONS ARE POSSIBLE; F.C.C. TECHNICAL REALLOCATION ANGLE

Clear Channel Reduction But Okay for Super-Power -Emphasis on Social and Economic Factors, Less on Engineering Favored

Washi

Reaffirming confidence in present regulatory policies, but urging im-provement in the nature of radio service, Federal Communications Commission engineers last week pro-Commission engineers last week pro-posed numerous major changes in government attitude toward broad

In preliminary report on last Octo-reallocation hearings, Chief ineer T. M. Craven advocated: (1) Gradual trend toward super-

(2) Reducti number of clear

(3) General upping of wattage particularly for local stations. (4) Two additional station categories.

(5) Regular assignments in the 1510-1600 kc band.

(6) Higher technical standards.

(7) Greater flexi ity in engineer-ing and operating rules, as well as in application of general policies.



Per. Rep.—ARTHUR T. MICHAUD 1775 BROADWAY, N. Y. C. Mgt.—M.C.A.

Fred Allen

Portland Hoffa

in "Town Hall Tonight" SAL HEPATICA IPANA WEAF-Wednesdays 9-19 P.M. Dir.: WALTER BATCHELOR

> THE THREE MARSHALLS

WJZ-12:15 P. M Exclusive Management
NBC ABTIST SERVICE
ROCKEFELLER PLAZA, N. Y. (8) Duplication on certain chan-

(8) Duplication on certain unannels.

With Craven and his assistant on broadcast matters. Andrew D. Ring, hesitating to recommend any basic new policies, the report placed great stress on the need for cautious revision of the existing system and called for flexibility rather than arbitrary, ri procedure. Engineers outlined bases for many possible alterations in the rule-book and the Commish platform but left up to the Broadcast Division the final responibility as well as many details

Social and Econ

One outstanding angle of the 43page report was recommendation that the Commish pay closer atten-tion to social and economic aspects of the broadcasting business and the of the broadcasting business and the effect of government regulation on these angles. Throughout the document, Craven and Ri refrained from offering concrete recommendations because they felt the Broadcast Division should ponder these phases adopting new principles and refer.

phases adopting new principies and regs.

Creation of berths for from 40 to 500 new stations would be the principal effect if the Commish adopts the engineers' reallocation plan. Far overshadowing the importance of superpower, this phase of the report was a surprise, since there had been few indications the experts were ready to propose means of increasing the number of stations, which would be accomplished by establishing is ifferent types stations, ranging from low-power plants designed to provide town and village coverage to clear channel type.

The new part of the spectrum—ten channels between 1510 and 1600 kc—should be reserved for local service, the engineers said. Leaving up to the Commish the matter of exact distribution, they advanced three different methods which would accommodate 40 outlets with 5 kw, 200 with 1 kw, 300 with 500 watts, 400 with 250 watts, or 500 with 100 watts.

Demand for additional stations was admitted by the experts. Pointing out that 329 cities with from 10,000 to 100,000 people do not have their own broadcasting facilities well as 562 radioless smaller towns, report said that new berths; proyided by reallocation should be devoted almost exclusively to transmitter's rendering local service. Rearrangeregs.

Creation of berths for from 40 to

almost exclusively to transmitters rendering local service. Rearrange-ment of present locals was urged, but no specific reshuffling plan was ad-

Following is the gist of the report on major issues:

STATION CATEGORIES

Experts proposed six types of transmitters, advocating rule changes which will put permanent end to limited-time and, shared-hour operation. Declaring all transmitters should be allowed to operate without brakes on the clock, engineers explai slight reallocation combined with additional frequencies and reclassification would bring this about.

New groupings proposed are: Class A, 25 frequencies, similar to present

clear-channels, mi imum power 50 kw; Class B, similar to clear channels, except low-power stations will be permitted to use the same frequencies minimum power of 10 to 50 be permitted to use the same frequencies, minimum power of 10 to 50 kw, five channels; Class C, similar to high power regionals, minimum, power 5 to 50 kw, 14 channels; Class D, similar to regionals, minimum power 10 to 5 kw, 30 channels; Class E, similar to regionals, minimum power 10 kw, 10 channels; and Class F, similar to locals, minimum power 100 to 250 watts, six channels.

RADIO

CLEARED CHANNELS

Retention of the theory of reserving specified number of frequencies for exclusive use by not more than one station is urged, but experts think the number should be cut from 40 as at present. Minimum of 25 channels for solo operation is advocated. Dividenting of widely Duplication of cated. Duplication of widely-spaced stations is suggested but not as a general proposition.

SUPERPOWER

While economic and social factors may outweigh advantages to be gained from juice jumps, engineers believe power in excess of present maximum, 50 kw, technically sound and in accord with scientific progress. Commish should treat each request for higher wattage individually and should not compel all clear-channel operators to go to 100 r 500 kw. There should not be any rigid maximum permissible wattage.

DUPLICATION

While 25 channels should be reserved for exclusive use, duplication should be permitted on other frequencies to prevent waste of facilities. All stations should be permitted to run without time limitations. With cautious handling, formish can permit stations of one class to facilities of another group when necessary. If Commish is satisfied no harm will be done to stations regularly assigned to certain frequencies, it might permit another class of transmitters to use the same frequency, with the newcomer required to conform to strict engineering standards. While 25 channels should be re

SYNCHRONIZATION

Although experts advocate simul-taneous operation by all stations synchronization was nixed as a gen-eral practice. Report said too much synchronous operation holds down service to the public and is waste-ful use of limited facilities.

STATION SEPARATION

Modernized rules governing distance between stations should be adopted. Commish ought to stick to present policy of not permitting adjacent stations using the same or close frequencies but in view of technical advancement might narrow the separation standards.

Continuance of 10 kc separation between frequencies was recome

Continuance of 10 kc separation between frequencies was recommended but revision of present mileage figures was urged. Drog from 50 to 40 kc separation between frequencies of stations in same geographical area was suggested. Action on applications for superpower stations will be deferred perding receipt of social and economic data as suggested in reallocation report. Chairman Eugene Sykes of Communications C om mission Broadcast Division predicted today Broadcast Division predicted today (19).

(19).

Agree with Chief Engineer Cravens' assertion that social and economic aspects may outweigh technical considerations, Sykes expressed thought that no decision about procedure should be reached until division has opportunity to ponder additional dope concerning costs, profits, effect on other stations, and general program service.

General ication i Commish circles is that each of dozen pending applicati for more wattage on clear channels will be referred to examiners for ventilation.

Les Atlass and Jack Von Volken-berg, of Columbia headquarters in Chicago, zipped down to St. Louis last week for a bit of biz huddling Management JACK ARTHUR last week for a bit of biz huddling with Jimmy Shouse chief of Columbia Management with Jimmy Sh

F.C.C. May Be Wiped Out

Roosevelt Hostile to 'Miniature Independent Governments'-Would Shift Authority

Washington, Jan. 19. Transfer of administrative work in connection with the Communications Act to a Commerce Department Bureau and maintenance of the Federal Communications Commission as an appellate body, deali quasi-judicial matters, will be ef-

fected if Congress approves the government reorganization plan submitted to Congress last week by President Roosevelt.

President Roosevelt.

While the long report, drafted by three White House advisers, falled to mention the FCC by name, independent regulatory bodies were assailed in highly critical terms and proposal was advanced that all be brought under jurisdiction of the President, instead of being free from control by the White House. Under

control by the White House. Under this scheme, the FCC would be sliced this scheme, the rece would be sheet into several parts, with all work re-lated to issuance of grants assumed by the Commerce Department and the judicial functions being kept

the judicial functions being kept separate.

resident's committee minced few words in rapping the independent institutions. No ting their broad powers, the report asserted 'they are in reality miniature independent governments set up to deal with the railroad problem, the banking problem, or the radio problem. They constitute a 'headless 'fourth branch' of the Government, a haphazard deposit of irresponsible agencies and uncoordinated powers. They do violence to the basic theory of the American Constitution, that there should be three major branches of the Government, and only three. Congress has found no effective way of supervising them; they cannot be controlled by the President, and they are answerable to the courts only in respect to the legality of their activities.'

While the reorganization plan was not advanced in much detail, the scheme proposed by the White House experts and commended by the President would sever the administrative and judicial work of such agencies as the FCC. 'Under this proposed plan the regulatory agency would be set up, not in a governmental vacuum outside the executive department, but within a department, committee said. There it would be divided into an administrative and judicial section, he administrative and judicial section. The judicial section, on the other hand, would be 'in the department only for purposes of 'administrative none would be a regular bureau or division in the flepartment, headed by a chief with career tenure and staffed under civil service regulations. It would be 'directly responsible to the Secretary and through him to the President. The judicial section, on the other hand, would be 'in' the department only for purposes of 'administrative none administration, and material. It would be wholly independent of the department and the President with respect to its work and its decisions. Its members would be appointed by the President, with dependent of the department and the President with respect to its work and its decisions. Its members would be appointed by the President, with the approval of the Senate, for long, staggered terms, and would be removable only for causes stated in the statute.

"The division of work between the two sections would be relatively simple. The first procedural steps in the regulatory process as now car-

the regulatory process as now car-ried on the independent com-missions would go to the adminis-trative section. It would formulate

rules, initiate action, in complaints, hold preliminar

rules, initiate action, investigate complaints, hold preliminary hearings, and by a process of sitting and selection, prepare the formal record of cases, which is now prepared practice by the staffs of the commissions. It would, of course, do all the purely administrative or sublegislative work now done by the commissions—in short, all the work which not essentially judicial inature. The judicial section would sit as an impartial, independent body to make decisions affecting the public interest and private rights upon the basis of the records and findings presented to it by the administrative section. In certain types of cases, where the volume of business is large, and quick and routine action is necessary, the administrative ion should in the first incharge.

is necessary, the administrative-tion should in the first instance decide the case and issue orders, and the judicial section should sit as an appellate body, to which such deappellate body, to which such de-cisions could be appealed on cisions could tions of law.

RAMON

And His ORCHESTRA Hotel Ambassador, New York

> S. K. KUSHNER Presents

Now at the NORMANDIE, BOSTON Until January 24

LEON

And His Warner Bros. KFWB Orchestra

CHASE and SANBORN Coffee Hou Sunday 8-9 P.M.

"The Musical Toast of the Southland"

N.Y. Daily Micro

CRAIG

NBC RED NETWORK WSM

'THE O'NEILLS'

Presented by Ivory Soap - 99 " - " pure

LISTEN TWICE DAILY

NBC Blue Network, Mon. to Fri. NBC Red Network, Mon. to Fri.

EVELYN CASE JACK ARTHUR RUBINOFF CHEVROLET MUSICAL MOMENTS over 400 stations

NBC and COLUMBIA

New Rules of Procedure Urged

Radio Bar Assn. Recommends Changes in F. C. C. Official Style of Doing Biz

Washington, Jan.

Amendment of the rules and reg-ulations of the Federal Communications Commission last week was rec-ommended by the Federal Communi-cations Bar Association, group of ra-dio attorneys practicing before the

cations Bar Association, group of ratio attorneys practicing before the commish.

In a letter to Commish Chairman rall, Louis G. Caldwell, president of the F. C. B. A., set forth several suggestions for changing current regulations affecting practice and procedure, and warned the broadcast division that more suggested alterations would be forthcoming.

These recommendations are not to be considered as implying that, in the opinion of either the F. C. B. A.) executive committee or the committee on practice and procedure, no other or further revision of the rules and regulations is necessary. Caldwell said. A number of other proposed changes are under discussion and will be the subject of later action and report.

Broadcast attorneys requested the compilish to change its rules on applications conditionally granted without hearing so as to place the burden of proof and procedure on the applicant, in all cases where the request for a new station or a change in status of an established transmitter. In all other cases, Caldwell's group recommended, the burden proof and proceeding at the hearing should be the protestant.

First and Last Word

Instead of the present custom of

First and Last Word

First and Last Werd

Instead of the present custom of permitting the protestant to open and close hearings on protests, Caldwell recommended to Prall that the party bearing the burden of proof should be allowed the first and last word. Simplification of commish rule affecting the appearance of applicant also was asked, with the recommendation that proceedi unter Title III (Rule 105.25) of the broadcast section of the Communications Act be altered to require service upon the applicant only. Attorneys, in the opinion of the F. C. B. A., should be permitted to speak for their clients when it is necessary to personally subscribe and verify applications, complaints, petitions, amendments or other pleading relating to a proceeding befor the commish. The present rule.

ing calls for verification by the ap-plicant or by an officer or duly au-thorized employee of the party filing the document if the party be a cor-

the document if the party be a corporation."

Other recommendations submitted to Prall asked that licensees of 'transmitters and applicants for new or improved facilities in the same city or metropolitan area should be named as respondents in connection with all requests for additional or improved facilities in the same area and called for the establishment of a motions court which would assist in maturing cases for hearing.

Broadcast Division should set up a court to which 'all matters arising in connection with an application which has been designated for hearing' could be referred, such matters including 'inter alla, continuances, demurrers, amendments, deposition orders, dismissals and miscellaneous petitions,' radio lawyers advised. Caldwell also asked that appeals to the broadcast division-should be provided.

Renewed demands for thorough

the broadcast division-should be provided,
Renewed demands for thorough
wentilation of all activities of the
Federal Communications Commission
and alleged monopolistic trends in
the radio industry were made in
Congress last week.
Declaring that a thorough and
comprehensive shampooing is imperative, Congressman William P.
Connery Jr. of Massachusetts, persistent gadity of the F. C. C., offered,
a resolution authorizing a select committee of seven lawmakers to grill
both the government agency and
commercial broadcasters. Probers
would have power to subpoena Commish records and compel attendance
of license-holders.

CRAVEN-RING PAPER OKAYED

General approval of the realloca tion recommendations of Chief Engineer T. A. M. Craven of the Fed-Communications Commission was voiced by industry representa-

was voiced by mustry representa-tives here last week.

While many individuals who ap-peared at last Fall's public hearings wanted more time to crystallize their thoughts, exces of the two major, networks appeared satisfied despite the sharp conflict between NBC and OBS. ever, superpower when the

networks appeared satisfied despite the sharp conflict between NBC and CBS over superpower when the hearings took place. The clear-channel faction likewise acted pleased on the whole, while regionals had some praise for the engineers' suggestions. Heartiest commendation came from Louis D. Caldwell, principal atorney for clear-channel operators. While this crowd did not get everything it requested, Caldwell said we are eminently satisfied with Commr. Craven's recommendation that the number of cleared channels be kept at 25 and his suggestion that the present power limitation be abolished. These were two points which our group stressed very much at the hearings. There are some minor points about which we have some doubts—such as the suggestion that the distinction between day and night power be wiped out and the recommendation that the ten channels between 1500 and 1600 kc be opened up for regular use by local stations. We question the advisability of indiscriminate grants of more power and large numbers of new stations and hope the Commission will proceed cautiously on these points.

will proceed cautiously on these points. The CBS reaction as expressed by vice-president Harry W. Butcher was: 'A very competent and comprehensive report and very well done thappears to be in harmony with the best thought in the industry and with the bulk of evidence submitted at the hearing.'

NBC position was more cautiously stated. Declaring he did not want to express judgment on the superpower recommendation or other specific recommendations without making further study. Vice-President Frank M. Russell said: 'The report seems to be consistent with the general calibre of testimony given by our engineers.'

F.C.C.'S WASHINGTON DOCKET

DECISIONS

Washington, Jan. 19.
Colorade: S. H. Patterson, Denver, denied petition for dismissal without prejudice for construction penit for new station to be operated on 1870 ke with 1 kw (also denied petition for reinstatement of application).

mit for new station to be operated on 1570 kc with -1kw (also denied petition for reinstatement of application).

Florida: Earl Weir, St. Petersburg, granted petition of WSUN, Clearwater, Fla, to remand application of Earl Weir for station to operate or 1370 kc with 100 watts to the examiner for further hearing on finances and, need; WJAX, the City of Jacksonville, Jacksonville, granted petition to intervene in hearing on application of the Florida Broadcasting Co. (WMBR), Jacksonville, for frequency change from 1370 kc to 1120 kc, increase power from 100 watts nights, 250 watts days, to 1 kw all times.

Kansas; WREN, Lawrence, granted motion to postpone hearing on application of WCAE, Pittsburgh, Pa, for license renewal which was scheduled for Feb. 3, until after commish shall have acted upon a pending application for transfer of control of WREN Broadcasting Co.

Michigan: Harold F. Gross and Edmund C. Shields, Saginaw, and WBCM, James E. Davidson, Bay City, commish suspended its order granting without hearing application of WBCM for day power boost from 500 watts to 1 kw and designated same for hearing. Also denied petition of WBCM to dismiss and strike protest of Harold F. Gross and Edmund C. Shields, who have application for new station to be operated 556 kc with 500 watts days only, at Saginaw.

Minnesota: J. T. Bilben and N. Barnard, Walker, denied new station to be operated on 1310 kc with 100 watts, commish sustaining Exami John P. Bramhall.

Montana: KFBB, Great Falls, commish reconsidered

denied new station to be operated on 1310 kc with 100 watts, commish sustaining Exami John P. Bramhall.

Montana: KFBB, Great Falls, commish reconsidered action of Sept. 22 in designating application for renewal of license for hearing and dismissed same from docket. Renewal application of KFBB was designated for hearing because of request of Ed Kiles for its facilities. Kiles application was dismissed from the hearing docket on applicant's request.

New York: WMFF, Plattsburg, granted change in hours from days to unlimited, using 100 watts after sunset, 1310 kc with 250 watts days, 100 watts nights; WOKO, Albany, granted authority to intervene in application of Hearst Radio, Inc., for permission to erect a new station at Albany, to be operated on 1240 kc with 11 kw (same authority given WABY, Albany, for the same purpose).

Oregon: Struble, Strong & Fagan, The Dalles, ismissed with prejudice application for new station to be operated on 1200 kc with 100 watts.

Pennsylvania: Philadelphi Radio Broadcasting Company, Philadelphia, granted petition to intervene in the hearing on the application of the Trenton Times, Trenton, N. J., for authority to construct new special broadcast station in Trenton to be operated on 1570 kc with 250 watts (also granted authority to intervene in Maltantic Corp's application for permission to establish new transmitter at Washington, D. C., to be operated on 1570 kc with 1 kw, days only.

Texas: John S. Braun, Waschadel for Feb 15 or recompany of the party scheduled for Feb 15 or recompany.

kw, days only.

Texas: John S. Braun, Waco, denied petition for post-ponement of hearing scheduled for Feb. 15 on new station application for 1500 kc with 100 watts day-

SET FOR HEARING

SET FOR HEARING

Alabama: Seaboard Investment Montgomery, new station to be operated on 610 kc with 250 watts nights, 500 watts days; WHBB, Selma Broadcasting, Co., consent to voluntary assignment of license from W. G. Reynolds, Jr., J. C. Hughes and J. S. Allen to the Selma Broadcasting Co., Inc.

California: Salinas Newspapers, Inc., Salinas, new station to be operated on 1390 kc with 230 watts days only; KDB, Santa Barbara roadcasters, Etd., Santa Barbara, change frequency from local 1500 kc to resional 1220 kc and boost power from 100 watts to 250 watts nights, 500 watts days; KFVD, Standard Broadcasting, Co., Los Angeles, change frequency from 100kc to 990 kc.

Georgia: R. W. Page Corp., Columbus, new stessor to experience of the control of

only. Washington: Central roadcasting Corp., Centralia, new station to be operated on 1440 kc with 500 watts. Wisconsin: WiBA, Badger Broadcasting Inc., Madison, ight juice jump from 1 to 5 kw.

NEW PETITIONS

Alabama: WBRC, Birmingham, bost day power from 1 to 5 kilowatts; Archie E. Everage Andalusia, new station to be operated on 1310 kc with 100 watts nights, 250 watts days.

California: KGGC, San Francisco, change frequency from 1420 to 1370 kc, power from 100 watts to 100 watts nights, 250 watts days, hours of operation from specified to unlimited (contingent on KRE's application being granted for frequency change from 1370 to 1440 kc).

tion being granted for frequency change from 1370 to 1440 kc). Colorado: KFEL, Eugene P. O'Fallon, înc., Denver, boost power from 500 watts to 1 kw, change hours of operation from sharing with KVOD, Denver, to un-limited.

limited.

Ilewa: Western Union College, Le Mars, new station to be operated on 1210 kc with 100 watts nights, 250 watts days.

Michigan: Leonard A. Versluis, Grand Rapids, new station to be operated on 830 kc with 500 watts, days

North Carolina: Carolinas Radio, Inc., Charlotte, new station to be operated on 880 ke with 500 water nights.

station to be operated on 880 ke with 500 watts nights, lw days.

Oblo: Valley roadcasting Co., Youngstown, new station to be operated on 1330 ke with 1 kw; Ohi Broadcasting Co., Steubenyille, new station to be operated on 780 ke with 250 watts days; Ohio Broadcasting Co., East Liverpool, new station to be operated on 1350 ke with 250 watts, days, only; Ohio Broadcasting Co., Salem, new daytime station to be operated on 1350 with 100 watts.

Salem, new daytime station to be operated on 1420, ke with 100 watts.

Texas: J. Laurance Marti. Amartillo, new station to be operated on 1120 ke with 250 watts, specified hours (7 a. m. to 8 p. m.); KGKL, KGKL Inc., San Angelo, change frequency from 1370 to 940 ke and jump power from 100 watts nights, 250 watts days, to 1 kw ights,

5 kw days.

Washington: KHQ. Louis Wasmer,
crease night power from 1 to 5 kw.
West Virginia: WHIS, Daily Telegraph Printing Co.,
Bluefield, increase power from 500 watts nights, 1 kw
days, to 1 kw all times.



66.4% Renewals in 1936

During the year just ended, WIPenjoyed a renewal breakdown of 66.4% of all its contracts, a remarkable tribute by sponsors and agencies of the unprecedented pulling power of WIP as today's ad-vertising medium in Phila-

Black and White proof of how WIP stands today—WIP, THE ACTION STATION!





RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

Announcers.
New Orleans.
All applicants for announcing positions at WWL here are required to read the following dialog correctly as part of a test iven by the station management:
She: Are you copper-plating those pines?

pipes? He: No. I'm aluminumi

mum. Try it.

46

WFIL's Women's Club of Air Philadelphia Monthly meeting of WFIL's women's club of air, scheduled for today KWednesday) will take place in Convention Hall, Philly, in connection with Air Observance Week exhibit. Entertainment will be susplied by Shep Fields, Earle stage show, road troupe of 'Dead End,' and several nitery shows. Martha Laine, (Margaret 'Mike' Schaefer) handles program.

garet 'Mike' Schaefer) nanues gram.

Modeled on NBC's 'American Town Hall,' mew series is ethered this week by WFIL, Philly. Tabbed Philadelphia Town Meeting, it will bring local biggies before mike in weekly 30-minute session of gab on controversial topics.

Grievance Program

Detroit.
The the People Speak, weekly, half-hour program airing administration of public affairs, starts Saturday (16) over WJBK, with Aaron Kurland in charge.
Each broadcast several persons, chosen at random; will a chosen at random; will a compare guests will be Albert Cobo, city treasurer, and Kenneth J. McCarren, member of Detroit board of assessors.

KHJ at Plane Smash-up

KHJ at Plane Smash-up Los Angeles. Special events crew copped a fast march on other Coast stations by broadcasting first-hand accounts of the plane wreek just coutside of L. A. from the scene of the crash.



"BARON MUNCHAUSEN"

JACK PEAR

RALEIGH and KOOL CIGARETTES WJZ-9:39 P. M. E.S.T.— Monday NBC Network

phil baker

Commentators rushed to the scene told of the difficulties in removing the injured passengers from the ship and other information surrounding the tragedy. Dialers were kept advised up to 3 a.m., on the progress of rescue parties and the condition of Martin and Osa Johnson, big game hunters, and others in the crackuo. In the KHJ expedition were Willett Brown, assistant manager. KHJ. Regold Fry, chie engineer. Ted Dept. The Control of the technical staff.

Turner, Murray Bolen and T. Ragland of the technical staff.

A Feud Is Always Good

Finding itself with the Allanther dull programs on its hands, WGST cast about for something to typo the things into a semblance of animation. The three announcers involved on the participating programs, Dan Hornsby, John Fulton and Jim Davenport, got their heads together and decided they'd start a feud, which was done.

Hornsby, who announced 'Muscal Started the freworks with some decogatory remarks about Fulton and his 'Muscal Pickups', which is on from 11:30 to noon. Fulton took up the cudgles against Hornsby and also dragged Davenport, who mikes a 'Let's Dance' program from 11:30 to midnight, into the embroglio Davenport, being last at bat came back with some dirty cracks about. There has been a tremendous response, with the public taking sides, and letters have been pouring into the station. All three programs have been lifted from the category of routine and there has been a greater demand for spots on them.

Dishing the Dame Gossip
Dishing the Dame Gossip
Greenville, S. C.
WFBC airs program every week
day except Saturday with large
femme following which proves a decided door-opener to local merchants catering to women. Fifteenminute program tagged Betty Talks
of Shops and Things reaches the air
of Shops and Things reaches the air
name' chatter of who sevisiting-who
and who-gave-what-party, with consinual well inserted plugs about
where Betty Martin (the aircaster of
the stint) has seen femme bargains.
While voice of Mrs. Martin is not
the last word in diction she nevertheless presents her chatty material
with convincing sincerity and works
the shop plugs into her scribt in a
gram causes many a local femme togo to biz district at once to oogle
bargains referred to on program.
Milkman's Matinee P.T. Tie-Up

bargains referred to on program.

Milkman's Matinee P.T. Tie-Up
New York City.

Milkman's Matinee, which airs six
times weekly over WNEW, N.Y.,
from 2 until 7 a.m., made tie-up with
Postal Telegraph whereby a photographic layout in miniature poster
form is spotted in all offices of the
company in the Greater New York
action has special special special special
station has special special special
station has special special special
station for times to be played on
the program. Poster is a ballyhoo
for this service.

It shows: Stan Shaw, chief
nouncer of Milkman's Matinee, in
action conducting the broadcast by
means of eight candid photograph
shots. Also plugs the fact that 26,453
telegranhs were received on this program in one year's time.

If the Paper Owns Station **All Reporters Are Spielers**

All Reporters Are Spielers

WSB is fairly crawling with announcing talent now. Since the 50,000-watter is owned and operated by the Atlanta Journal, every reporter and staff man is a potential announcer. Ed H Bradley and C. E. Gregory, political writers, and Jake Cariton, city hall reporter, were the latest members of the paper's staff to go before the mike.

Station conducts an itorial Hour each week which has turned out to be a popular feature.

Radio Set Census Not Worth Cost, Savs Committee

Ballot which is now being carried on by mail among the members of the Joint Committee on Radio Research will determine whether it will underwrite a revised count of the number of radio homes. Joint committee had asked its own technical committee to determine what methods were to be used to bring the compilation up to date, as of Jan. 1, 1937, and the latter committee recommended that the whole thing be dropped.

recommended that the whole thing be dropped.
Preliminary information disclosed that the turnover in radio sets for 1936-would allow for an increase of only 6% over the Jan. 1936, total, and the technical committee decided that the difference would run to negli bile proposition if an attempt were made to spread it over 3,047 counties. It has also been suggested that the committee try by a logical process to estimate a new figure, but refrain from devising a breakdown by counties.

Baltimore Air News Up

Baltimore, Jan. 19:

WCAO yesterday (Monday) contracted for I.N.S., thus making fourth and final Balto-broadcaster to acquire a news source. Station already has sponsor set to start i on Feb. 1, b.r.ing four five-min. newscasts daily. WFBR yesterday bagged new account for newscasts, getting Regal Laundry contracted to commence on Feb. 1, sponsoring quarter-hour-blocks of bulletins each weekday. That hikes total sponsored time for news periods on the four Balto broadcasters to a weekly of 15 hours, 50 minutes.

Josef Hornik Shifts Duties
San Francisco, Jan. 19.
Josef Horni, after several years
as conductor of the Woman's Magazine of the Air and Western Farm
and Home Hour ork at the NBC studios here, will devote all his time to
a weekly Viennese program and two
other network irers beginning
Feb. 1.

Ricardo (Harvey Peterson) will take over the WMA and Farm and Home broadcasts on the same date.

Nonsense Idea in Local Commercial **Ducking Curse of Sheer Blah-Blah**

STATION BUYS NEWSPAPER

KMMJ, Clay Center Acquires Local Sheet—Hires Editor

incoln. Jan. 19.

Deal was set this week between Searle & Son, manage-owners of the Clay Center, Neb., radio station, KMMJ, and Fred B. Howard, editor and owner of the Clay County Sun (same town) for the station to become the proprietor of the newspaper immediately.

Howard was pai \$20,000 on the deal and will be given a weekly salary to contribute his column. Sunbeams:

This is the fourth.

peams.'
This is the fourth radio station-iewspaper tieup in the state in a ear.

WGY Branching Into New Activities with Erection Of New Gen. Elect. Bldg.

Schenectady, N. Y., Jan.
Erection of a new studio building for WGY, with a two-story audience studio and an electric-demonstration kitchen studio, presages a more active merchandising policy by NBC's 50,000 watt outlet in Schenectady. The glassed-in kitchen will feature electrical appliances manufactured by General Electric, owner of station and builder of the modernistic structure for which ground is soon to be broken.

WGY has not, during its 15 years operation, 'made bid for visual auditors, except on a Community Night' program sponsored for a time by GE in a talent and ticket tie-up with GE dealers in cities and towns within a 150-mile radius of Schenectady. This stanza unfolded before audiences of 400 to 600 in Rice Hall, with the House of Magic' show following.

A few visitors have been ad-

with the 'House of Magic' show following.

A few visitors have been admitted during broadcasts to the Schenectady and Albany studios (latter in the De Witt Clinton hotel), but with the completion of the new studio building, regular audience airings will be programmed. In general, merchandising will be conducted on a more aggressive basis.

Incidentally, the fact that WGY operates an Albany studio is now being air-mentioned regularly. Station wishes to emphasize the fact that it is an Albany as well as a Schenectady enterprise, although activity at the Albany end has been at a minimum for the past several years.

WSM 73,783 Mail Count

Nashville, Jan. 19.

Mail from listeners broke all records during the first week of the new year at Radio Station WSM, when 73,783 ieces of mail were

Pampa, Tex., Jan. 19.

KPDN, Pama (Tex.), has sold the Comptom Service station on the idea of sponsor-kidding in the commercials, with the result that something like the following now comes through the following now comes through the loudspeaker:

Tor a quick pick-up, drink Mobilgas. It will pick you up and lay you down. There's a mistaken impression that Mobilgas is a motor fuel. He had the well, there's no fuel like an old fuel. And Mobilgas is old enough to walk. And—here's an idea. For speedy service phone 9-9-9 Pampa. It's Comp Compton's Magnolia Service Station, Atchison and Cuyler. Then walk ten miles back to when your car is and wait twenty-four hours before they get there. A man starved to death once waiting for bone of the Four Aces to fix a fault mis made the others jealous and they went on a sit-down strike. You couldn't tell the difference in service, though, so they got disgusted and called it off. But you STILL can't tell the difference in service; Atchison and Cuyler, telphone 9-9-Pampa. And in the meantime, Comp Compton will present Oscar and Elmer (the program) tomorrow at 12 noon. Start running right now. Sponsor has signed 78 similar plugs, after being convinced that they attract an audience.

Kuhn Returns to WSM

Nashville, Jan. 19.
Casper Kuhn, Jr., has resigned as production manager of WSIX, and returned to WSIM.
Will handle sound effects and do turns at announcing.



MARIO BRAGGIOTTI

Recently Headlined at Paramount Theatre, Ne York, and Featured at Corinthian Room, Hotel Pierre (HEARD ON NBC NETWORK)

SHOWMANSHIP CALENDAR

February, 1937

(Showmanship being targety dependent on stunts, tie-ups, etc., in connection with established holidays and events, Vanery herewith presents a calendar for the month of January. This calendar is published monthly from material copyrighted by National Retail Dry Goods Assn.)

SPECIAL WEEKS DURING FEBRUARY

National Drama Week, Feb. 1 to 7; sponsored by the Drama League of America, 127 W. 43rd Street, New

rk City.

Boy Scout Anniversary Week, Feb. 7 to 13; sponsored the Boy Scouts of America, 2 Park Avenue, New City

by the Boy Scouts of America, 2 Park Avenue, New York City.
National Sportsmen's Show, 8 to 27; held New York City; sponsored by National Sportsmen, 366 Madison Avenue, New York City.
Dog Show, Feb. 10, 11, 12, at Madison Square Garden, New York City.
National Defense Week, Feb. 12 to 22; sponsored by the Reserve Officers' Association of the U. S., 1653-Penn Avenue, Washington, D. C.
Better American Speech week, Feb. 20 to 26; sponsored by the National Association of American Speech, 174 West 76th Street, New York City.

SPECIAL DAYS DURING FEBRUARY

(1) George Washington elected first president of the J. S., 1789.
(2) Candlemas (groundhog) Day,
(3) Birthday of Horace Greeley, 1811; also Mendels-ohn-Bartholdy, 1809.

(6) Massachusetts admitted to the Union, (7) Birthday of Charles Dickens, 1812

(6) Massachusetts admitted to the Union, (7) Birthday of Charles Dickens, 1812; John Ruskin, 1819.

(9) Theodore, Roosevelt National Memorial Day; Shrove Tuesday (day before Ash Wednesday) celebrated as Mardi Gras in Alabama, Florida, Louisi U. S. Bureau organized, 1870.

(10) Asi Wednesday—beginning of Lent. (11) Birthday of Thomas A. Edison, 1847.

(12) Lincoln's Birthday, 1809; Georgi Day—legal holiday in Georgia; birthday of Peter Cooper, inventor of America's first locomotive, 1791.

(14) St. Valentine's Day: Race Relations Sunday; Oregon admitted to the Union, 1859; ditto Arizona, 1912; Bell and Gray patented telephone, 1876; first Sunday; In Lent. (17) Opening of Suez Canal, 1867.

(13) Phonograph patented telephone, 1878.

(13) Ohlo admitted to the Union, 1803.

(22) Washington's birthday, 1732—legal holiday in all states; birthday of James Russell Lowell, 1819.

(24) Jewish Fast of Esther (Adar 13, begins sunset previous day); irthday of Yictor Hugo, 1802.

(26) Birthday of W. F. Buffalo Bill' Cody, 1846.

(27) Birthday of Henry Wadsworth Longfellow, 1807.

Sales promotion note: February accounts for 5.8% of

Sales promotion note: February accounts for 5.8% of the department store's annual sales, ranking last of all months; best sellers are piece goods and home fur-nishings.

HARRY SALTER

THE LUCKY STRIKE HIT PARADE

EVERY SATURDAY OVER COLUMBIA NETWORK 10-10:30 P.M. EST

STARRING IN "THE SHOW IS ON" WINTER GARDEN, NEW

Excl. Mgt. HERMAN BERNIE, 1619 Breadway, New York

RCEMI

SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music as Reported by Leading Jobbers

4 / 12 - 14	_ NEW YORK	CHICAGO	LOS ANGELES
Song-No. 1	'Chapel in the Moonlight'	'Chapel in the Moonlight'	'Chapel in the Moonlight'
Song-No. 2	'Pennies from Heaven'	'Pennies from Heaven'	It's De-Lovely'
Song-No. 8 p	'Way You Look Tonight'	It's De-Lovely'	'Way You Look Tonight'
Song-No. 4	Tt's De-Lovely'	Till Sing You 1.000 Love Songs'	'South Sea Island Magic'
Song-No. 5	Til Sing You 1,000 Love Songs'	'South Sea Island Maric'	Til Sing You 1,000 Love Songs'
Seng-No. 6	'South Sea Island Magic'	T've Got You Under My Skin'	'Organ Grinder's Swing'

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:

DECODDS DETAILING AT 75.

BRUNSWICK—Ne. 1	"That's Life I Guess," 'Pennies Irom Heaven' (Teddy Wilson Orch.)	'Pennles from Heaven' (Teddy Wilson Orch.)	'Can't Give You Anything but Love (Teddy Wilson Orch.)
BRUNSWICK—No. 2	'Can't Give You Anything but Love,' 'Sailing' (Teddy Wilson Orch.)	'Love You from Coast to Coast' (Kay Kyser Orch.)	T'm in a Dancing Mood' (Russ Morgan Orch.)
BRUNSWICK—No. 3	'So Do I,' 'Pennies from Heaven' (Hal Kemp Orch.)	'It's De-Lovely' (Leo Reisman Orch.)	'Organ Grinder's Swing' (Hudson-De Lange Orch.)
BRUNSWICK-No. 4	'It's De-Lovely,' 'You've Got Something' (Leo Reisman Orch.)	Tve Got You Under My Skin' (Hal Kemp Orch.)	'A Fine Romance' (Johnny Green Orch.)
BRUNSWICK—No. 5	Tve Got You Under My Skin, 'Easy to Love' (Hal Kemp Orch.)	When My Dream Boat Comes' (Freddy Martin Orch.)	'Remember When' (Hudson DeLange Orch.)
Brunswick—No. 6	Way You Look Tonight, 'Pick Yourself Up' (Fred Astaire, Johnny Green Orch.)	T'm in a Dancing Mood' (Russ Morgan Orch.)	Pennles from Heaven' (Teddy Wilson Orch.)
COLUMBIA—No. 1	'Mr. Ghost Goes to Town,' 'Alglers' Stomp' (Mills Blue Rhythm Orch.)	(Pennies from Heaven' (Hildegarde)	'South Sea Island Magic' (Andy Iona Orch.)
COLUMBIA—No. 2	'Serenade in the Night, 'Me and the Moon' (Mantovani Orch.)	'Mr. Ghost Goes to Town' (Mills Blue Rhythm Orch.)	'Me and the Moon' (Mantovani Orch.)
COLUMBIA—No. 3	T Heard a Song in a Taxl, 'Supposing' (B.B.C. Dance Orch.)	When There Ain't No Swing' (Frank Froeba Orch.)	'Breakin' In Pair Shoes' (Carroll Gib- bons Orch.)
COLUMBIA—No. 4	'Sugar Rose,' 'Breakin' in a Pair Shees' (Carroll Gibbons Orch.)	'In a Sentimental Mood' (Mills Blue Rhythm Orch.)	'Ev'ryone Is Singing Hawalian' (Danny Stewart Orch.)
COLUMBIA—No. 5	'Ride, Red, Ride,' 'Congo Caravan' (Mills Blue Rhythm Orch.)	'Serenade in the Night' (Mantovani	'My Tane' (Andy Iona Orch.)
COLUMBIA—No. 8	'When My Baby Smiles at Me,' 'Keep a Little Sunshine' (Ted Lewis Orch.)	'Big John's Special' (Mills Blue Rhythm Orch.)	'Mr. Ghost Goes to Town' (Mills Blue Rhythm Orch.)
VICTOR—No. 1	'Pennies from Heaven,' 'So Do I' (Eddy Duchin Orch.)	'Pennies from Heaven' (Eddie Duchin Orch.)	'Chapel in the Moonlight' (Richard Himber Orch.)
VICTOR—No. 2	Easy to Love,' Tve Got You Under My Skin' (Ray Noble Orch.)	Tve Got You Under My Skin' (Ray Noble Orch.)	It's De-Lovely' (Eddie Duchin Orch.)
VICTOR—No. 3	It's De-Lovely, 'You've Got Some- thing' (Eddy Duchin Orch.)	Tt's De-Lovely' (Eddie Duchin Orch.)	'Pennies from Heaven' (Eddie Duchin Orch.)
VICTOR—No. 4	'Organ Grinder's Swing,' 'Peter Piper' (Benny Goodman Orch.)	'Chapel in the Moonlight' ichard Himber Orch.)	'Plenty of Money and You' (Geo. Ham- ilton Orch.)
VICTOR—No. 5	'Love Me or Leave Me,' Exactly Like You' (Benny Goodman Orch.)	'I'm in a Dancing Mood' (Tommy Dor- sey Orch.)	Tye Got You Under My Skin' (Ray Noble Orch.)
VICTOR—No. 6	Tain't Good, 'Hallelujah, Things Look Rosy' (Fats Waller Orch.)	'With Plenty of Money' (Frank Daly Orch.)	'I'm in a Dancing Mood' (Tommy Dor- sey Orch.)
	RECORDS I	RETAILING AT 35c	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
BLUE BIRD-No. 1	Chanel in the Moonlight, You're	Chapel in the Moonlight' (Shep Fields	(Chanel in the Moorlight' (Shen Fields

BLUE BIRD—No. 1	'Chapel in the Moonlight,' 'You're Everything Sweet' (Shep Fields Orch.)	'Chapel in the Moonlight' (Shep Fields Orch.)	'Chapel in the Moonlight' (Shep Fields
BLUE BIRD—No. 2	Tt's De-Levely, Wintertime Dreams' (Shep Fields Orch.)	It's De-Lovely' (Shep Fields Orch.)	'It's De-Levely' (Shep Fields Orch.)
BLUE BIRD-No. 3	'Cut Down the Old Pine Tree,' Til Be Hanged' (Wranglers)	'When My Dream Boat Comes' (Shep Fields Orch.)	T've Got You Under My Skin' (Shep Fields Orch.)
BLUE BIRD-No. 4	Goodnight My Love, 'One Never Knows, Does One?' (Shep Fields Orch.)	Tm in a Dancing Mood' (George Hall Orch.)	Pennles from Heaven' (Tempo King Orch.)
BLUE BIRD—Ne. 5	Bojangles of Harlem, 'Organ Grinders' Swing' (King Orch.)	Frost on the Moon' (Dolly Dawn)	I'm in a Dancing Mood' (George Hall Orch.)
BLUE BIRD—No. 6	'You Turned the Tables,' 'Keepin' Out of Michief' (Tempo King Orch.)	'Plenty of Money and You' (Frank Daly Orch.)	'Plenty of Money and You' (Frank Daly Orch.)
DECCA—No. 1	'Let's Cali a Heart a Heart,' 'Pennies from Heaven' (Bing Crosby)	'Pennles from Heaven' (Bing Crosby)	'Pennies from Heaven' (Bing Crosby)
DECCA-No. 3	'Chapel in the Moonlight,' Echo Valley' (Mal Hallett Orch.)	T'm in a Dancing Mood' (Ambrose Orch.)	'Organ Grinder's Swing' (Jimmy Lunce- ford Orch.)
DECCA—No. 8	Running a Temperature, 'My Last Af- fair' (Jimmy Lunceford Orch.)	Pennies from Heaven' (Jimmy Dorsey Orch.)	'Night Is Young' (Ted Fig-Rito Orch.)
DECCA-No. 4	'Organ Grinder's Swing,' 'Sieepy Time Gal' (Jimmie Lunceford Orch.)	'South Sea Island Magic' (Bing Crosby)	'St. Louis Bines' (Joe Daniels Orch.)
DECCA-No. 5	'You'll Have to Swing It,' 'Vote for My Rhythm' (Chick Webb Orch.)	'You'll Have to Swing It' (Chick Webb Orch.)	'Chapei in the Moonlight' (Mal Hallett Orch.)
DECCA-No. 6	T'm in a Dancing Mood,' 'Crazy With Love' (Ambrose Crch.)	'Chapel in the Moonlight' (Mal Hallett Orch.)	'It's De-Lovely' (Will Osborne Orch.)

Music Notes

Georgie Stoll has been tagged by Metro as musical director for 'Broad-Melody of 1937.'

Russ Morgan goes to the French Casino in Miami, Fla., with Harry Richman.

Deutsch replaces Johnny inbow Grill, Radio Hamp City, Feb.

Al rackman, formerly ith George D. Lottman publicity of-fee, has joined Irving Mills' Variety Record Corp.

Bob Sanders has joined the band booking department O'Keefe-Rockwell, Inc. He was formerly with Consolidated Radi Artists, Inc.

Emerson ili band will wind up seven-week stay at William Penn hotel, Pittsburgh, Thursday (28), and go into Arcadia Cafe, Philadelphi

Herb Lutz joins the Famous music office, Chicago, as assistant to Bob

Melli . Was formerly with Select

Walter Donaldson, Robert Wright and Chester Forrest have written an original tune, 'You're Oh, So Lovely,' for a future Metro production.

Jimmy McHugh and Harold Adamson writing music for Hippo-drome, Buddy De Sylva production at Universal.

ert Kalmar and Harry Ruby are writing times for The Goldwyn Fol-lies' following completion of assign-ment for "Three on a Latch Key at RKO.

Franz Waxman is composing and cleffing an original grand opera se-quence for Metro's The Man in Possessi

Smiley Burnett's songbook of 200 cowboy and novelty tunes, published by Cole Music Co., will be handled by Sears, Roebuck and gets full page ad in the fall catalog.

Tex Ritter and Frank Sannucci have written an ori inal, "Song of the Rodeo," for "Trouble in Texas." Rudy Sooter composed a novelty tune, "Looney Cowboy Band," for the film.

Lucas' orchestra at the rench Casi N. Y., I, succeeding Russ Morgan, ther two bands, incent Travers and C. Cromwell, remai CRA booked Lucas unit.

Jose Myrow and Milton Royce have sold an original song, 'Something Has Happened,' to Columbia for Racketeers i Exile.'

Eddie Wittstein sails for Bermuda Jan. 23, with one of his musical units, production, "King and the Chorus to open at the Hamilton Hotel. He Girl."

has just returned from a four-week tour of the South. Accordion Pedagog Claims His System Was Lifted

Detroit, Jan. 19. Detroit, Jan. 19.
Charging that the music house had stolen his system for teaching persons how to play the piano-accordion, John Frabutt, owner of a music shop here, this week sued Grinnell Brost or \$500,000 in federal court.

imilar suits will brought against music firms in other cities, according to Frank Schwartz, attorney for the music-lesson inventor.

Frank Capano Returns

rank Capano is returni the publishing business, with New York, Philadelphi Chicago and Hollywood. Firm name will be Tin Pan Alley, Inc.

Maurie Merl will be general sales mer.

Dance Hail Flooded

Columbus, Jan. 19.
Red ichols and his Pennies had to cancel an engagement here Saturday night.
Valley Dale, suburban dance spot, was flooded with three feet of water by heavy raios,

December Biz Okay in N. Y., L. A. and Chr

New York, Jan. December found the sheet musi business equipped with a number strong clickeroos and the counter go ing during the month was the best i over a year. It was also a period of high riding for the phonograph reccontingent, with practically will the labels showing substantial

Three of the tunes brought to the tore in December, 'Chapel Moonlight, 'Pennies from Heaven' and It's De-Lovely,' were still hit-

ting an exceptionally profitable pace turn into January. Each of these songs is figured to go over the 300,000-copy mark easily.

piro, Bernstein & Co., the source of

the 300,000-copy mark easily, piro, Bernstein & Co., the source of Billy Hill's 'Chapel,' is already looking forward to carving out a turnover of 450,000 copies.

Sheet runners-up for December included 'Me and the Moon' (Santly), 'A Fine Romance 'Chappell), 'When Did You Leave Heaven' (Robbins), 'When My Dreamboat Comes Home' (Witmark), 'Organ Grinder's Swing' (Exclusive), 'Did You Mean It?' (Berlin), 'Tm in a Dancing Mood' (Crawford), 'Here's Love in Your Eyes' (Famous) and 'Who You?' (Morris), Eddie Duchin proved Victor's ace call in December, while Shep Fields led the same firm's Blue Bird list. Teddy Wilson topped the Brunswick releases and Mills Blue Rhythm Band gave Columbia its best return by way of 'Mr. Ghost Goes to Town'.

Heavy Coast Call for Dises
Los Angeles, Jan. 18.
With smash trade throughout December, Coast jobbers and retailers turned a pretty penny on disc sales. Popular numbers were heavily in demand, with many of the jobbers forced to extend themselves to supply the call.
Sheet music counters enjoyed brisk end-of-the-year sales, but top ply the call.
Sheet music counters enjoyed brisk end-of-the-year sale, but top sellers were not as much in demand as they were a year ago. December leader in the sheets was 'Chapel in the Moonlight,' with 'It's De-Lovely' a close runer. As the New Year swing into "Pennies from Heaven' jumped into the lead and looks like the January topper. In the, 75c disc trade Brunswick's leader was 'I Can't Give You Anything but, Eowe. 'South Sea Island Magic' topped the Columbia sales, and Victor's best seller was 'Chapel in the Moonlight,' Laster tune also topped Blue Bird's. December list, and ran fifth for Decea.

Chicago Call-Strong

Chicago Call Strong
Chicago, Jan. 19.
Business' remained strong during
December, with the disc field pumping in excellent fashion throughout
the holiday season. Phonographs got
a fine play during the Kmas giving
spree, and is figured to mean considerable perk in record sales throughout
the coming year.
Chape? was the big winner during
December, but looks on its way
down, with the possibility that an
outsider, "When My "Dreamboat
Comes In," may lap the field and ride
in ahead of the pack during January. Not on the main list, but seliing nicely were "Organ Grinder's ing nicely were 'Organ Grinder's Swing' and 'One, Two, Button Your Shoe,' in addition to 'Dreamboat.'

PAUL WHITEMAN PLAYS FOR GOVERNOR'S BALL

Dallas, Jan. 19.

Paul Whiteman plays tonight (19) for Governor's ball in Austin, a date which istinguished by fact maestro, waives personal take. Figure for engagement is said to represent scale for band. Band plays Thursday (21), in Fort Worth, for Star Telegram benefit and quoted cut price for is job also.

Jan Garber is playing a few dates to break jump from Californi Florida. He is current at Metropolitan theatre in Houston and plans one-nighters at Longview (23) and Fort Worth (24), as he starts Miami trek. Dallas, Jan. 19

Disc Reviews

By Abel Green

James Melton does okay for Decca 1993 with 'Summer Night' and 'Little House That Love Built' (Dubin-Warren), both out of 'Sing Me a Love Song', Melton's WB filmusical. Essentially a songster, Melton's Decca outlet, of course, is partially explained by Warner Bros. having a financial hookup with the disk outfit.

financial hookup with the disk outfit.

While Decca is still releasing Jan Garber's recordings—he made 'Kiss Me Again' and 'Let Me Call You Sweetheart,' both waltzes, on No. 1096—Brunswick meantime is rushing out Garber's first couplet under the new Brunswick contract. 'The Migh Is Young' and 'Looking Around Corners For You,' with Russ Brown vocalizing, are a foxtrot pair, as against Decca's waltzes. Same billing on both labels, 'the idol of the air lanes,' is as icky as Garber's brand of dansapation, but this is not disparingly intended, because his brand of comy dansapation is highly commercial. Same goes for the sax Succes Say Constant of the Call of the Call of the Sax Succes Say Say Sweethearts on Farade,'



"ONE IN A MILLION" "WHO'S AFRAID OF LOVE? "THE MOONLIT

"WE'RE BACK IN CIRCULATION AGAIN" Featured in the 20th Cen-tury-Fox Picture—"One in a Mullion"

HOLLYWOOD SONGS ...

ACA BUILDING-RADIO CITY-NEW YORKNY. PHIL KORNHEUTER, Gen Mgr.

Remick

1'LL SING YOU A THOUSAND LOVE SONGS

GEE! BUT YOU'RE SWELL

from "Sing Me A LOVE SONG"
A Cosmopolitan Production
THE LITTLE HOUSE
THAT LOVE BUILT

YOUR EYES HAVE TOLD ME SO SUMMER NIGHT

REMICK MUSIC CORP. 1250 Sixth Ave., RCA Bldg., N. Y. CHARLIE WARREN, Prof. Mgr. an oldic, backed by Russ Carlson's arrangement of Liszt's 'Liebestraum' in foxtrot tempo. Garber and Lombardo both prove that everything isn't swingo nowadays.

in foxtrot tempo. Garber and Lombardo both prove that everything isn't swingo nowadays.

However, for the swing cats Earl (Father). Hines and his orchestra send out 'Grand Piano Blues' (by Hines) and Blue Nights' Hayes, box. Same goes for Lucky Millis-der's style maestroing the Millis Blue Rhythm Band on Columbia 3162 with 'Callin' Your Bluff and 'Blg John's Special'.

Bob. Crosby cuts up with 'Sayoy Blues' and 'Sugar, Foot Strut' on Decca 1094; Lill Armstrong and Her Swing Orchestra swing it on Decca 1092 with 'Or Leave Me Alone' paired with 'Brown Gal', and from England comes Harry Roy's Tiger Ragamuffins giving out 'Jazz Mandard' (Charles of the Callin's Cal

maestro leatures filmself on the clarinet and in the vocal interludes. Decca: 1093.

Yasha Bunchuk on Brunswick 7801 has an interesting experiment with his Swing Symphony Orchestra of the control of th

heated swingo.

Teddy Wilson and his cohorts
(John Kirly, Allen Reuss, Cozy Cole,
Irving Randolph, Vido Musso and
Ben Webster), some of the bes
swing cats extant, show how on
Brunswick 7797 with Right or
Wrong and Lazy River Goes By,
both filmusical excerpts. Midge
Williams Featured wocally.

both filmusical excerpts. Midge Williams featured vocally.
Out of the archives is Hoagy Carmichael featured with his orchestra in Victor 25494 in 'Georgia (On My Mind)' and 'Rockin' Chair,' both his compositions. Disk is unique in its battery, including the immortal Bix Belderbeck on the trumpet, in the now classic Bix style, aided by B. Miley, cornet; Tommy Dorsey, trombone; Benny Goodman, clarinet and sax; Bud Freeman, sax; Gene Krupa, drums; (the late) Eddie Lang, guttar, and Joe Venuiti, then as now manifesting his advanced style on the violning. It's worthy reissue espatial more than the violning. It's worthy reissue espatial to the composition of the composition o

Most Requested

(Reported by Phil Spitalny,

When My Dream Boat.
Good Night, My Love.
Fennies from Heaven.
Night is Young.
There's Something in the Air.
Chapel in Moonlight.
It's De-Lovely.
Frost on the Moon.
Got You Under My
Easy to Love.
You Do the Darndest Things,
Tm in a Dancing Mood.
Rainbow on the River.
May I Have Next Romance?
Love and Learn.

(Reported by Frank rum-bauer's Three 'T's' orchestra, Hickory House, N. Y.) Hickory House, N. Y.)
I've Got You Under My Skin
Singin' the Blues
Chapel in the Moonlight
S'Wonderful
Organ Grinder's Swing
Easy to Love
Shelk of Araby
I'm an Old Cowhand
Basin Street Blues
I Got Rhythm

(Reported by Hughie Barrett, obert Treat hotel, Newark,

Robert Treat
N. J.)
It's De-Lovely With Plenty of Money and You I'il Sing You 1,000 Love Songs I'm in a Dancing Mood The Night Is Young
When My Dream Boat Comes In
Pennies from Heaven Sweet Sue There's Something in the Air

(Reported by Horace Hei Hotel Biltmore, N. Y.) Easy to Love.
Dancing Mood.
Chapel in the Moonlight.
De-Lovely. De-Lovely.
Timber.
Something in the Air.
Goodnight, My Love.
Riding High.
Love and Learn.
Got You Under My Skin.

Reported by Don Bestor,
Normardie Bultroom, Boston)
Got You Under My Skin,
De-Lovely.
Easy to Love,
Dreamboat Comes Home.
I'll Sing 1,000 Love Songs.
I'm in a Dancing Mood.
Chapel in the Moonlight,
Rainbow on the River,
Hey, Baby, Hey,
Plenty of Money and You.

AFM immortals. A very worthy resissue.
Really up-to-the-minute is Tommy
Dorsey on Victor 26496, a swing classic release, doing 'Maple Leaf Rag' and 'Jamboree.' With Dorsey on the trombones are W. Mercurio and L. Jenkins; A. McKinney, Ms.
Kaminsky, J. Bauer, horns; F. Stuice, B. Stuice, B

CONGRESS WHEELS ROLL

Administration - Backed Copyright Revision Takes First Step

Washington, Jan. 19,
Administration backed proposals
for revising the copyright laws, including aboiltion of the present intimum damage award in intringement
cases were offered the House of Representatives last week.

With friends of tunesmiths and
scribblers still marking time, two
Democrats dropped in the hopper the
counterpart of the Duffy bill, which
passed the Senate last session. Making no changes in the perfected version of the 1938 legislation introduced in the Senate a week earlier duced in the Senate a week earlier by Senator F. Ryan Duffy of Wisconsin, Congressmen Sol, Bloom of New York and Guy Moser of Penn-sylvania, started the wheels rolling in the lower chamber.

Alex Hyde's New Orch.

Alex Hyde, who has been s writing the past year with Al Still-man and Basil G. Adlam, reorganizing a dance band, this time an all-male combo with the exception of all-male combo with the exception of Ruth Bradley, singer and a femme Benny Goodman, according to Hyde, who will be featured in the clarinet interludes. She was a member of the Rita Rio all-femme band which Hyde and Irving Mills presented and since then has been singing with Keith Beecher at the Stevens hotel, Chicago.

Chicago.

Hyde has been in and out of the band iz the past two years, for a time heading one of the house combos at WHN, N. Y.

Jack Crawford Disbands

Dallas, Jan, 19.

Because Jack Crawford, seriously
ill for weeks, has been ordered to
take it easy, his orchestra disbands
today (19), after completing an engagement at Fort. Worth's Ringside

club.

Joe Reichman's contract with the Baker hotel, in Dallas, has been extended a second month.

\$1,000,000 SONG THEFT SUIT HITS SOUR NOT

Los Angeles,

Judgment for Paramount studic in the \$1,000,000 damage suit brough by Leo Mantin and Eleanor Nino against Paramount and others in re gard to alleged infringement of thei song, 'Si, Si, Senorita of Spain,' awarded the defendant.

awarded the defendant.
Judge ruled that the song
Hour With You, allegedly take
from Si, Si, was copyrighted in un
published form before 'Si, Si' wa
written by plaintiffs.

SidneyKornheiser has been name professional manager of the Famou Music Corp. He is rated as th youngest holder of that type of pos in the business.

Horms Presents

With Plenty of Money and You

(Gold Diggers Lullaby)
All's Fair in Love and War
Let's Put: Our Heads Togeth,
Speaking of the Weather
From "Gold Diggers of 1937"

Cafe Continental

When Old Friends **Meet Again**

Vienna Dreams

Trouble Don't Like Music

"White Horse Inn" Blue Eyes

White Horse Inn

I Cannot Live Without Your Love

HARMS, INC., RCA Bldg., MACK GOLDMAN, Prof. Mgr.

Witmark Presents

When My Dream Boat **Comes Home**

Thru the Courtesy of Love

M. WITMARK & SONS 1250 Sixth Ave., RCA Bldg. CHARLIE WARREN, Prof.

ROY SONGS

Stop Everything and

SWING

That

'RUSTY HINGE'

1937's Dance Craze

ROY MUSIC CO.

IRVING BERLIN'S GREATEST SCORE

"ON THE AVENUE

THIS YEAR'S KISSES YOU'RE LAUGHING AT ME I'VE GOT MY LOVE TO KEEP ME WARM THE GIRL ON THE POLICE GAZETTE SLUMMING ON PARK AVENUE HE AIN'T GÔT RHYTHM 3 CURRENT POPULAR HITS I Love You From Coast to Coast

There's Frost on the Moon

There's a Silver Moon on the Golden Gate IRVING BERLIN, Inc.

799 SEVENTH AVE. N. Y. C. HARRY LINK, Gen. Prof. Mgr.

Last Week's 25 Best Sellers

[The trade will be interested in comparing the selling relativity to the most-played-on-the-air tabulations, shown elsewhere this department. Song title and publisher of the best selling included; only the title of the song is recorded in the air plugs.] Chapel the Moonli

	Pennies From Heaven	
	*Goodnight My Love	
	tit's De-Lovely	
	With Plenty of Money and You	
	When My Droom Post Comes Home	
	When My Dream Boat Comes Home,	
٠	*One, Two, Button Your ShoeSelect	
	Rainbow on the RiverFeist	
	†The Night is Young	C.
	"I've Got You Under My Ski	
	TimberShapiro	
	*There's Something i Robbins Trust in MeAger	
	Trust in MeAger	
	Someone to Care for MeFeist	
	'I'm in a Danci Mood	
	Channell	
	*May I Have the Next Romance?	
	*Who's Afraid of Love? Hollywood Serenade in the Night Mills This Year's Kisses Berli	
	Serenade in the Night	
	This Van's Viscos	
	Britania de Me	
	Brill 6 - Alfrida 11 3 3	
:	For Sentimental ReasonsMarlo	
į	Summer Night Berli Summer Night Remick For Sentimental Reasons Marlo V Love You From Coast to Coast Berli	
	Indicates filmusical song. † Indicates stage production son The others are pops.	?

ASCAP's Most Played Statistics Used to Clinch Robbins' Deals, **Publishers Claim; May Suppress**

with majority opinion on the board of directors against it, the annual compendium of the American society of Composers, Authors and Publishers showing the total numof performances, received by most of the ASCAP—controlled tunes during the year will most likely never be published again. Strong pressure to suppress the publication has been brought to bear within the Society as the result of the use that Jack Robbins is alleged to have made of the information in obtaining new icture connections for his firms. Society's annual compilation

VISIT OR WRITE

MARKS MUSIC

GAZING AT BLAZING

LONESOME GUITAR IT'S STILL BEING DONE

YOU'RE JUST A LITTLE DIFFERENT

NIGHT SAY, CAN IN YOUR EMBRACE RUMBAS AND SPANISH

SOMBRERO

RADIO CITY, N.Y.

TOVIETONE TOPICS

CURRENT FAVORITES
THE HEADLINERS

YOU DO THE DARN'DEST THINGS, BABY'

'UNDER YOUR SPELL'

Love I'm "The Balboa"

MOVIETONE

MUSIC CORPORATION M'FOX PUBLISHING CO. Sole 1250 SIXTH AVENUE ACE BULLING (RAPIO CITY) NEW YORK



Another Will Hudson Hit THE MOON IS GRINNING AT ME Just Released—England's Faverite
SUPPOSING

From The Cotton Club Parade COPPER COLORED GAL THAT'S WHAT YOU MEAN TO ME ALABAMA BARBEQUE



LEO FEIST, Inc.

tained not only plug tallies for each tune but the names of the writers, the publisher and the source, namely, film, stage production or neither. One of these summaries was put out for 1934, and another for 1935.

What started the agitation among the ASCAP publisher directors, against another issue of the compilation was a story told them by one of their number whose firm has also been active in Hollywood. This publisher reported that while bidding for a film connection he saw on the desk of a producer two copies of the ASCAP publication and typewritten recapitulations comparing the number of plugs obtained by Robbins as compared with certain other lishing concerns.

compared with certain other lishing concerns.

It was the contention of this reporting pub-director that by providing Robbins with this official statisficial data the Society was playing Robbins' competitors right into his hands. This pub-director also aired the opinion that if Robbins had to have this information to get his studio attiance there was no reason why he, and not the Society, should not be put to the expense of getting it. Anti-compilation directors deny that they harbor any ganging-up intentions but hold that they have the right to refuse to underwrite any project which can serve one of the number in trying to get a monopoly of the important filmusical sources.

Victor Resents **Grouping With Slow Pay Firms**

RCA-Victor has taken exception to the proposed move of Music Publishers Protective Association to revise the contract form for phonograph record manufacturers with the idea of making the latter pay royalties on all discs manufactured and also eliminating the 10% breakage clause. Victor last week assailed the intended changes as arbitrary and expressed resentment at being penali wrongs committed by others.

all wrongs committed by others.
What prompted the MPPA proposal was information, it alleged it had received, about record manufacturers leasing their discs, to coin machine operators and thereby circumventing their obligations to the publishers. Contract as it now stands predicates royalties reports on records 'manufactured and sold.' The MPPA plans to eliminate the and sold,' it also wants to withdraw an old trade custom of allowi the manufacturers to deduct 10% of their product for breakage.

ictor holds that it disposes of its ictor holds that it disposes of its wares direct to jobbers and that each of these records shipped is accounted for on royalty statements. Victor the stipulated dates it should not be deprived of this breakage privilege. Original intent of the breakage and premium for prompt royalty payments.

central contract is contract is order to force business, have lowed coin machi operators privilege of returning a certain p centage of their used records for n waxings.

Most Played on Air

familiarize the trade with tunes most on the around New York, the following songs were most pluyed on the networks last week. Combined plugs on WEAF, WJZ and WABC are computed for the week from Sunday through Safurday night, Jan. 10-16.

Goodnight My Love.
Pennies from Heaven.
When My Dreamboat Comes,
Plenty of Money and You.
Chapel in the Moonlight.
There's Something in the Air.
It's De-Lovely. It's De-Lovely.
You Do the Darndest Thi
Night Is Young.
I've Got You Under My Skin.
Frost on the Moon.
Love and Learn.
I'm in a Dancing Mood.
Easy to Love.
Gee, But Your Swell.
May I Have the Next
Trust in Me.
Gone.

Gone. Keep Me in Your reams. Let's Put Our Heads Together. Twinkle Twinkle Little Star. Serenade in the Night. Summers Night. If My Heart Could Talk.

WB BRIEFS ITS **AVAILABILITY SOUAWK**

Hearing of Warner Bros, publishing group's protests against its availability ratings developed into a hectic series of arguments in the board room the American Society of Composers, Authors and Publishers yesterday a fternoon (Tuesday) Bloosts were asked of the ASCAP directors for Harms, Witmark, Remick and T. B. Harms.

In support of its case WB submitted a mass of statistical and argumentative data showing the uses made of the four catalogs over an extended, period of time. Copies of this brief were distributed among the directors with the request that

mentative data showing the uses made of the four catalogs over an extended period of time. Copies of this brief were distributed among the directors with the request that they read them before coming to a final decision on the Warner requests.

Pubs Sound Off Today (Wed.) On Good and Bad in ASCAP's Rating System, Now a Year Old

Shribman Improves

Charlie Shribman, much improved, has been moved down from Mor-risiana hospital, in The Bronx, N. Y. to Medical Arts on 57th street and 6th avenue, N. Y. where Mal Hallett and his other band interests are now

and his other band interests are now contacting him:

For four weeks the veteran New England ballroom and dance band manager was critically laid up as result of an auto collision on the Boston Post road, near New Haven, en route into N. Y. He wont be out of the hosp for several weeks.

Mistrial for Danceman

Mistrial for Danceman
Charged with Murder
Spartanburg, S. C., Jan. 19.
Tri of G. F. Johnson, North
C olina orchestra conductor, here
on a charge of murder ended in mistrial after jury deliberated one houtrial after jury deliberated one
Malone, aged churchgoer, here last May while en route
to a dance engagement at a local
clubhouse. to a dance engagement at clubhouse. Bond was fixed at \$1,000.

Scholl-Jerome Tune Mill Grinds Out 6th

Hollywood, Jan. 19.

Jack Scholl and M. K. Jerome are cleffing tunes for 'Petticoat Ranch' at Warners, their sixth chore on

During 1936 team wrote 60 songs of which 45 were used in features and shorts for Warners and Vitaphone.

Mrs. Meyer Davis on WIP

United Front in Music Difficult

Performers' Interests Clash with Writers and Publishers-Congressional Angle

Attorneys for the writers' and publishers' organizations in the popular music industry admit that they have a tough nut to crack in trying to mai united front with performing artists on copyright legislation during the current session of Congress. These lawyers would like to see the rights of the service are the service and the service are the service and the service are the service and the service are the serv

mai united front with performing artists on copyright legislation during the current session of
Congress. "These lawyers would like
to see the rights of the performer or
interpreter protected by the law, but
they want first to feel assured that
the granting of such rights won't
imperil the statutory rights now
given the writer and the publisher.
Huddles on the subject are now
being held by counsel for the American Society of Composers, Authors
and Publishers, the Music Publishers
Protective Association, the Songwriters Protective Association and
the National Association of Performing Artists. It is the NAPA which
seeks to have embodied into the
copyright law a section which would
give the artist complete control over
the performance of mechanical versions of his renditions. This move
is primarily aimed at the broadcasting of phonograph, records and offthe-air recordings.

ASCAP, MPPA and SPA counsel
re all in sympathy with the pur-

ASCAP, MPPA and SPA counsel are all in sympathy with the purposes of the NAPA in so far as it seeks control the unauthorized performance of its members' interpretation; but these lawyers are all agreed that the best method for obtaining that control has not as yet been developed. They say that it hasn't been made clear to them just what kind-of copyright should be granted the performer and just what sort of exclusive rights may be invested in the performer. Will it, they want to know, include the right to grant permission for such practices as arranging and copying? ASCAP, MPPA and SPA counsel

NAPA that it had not had sufficient time to prepare its case, State Supreme Court Justice Aaron Steuer last week granted a postponement of the Decca Company's motion for leave to intervene in the NAPA's suit against WHN, New York. The motion comes up before Justice Cotillo in the same court tomorrow (Thursday).

Cotillo in the same court tomorrow (Thursday).

Suit against WHN involves the broadcasting of a record made by Frank Crumit for Decca. NAPA wants to stay the station from using the record without Crumit's permission, with a view to laying the grounds for a license fee, and it is Decca's contention that if there is to be any license issuing or royalty collecting from radio stations such rights should be invested in the record manufacturer and not the artist.

General embership's attitude toward the methods used by the American Composers, Authors

Publishers in alties will

today (Wednesday).

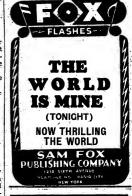
by the ASCAP classi committee to tell what they wrong with the present system of allocation, whether they want to continue it or whether they would pre-

Present system has been for a year, with the publishers fairly ivided on the question whether this method of classi

whether this intended to trassi is okay as it stands. Some pubs who were most vehement in advocating the present method now talk-ing about going back to the old way.

ing about going back to the old way. One of the more influential publishing groups has taken the viewpoint that the present method could be made satisfactory if it were tightened up in certain places. This group urges that (1) the Soci pand its performance survey so as to include more hinterland spots, (2) that special arrangements of non-copyrights be valued as a fourth the value of an actual copyright and (3) that a definite formula for determing the availability rating of a publisher's catalog be worked out. Under the present setup the rela-

Under the present setup the relative value of a pub's catalog to the Society is determined by the whims of a committee of seven elected from among the publisher membership.



Exclusive PUBLICATIONS, INC

MR. GHOST GOES TO TOWN

ORGAN GRINDER'S SWING

SENTIMENTAL MOOD

SOLITUDE

Gordon and Revel's Top Tune of the Season

"ONE NEVER KNOWS— DOES ONE?"

one of the big song hits from the Shirley Temple 20th Century-Fox production, "Stowaway."

ROBBINS MUSIC CORP. 799 7th AVE.

'GONE'

Starting the 1937 Season With Two New Song Hits:

RAINBOW ON THE RIVER'

1629 BROADWAY **NEW YORK**

1937 Switch on the Chowmeineries.

VARIETY

Doesn't require a Sherlock Holmes to estimate what the intro of floor-shows at a luncheon hour (2 p. m.) has meant to Leon & Eddle's after-noon biz at this W. 52d street, N. Y.

snows at a luncheon nour (2 p. m.) has meant to Leon & Eddle's afternoon biz at this W. 52d street, N. Y. 52d street, N. 72d street, N.

charge in cing the floorshow in a matter of-fact, though competent, fashion.

Afternoon show entirely different from at night. When the stars come out, L&E's takes on an aura of sophistication. For the luncheon trade, however, the only thing resembling a saucier tempo are the wall decorations.

Of the five acts presented in the show closing last night (Tuesday) four were danears, while the fifth is a two-man mind-reading turn. The Mystics. Sometimes they can are the more than the start of the control of the first in the case of the control of the control

httm: for langis, but are ineffective on that score.

Phil Davis auditions the acts for the afternon shows, which stick one week. A Strand Bldg, agent, Dave Stern, does the booking. Budget for the acts is around \$250 for the week, with one show daily weekdays and two on Saturdays, following on the heels of one another. The show dirst presented in the garman of the discount of the state of the discount of the di

strippers, while more recently the lure has reached the Hollywood. There is no telling how far night clubs may go in emulating the Minstern than the strippers of the strippers

ROYAL PALM CLUB (MIAMI)

Ted Lewis and his Rhythm Rhapsody Revue' is far and away the
finest charact show to blossom forth
in this area this season. Besides
finest charact show to blossom forth
in this area this season. Besides
finest charact show to blossom forth
in this area this season. Besides
to the state of the state of the
internal show the support of the
internal show the support of the
care the most discriminating pleasure seeker.

Show opens with Lewis gagging
and offering a medley of old and
new tunes, followed in rapid order
by Carolyn Nolte's singing in front
of the line. Paul. Remos and his
Wonder Midgets follow. Two in
number, the tiny humans perform
sold feats with Remos. It is decreal run of midget offerings. A
creal run of midget offerings.
Lewis and a black face stooge provide about 10 minutes of kibbitzing.
High spot on the bill are the
Start Morgan Dancers, an adagio
quartet with a very difficult and uncuted owith a creal run of the
cuted owith a creal run of the
rarely seen in acts of this type seision
rarely seen in acts of the dancing,
assisted by Clementine's marimba
band.

CIIIR VIIMIDH N. V

CLUB YUMURI, N. Y.

One of the quick clicks of N. Y.
One of the quick clicks of N. Y.
Is this Cuban nite spot on Broadway
and 52d street, site of the former
Frivolity, and long a jimx joint until
Roldan, the m. c., and his syndicate
decided that the Latin atmosphere
brought to midtown convenience
ought to catch on. Theory has
worked out much in the same manmer that the Kit-Kat and Cotton
Club, by moving Harlem into the
Park avenue and Times Square belt,
have attracted the truckin-on-down
addicts, who, however, had become
weaned away from the Lenox avenue
atmosphere.

A five-piece band plays the show and for dancing, but with a preponderantly femme trade, there is income hooting. School School

FROLICS CLUB

FROLICS CLUB

(MIAMI)

A variety bill, ranging from musical comedy to opera, it he offering is midled, with lavish another bird at night, so they make the nopportunity hit the hot at night, so they make the nopportunity hit the hot at night, so they make the ail bars during afternoors, they can have lunch at \$1 at operation and bar grosses than it ever the temme gendre. That's undershee to the the comportunity hit the hot at night, so they make the ail bars during afternoors, they can have lunch at \$1 at operation and bar grosses than it ever the temme gendre. That's undershee so the service of the

the customers remain works.

An Indian ensemble number, featuring Medisca and Michael, is the top production number in the show. Paul Mall, mc., doesn't try to be funny and sings rather well.

Etzi Covatto plays for the show and dancing.

Thom.

GROSVENOR HOUSE

GROSVENOR HOUSE

London, Jan. 11.

Paris Tout du Monde, 'new doorshow at Grosvenor. House, is presented by Jacques Charles. It is the Percy Athos show which he just return the six months. Understood the nucleus of the present entertainment oses into the new International nitery in New York (still to open) after its London engagement.

The girls, headed by Odette Athos, are an attractive aggregation, and their costuming is colorful and only occasionally daring. There are more than a dozen numbers, including the specialists, none of them very long, with the whole show just exceeding.

specialists, none of them very long, with the whole show just exceeding one hour.

Each item is announced by an attractive looking French commerce (female mc.). There is a dancing pantomimist named John Bux, who is fairly Aunny Marisa Cobian.

From the second of the s

Nitery Placements

Lucille Ballantine and Paul Pierce at the Coccanut Grove, Boston, opening Jan. 25.

Horatio Zito will supply the music for Nick Bate's new Merry-Go-Round (nee Maisonette Russe) when spot opens Jan. 22. Boris Koretzky's Viennese ensemble will alternate.

Tania and Kirroff, dance team, replanda and Kirroff, dance team, replanda help and the Arcadio International, Philadelphia. Toper and Hayes, dance team; Diane Arcadio International, Philadelphia. Toper and Hayes, dance team; Diane Denise, singer; Al Hoffman, juggler and Virginia MacNaughton, dancer, complete the show.

Ann Courtney out as vocalist with Hal Hope's band at the Hotel Montdair, N. Y., with Juanita Wayne re-Jacing.

Hal Hope's band at the Hotel Mont-clair, N. Y., with Juanita Wayne re-placing.
Yvette Rugel, singer, into Bill's Gay 90's, N. Y., Jan. 22.
Poison Gardner, singer, back at the Dizzy Club, N. Y. Erskine Hawkins and Bama State Collegians is new band at the Harlem Uproar House, N. Y. Lovey Lane and Fairbanks Sisters, added to the show.

Lane and Fairbanks Sisters, added to the show.

Bob Bennett's orchestra current at the Rainbow Grille, Wilmington, Del, Mazel and Zita, dance team, augmenting.

Johnson band returns to the New Kennore hotel, Albany, Feb. 1, after. leaving the Radisson hotel, Minneapolis.

Clyde McCoy making a series of shorts for Warner.

Barney Rapp, back from a honeymoon, goes on a one-niter starting Feb. 1.

Reggie Childs and orchestra

NEW ACTS

ROSITA ORTEGA

ROSITA ORTEGA
Dancing

4 Mins.
Music Hall, N. Y.

Boolta Ortega, recently on the
Rosita Ortega, recently on the
pears in her first theatre engage
ment of the No. 1 stage show house
of the world as part of a presentation which, being Spanish in motif, is
right in her line. Miss Ortega's repertoire, however, quite probably includes other than Spanish dancing,
making her suitable for most requirements of niteries or theatres,
represent Miss Ortega's stint here.
Appearing at two different points
in solos, backed by production displays, her numbers are similarly
Spanish, but distinguished by good
technique, Miss Ortega makes an
impressive appearance and injects
into her dancing much of the vivacourses that goes with Hispanic
mooferry. She is surefire material.

Cher.

TRAMP BAND (8)

RRAMP BAND (8)
10 Mins.
Cotton Club, N. Y.
Title explains brand of entertainment which is presented in Cotton Club's current show, and it is a sock novelty flash. Colored octet garbed in tattered costumes, with instruments primarily a home-made assortment of loud noise-getters, with only a trumpet, bass violin and planot he legitimate accessories. Plenty of energy is also devoted to Harlemese outbursts, unexpected hoofing pransks and general foolery, all jelled into a swiftly-paced routine.

Leader strikes a Stepin Fetchit characterization most of the time. Each member of the group steps forward for a heated specialty of some kind.

Energy tossed into the act is con-

kind. Energy tossed into the act is con-tagious. Finale has them on the miniature stage above the band and spot-lighted for a snappy rehash of the revue's score. Washboard uke contraption and the array of frying pans for drum-mer are prominent in the physical set-up.

HENRI WESSELLS

HENRI WESSELLS

Dancer

10 Mins.

Cotton Club, N. Y.

Henri Wessells is an import from
Paris, with a ballet style predominant in his stepping which contrasts
the Suzy-Q antics worked into the
current Cotton Club edition. Colored
dencer has appeared to various condrient as appeared to various condrient of the contrast of the contrast of
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a song, revealing a nice voice for the production time.

VIC HYDE
One-Man Band
11 Mins.
Club Mirader, N. Y.
Vic Hyde, from the hinterland, is likely to go places—good ones. He has a novelty instrumental act, set off by a little talk, which is a sure click.

Young Hyde opens his act at the plane, with a flock of instruments young the set of the plane, with a flock of instrument with a sure click.

Young Hyde opens his act at the plane, with a flock of instrument with a flow of the plane, with a flock of the plane, with a flow of the plane, and the plane in a little talk, Hyde shows what he can do with trumpets; playing two at a time first and closing with three in one breath, the instruments being hooked together with a mouthpiece, owth a single trumpet he is strong with single trumpet he is strong with a flow of the plane in the plane

JEAN REYNOLDS

JEAN REYNOLDS
Dancing 5 Mins.
5 Mins.
Club Mirador, N. Y.
Working a bit nervously, Jean
Reynolds, when caught, scored with
out trouble in a couple of acrobatic
routines. A young girl, she's probably just out of the dancing schools
and making a good apperanne, will
probably develop better stage presence.

Date of the dancing schools, and making a good appearance, will probably develop better stage presponded of the more dancing schools, and making a good appearance, will probably develop better stage presponded of the more dancing schools, and making a good appearance, will probably develop better stage presponded of the more dancing schools, and making a good appearance, will probably develop better stage presponded of the more dancing schools, and making a good appearance, will probably develop better stage presponded of the more dancing schools, and making a good appearance, will probably develop better stage presponded of the more dancing schools, and making a good appearance, will probably develop better stage presponded of the more dancing schools, and making a good appearance, will probably develop better stage presponded of the more dancing and making a good appearance, will probably develop better stage presponded of the more dancing and making a good appearance, will probably develop better stage presponded of the more dancing and making a good appearance, will probably develop better stage presponded of the more dancing schools, and making a good appearance, will probably develop better stage presponded of the more dancing and making a good appearance, will probably develop better stage presponded of the more dancing and making a good appearance, will probably develop better stage presponded of the more dancing and probably develop better stage presponded of the more dancing and probably develop better stage presponded of the more day look of the m

EENE and ESTELA (3)

Raumba Terra

T Minas.
Club Yumuri, N. Y.

This Cuban Negro rhumba team is one of the hottest extant. There's a spot in Havana, Tres Hermandos, which is usually a windup for the bunch en route back to the Casino Nacional, and only there does this same brand of rhumbaing give out. Rate of the control of the control

DOROTHY JAMES

BOROTHY JAMES
Singer
8 Mins.
Club Mirador, N. Y.
Dorothy- James, a specialist i
songs, depends largely on showmanship and merchandising finesse in
landing rather than on quality of
voice. She sells herself well from
a floor show, with aid of a mike, and
should fit into requirements elseto the sells herself well from
a floor show, with aid of a mike, and
should fit into requirements elseto the sells herself well from
should fit into requirements elseto the sells herself with the sells herself
pressive on lyrics but in this singer's
hands is pushed to its limits for effects. She gets a bit dramatic with
this one. Her second number is
more of a ballad and okay, too. Possibly the numbers should be reversed, however. She makes a good
appearance.

Char.

MARY MARTIN

MARY MARTIN
Songs
6 Mins.
Club Mirador, N. Y.
Agreeable singer of songs with an
okay personality and pretty good
sales ability. Might be spotted suitably for picture house units or on
the air, providing too much isn't expected.
Martin is on twice, first for two
pop numbers, one of which suffers
a bit from faulty diction, and later
for 'Love in Your Eyes, pretty well
done. Uses a mike. Char.

HONEY and JACKIE WILSON Dancing 3 Mins.

James 3 Mins Club Mirader, N. X. ballroom-tapping team proves fairly good.

Possibly a brother-and-sister team, the Wilsons combine a ballroom and tap sequence in a very fast tempo and dust off their stint with a straight tapper, also fast. They depend more on speed than technique, which may be a good policy on the floors. A personable young couple, the Wilsons.

NITERY NOTES

Calgary ros., who just closed at the College Inn., Chicago, go into the Rainbow Room, New York, Feb. 15.

Imegene Cecea, Robert Bard, June Sillman, Jack and June Blair, and Heather Halliday, out of folded 'New Faces,' moved into the Ambassador hotel, N. Y. Numbers will all be from the Leonard Sillman revue.

DuPont, juggler, closed at Versailles, N. Y., Thursday (14) and sailed Jan. 16 for Rio de Janeiro, where he is booked into the Casino Atlantico.

Jimmy Garret originally in at the Morrison Casi, Chicago, for four weeks, has been extended to eight. Allan Kane and band replace Vic Abbs' at the Monte Carlo bar of the same establishment.

Quodbach, vet cafe man, band rep and original owner the Granada in Chicago, is reopening the Century Club in Hollywood.

Stanley Twins in Pic

Hollywood, Jan. 19.
Stanley Twins washed up their tour in George White's Scandals to go into 'New Faces of 1937' at RKO.
Joseph Santley will direct with Edward Small producing.

No Miami House Available, Speciale Putting 'Folies' Unit in 2,000-Seat Tent

Miami Jan.

Mike Speciale of Cleveland is Mike Special 2, 2000-seat tent downtown, two blocks off Flagler street, for the local showing of his Folies de Nut'unit. He hit upon the tent idea when unable to make a satisfactory theatre

Show is the one that played Cleve-land during the Great Lakes Expo last summer, and has been playing theatres north since fall.

Policy under canvas will be three Policy under canvas will be three two-hour shows ightly, starting at 7:30 and running continuously. Policy will be billed as 'non-stop revue,' the term used for continuous variety shows in England for years, but not known to have been adopted on this side up to now. Tent will fill a city lot. Speciale has the ground on a three months lease.

hree months' lease.

Show comprises about 35 people, including a line, and features Made-line Gardner. is Pollock is hanline Gardner. ng the campaign.

opposition to the Folies d'Amour' at the French Casi here.

SINGER ASKS \$10,000 FOR DAMAGED SCHNOZZ

Suit for \$10,000 damages has been led against Hugh Gartland, owner of the Van Dyke nitery, by Audree Warner, radio and nite club singer, for injuries she claims she received the call in the nitery.

Miss Warner claims she stumbled over a groove which encircles the dance floor, while at the club as a customer, and fell on her face, dis-figuring her nose. The customer, and fell on her face, dis-figuring her nose. The she alleges, has impaired her voice.

Julia Marlowe Weds. Thence to B. A. Radio

Tito Davidson, film technici and Julia Marlowe, night club singer at the Trocadero, Hollywood, were married i Reno Jan. 5 preparatory to going to Buenos Aires together.

Girl was contracted for appearances there by Rudy Ayala, visiting Argentine jazz maestro, When Davidson, also an Argenti ian and fiance of the irl, was apprised of the fact that she was due to go to B. A. Jan. 16 from N. Y. he rushed the nuptials. All three sailed Jan. 16 for Buenos Aires where girl and Ayala take up duties for Radio Belgrano and double into local niteries.

Harry Burns Set for 1st N. Y. Vaude Date in 2 Yrs.

Harry Burns opens at Loew's State, New York, Friday (22) for his first eastern vaude date in nearly two years. RKO is setting time to follow.

Burns has been on the Coast in ictures and returns following the vaude dates.

Saranac Lake

Fourth week of spring weather here. Theatre here shows newsreel with snow storm in Cal. and audience goes wild ith ap-

Larry Morris, Philadelphi enter-Larry Morris, Philadelpni enter-tainer, here for a mess of vacashing. Remember these two real old timers, George Milton (Original 18gs) and George E. Mitchell, Mitchell Twins? Both are holding up nicely at the Elk's Home, Bed-ford, Va.

Margaret Newell, who has seen Margaret Newell, who has seen years and years of that bed thing at the lodge, out for a mess of food at Camp Intermission. Says the thrill felt like being moved from number two position to next-to-shut. Town awaiting the arrival of Christy Mathewson, Jr., who was reently married in Florida. The Mathewson's still retail their home here.

Mathewson's suit retain there.
Vernon Lawrence, who mastered ten years of ozoning at the NVA-lodge, now vocational instructor at the Trudeau sanatorium.
Write to these in Skianae, and elsewhere who are sick.

'Crazy Show' Going Into Chi's College Inn

Chicago, Jan. (Hotel Sherman) College Inn (Hotel Sherman) brings in four new acts Jan, 28 for a new set-up, which will be tagged The Crazy Show. First of the new acts set is Marion and Irma, coming direct from the Grosvenor House in London, and booked through Music Corporation. Corporation.

Corporation.

New show replaces the current
College Inn Circus and will run
until Feb. 14, when the nitery will
cut down sharply for Lent. Holding over will be the Roger Pryo
orchestra and the Gertrude Hoffman girls.

50 Wall Streeters. At \$250 Per. B.R.'ing Gallant's New Spot

Barney Gallant is having a new Club Gallant built for him on University Place and 12th street in Greenwich Village by 50 Wall streeters, who have each put up \$250 for underwriting. Considering that these 50 are also potential good spenders, the new Gallant venture looks to start off being underwritten in another way

He's readying the new spot for a February debut.

Mayfair, Chi, Folding Due to N.G. Week-Day Biz

Chicago, Jan.

irst folde of the nite club season will be the Blackstone hotel's swanky. Mayfair Room, which will call it a season on Feb. 12. Originally slated to shutter week sooner, it will stick open for another seven days to handle a couple of

Mayfair Room has been doing pretty fair on weekends, but has had di iculty with its midweek trade.

AFA Sets New Wage Scale for Det. Niteries

Upped pay scales for acts playing union niteries will go into effect here in February, according to Walter F. Ryan, rep, of American Federation of Actors, with full-week spots raising minimum \$5 to \$30 per

act.
New mi imum for outstate niteries
will go into effect Feb. with the
local upping due coupla weeks later.
Outstate the new scale will be \$35
a week at full-week spots, while
split-week niteries will pay \$38 per
week, split pro rata. Union places
using floor shows one or two nights
must pay acts at least \$7
ight,
where the new rates.

L'ville's New Vaudfilm

Louisville, Jan. 19. Barry, former manager of Brown and Alamo here, in associa-tion with Tom Devine, to reopen the Nati 2,400-seat house which has been dark since early 1 1936,

Opening ill take place with policy announced bands and units.

Faith Bacon Recuping

Chicago, 19.
Faith Bacon recuperating from the accident she had while playing the State-Lake theatre here, although it will be at least four or five

months before she will be able to resume work. She was severely cut when a large sheet glass, on which she was

WOLFSON SAILS FEB. 6

Lou Wolfson, of Music Corp. of America, is slated. il for Europe Feb. 6. Wolfson will take over the man-agement of the London office, of MCA.

It Had to Come

Minneapolis, Jan. 19.
Newest spot here is the 'Elbow Room' at Francis Drake, uptown hotel.
It's a night club for juves and operates only Friday and Saturday nights because the kids don't have school the following days.
There's a floor show dancing, but alcoholic beverages are taboo.

CONVENTIONS UP CHI NITERY BIZ

Dinner busi at every major nitery in town is excellent at this time, with peak marks being hit at many of the spots, Capacity crowds are hitting daily at such spots as the Casino Parisien, Chez Paree, College Inn, Empire Room, Continental Room and Congress Casino.

This mealtime jam is due strictly to the volume of convention business in town at present, with the hotels jammed with out-of-towners in for annual semi-annual industry.

annual semi-annual industry

Late supper business not strong at the hotel spots in co parison with the dinner trade.

GUS SUN REOPENS CHI OFFICE; PEPPLE MGR.

Chicago, 19.
After a layoff of nearly five years,
the Gus Sun offices are reopening in
Chicago. Manager of the reopened
local headquarters will be Dwight
Pepple, who has had long experience
in the business as agent and pro-

ducer:

Sun offices are now booking more
than 10 weeks of time for small
units and two weeks of Ohio time
for the big shows.

Hosp's Nitery

Petoskey, Mich., Jan. 19.
The local hospital suddenly found itself the owner of a swank nitery this week, and doesn't know whether to start ispensing alcohol along with ether, or sell the club, the Par 4.
The hospital bi in the club to satisfy a court lien of \$21,000, which the institution obtained against the property owned by Mr. and Mrs. Gordon Evick following litigation in which the hospital charged there was a shortage of \$21,000 in accounts of the hospital, where Mrs. vick served as bookkeeper. Latter is awaiting trial on embezzling charges.

British Panic

(Continued from page 3)

even cause a ine locally, oth, therefore, are laying off.

Not the Only Ones

These, however, are not the only companies that have made mistakes. Other producers will need to do some hard praying if they are to be saved from the hands of the receivers; as has just happened to Julius Hagen and is Twickenham outfit.

outfit.

The is also likely to be consierable general turmoil among
hibitors here, who, faced with a
quota of 20%, will suddenly find
sources of British product drying up,
leavi them ith half many
pictures to choose from.
iverships of the three Julius
Hagen companies last week, put in
by the Westminster Bank and leading insurance compani, follow dising insurance compani, follow dis-

ing insurance compani, follow dis-astrous attempts by Hagen to expand via acquisiti of small studio setvia acquisiti of small studio set-ups at Hammersmith and Elstree. Total indebtedness of the various units is reported to be in the region. of \$1,250,000, of which Lloyds Bank are in for \$125,000, C. T. Bowring & Co. (Ins., Ltd.) \$500,000 and \$250,000 reported to have been invested by a bookmaker.

reported to have been invested by a bookmaker.

Probably the iggest loser ith the present financing of producers here has been the Prudential Assurance Co, with an estimated loss of \$5,000,000. Another insurance society understood to have film investments is the Eagle, Star & British Dominions.

Mostly Presentations for London Palladium; Holborn a Two-Weeker

Gert. Hoffman Mulls **Marcus-Orient Offer**

Gertrude Hoffman is considering an offer to go to the Orient with the Marcus show as stager of dances. She is currently directi the floor, show at College Inn, Sherman botel, Chicago, it being her third succes-sive assignment there.

sive assignment there.

Miss Hoffman, who staged the ensembles during the operetts season at Jones Beach, L. I. last summer, was recently offered a similar post with the St. Louis civic opera company, but refused because of the heat in that city duri the summer.

F.D.R.'s Inaug Cramps Hotel Accommodations For Acts in Capital

Scarcity of hotel accommodations in Washington, D. C., for the augural today (Wed.) will find many professionals staying with friends or i official residences. Maria Gambarelli, the dancer, is a guest at the Italian embassy. Arthur Yeager, of the Metropolitan opera, will stop with a cabinet official.

Vaude acts playing Loew's Capitol and Warner's Earle also found it tough to ing accommodations

Carter Barron and Gene Ford, of Loew'e, John Payette and Harry Lohmeier of Warners, and Hardie Meakin, of RKO, are on the Wash-ington end for the participation of show biz officially. Jean Harlow and Robert Taylor of Metro are to attend.

Stamford, Conn., House Going Into Unit Policy

Palace Stamford, Conn., goes stage shows this week with units on an occasional basis. George Ritch, oper-ating the house, is buying the shows from New York.

lorified Follies' is the opening show (21-23). Units ill be set whenever and as often available.

Philly Nitery Op Turns To Fight Promoting Philadelphia, Jan. 19.

Frank Palumbo, of Philly's nitery nabobs, is now also fight pro-moter. Last week began weekly series of Thursday ight bouts at Olympic Club, in South Philadelphia is Frank section not far Palumbo's Cafe. far from

His nitery, now in 53d year existence, was established by father. Frank Palumbo is 27.

No Baggage, No Show

Chicago, Jan. 19.
ine's unit 'Comique Conti missed opening at the Orpheum Memphis Wednesday (13)
because its baggage had been sent to St. Louis.

Car was located later and the it was able to play the last show of the

Duchin in Boston

Eddy Duchin's band goes into the Metropolitan, Boston, week of Feb.

II.

The Hub is where Duchi started, it also be is home town, but the Met booking will be his first appearance i oston in a couple of years.

CRAWFORDS' COMEBACK

icago, Jan. 19. After a three-day tryout in Rock ford, there is strong possibility that Mr. and Mrs. Jesse Crawford will go on the road playing twin organs in picture houses.

Nitery Takes Midget Act

Shaver, with Olive and George Brasno, opens Feb. 23 at the Folies Parisienne, Chicago, for eight weeks. Set by Max Tishman.

London, 8:

With the London Palladium now practically a production house, General Theatres Corporation's other theatre, the Holborn Empire, will start a new policy with regard to American headii 1t will consist of holding names over for two weeks. Vic Oliver (current) is a case point, and Harry Richman, due here at the Cafe de Paris for the month of May, will double at the Holborn or a forhight.

Meanwhile the Palladium policy 1937 is complete Present "Crazw".

of May, will double at the Holborn for a fortnight. Meanwhile the Palladium policy for 1937 is complete. Present Crazy, show will run 'til the end of March or early April, and will be followed by Jack Hylton and his unit, with Flanagan and Allen included. This makes the English comics' last appearance under the George Black banner, team then going over to Charles Hylton show will probably 'til the end of June, and from then on will come a short vaudeville season starring American names, with Morton Downey one of the earliest booked. Around September, Palladium, reverts to the 'Crazy' business, with the original 'gang. Flanagan and Allen will be replaced by Tommy Trinder, local boy who has been touring with the Larry Adler unit and who returns to Adler when be comes back in April for 12 weeks.

INTERSTATE FINALLY **BUYS \$150-A-DAY UNIT**

Interstate Circuit in the southwest, mainly Texas, is getting its first \$150-a-day unit booked out of New York by Charles J. Freeman, starting March 6. Has laid out a total of 31 days playing time in, one, two and three-day, spots for 'Bell's Hawilans, '12-people, show produced by John Hicks Page.

Freeman, in the Paramount office in N. Y. and booking Montreal and Toronto, besides the Interstate, has been trying for months to sell the Par subsids on the idea of buying the \$150-a-day units out of N. Y. Smaller Interstate houses, Wilby-Kincey and Famous Players-Canadian, up to now have been going outside Par's own booking office for the small units.

One idea broached by Freeman last year was for Paramount to set up a production department in N. Y. to stage the \$150-a-day units, but this never eventuated.

Noble Forced Out by Hub Date, Waring With 'Waltz'

Ray Noble's band, current, out of the N. Y. Paramount Jan, after two weeks, a different crew comi in that day to stick for The Plainsman's' (Par) third week. Substituting band, however, has not yet been set. Noble goes into the Metstituting band, however, nas not yet been set. Noble goes into the Met-ropolitan, Boston, following the N. Y.

Par date.

Fred Waring's band will augment
'Champagne Waltz' at the B'way de
luxer starting Feb. 3.

Rasch Ballet Set in Feb. For London Dorchester

Alberti Rasch Ballet group, which appeared at the St. Regis hotel, sailed for London Feb. 1 Groan engagement at the Dorchester House.

Booking commences Feb. 25 and will extend to the Coronation festivities in May.

Rimacs Set for Quick Vaude Repeats Abroad

The Rimacs will sail Jan. 27 London to open at the Mayfair hotel, London, with some 22 weeks of English and Continental vaudeville

engish and continental vaudeville dates to follow.

The Latin rhumba only re-cently returned from a European tour, so this is a quick repeat. Wil-liam Morris agency booked.

Savo Clicks Big

London. Jimmy Savo, opening last night (Monday) at the Cafe de Paris, here, was an immediate click with his comedy- ing. Set for a month's stay.

A Page Out of Old Vaudeville

By Joe Laurie, Jr.

THE STORY TELLER

(Enter to music which ies down as you start speaking. Costume should consist of Prince Albert coat, striped trousers and puffed tie. If not, a neat looking business suit can be used). (Enter to music which ies down

not, a neat tooking business suit can be used).

(Laughingly). We have a colored girl working for us at our house and her name is Mandy Brown. Well, the other evening she came home all excited. "What's the idea of all the joyesness, Mandy," I asked her. Why, I'se goin' to git married, said Mandy. "Why Mandy, I didn't even know you had a beau, said I. "I'ai excatly had one Mr. (useyour name here) but you knows the fun'ral. "See went to last week; well I'se going to marry the corpse's husband. He says I was the life of the fun'ral." (This should be done with a Negro dialect when coming to the colored girl's part of the conversating your own natural voice when doing the ight stuff).

doing the ight stuff).

Which reminds me of the time my riend Si Slimkin from up in Maine came to New York. When he landed the Big City, the first thing he noticed were some laborers digging up the streets. He walked over to the excavation and looked down the deep hole in the street, and could see some of the men working. (In Rube dialect) 'Hey there,' shouted Si, 'What are ye doing down thete?' Building the 'subway,' came the answer from below. (This can be done in Italian or Irish dialect) 'How soon will it be fanished?' asked Si. 'In five years,' they shouted back. 'Well never mind, then I'm

LARRY THORNTON

AGENTS

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'Number 1 night club entertai ment of the town—which means the world." —Abel Green, VARIETY the world."

Abel Green, Vallety
\$2.50 Dinner 6:30 to 10 P.M. Sup10:30 to closing. Sats. and Hols. \$3—first
3 tiers 50c extra—NO COVER CHARGE

take the elevated trai sai i as he walked away.

I must tell you this one about my good friends Pat and Mike. Mike was sick in the hospital and Pat thought it his duty to visit Mike in the hospital and make him forget his pains by telling him funny stories. Before going to the hospital Pat stopped off in a few thirst emporiums and by the time he reached Mi 'bedside he had a nice brannigan on. When he finally reached the hospital and got to Mike's side he told him a story about what happened to him at Church the past Sunday. 'Ah sighed Mike, will you tell me that story again?' Pat repeated the story. 'Would you mind learning over a bit Pat, me hearings ain't what it used to be and tell me that story again?' Said Mike. And Pat repeated the same story and learning ain't what it used to be and tell me that story again, "Tell it again," asked Mike, and after Pat told the same story a dozen times he said to Mike, 'Mike that' story aint' so' good as to be worth me tellin it to ye so many times is it?' Sure it ain't the story, set Mike, 'It's your breath that is, tory should be told with two different Irish voices.' A thin voice for Pat and a Beep voice for Mike). 'And speaking about Mike reminds me of the time he sent his young daughter Bridget to Sunday School for the first time. Mike instructed her, in case the teacher should ask her some questions, Mike said, Now, Bridget, if the teacher asks your hands you say 'God made no'. Well

name, say Bridget Doolan. If she asks how old you are, say seven years old. And if she asks you who made you, say God made me.' Well sir, when Bridget got to Sunday school and was questioned by the teacher, she made the correct responses to all the questions until the teacher asked her who made her and she answered; (In kids voice) Papa told me his name, but I've forgotten.'

Papa told me his name, but I've forgotten.'

I believe I'll lay off the Irish and tell you a story about my old friend key Cohen.' Rhey was a pretty rich man and. was showing his daughter the family jewels that were kept in a large trunk at the house. The daughter was admiring a particularly valuable necklace when two burglars tushed in, brandished revolvers and carried the trunk out the door. 'Oy, Oy,' shouted Cohen. 'Gone, our jewelry is all gone. Everything is lost.' 'Not everything papa,' said his daughter Sadie. 'Look, I still have the pearl necklace.' Sadie mine child, you save the pearls. How did you manage to do it?' 'Easy papa,' said Sadie, 'When the burglars came in I just put the necklace down and sat on it.' 'Oy, Sadie,' sighed Cohen, 'If your man was here we could have saved the whole trunk.' (This story should bedone in Hebrew dialect when the Hebrew characters are speaking).

Ikey had a brother named Jake who went one evening to visit his

Hebrew characters are speaking).

Rey had 'a brother named Jake
who went one evening to visit his
oldest sister who was married and
had young triplets. Before Jake
started for home a heavy storm blew
up. 'You can't go out in this awful

15 YEARS AGO (From VARIETY and Clipper)

After censoring and passing Foolish Wives' in 14 reels, N. Y. Board came back and clipped another 4,000 feet, but Carl Laemmle said it was in the interest of condensation.

Bessie Clayton played her fourth date at the Palace, N. Y., within two months. At the end of her 40 minutes turn the clamor stopped the show while she piled bow upon bow. Had built up on the initial show. Irene Castle on same show.

and Johnson, at the N. Y. Palace, were just another of the acts, albeit a good one. Hadn't expanded

Francis Renault at the Winter Garden did an impersonation of Ruth St. Dennis Mme. Butter-fly and everyone asking when in ell she ever did that, wonderful kimona.

Valeska Suratt tried out a second playlet. This one was written by Jack Lait and proved more durable than her first effort.

Topic of the moment was Will Hays' acceptance of picture czardom. Consensus of opinion was that it was to head off govt. censorship. Other deals hinted at. None very close.

Al ichtman sought sales manager of First National, but he was holding out for a percentage of the gross instead of the \$75,000 an-nual salary offered.

Western exhib was letting his patrons pay what they thought the show was worth. Insisted he was getting more revenue on as-you-leave plan.

That South Bend, Ind., was with-out a legit theatre for the first time in 50 years was considered front page news. It was—then.

Keith houses were saddled with an act, 'The Unseen Hand,' which was frank propaganda for the Na-tional Vaudeville Artists, E. F. Al-bee's pet project. Did not last long.

York and King were tops in Chi at the Palace. "Tintypes" was new to western audiences then. Still just as good, though.

Tom Malloy, head of the Chi pic-ture operators, signed a new con-tract with the managers. Got some concessions, but not all asked. But regarded as a victory for the ops.

regarded as a victory for the ops.

rain, Jake, his sister said. You'll get all wet. Better you stay here tonight—you can sleep in the next room with the triplets.' So Jake did and the next morning she asked him if he had a good night's rest sleeping with the triplets. 'Oi, I slept alright, said Jake, 'but I might as well have went home through the rain.'

A few days ago my friend Bill Tomkins had a few drinks too many and was driving down roadway and in attempting to turn around in the middle of the street was sideswiped and upset by a hook and ladder truck. Walking over to Bill's overturned flivver, a traffic officer poked his head through the broken window and said (Irish dialect), 'What do you mean by blocking traffic like this. Come outta there you're- pinched.' (Speaking if you're under the influence of liquor ...muss your hair up a little) 'Shay, offisher,' sez ill, 'how did I know them drunken painters were going to run into me? (thic)'

(Rearrange hair and bow as-music plays Auld Lang Syne for EXIT.)

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DIRECTION-FANCHON & MARCO

Unit Reviews

SCANDALS

SCANDALS

(FALACE, CHICAGO)

Chicago, Jan., 16.

Here is a show which actually does what all units try to do. George White's 'Scandals' is a unified 60 minutes of entertainment with tinuity to hold it together,

Show carries a line of 25 girls, dancers and showgirls, seeming to work interchangeably, all lookers and all dressed in costumes of the original production, but the real show is not the girls. Willie and Eugene Howard, and Helen Morgan are all over the place, each appearing seven times, Miss Morgan jumping right into the opener to do Lafe Begins et al. 18. The control of the c

Believe. Show is held together by having every number and bit a scene supposedly shown by television. Idea gives a lot of leeway both to production and material. Howards take advantage of it to present the blackouts Slight Case of Murder, 'Sweepstakes,' and 'Double-Crosser,' Willie also doing his French Professor and Fountain of Youth' bits, all scoring heavily. Comedy in the 'Scandals' is smart, with just enough of the ribald. It's never dirt for dirt's sake. Willie Howard in doing his French Professor, milks it to the utmost, etting a laugh every two or three words.

Outstanding dance bit of the show

Outstanding dance hit of the show to stone by Sam, Ted and Ray, in the Ethiopian scene. Very little dancing on tap otherwise, only two routines. An unnamed blonde in front of the line during the opener does a fast buck, with a toetap, excellent, contributed later on by another femme. This is included in a routine wherein the girls wear toppers fitting down over their heads, and resting on their shoulders, with faces painted on the epidermis between the shoulders and the collar and tie, worn around the hips. Swell effect. Similar routine was used, at another ace house in Chi last week, but better here. Costumes are all attractive and

Costumes are all attractive and excellently designed. White accessories used in the final scenes with the red gowns could stand a trip to the cleaners, however.

the cleaners, however.

Show was doing five performances here on opening day, Friday (15) and the house was practically capacity at six p.m. Unit sells for around \$10,000.

Picture is 'Woman Alone' (GB).

YACHT CLUB REVUE (ORPHEUM, LINCOLN)

Lincoln, Jan.

Yacht Club' is Will Harris' new
low, three weeks old. He goes for
lub' titles, last year having sent
rer this time the 'Kit Kat Club',
he 'Kat' show was much the
ronger—heavier on talent, and
eavier production. In fact,

there's little production in this show, the traveler getting most of the workout.

Feature of the show is Frankie Conville, without whom proceedings would be sad, indeed. Conville works about a sun the same of the same of

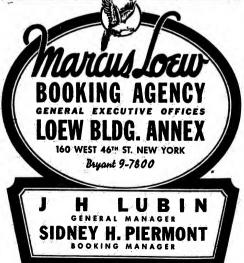


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MELBA THEATRE BLDG. DALLAS TEXAS

Variety Bills

NEXT WEEK, Jan. 25 THIS WEEK, Jan. 18

Numerals in connection with bills below indicate openi

RKO

BOSTON BOSTON
Keith's (21)
Bebe Barri Girls
Georgia Hayes
Walter Nillson
Stanley 2
Bredwins
Rachel Carlay
Al Trahan
(14)

Bebe Barri Steve Evans Harris Civire Dare & Yates Sally Rand Hal Sherman Benny Fields CHICAGO

CHICAGO
Palace X
Matthon's Rhythms
McGley & Dupre
Jane Wilhers
Great Gretonas
(15)
Whites Scandals
Roog & Bennett

CINCINNATI

Major Bowes Co,
Watson Sie

Ben McLive Co
CLEVELIAND
Palace City Co
Matton's Riviers Co
Mattheon's Riviers Co
Mattheon's Riviers Co
Mattheon's Riviers
Moore & Revei
Great Gretonas
COLUMBUS
Keith's (22) Co
Schenner Cabo
Mattheon's Riviers
COLUMBUS
Coc
Schenner (22) Co
Schenner (23) C

NEW YORK CITY State (22) & Doreen Harry Burns Co Benny Davie Co

FittsBURGH
Stanley (22)
Fate Waller Orc
WASHINGTON
Capitol (22)
Blacketone

Paramount

NEW YORK CITY
Faramount (20)
Consider (22)
Consider (23)
C Paramount (23-28)
Dave Apolino Co.
BOSTON (28)
Rebropitton (28)
Rebropitto

Chicago (22)
Ial Sherman
Ireka
& M ritton Bd | Mogul WACO
Paramount (27-28)
Dave Apollon's Co

Warner

PHILADELPHIA Allegheny (25-27) Altaciano (26-27)
Ann Suter Co
Phil Seed Co
Well (26-26-30)
Byrnes Sie Rev
(Three Co (18-26-26)
Virgina Bacon Co
(Three to fill)
Fred Waring's Co
Tour Histories (18-26-26)
For Co (18-26-26)
Dick-Don & Dinab
Stove Evane
Salicip (16)
Capt W Mauss Co
3 Samuelo & Hayce
Nixon (26-36) Jas Meiton
Nixon (28-30)
Wells & 4 Faye
(Three to fill)
(21-22-23)
3 Blue Streaks
Bobby Gilbert Co

Stanley (22)
Fats Waller Ore
Chuck & Olyackie
Hwood Hotel Rev
READING
Astor (15)
N T G Rev
UTICA
Stanley (26-28)
Little Jack Little
WASHINGTON
Enrie (22)
Warray & Osywita Enrie (22)

K. Murray & Osw'ld
Dixleland Jazzband
J DeLong Sis
D & E Barstow
(15)
Benny Davis Co

Don Alvin Rev
(One to fill)
Oxford (28-39)
Ann Suter Co
Don Alvin Rev
(21-23)
2 Earls
Wells & 4 Fave
(Two to fill)

PITTSBURGH
Stanley (22)
ats Waller Orc
huck & Chucklee

Independent

CHICAGO
State Lake (23)
Centennial Rev
Mile Corrine
Ray Hughes Co
INDIANAPOLIS
Lyric (15) Lyric (15)
Marcus Show
Lyric (22)
Lyric (22)
Lamberti
Harris & Howell
Whitey & Ed Ford

Variety Gambole Kay Toland Gray Fam KANSAS CITY. Tower (22) MANSAS CITY.
Tower (22)
Rex Weber
Edison & Louise
Ted Cook
(One to fill)
MEMPHIS
Orlibeum (23)
A B Marcus Co

London

Week of Jan. 18 Astoria D. H. Findlay & Ford Canterbury M. let half (18-20)

Heltanon 2d half (21-23) Ju-Llo-San Freddle, P & Anne Dominion Mantovani Orc New Victoria Chilton & Thom Gypsy Nina

BRIXTON
Asteria
Billy Cotton Bd
CHADWELL, H'TH
Folse Palace roise Mandoliers CHELSEA Palace Percellys
Dinkle Denton 1
EAST HAM
Granada
5 Cleveres
Cathle's Bd

Morris & Cowley Mediock, & Marlowe Fremler Troise Mandollers EDGWARE Mod Diens Jean Folian Jean Florian Thorpe &

Loranna:
Thorpe & Stanton
EDMONTON
Empire
Madlock & Marlow
Duncan's Collies
Morris & Cowley
Cathle's Bd
FINSBURY PARK
Astoria Astoria
Hairy Fryer Bd
Bisa & Elida
HAMMERSAITH
Falace
Darmora Ballet
Johnson Clark
HOLLOWAX
Mariborough

Frank Wilson
Anita, Chas & Jack
Life Brown
Super
Toledo, Billy & Harmony Kings
Has Life Brown
Bue Hall
1st half (18-20)
Ju-Lio-San
Freddis, F & Anne
2d disc (21-23).
Hall Burn
Hall
Hall Burn

Torters
Lorannie Stanton
LETTONSTONE
Halfs
Louis Almae
Bennet & Williams
5 Ebonite
6 Howell's M
ODD Astoria
Anton Bd
4 Bobe
Plotto & Rita
SHEPH'RIS BUSH
RAWIIGH Paramount
Harry Fryer Bd ...
Sylvia & Christian
2 New Yorkere

Z New Yorkere
TOOTING
Granada
J Maskeleyne Co
Don Francisco
Bob Howard
WALTHANSTOW
Granada

STAMFORD HILL Regent Auetei & Artli Frank Wilcon Anita, Chas & Jack

Anita, Chas & Ja STRATFORD Broadway Toledo, Elly & Harmony Kinge Haig & Escoe

Astoria Anton Bd 4 Bobe Co STREATHAM

Provincial

Week of Jan. 18

ASHTON UNDER LYME Empire
Batie & Foeter
Victor Moreton
Dalcy 3
Maude Selkirk y 3 de Selkirk CARDIFF Capitol Fox Bd

Darmora Ballet Johnson Clark

CARLISLE Lonsdale Pantzer'e Midgets
Browning & Starr
Clifton & Vellette
EDINBURGH
New Victoria
M Middleton Co

Regent
ist half (18-20)
Red Fred
Vincent & Fox
2d half (21-23)
Sherwood & Fores

Sherwood & Fore

HEREFORD

Kemble

Tony Gerrard Co
Stanford & McN.
Danny Lipton Co
Carsons KINGSTON Regal Sangers Circue

Jan. 18

LEITH
Capiton
Ist hair (18-20)
Sherwood & Porest
Red Fred (17-22)
Red Fred (17-22)
Vincent & Forest
MANUSCERE
Dates
D

WELLS
Ritz
Clapham & Dwyer
Beryl Orde
Fred Hudeon
8 Step Sis
UXBRIDGE
Begal
E & D Watere
Pat-O'Brien
Y & J Winnon
Vardel 4

Cabaret Bills

NEW YORK CITY Tramp Bd Whyte's Maniacs Broadway Jones Wen Talbert's Choir Bahama Dancers Arthur Davy Ore Cab Calloway Ore

Phii ...

Carlos Montoya
Delina Vera
Mona Montes
Doloree & Candido
Rosita Rios
Los Hayaperos
Don. Alberto Orc.
ABC Trio

Morocco Ernie Hoist Orc

Los tedas Pedro Via Bd

Greenwich Village

Ill's Gay 90's ill'e Gay 80's
Jérry White
Paul Davin
Fred Bishop:
Gus Wicke
Rudy Madison
Will Ward
Bernle Go. Gloward
Joseph Barrison
Jack Weis
Jea Barbery
Fihel Gilbert
Yvette Rugel

Black Cat Kitten Korus Kitten Korus Ai & Toni Cortez Blondle Scott Evelyn Oliver Amanda Randolph Jimmy Tiomas Maxie Arnatrong Amy Spencer Billy Darlels Lonny Sinmons Or

Bruss Rail Dick Mansfield Cufe Bull Cufe Bull
Yanyego Voodoo
Virginia Valley
Jack Arnold
Gus Howard
Pamela Clifford
Phylis Avery
Violet Carson
Nell Bilz
Ronnie Beck
Lillian Carson
'Chie'. Farmer
Polly Pickert
Sid Hawkins

Jean Gordon Dorothy Maxine Johnny Powell's Bd Chateau Moderne Maryon Dale F McFarlane Oro Club Gnucho

Club Yumurl

Club Yumurl
Club Numurl
Connatos Moveno
Ellisco Grenet Orc
Cou Rouge
Illiano Club Club
Elli Robinson
Avis Andrews
Berry Broe
Kinlonh
Henri Wessers
Henri Wessers
Tonia Tawkery
Dynamite Hooker

Wallace Milan Rev Harlem Uproar Erskine Hwkins Bd Julilan Fitzgerald Bdna Mas Holley Eddle Harroh B, Castle & Scott Mae Brown Willie Jackson Tiny Bunch Lovey Lane Fairbanks Sig Hickory nuse Jack Teagarden Ord Frank Trumbauer Chas Teagarden Adele Stratd

H'lyw'd Restaus Josephine Houst Josephine Houst Paul Barry Rhythm Kinge Ada Leonard Demitri Aug Demitri Karele & Andre Paul Remos 2 Daveys Lennie Hayton Orc

Lennie Hayton Ore
Mutel Ami un
Dick Gasparte Or
Jack & June Blair
Jack & June Blair
Jack & June Blair
Jack Healther Healther Healther
Healther Healther
Chas Hoffman Stanier Worth
Robert I. If
Florenzoe,

Horace Heidt Orc Lysbeth Hughes Hotel Com Mai Hailett Orc Collette & Barry Barbara Jason

Hotel Eille Bobby Hayes Ore Gypsy Lee Muriel Byrd Bob Berry Hotel Bases Hou Bob Berry Hotel Exsex House N randewynne Or Maxine Tappin Hotel Fifth Ave Roy Strum Oro Hotel Governor Clinton

Clinton
Stuart Jules
Ray O'Hars Ord
Hotel Lexingte
Ozzle Nelson Orc
Shirley Lloyd
Motel Linculs
Isham Jones Ord
Hotel McAlpin
Enach Light Orc
A Gonzales EuHotel Montelule
Const. Historders

Hatel Montchile
Coral Islinders
Juanita Wayne
Joe Pontee
Clay Bryson
Hanpy Powers
Nick Fieher
John Zellner
Bon Blum
Hal Hope Orc
Hotel Murray Hill
(Fountain Room)

Dolores Farris Ruth Kidd Frank McCormick Will Oakland Untel New Yorker Hotel New Yorke Abe Lyman Orc Arthur Ravel Orc Tess Gardell Marlon Wilkins Jack Walters Rose Blaine Tiny Wolf Sonny Schuyler

Tic Toc Giris
Tic Toc Giris
Ruthahla & Malc'in
Jerry Blaine Orc
Leonard Elliott
Robin 2
Dell Arden
Hotel Park Lane

Pancho Orc Junior Raphael rc Hotel Pennsylvania

Hotel Pennsylvania
Benny Goodman Bd
Benny Goodman Bd
Prances Hunt
Forel Piccaelliy
Trent Pattereon
Arno & Zola
Jerry Stewart
Dave Schooler Orc
Botel Flaza
Eddy Duchin Orc
De Marcon Ort
Hotel Roceanalt

Hotel Roosevelt

3 Esquires Guy Lombardo Orc Hotel Itz-Curiton

Phil Darcy Orc. Peggy Doian Hotel Sherry Netherland Poer Via Bd
Free
Age in State Sensa
Betty Brites
Betty Brites
Betty Brites
Florence Chumbeo's
Rolf Holbein
Johnny Co
Xavier Leinercier
Xavier Leinercier
Rekkoff
Rekkoff
Holennes Spencer
Florence System
Vega Approx
Vega Approx
C Cromwell Orc
C Greenwiel Orc
Greenwiel Village Netherlund
Tania & Kirson
Gen Lodijensky
Raphael
Lubov Doublago
Nicholas Zorin
Serge Sergey
Catherine Grey
Alex Bunchuk Orc
utel St. Mority

Chas Wright
Roger Stearne
Alex Botkin Ens
Jack Sherr Orc. Jack Sherr Orc.

Hotel St. Regis

Merry-Go-Round

Horatlo Zito Orc

Borls Koretzky En

(Iridium Room)
Emil Colenian Or
Hartmann G & P
Readinger 2
Juck Powell Casino
Ann White
Alleen Rodlgan
Bili Dureya
Sig Ramon
Jeanue Jordan
Carlos Lopez
Elba & Jimniy
Marengo Orc
Wallace Milun Rcv

Hofel Taft
Geo. Hail Oro
Dolly Dawn
Emperors of 'yt'm
Hatel Vanderbilt
Eddle Lang Oro

LOS ANGELES

Boverly Wileline
Ruth Robin
Larry Lee Ore
Illtmore Bowl
W & Gladys Ahearn
Eddle Rio
The Theodores

Red Hanper
Joy Hodges
3 Rhytim Rascals
Harry Stockwell
Condos Bros
Enrico Rh'ba Orc
Jimmy Grier Orc lue Room
Julian & Her Sis
Scata Powell
Benny Pollack Orc.

Asteria
Mario & Floria
Eve Symington
Eddie LeBuron Be
Leo Reisman Oro
Michael Zarin Oro
Michael Zarin Oro
Alex Fogarty
Charile Weight

Jimmy Kelly Mary Barton

Mary Barton

Montmartre Boys
Junior Costello
Chiquita
Inga Bor
Pengy L
Tanya

Simeon Karayaeff Dorla Birse Vilena Gabrielle Michael Alichon Nadla A Stey Mischa S Bartnovsky Nicholas Mattley Or Elisha Tuttle Ore

Nicholas Mattlev Or Elibas Tuttle Ore Per Street Per Street Per Street Per Street Per Street Per Street Street Per Street Street Per Street Eddle Davis Oro Wm Farm Le Mirace Bly Reywood Itving Fields Kathleen Howard Illias Carres Ellies Tuttle Oro Mon Taris

Mon Paris
Patricla Glimore
Versatile 3
Cena Foodlick Ore
Laurence White

Avon Johnson Don Lambert 6 Spirits of Rhyth Stuff S ith Bd

s Spirits of Knytan Supr S ib Bd.

Verill January Verill Julie Jenner Jimmy Richards J & Nord Bell Marie Dukin Janis Andre Bdina Mase Glenn Hutton Ore Larry Maddl Ore Inlinium Griff

Larry Maddl Orc ulniaw Grit Johnny Hamp Orc Evalyn Tyner J Deauville Boys Dr Sydney Ross Rainhow Ros

Rainthow Rino
Glon Gray
Casa Toma Orc
Pee Wee Hunt
Kenny Sargent
Sydney Ross
Maurico. & Crdbs
Olympic &
Evalyn Tyner
Don Asplant Orc
Joseph Land Control
Joseph Land Control
Rechtel Carlay
Pearl State Art

Pearl 2.
Russia Art
Dora Boshoer
Alex Boshoer
Alex Boshoer
Manolita
Jenya Pobedina
Antony Grosher
Olga Moskova
Zachar Martinon
Yasha Datsko Ore

Sapplire
Nick Vouzen Bd
Barry Winton Ore

Nick Vouzen Bd
Barry Winton Ore
Orek Club
Sully Kendis Ore
Gus Martel Oro
Mane Hona Thury
Johnny Carter
Maria Karolyia
Louis Royal
Bela Zaiga
Louis Royal
Louis Royal
Louis Royal
Louis Royal
Louis Royal
Louis Royal
Gus Bentiev ReFrommeld & G
Avon Louis
Kalser Williams I V
Vallulia
Kalser Williams

Vallulia

Kalier Williams.
Valhulis
Pancho & Dolores
La Valitia
Bertin & Cont'irs
Versallier
Wini Shaw
Larry Adio Dilgo
Magdow brrok
Hawalian Ser'n'tly
Village Barn
Larry McMahon,
Ser'n'tly
Village Barn
Relens Millian & Norman
Cach Carter Co
Vacit. Club
Frances, Fuye

El Mirodo

Frances Faye Lillian Lovey Wilkins & Jame 3 Frisco Kids Dan Prine's Bd

Art Tatum
Omar's Dome

Burlesque Reviews

GAIETY, N. Y.

(STOCK)

GAIETY, N. Y.

(STOCK)

Third "living Minsky" (Abe) operates this house, only he doesn't advertise himself as 'alive,' and, besides, he was in Florida until last week, where all the strippers come in bathing suits. Carrying on is his partner, Izzy Herk, who know has been burleske element, doesn't burleske element, doesn't burleske element, doesn't only hing dasay about the Gaiety is the ushers' uniforms, if you can call them classy.

Gaiety's burlesk is strictly in the burleycue mood of the bast 10 years, strippers first and strippers who strip—with comedy, if any, last Completely out of the picture of both class and entertainment is the Completely out of the picture of both class and entertainment is the chery do a waist-high, strip while the juve sings 'Magnoli in the Moonight.' It looks il gardener's nightmare.

Minsky-Herk combo here has been very profitable, Both know the element demands Bestleth and that element demands and what the element demands are the surface of the s

ROXY, CLEVELAND

Canceling his read shows, George Young is opening Roxy's stock burly season a month in advance of usual discovery season a month in advance of usual discovery stock that the stock of the stock unit topped by Joe DeRita is stock unit topped by Joe DeRita is stagged 'After the Fat Man.' Double-sized ads show DeRita leaning on lamp post, a dog nearby, and comic yipping 'Hold everything, Astral' Conservative sheets ahermed coupla times but let ad vunsh than comedy, show has so many gals that they new the stock of the stock

nle Darcdevij auit Co Eddle Patrick Stanley Richman Muzzy Marcellino 3 Debutantes Hudson Metz is Ted Florito

Paris Inn
Margarita & Del 10
Henry Monnet
Huno Marchett
Thora Malthaison
Dominic Colombo
La Valera
Florence Gillette
Pete Contrelli Ore
F Gallet, & G' Gis

Pirro
Murray Pock
Larry & A Rogers
Glon Edmunds Orc
Dorothy Roberts

Somerset House Bill Zerker William Markowitz

Topsy's.
Pat O'Shea
Arnoid Sis
Bee La Moine
Leona Rice
Agnes Johnson
Al Edirectse Ore
Joan Lee

Trocadero Ethel Waters
Eddle Mallory Orc
U-Gene's
Barbara Back
Frank Collagher
Tommy Howard

Sens Ray Kinney Lily Gibson Lonnie McIntire Or

Mary Martin
B Grey & J Bergen
Henry Santrey Or
Plerre & Temple
Cafe La Maze
Park Ave Boys
Stan Clair Ore Billy Joy Dan Downing Murriell

Cinver Club Bob Grant Ore Rhumba Bd Cafe de Pares

Sticky Fay Don Graham Hardy & Warner Lucille Lehman Jack Clawson Orc Cacanani
4 Playboys
Ray Hendricks
Dawn Roland
Billy Wilson
Col Manny Prager
Ben Bernie Orc

Cubanola Estellita Augustine Palafox Alberto Sergo Cario Ferranda Orc

Lurline
Wally Vernon
Dan. & B. Roberts
Brooks & Washigt'n
Mirah Lang
Rose Marie Martin
Slim Martin Orc. Club Esquire

Olub Esquire
Jos Frisco
Lynn Hayes
Vicki Joyce
Ben Light
4 Esquires
Famius Don
Louis Prima Ore
Little Club
Jane Jones
Paul Kendail
Helen Warner
Rose Valyda
Melody Griff

a goddess of rai. Anne Notton, name attraction, makes the most of a pair of swell gams and a long velvet gown with a zipper front. Helen Green and Böbbie Young okay as second-runners who wear long black wigs as teasers. Line also bares in three numbers, but dark blue lights, get them bers, but dark blue lights, get them bers, but dark blue lights, get them bers, who was voog dialeder and 'wanna 'make 35 cents?' byline are worked too hard. On the stage every other-number, high-pressuring skits with Lew Black who has a 'Schnozle' Durante style of cracking. Latter, neatest in a 'Strange Interlude' bedroom sketch. Holly Leslie producing, preceding with four acts of okay small-time vaude.

OXFORD, B'KLYN

OXFORD, B'KLYN

Only difference between the Oxford and other local burleys is the speed with, which the show is delivered. Material, production and mechanical trimmings are no better nor worse than the average. Usual flesh and dirt is the main dish. One other unusual angle is the inclusion of a soubrette. (We other have been of a soubrette. (We other have been distanced in the conting to present day standards is anachronistic but her performance makes up for the time taken away from the nudity.

House has obay looking chorus, And a little better on dancing than average. Stripper, Pat Lee, Wis spotlighted for two dances with chorus hackground after doing her undraptical and the stripper of the skin are all pretty hefty with the exception of Lillian Harrison, lithe brunette. Bill yellomes, I seed Soubrette but with a voice does well inher three assignments.

Another of the comment of the comment of the control of the comment of the comment

ence.

Bob Alda, juve and singer, doesn't ret much to do and doesn't do much with what he gets. Straight, Jack Heath, is okay performer. Hurl.

CHINA DOLLS (GRAND, CANTON, O.)

(GEAND, CANTON. O.)

Eclipsing any of the independent circuit attractions presented here. Bob Burch's new burly stock company current at the Grand opera house is one of the best balanced seen here since the days of the old Columbia wheel. He has given attention to staging and lighting and gone to added expense of using standard vaude acts, each week. A miniutive of the best of the standard vaude acts, each week. I miniutive these stocks offered hear the clines the best of the first act when the clines with the standard water the first act when the standard the part of the clines are the standard the part of the standard the patrons, appear to like. Bay Koth a veteran of burlesoue

to like.
Ray Kolb, a veteran of burlesque
is doing character parts, and also
stepping into some of the bits as a
straight man. Ernie Holder is the (Contin

Applebee's Expansion

Toronto, Jan.

Lew Applebee was 20. His dad owned a cinema. Lew wanted to be a burlesque impresario. His dad was killed. Young Applebee turned the film house (Toronto's Roxy) into a burlesque shigh. It clicked.
At 23 he has become part owner of his own chain of houses i Toronto, Detroit and Buffalo.

Independent Burlesque

Week 24

Tail; Fancies'—Gayety,
neapolls.
Merry Maldens'—Rialto, Chicago.
Modes and Models'—Casino, Toronto.
Speet and Sparkle'—Open.
Tia-Cha' — Lyrio. Allentown/
Capitol, Reading, Thur.Fil.;
Williamsport; Sat.
Tstephin' Stars'—Troc, Philadelphia,
Twinkle Tees—Hudnon, Union City,
Twinkle Tees—Hudnon, Union City,
Twyndow Manintian—Jacques, Waterbury.

ury.
"Toyland"—Howard, Boston,
"Tonges and Wheezes"—Empire.
"Popperpot"—Gayety, Washington,
"Bozo Snyder's Show"—Gayety,
ore.

more.

"Gayety Girls"—Capitol, Toledo.

"Gayety Girls"—Capitol, Toledo.

Too Hot for Parls"—Gayety. Detroit.

Parls Hy Night"—Garrick, St. Louis.

Swing Your Baby"—Casino, Pittisburgh,

Swing Girls"—Lyric, Bridgeport.

Hi-Piyes"—Caniny, Broadkyn.

Plays Out of Town

3 40	Sec
	The same of the sa
MASQUE OF KINGS	and none of it is scintillating,
Montclair, N. J., Jan. 18. Play by Maxwell Anderson, presented by	Act two has everything: A sweet romance between a handsome clergy-
the Theatre Guild at the Montclair thea- tre, Montclair, N. J., for two nights (Jan.	man of 43 and a pretty girl of 22,
18-10) prior to Baltimore, Boston and New York, Staged by Philip Moeller, Settings	both of whom love beauty and to each of whom it has been denied.
by Lee Simonson. Emperor Franz Joseph Dudley, Digges	Act three is moving, up to a cer-
Captain Kolnoff Gleen Anders Servant Edward Prosulley	tain point, but the fact that its main action has taken place offstage
Empress Elizabeth Pauline Frederick	doesn't strengthen it.
Count Tante	Clergyman is an honest, plodding, almost stubborn man, who takes his
Count Larisch. John Hoysradt Crown Prince Rudolph Henry Huli	duties seriously and solemnly; to the point where now things have piled
Baroness Vetsera,	up on him and he is headed for a
A Mald	nervous breakdown. His woes include a chronic sore
Bratfisch	throat, which secretly has him wor-
SzepsWilliam Sauter	ried; a querulous wife; a fine gath- ering of hard-shelled parishioners to
Maxwell Anderson's third play of	whom religion is a dour matter,
the season was presented before a	Clergyman loves children, music and

Maxwell Anderson's third play of the season was presented before a crowded house of Junior Leaguers and was seriously handicapped, scenically, by a very limited stage, that allowed only three of the five sets to be put up. Regardless of this, and the cramped stage direction, performance ran remarkably smoothly with Henry Hull as the dissolute prince and Dudley Digges, the emperor, sharing honors of the evening. Anderson has gone back to Europe for his theme this time, to the still unsolved mystery of the Mayering suited part of the Crown Prince Rudolph and the commoner, Baroness Velsera, played by Margo with sympathetic, but at times colorless, interpretation.

patietic, our at times colorless, in-terpretation.

Play, starts with the deep-sorrowed Queen Elizabeth, played behind a varitable vale of tears by Pauline Frederick, breaking a 13-year silence with her husband, Franz Joseph, to intercede for their wayward as the kingdom of Hungary and in that way pry him loose from his victous circle. It is an unfortunate sug-gestion, as the Emperor discloses the fact that his, enemies already are trying to divide his tottering do-mains, and bitterly adds it ill befits her to give advice when she left him for a lover now in exile.

Franz Joseph, however, seeks out

ner to give advice when she left him for a lover now in exile.

Franz Joseph, however, seeks out his son and begs him to assume his rightful role in life and cast off Vetera, who is always by his son's side. Rudolph, worn, out from dissipation, becomes an easy pawn for court politics, and denounces the stald life of Vitena as represented by his family. From there on, the heavy hand of intrigue makes a pendulum of the heir-apparent, swaying him from side to side until the fateful night in the hunting lodge where he and his sweetheat met, according to the well, alse two frances, the sollowing. The wk, tragic ending occurs, each being responsible for their own deed.

As Anderson puts it, a diary of the harpeness.

following. The w.k. tragic ending focurs, each being responsible for their own deed,

As Anderson puts it, a diary of the baroness, which found its way into the hands of the emperor, was responsible for everything, thus clearing up a 50-year-old mystery, and the following the state of the s

AND NOW GOOD BYE

AND NOW GOOD BYE

Boston, Jan. 18.

Play from novel of James Hilton; dramatized by Phillp Howard; presented by John Phillp Howard; presented by John Phillp Mervales and the phillp Mervales Margarette Churchill featured; slaged by Reginald Bach; settings. Agymond Soverenantie. Phillp Merivale Mary Freemantle. Mary Freemantle. Mary Freemantle. Merivale Meri

This one has a bad first act, a first-class second act, a great deal of charm and possibilities of limited appeal. Straightened out, it may prove to be a good matinee show for women.

prove to be a good matinee show for women. Philip Howard, who dramatized the James Hilton novel, has followed the book guite faithfully. Weakness is that much of the book, for all its distinct beauty, is non-dramatic. First half of the novel was devoted to exposition and establishing the character of the principal person, the Rev. Howat Freemantle. Howard has slid all this material together, pointed it up as well as might be and called this act one. Nothing happens here; it is all conversation

whom religion is a dour matter.
Clergyman loves children, music and beauty, but finds little opportunity to express any such feelings, due to pressure of family and circumstances.

bestly, but miss three blood unity bestly say and the feelings, due to the state of the say of the say from home. Minister had taught her German in his soare moments, without taking much notice of her charms. Parents hint that he is somewhat to blame.

Minister takes a little trip to London, to buy a new heating plant for the chapel. On the side he timidly cocking the sirl. Burner was that he had made off with a musician, but it seems runor had it wrong. She is simply fed up with her home town and headed for Vienna for a musical education.

Charming scenes ensue when the shy minister takes the girl to a concert, for a bus ride and to a support. Late at night, in her flat, they realize they are, in lottle they are in lottle they are in lottle they are in the strictures of his life. He will go the strictures of his life. He will go the strictures of his life. He will go the will go with him.

Third act finds him back in the Tall act and ship him back in the many controlled to the life.

will go brist the the character chartes the will go with him. The hists size will go with him, the home town, now suddenly a hero. It gradually works out that a train has been wrecked and in the wreck he has risked his life and been seriously injured while rescuing several passengers from death. Two bassengers assengers from death. Two bassengers will be sengers from death will be sengers from the first act. From that time on, Merivale being it is used to be sengers from the first act. From that time on, Merivale the best small mannerism. Marquerite Churchill, obviously nervous, is a pretty good foil. She is very pretty and has a forthright, wholesone death of the character.

COCKTAIL BAR

COCKTAIL BAR

San Francisco, 14.

Operetta in two acts by at Genery, user, and the state of the

John Ferry, Leon Stone, slipi Williams, Don Bennett.

Most sparkting thing about 'Cocktail Bar,' which had its world preeming at the Geary is its title. Vaguely, tabbed as an operetia-comique, show the search of the search of

vocally. Tully is a handsome youth, but his acting is only so-so. Bob Long as the scatter-brained captain gets most of the few laughs. Ethelynd Terry as Princess Pierotti is personable but goes overboard on mugging. Wyndham Standing's bad vocal chord is perhaps due to illness. The chord is perhaps due to illness, fill the show. Only dancing in the production is by Sunny Evans, ballerina, and the Barbara Bouldini and Joyce are particularly effective in the rhumba number i the second act, which is the only scene in the whole show that has any sparkle.

Although they spoke of the show as a hit and of plans for a Broadway run in the near future, Cocktail Bar will have to be doctored plenty before it can even fream of such thinks. Mith.

GOD INNIS

ittsburgh,

Comedy in three acts	(five scenes) by
Helen Rovene Williams	and George B.
Dawell, Directed by E. W.	Hickman; sets.
Lloyd Weilnger; presente	d by Carnegle
Tech Drama Department a	t school's Little
Theatre for week opening J	an. 16. '87.
Crolley Gallagher	llzabeth Kally
Beana Fritzgerald Fergus Regan Maeva Doran	Ida Bickley
Possess Pages	Hugh Overture
Manua Danie	Thelms School
Paddy Gordman	. Include Schole
Paday Gordman	Coe Morton
Michael Doran	John Thomas
Innis Doran	Thomas Koehler
Thomas, Flyzger	John Hruby
Thomas, Flyzger James Glenson	Jerome Kurtz
Matty Monahan	Chester Cooper
Matty Monahan Barry Boose Molly	falcolm Millican
Molle	Jana Bannatta
Maggie	Nan hath Moore
Till dans Dans	Daniel Bountak
Widow Burk	nuted Barrick
Betsy Blackater	Helen Lubell
Father CassidyJe	onn MacKercher

'God Innis' was written by Helen Rovene Williams, present head of the drama department at Chadron State

endary Innis, and when he asks her to drink from a small bottle she is forever certain he is the great god himself.

Nineteen years later Maeva's illegitimate son, a strong, handsome youngster, is unaware that both his to be the mortal offening debte his done what she can, which couldn't be a followed himself.

PUT UP JOB

Innis. Taunted by the villagers because he is fatherless, he is about to leave home when Maeva and old Michael decide it's time to tell the boy of his heritage. A braggart, anyway, he becomes even more so at this news, but in a likeable, engaging three eggs, tells him go at one of three eggs, tells him go at one at the same three eggs, tells him go at one at the same three eggs, tells him go at one at the same three eggs, tells him go at one at the same three eggs, tells him go at one at the same three eggs, tells him go at one at the same three eggs, tells him go at one at the same three eggs, tells him go at one at the same three eggs, tells him go at one at the same three eggs, the same th

in him. Play closes with the impression that the youngster has no further illusions about his birthright, and won't task the gods too much in

ther illusions about us contained to task the gods too much in the tuture.

Dialog has charm, comic inventiveness and is frequently written with bright, blarnied Irist eloquence. Play seldom lets down and is one of the most consistently entertaining new plays "little grant measure in the property of t

JACK' AND JILL

ittsburgh, Jan. 18.

redicting directed by hisdelettle Sketty
Foust: sets, Margaret Brooks Lillich; pre-
sented at Kilbuck theatre, Pittsburgh, for
dx weeks, starting Jan. 17, '37.
Geoffrey ThomasJohn K. Gibbs
Anna Mravintz
Jill Kepler
lack WilsonLeonard Talenfeld
Mrs. Lucy Wilson Hula Mae Jackson
William Wilson Lay Kelth Lundy
William WilsonJay Kelth Lundy Blanche DayRitz Fichter

In Kilbuck, Pittsburgh probably has the timiest professional playhouse in the country. It's the idea of Robert Alan Green, a former actor, and has received so much attention in the last couple of years that it's become one of the places in town to see.

Seats only 40 and is built in the one the Northside Sign than the country of the players.

Kilbuck has everything (in miniture, of course), green room, lobby, dressing rooms, scenic lofts and singularly effective lighting equipment, Spot's really a marvel of compactness and plays, due to limited capacity, invariably run two months or

Spot's really a marvel of compactness and plays, due to limited capacity, invariably run two months or more.

In the past, Green has gone in for losen and other classics, in versions adapted by himself so that they can be confined to the imposed limits being his of late has had the urge to remain the confined to the imposed limits being his of the has had the urge to remain the confined to the imposed limits being his of the has had the urge to remain the confined to the imposed limits being his of the has had the urge to remain the confined to the his of the his of

than a dozen novels could have

than a dozen novels could have shown.

While the performance here is rather ameteurish. Bay stands out before a meteurish. Bay stands out the stands of the comedy which shows up later. Players are rather stiff, as all amateurs are, but that has to be overlooked in this instance.

Story deals with a member of Congress who has held his gravy job for 16 years, therefore being a member of the old school and different. Players are rather stiff, as all amateurs are, but that has to be overlooked in this instance.

Story deals with a member of Congress who has held his gravy job collection because he has not handed out jobs right and left. Contended he could not get his constituents jobs, but a young reporter, Jerry Martel, 'tells him that other Congressmen managed. He faces defeat when his secretary and the reporter convince him he should run for the straight of the secretary and the reporter convince him he should run for the straight of the secretary and the reporter convince him he should run for the straight of the secretary and the reporter convince him he should run for the straight of the secretary and the reporter convince him he should run for the straight of the secretary and the reporter convince him he should run for the straight of the secretary and the reporter convince him he should run for the straight and congressmen threatening to expose their secretary himses they sway jobs to him for sulf is that 800 constituents have jobs at the end of one day. Due also uses this method to get donations for the campaign expenses.

For comedy the play depends unon the reporter, a gossipy old woman (Mrs. Duffy) and a Russian-countes with her stumbling over the English language. There's also a nerro maid worther secretary humors, but doesn't seem to haw.

MONEY

MONEY

Pasadenia, Jan.

Pasadenia, Jan.

Drama la thresh sair by Aurania Rouvend.

Presented at Pasadena Community Playhouse, Jan. 12, '98. Supervising director,

Glimor Brown, Directed by Barghar Valle.

Frances Marshall Regan. Mary Tode

Grances Marshall Regan. Frances Reid

Gomie Marshall Regan. Mary Tode

Frances Marshall. Sellwyn Myers

Rob Macshall. Sellwyn Myers

Rob Macshall. Tonk Rasmussen

Mra Davin Curtis. Dana Anderson

Mra Davin Curtis. Prest Blanchard

Mra Ida Font. Nancy Waldron

Mra Ida Font. Sanck

Revealing the soul of a modern American family with complications brought about by money, this is a potent down-to-earth drama potent down-to-earth drama. Au-thored by Aurania Rouverol, whose previous playwriting efforts, 'Groy-ing Pains' and 'Skidding', 'drew some attention, plece hits a heavier' than its forerunners and uncoyers a picture of domestic life constantly

attention, piece hits a heavier than its forerunners and uncovers a picture of domestic life constantly harassed by the influence of coi In one setting, piece presents the family and all its tribulations, with the mother carrying the brunt of the trouble. Scrimping and scraping to get along on her husband's diminishmen moons, she has the added burden on the constant of the trouble. Scrimping and scraping to get along on her husband's diminishmen moons, she has the added burden on the constant of the const

BIG SPECS' COIN TROUBLES

Capacity House and \$13,000 Take For Actors' Fund Show; Many Stars

By JACK PULASKI
Teeming rain of Sunday evening
(17) did not hold down attendance
to the Actors Fund benefit show at
the New Amsterdam, N. Y. House
was sold out and the limit of
standees were drawn by the starstudded bill. Daniel Frohman, who
has been indisposed, was absent but
show started excellently and held
the pace up to intermission.
Second part went overboard on
Shakespeare and drama. There was
a shortage of masters of ceremonies
and waits between acts were frequent throughout the long evening.
Broadway, Hollywood and London
were represented in the show; in
fact there were more British players
in evidence than at any previous

fact there were more British players in evidence than at any previous Fund performance. Jay C. Flippen handled his end of the introductions capably, as usual, and so did Vinton Freedley. Cobina Wright was m. for a few turns, but the assignment for most of the evening fell to Ernest Lawford, scholarly veteran English actor, who asked the audience to ducing John Gielgud.

Hustan

Huston

Gieldgud won the house with ease, London's leading 'Hamlet' charming ith his style of reciting the bard's sonnets. Walter Huston and Brian Aherne, in the jealousy scene from 'Othello,' also landed and the mob liked Walter Hampden, sans. contume, i a lengthy section of 'Cyrano De Bergerae'. But the heavy stuff was too closely bunched and the audience grew restless as midnight frew on.

There were a number of comedy acts listed for the 'second' part but

was too gloser bulletter and the audience grew restless as midmight-drew on.

There were a number of comedy acts listed for the second part but few went on, either having disappointed or walked out because of the hour. Charles Weidman. Doris Humphrey and Jose Limon didn't help, spotted in between two Shake-spearean interludes with a dance routine billed 'Exhibition Piece.' Few knew what it was all about. Far different was the appearance of Ray Bolger and Tamara Geva with their 'Slaughter in Tenth. Aye.' and his corking hoofing impression of the coming Joe Louis-Bob Pastor fight. George M. Cohan could not appear, reporting ill with a cold from Boston, but he sent \$500 for a fallery seat. Leo 'Walyou' Carrillo went on with a new dialect routine that drew laughter. It was stated he was on his way to Washington to mc. the President's inaugural dinner. Pat O'Brien, also in from the Coast, spoke for a moment or two.

Waiter C. Kelly trotted out three new stories that brought; hearty laughter. Vincent: Lopez played his new composition; a piano impression of a child trying to climb the stairs. Ethel Merman and Bob Hope clicked with 'It's Delightful,' with extra choruses. Sheila Barrett was another hit and Bill Robinson was very high on the ing's Reginald

hit and Bill Robinson was very high on the ing and the land of the

Fund show grossed approximately \$13,000 including the take from the program. Understood the ticket sale at the theatre topped last year's benefit by \$500.

Hertz Play for London

David Her under a writing contract to Samuel Goldwyn, has been advised by Jed Harris that his play. The Miles of Heaven, has been accepted for production in London in April.

Ruth Gordon, currently in The Country Wife' in New York, will have the lead.

Laurie's Ideas

Joe Laurie, has a great idea how to keep some shows running: let the actors have a sit-down strike.

Laurie played the Actors Fund Benefit with his Old Timers Sunday night and arrived about 9 p. m. but didn't go on until the closing of the show, which was about 12.30. When Laurie finally got on he told the audience: "When we first arrived it was a kid act."

ACTORS SQUAWK ABOUT MASS READINGS

Equity has a new problem to solve, that of mass reading of plays, a practice which some producers have started. Actors of standing have protested to the association, contending that the procedure is unfair and humiliating. Petition with 48 signatories was filed with the Council last week, asking that a way be found to curtail or discontinue, the practice. Names attached to the paper leate that most of the petitioners are of the Lambs and Players clubs.

Managers leaning toward mass readings have called as many as 100 players to the theatre. Parts are passed around and the actors asked to read passages, one after another. Players contend they have no way from the control of the control of the play is about and therefore cannot audition in such fashion intelligently. That they have been forced into acting like tyros put the burn on any number of members.

Mature of the control of

the readings. Association's leaders have been opposed to interference with production procedure, but it is likely that rules will be adopted tending to protect players from such allegedly inequitable practices. Equity also has been hesitant about making changes in policy ever since the managers objected to the introduction of new rules without con-

the managers objected to the intro-duction of new rules without con-ference (such as rehearsal pay, hours of rehearsal, cuts board). However, Equity is not tied a basic agreement and is in a position to make an exception in the mass read-ing situation, or on anything else it wishes.

'Violets' for Chi?

Chicago, Jan. 19.

Marti roones, composer, is dickering for rental of the mammoth Auditorium with an idea of goi into the house with Wild Violets, musical which was staged in 1932 at the Drury Lane, London, and ran more than a year.

Possibility the Shuber ill join with Broones in the deal.

Show has several times been men-tioned for New York production at the Center, with Max Gordon spon-soring. Gordon claims he never ac-tually owned it, however.

Harding Back

Alfred Harding of Equity returned to New York last week after a five-month absence reviewing theatre, conditions in Poland and the Balkans. He went abroad at the invitation of the Roumanian government, other European states also welconting the writer, who was accorded many courtesies.

Harding will resume his activities as editor of the Equity monthly house organ.

BOTH INVOLVED

Turmoil at Center When Warners Try to Withdraw Rockefellers' Idea of Salary Cuts Stymied-Reinhardt Show Red on First Week at \$29,000

ROADS' SINKING FUND

from films to legit.

WB Wanted Out

WB Wanted Out

Present commotion began when
Warners decided it wanted to let go
of ' Firm had set a figure for
the investment in the show,
cipally for its filming value, During
New Year's week the profit was \$11,
000. Week later the takings were
enough for an even break. Last
week's pace was at a profit but the
house end suggested a salary cut.
Its investment i the production
was only \$10,000, whereas Warners
put in the bulk of the coin, with
Stebbins running next in production
coin outlay, and the stager, Erik
Charrell, topping the house in the
amount of cash expended to get the
show on.

Charrell, topping the house in the amount of cash expended to get the show on.

Stewart, acting for Stebbins, who is i Flori refused to consider cutti salaries, because of the show's prosperity and the indication that attendance would quickly rise to a more profitable basis agai Without consulting the Charivers Corp., which manages the show, the Warners approached the Rockefellers with proposition that the latter take over the 'Inn.' Plan was that the Rockefellers assume full responsibility and pay any losses, but divide all profits pro rata on any week the show makes money.

Stebbins outfit said that such a plan was okay an' that it would be glad to step out, provided the Rivers name was removed from the billing. Apparently the matter was settled that way, when the Rockefeller office made a counter-proposal negating all the terms of the Warner proposal. That brought about another argument, with the Stebbins office stepping in and, this time, declaring it would not withdraw under any conditi

Stewart's

Stewart, acting for Stebbins, of-fered to match dollar for dollar any fontinued on page 56)

'INN,' 'PROMISED' Equity Rules Actors Must Report **Jobs**; Avoids Guarantee Chisels

Quick Thinker

But for the presence of mi of kids i the east of But the Grace of God, exces of Theatre Guild might now cutting out paper dolls.
Unknown to the critics and most of the audience, Robert Mayors saved the day when thi became slightly balled up at the premiere Jan. 12. Kid is supposed to reach into a shoe-shine box and yank out a harmonica. He was handed the wrong box, without his instrument, but came through like a trouger by starting to whistle tune he was supposed to None knew the differ-

LEGIT HOUSE SHORTAGE IN LOOP

Chicago, Jan. 19.

Flock of new shows scheduled for the loop in the next few weeks has raised a housing shortage problem around here. Number of shows which are just closing their New-York runs are penciled in for Chicago dates; but, it has become, difficult to get a theatre in Chi at present, with only five theatres actually available for legit. And the shows in these houses are doing so well, it's almost impossible to get 'em out. Martin Jones is' darkening the Studebaker by taking 'Mulatto' out of town, but he still retains first call on the house. Possibility, however, that he may let the house go into another show for four or five weeks. Other chance for a legit house is the Majestic, dark many years. Jules Leventhal is interested in the Majestic for a local showing of 'Moon Over Halsted' Street' for Chicago.

In these houses room must be changed to 'Moon Over Halsted' Street' for Chicago.

In these houses room must be changed for the loop in the next few weeks: 'You Card Take It With You' (2nd company), 'Reflected Glory,' 'Glotos Delight', and the D'Oyly Carte Gilbert & Sullivan troupe. 'Great Waltz' returns to town on Feb. I at the Auditorium.

Peckham Still Talking Up His Gigolo Play

Ted Peckham, who went to London to start a guide escort service similar to his New York activities, is preparing to enter the play production field with 'Gentlemen for Hire,' a self-authored lusical, some time this authored spring. Although currently in London Peckham will do the show in N. Y.

Ina Claire Free

With folding of End of Summer last week at the Shubert theatre, Newark, N. J., the play's star, Ina. Claire, became a free agent. She had under contract to the

had under contract to the Guild.

Miss Claire had a two season agreement with the Guild, which concluded before Summer did. But she continued it on the road till the washed up.

'QUAKE' FOR B'WAY

FUR B'WAY

Hollywood, Jan. 19.

Jack Woodford has completed a
deal with Al Woods for the Broadway production of his newest play,
'Earthquake',

Woodford

Woodford is writing at Warners.

Equity which provi that members must report to when se-curing an engagement or being called for rehearsal. Reason is a protective one and is aimed to-safeguard actors. in the matter of salary guarantees

one and is aimed to sareguard actors, in the matter of salary guarantees required by Equity.

Size of casts in some plays is not always known to Equity, nor is the total salary list, despite the fact that members must file a copy of their contracts with the association. Result is that there are times when the amount of salary security is insufficient, in such instances the players blame the officers and the Council decided on a new check to prevent such situations.

Appears that, when insufficient coin is deposited, there have been replacements in the casts during rehearsals. In instances where the new player gets a higher salary than the original selection, there is not enough, guarantee money. Actors have been tardy in filing their contract duplicates, which has not aided the situation. From now on full casts and salaries will be noted in a book for comparison with the amount of money on deposit.

mount of money on deposit.
Failure to make report lays such nembers open to fine or suspension.

GEDDES SETTLES WITH WILENCHICK, PAYS OFF

Settlement of the claim of Clem Wilenchick, who was let out of the road company of 'Dead End' despite road company of Dead Lan despite-holding a run-of-the-play contract, was agreed to by Norman Bel-Geddes, show's producer. Manager-contended that Wilenchick failed to follow direction, but decided not to arbitrate.

arbitrate.
There was \$1,000 on deposit with Equity, latter insisting that Geddes pay over to it the actor's salary of \$150 weekly until the case was disposed of. All that coin was released to the actor and. in addition, after a period of six weeks, he is to receive \$75 weekly from Geddes provided the road company of End continues after that date. Provisional weekly payments would start Feb. 27.
Wilenchick is currently appearing in But for the Grace of God. Guild, N. Y.

Reprieve for 'Mulatto,' New Jones Show Due

rescinded his de-'Mulatto' here last Marti cision to week after notice had been posted. Instead he moved the show into Detroit, where it will run a week before heading out for some one-nighters through Michigan and Ohio. Jones retains his long-term

on the Studebaker, agreement perim to darken

several weeks between shows. He

several weeks between shows. He is putting plans together to bring a new show he has written tagged Walk-Up' into the house around Easter time.

Will cast and produce the show into the Studebaker here for first showing. Walk-Up' will go into rehearsal, according to present plans, in about four weeks.

Peg Whiffen Honored

Peggy Whiffen, daughter of the late Mrs. Thomas Whiffen, has been given an honorary life membership to Equity, in honor of her mother, who was the first woman member, Miss Whiffen has not lately been, active on the stage.

Equity Nixes 'Road' Benefit Despite Appeal to Wm. Green by N. Y. Mirror

VARIETY

(17) at the Manhattan Opera House, N. was sud-denly switched to Monday, after Equity nixed the performance, Al-

denly, switched to Monday, after Equity nixed the performance. Although it was stated that the benefit was in aid of an arm of the Warm Springs, Ga. movement fostered by President Roosevelt, it was disclosed that the N. Y. Mirror actually sponsored it, moncy to be used for building swimming pools crippled children in New York.

Apbloid's editorial went about it the wrong way, so far as Equity is concerned. Instead of going to the association direct, William Green was contacted in Washington, D. C. Head of the American Federation of Labor was asked to use his good offices to have Equity lots there were several telephone calls between the A.F. of L. and the actors' union officers.

When it was verified that stage hands and others were to be paid, how the control of the actors, Equity ruled against it, saying that if the Sunday show went on, the actors must get two-eighths of a week salary for the performance and there could be no performance and there could be no performance on Monday night, besides, latter being a provision in the N. Y. State law.

sides, latter being a provision in the N. Y. State law.

Equity's stand in the matter was taken because the tab's promotion was not for theatrical charity. Legit shows on Sunday are remained. was not for theatrical charty. Los shows on Sunday are permitted to the Stage Relief Fund, a bona-fid charity for professionals. Other benethe Stage Releft Finit, a bona-and charity for professionals. Other bene-fits are allowed if the actors are paid, or if 15% of the takings are given to the Theatre Authority.

STEVE COCHRAN **OUT OF WASH.** AFTER TIFF

Washington, Jan.

Steve Cochran, for 12 years manager of the National Theatre, Washington, wound up 30 years with the Capital's only remaining legit house last Saturday (16).

Break came as a climax to differences between Cochran and Leonard Bergman, manager of the Erlanger estate, growing ever since the deaths of Abe Erlanger, Bergman's uncle, and William H. Rapley, who discovered and promoted Cochran from program boy all the way up.

Much of the battling centered around the policy of the house, which is owned jointly by the Rapley estate and the Erlanger interests. Cochran having his own ideas about the local situation, especially in view of the fact that he kept the house going through the decline of legit which licked every other theatre in the city.

Understood that Bergman gave Cochran the privilege of resigning, but Cochran refused. Then Berg-

in the city.
Understood that Bergman gave
Cochran the privilege of resigning,
but Cochran refused. Then Bergman, who was in town early last
week, gave him the air in so many
words, effective as of Saturday.
Cochran, who made a local institution out of the National Theatre
Players, summer, stock troupe,
through 12 consecutive seasons and
built up a steady patronage which
assured the house of meeti its
aut on nearly every show, also runs
the National Academy, outstanding
local drama school, and is completting plans for summer-legit
spot across the D.C. line to play
shows barred here by child labor
laws. Both interests will keep im
active in the local field.
Having successfully run tours with
Corinne Griffith and Ethel Barrymore following local appearances,
Cochran may also take a fling at
producing.

producing.

Edmund Plohm took over the managershi He's from N.

Allan Wilkie in Sydney

Allan Wilkie in Sydney
Sydney, Dêc. 29.
Allan Wilkie, English Shakesperian actor, is dickering with the
Fullers for another season in Australia. Bard actor played here
some years ago and made quite a
hit at the old Grand Opera House.
Fullers are believed interested.

"The Eternal HEDGEROW STARTS UP AGAIN; BARD IN CYCLE

Philadelphi , Jan.
Hedgerow theatre, in Moylan, reopens Saturday (23), after one
month's holiday layoft, offering the
customary . three-performances-aused cabelles.

month's holiday layoff, offering the customary t. In re-e-performances-a-week schedule.

Jasper: Deeter, director of the group, plans a Shakespeare festival for the theatre's birthday week (April 21) to cash in on the current interest in the bard. That begins the Hedgerow's regular schedule of six performances a week. Belleved Deeter expects to revive 'Richard II,' Taming of Shrew' and Othello,' which are on the inactive list at the Hedgerow, and add 'Much Ado About Nothing' to the 'repertory. Already active, and one of Hedgerow's best draws, is Twelfth Night.' Suburban troupe, only surviving rep company in the country, will attempt this season to carry out its projected revolving cycle of productions, plan embracing the formation of various subordinate producing groups. Negro group is already working, with Italian, French, etc., groups to follow. It would involve reducing the number of productions permonth from 12 to seven.

Next addition to the repertory, planned for March II, will be Leprnox Robinson's 'Round Table.'

H. G. Wells' Lectures Command Fat Fees

H. C. Wells comes over next fall on his first lecture tour. Subject to to 'The Brain Organization of the Modern World.' Fee is reported will top that of Winston Churchill, who got a high at \$2,500 for a single plat-form shot. Harold Peat bureau is handling.

Shows in Rehearsal

'Having a Wonderful Time'-Marc

'You Can't Take It With You' (road)—Sam H. Harris. 'All About Love'—Alfred de Liagre.

'An Enemy of the People' (revival) -Walter Hampden.

In Gold We Trust—Hope Lawder and Richard Skinner.

'A Point of Honor'-Luther Greene. 'King ichar IF Dowling and Smith.

'Marching Song'-Theatre Union. 'Call Me Ziggy'-Michael Todd. -Aldrich and Myers. Rising Tide Chatterly's Lover'—Jack Lady

Stage Show in Vienna

Stage Show in Vienna Jan.

For the first time in many moons a stage show preceded the film at the Apollo Kino here. Frits Zeilinger worked out a flesh program called film Ernte '(Harvest'), Tobia is distributing this Gaza von Bolvary production, which stare Paula Wessely. Stage show features Karl Koastler, opera singer, and two dance acts, Traudi Samesch and the Fulda Sisters. All acts well received,

ENGAGEMENTS

Lucile Watson, 'All About Love.'

Earl MacDonald, 'Frederika'
Keith, Clarence Derwent,
Augustin Duncan, Olive Deering,
Whitford Kaine, Charles Dalton, William Post, Jr., 'Richard H.'
Aileen, Cook, Bartlett' Robinson,
Harry Meehan, Alan Handley,
'Naught' Naught'
Joaquim Souther, Clyde Fillmore,
Charles Jordan, Eleanor Hopkinson,
trene Cattel, Howard Miller, Frances
Grover Cleveland, Charles Howard,
'Tide Rising.'

Grover Cle

Duke McHale, Grace and Ray MacDonald, Rollo Pickert, George Watts, Wynn Murray, Babes in Ar

Ar Rex Ingram, Martin Wolfson, Certrude Elyan, Frieda Altman, 'Marching Song.' Lillian Emerson, J. Malcolm Dunn, A. J. Herbert, Lewis Martin, 'Point of Honor.'

Current Road Shows

(WEEK OF JAN, 18) 'And Now Good-Bye,' outh, Boston,

mouth, Boston,
Ballet Buse, Auditorium, Los
Angeles, 38-29; Auditorium,
Clarement, Col., 21; Auditorium,
Los Angeles, 22-23; Auditorium,
San Diego, 24-25;
"Ceetkall Bar," Glory,
Francisco.

'Dead End.' Hanna, Cleveland, D'Oyly Carte Repertery, Na-tional, Washington.

'First Lady' (Jane Cowl), Har-ris, Chicago.

'Follies,' Grand, Chicago.
'Frederika,' Forrest, Philadel-

'Fulton of Oak Falls' (Geo. M. Cohan), Chestnut, Philadelphi 'Great Waltz," Curran, San rancisco.

'Hamlet' (Leslie Howard), ixon. Pittsh

ixon, Pittsburgh.

'Hey Diddle, Diddle, McCarter,
rinceton, 21; Playhouse. Wilmington, Del., 22-23.

'Jane Eyre' (K. Hepburn),
langer, Chicago.

'Lady Chatterly's Lover,' righton, Brighton Beach.

('Post 'Leaning oad'), Selwyn,

'Masque of Kings,' timore, 20-23. 'Mulatto,' Cass, Detroi Nasimova Repertory, ncinnati.

'Night of Jan.

'Pride and Prejudice,'

Tobacco Road, Locust, Phila-

'Tomorrow We Live,' tan, Hollywood.

FOUR SHOWS **QUIT B'DWAY**

Outgoing show list has four attractions listed to depart, one already having closed last Saturday, after the matinee. It was 'A House in the Country, Vanderbilt, after one week. Had played a paid preview performance and if the show had gone on. Saturday night, management could not have deducted rehearsal coin.

A HOUSE IN THE COUNTRY

'A MOUSE IN THE COUNTRY'
Opened Jan. '37. Melvin
Levy's melodrama drew no approbation from the No. 1 playviewers. Gabriel (American)
termed it a 'flat-affair, seldom
exciting, new very funny, and
with no tang at all.'
Variety (Duee) said: 'Indications are for a brief stay.'

'Promise' closes at the Little Saturday, at which time it will have played three and one-half weeks. Paced around \$4,500, which was not

'PROMISE'

Opened Det., "36. If the first-attingers did not think much of Henry Bernstein's Promise,' they at least lavished praise on the cast provided for it-by producer Gilbert Miller, watts, (Tribune) called it 'some of the finest acting of the scann."

Variety (Rauf) said: 'New York isn't likely to care very much for it.'

'On Your Toes' goes to the road from the Majestic (N, Y.) after a run of 41 weeks, most of which was played at the Imperial. An excellent money-maker most of the distance, it should fare well on tour.

ON YOUR TOES'
Opened April 11, '36. Okay
notices greeted this early-spring
entry of. last year. Anderson
(Journal) termed 'a smart,
amusing, debonair entertainment.'

ment.'
Variety (Ibee) said: 'Chance:
of clicking are strong.'

Also slated to leave is 'Othello.' It will have played two and one-half weeks.

Inside Stuff-Legit

Although Beth Brown wrote half a dozen novels, some pertaining to show business, reviewers were apparently unaware of the fact, judgi by their notices on 'Behind Red Lights,' which opened at the Longacre, N. Y., last week, and in which Miss Brown collaborated with Samuel Shipman. Play is partially based on her book 'For Men Only.' Her other works include 'Applause,' 'Riverside Drive,' 'Wedding Ring' and 'Man and Wife.'

vire. Melodrama was produced by Jack Curtis. A. H. Woods consi resentation earlier in the season.

Starting, next week, the gallery of the Manhattan Opera House, N. Y. where 'The Eternal Road' is playing, will be closed off and will not be used, unless necessary to accommodate patrons, Although there have been but a few complaints, the entire setting cannot be seen from the top shelf. Ticket scale for the dress circle just below has been revised to \$1.65 and \$1.10, which applied to the 'second balcony' or gallery. Matinee rates will also be reduced for the lower floor, but \$4.40 is still the top at night for the front half of the orchestra floor.

Masque of Kings' opened its first tryout date for the Theatre Guild the Montclair theatre, Montclair, N. J., Monday (18) with only two of its five sets in use and six understudies at work.

Opening was not ballyed because of the Guild's fear of the play being seen in a bad light. Conditions were amounced locally, however. Layoff of two days after Montclair; then Baltimore.

Play was given in its entirety but, because of the size of the stage, the sets couldn't be used. Iliness of east members forced use of subs.

"The Two Mrs. Carrolls," which was a London hit, was taken off after a try-out on the road, but is slated for the boards again later this winter. Mrs. Bayard (Marguerite) Veiller, who wrote the play, insisted on changes for the American presentation. When and if the play goes on again, will be the London version.

Elena Miranova is the only player in the London cast who appeared i the play on this si

In Gold We Trust will bring fourth a new managerial duo in Richard Skinner and Hope Lawder. Latter was formerly in the script department of 20th-Fox and played a small part in 'Ceiling Zero'. Play was tried out at Stony Creek last summer.

Specs' Troubles

(Continued from page 55)

(Continued from page 55)
loss incurred over a period of four weeks, although the Stebbins investment was but one-sixth of what the Warners put up. There was no answer, and the mix-up was left for Monday's (18) powwow. There will be no salary cuts.

During all the confusion the managers offices, Charrell was not present, held on the Coast because of the serious illness of his brother Ludwig, who is his manager. It was charrell who contracted Jimmy Savo for the lead and it was Warners who, after seeing Savo in a Westport tryout, said: "Not with our money." As a result William Gaxton was engaged and it was agreed that Savo be paid in settlement of his contract.

Conversations on the plan for the Rocketellers to take over the show were carried on by Joseph Hazen, attorney, and Jake Wilk for Warners. Barney Klawans, who is manager of the Warner legit department, apparently was not consulted in the deliberations.

Indications are that the business of 'nn' will improve further this week.

Indications are that the business of Inn' will improve further this week.

Last half of last week attendance
mounted and on Saturday it again

"Eternal Road's' Nut
Attendance the first full week at
for Manhattan Opera House, 'N. Y.
where 'The Eternal Road' is spotted,
was considerably under expectationsand operated in the red. Gross was
was figured around \$29,000, although
it was hoped the take would reach
an even break, show costing more
than \$30,000 weekly.

Late last week
management
sought \$15,000 in cash, having the
same financial problem as at the end
of the first Saturday. By Monday
(18), however, the 'ternal Road'
situation looked more promising than
at any time since the spectacle
opened.

at any time since the spectacle opened.

It was proposed to establish a sinking fund of \$75,000 to protect the \$500,000 venture by tiding it over financial tough spots during the next several weeks. Two men of substance offered to put up \$25,000 cash, provided a third new backer everesceured. It was believed that the fund of this week.

Encouragement

Management was encouraged when Saturday night (10) saw the biggest house si the premiere. Orders were, however, to cut down the running expenses and, in that way, duce the weekly nut.

Understood that so far there has been no preponderance of Jewish patronage, despite the fact that spec's scenes are based on the Old Testament.

Largest investors in 'Eternal Road'

ment.
Largest investors in 'Eternal Road'
are Albert A. Strellsin of the Reliance Advertising Co, which controls neon light patents and Maurice
Levin, of Hearn's department store,
N. Y. Described as the spark-plug

TRYING TO BOOK 'ROAD' AGAIN IN CHI

Another attempt by Sam Grisman Another attempt by Sam Grisman and Jack Kirkland to bring 'Tobacco' Road' back into the loop looks chilled, with Mayor Ed Kelly Indicating he will stick to his original decision banning the show from Chicago. Grisman has returned to New York but Kirkland is still around town trying to figure some angle to get the show back in.

angle to get the show back in.
Newest possibility considered by
the producers is bringing of 'Road'
into one of the nearby suburbs, out
of Mayor Kelly's jurisdiction, yet
close enough for playgoers. Under
consideration are such towns as
Cicero, Berwyn, Indiana Harbor,
Evanston, Niles and Winnetka, with
Cicero and Berwyn the most likely.
Only difficulty would be the prob-

Cicero and Berwyn the most likely. Only difficulty would be the prob-lem of a theatre since houses in these nabe districts are all used for films. Kirkland is pondering a deal for rental of a picture house for the try. No worry about the absence of a fly-loft in the picture houses be-cause 'Road' is a one-setter and has no need of flying scenery.

no need of flying scenery.

Kirkland and Grisman are also talking of bucking into the teeth of the gale by bringing the show right back into the loop, if a theatre, is available. They believe that Mayor Kelly may not touch the show this time. They argue that since the time the show was banned in Chi last season it has played many cities throughout the country, without being bothered by the police anywhere. For this reason, they feel, Mayor Kelly will perhaps see that he is pretty conspicuous in being the only one to prohibit the showing and may not try it.

Frohman Ailing

Daniel Frohman, head of the tors Fund, was unable to attend the annual benefit show in its aid at the New Amsterdam Sunday night (17). He has been indisposed for several weeks but was around. Saturday. Head cold and inclement weather forced him to remain at home.

Veteran showman slated to leave for his annu Flori

of the organization show is Louis Nizer, firm of Phillips and known in film circles.

Max Reinhardt, who staged the spec, is returning to the Coast the week for picture commitments.

F.T.P. GOING 'COMMERCIAL'

Thi FTP Reorganized on Pool Base; | FEOERAL AUSPICES Equity Council Opposed to Secret Considers Itself Legit Competish FOR B'WAY PLAYS

Chicago, Jan.
Federal Theatre Project is region is undergoing a change in basic plan since being put under supervision of George Kondolf, who took following the it of Thomas Wood Steven., who now devotes himself to the tour of the Globe Theatre condensed versions of

Globe Theatre condensed versions or Shakespeare.

Kondolf has dropped the idea of devoting each of the three WPA houses here to a specialty and is going after biz through the box-office by putting the theatres into direct and open competition, with the commercial houses.

Great Northern, housing an oriinal revue, 'O Say Can You Sing?' is no longer to be known as 'experimental'; the Blackstone, making ready for premiere of 'Within These Walls,' is no longer to be used as a theatre where it he plays, selected are supposed to 'illustrate successive eras of native drama'; while the refurbished - Princess, originally included as a theatre for plays by, about and with colored actors, will be 'used for any play that comes along.

Kondolf was for years with Charles

shout and with coroted across, with charles frohman, under Gilbert Miller, and knows practical theatricals. He has engaged seasoned men for promotional and publicity work, Frederick Donaghey and Sam Ward. Susan Glaspell, who took the Pulitzer prize for her 'Allison's House' play, is head of the play reading staff, with Alice Gerstenberg, experienced worker in the theatre, as her chief associate. Actors for the project, instead of being assigned to special groups or units, are drawn upon for work in any of the three theatres needed.

DETROIT UNIT STARTS AGAIN WITH 'CORNER'

Detroit, Jan. 19.

Atter two months' idleness, the Detroit Federal Theatre Project returns to active duty this week with preparations for a new production. Martin Flavin's 'Around the Corner' is the first play set, and it's planned to open Feb. 15 in the 'People's Theatre, a 1,000-seater in the northwest section.

Lafayette, which housed the local project for over a year, was abandoned in November as too costly. With the aid of nine performers from the N. Y. project, the local unit ill comprise about 80 persons, including an acting company of 50 and the 'remainder as stage hands, etc. Former state quota, which was cut long with the slash nationally in November, was over 100 persons. Fred Morrow, former state director in Texas, who now heads the local project, believes that the reduced company will be able to produce suitable shows, due to the fact that the N. Y. actors on relief (who've been sent here) are considered on a par with those who are on the acting payrolls in Detroit.

Small vaude unit of 15 persons, which constituted the only activity of the local project for the past two months, will be kept intact and used in schools, churches and charitable events throughout the state.

Herschell Mayo, who former! was an actor in the Detroit project, has been named director of 'Around the Corner,' which will probably bring around 55 ctop, although the prices have not been set definitely. Frequency of productions depends on he bo, take at the first play.

No. 3 'Boy-Girl' Stops

After touring the Eastern territory 16 weeks, Boy Meets Girl' closed in titsburgh Saturday (16). Tour included several repeat dates, including Boston. Only weak territory layed was two weeks in New ampshire and Vermont stands. Two Boy' shows remai, one on roadway, the other on the coast.

F. T. P.'s Ads in N. Y.

Federal Theatre Project i New York started daily adver-tising in all N. Y. daily news-papers Tuesday (19), using reg-ulation listing in theatrical al-phaphets for It Can't Happen Here, 'Adelphi.

Previously the WPA had used

Previously the WPA had used a two column wide box ad each Monday for all its shows, but FTP now considers itself a reg-ular legit in competish with other shows—but at 50c top.

PROBE INTO L. A. FTP URGED BY DEMOS

Hollywood, Jan.

meeting advocated Mass tinuance the Federal Theatre Project and other cultural units of WPA. ile the Democratic Party congressional investigation urged into the projects, in two new velopments this week on L. A.'s involved Project front.

volved Project front.

Mass meet had reps of all the project heads speaking, as well as J. W. Gillette of the Musicians' Union; Rube Burroughs, Councilman Parley P; Christensen, Michael Gold, Harold J. Salemson, and reps of striking maritime workers and other labor bodies. All advocated perpetuation of cultural projects, mainly the FTP, an important only in solving the unemployment problem now and in the future, but also as laying basis for native American culture. Meeting was called by the Professional Projects Council.

Council.

Next night, the Democratic Party County Central Comm. heard a report from Robert Heinlein after investigation of the FTP and other projects. Report urged thorough congressional investigation of the Theatre and Music Projects, with special reference to probing the competence of J. Howard Miller, head of the project in 18 western states, and his immediate aides. John Anson Ford, head of the committee, is forwarding the recommendations to Washington.

IOWA FTP UNIT SET

First WPA Stock Co. in State Will Open Feb. 3 in Waterloo

Rapi

Iowa's Federal Theatre Project will get under way in Waterloo get under way in waterloo with a cast according to J. Howard Miller, regional director for 18 states west of the Mississippi. Efforts to locate the project in Des Moines were abandoned when it was found that no suitable stage could be bed there. he had there

be had there.

Old Waterloo theatre, many years a stock house, is to be utilized. Lucille LaVallier, who has played in stock in Cedar Rapids, Waterloo and other Iowa cities, will play character parts. Ruth 'Whitworth is to be the leading woman' and Elton Hackett leading man. Other members are Betty. Bright, Roy Burnett, Pearl Reed, Kenneth, Ferguson, and Howard Hack, with Hal Philligs as house manager. All. Iowans.

ills are to be changed weekly. Royal Family is the first offerir rehearsal.

Excursion. ictor Wolfson, set about a week by for rehearsal John C. Wilson.

Started With 'Around the Corner,' Now 'But for the Grace of God'-More Directly in B. O. Competish

HAS ADVANTAGES

Taking an entirely new stand, the WPA's Federal Theatre Project is lining itself commercial theatrical ally, going after regular legit biz along more or less regulated commercial lines and starting in to take number of regulation commercial legit seri

lation commercial legit scri irst. serious: move of this sort will probably be the take over by the FTP of But For the Grace of God. current Theatre Guild pro-duction i New York, which the government's theatre arm would put on pronto in half a dozen produc-tions around the country. This would be in direct competition with the original New York production of the same play were it not for the fact that the show is not doing too-well its ist week in New York and is not expected to linger long. It takes the WPA at least a couple of months to get a show on. Up to the present the FTP has

of months to get a show on.

Up to the present, the FTP has concentrated pretty largely on new scripts which were not along regulation legit lines, it grabbed Sinclair Lewis 'It Can't Happen Here, for simultaneous production around the country, it first began laying eyes on more commercial scripts. This season it has kept close touch the Broadway script situation. script situation.

script situation.

First move was with 'Around the Corner,' Martin Flavin play which couldn't make the grade on Broadway commercially several weeks ago. Before it was yet off the boards here, however, several productions of it were slated around the country by the FTP. Now the chatter with the Guild has reached practical conclusion (all set but the papers not yet signed) for 'But for the Grace of God' and negotiations have started for 'Johnny Johnson,' Group Thearter production which closed last week after a short run.
Obviously, the FTP can't get

week after a short run.

Obviously, the FTP can't get scripts which have definite road possibilities on their own, yet, it is pointed out that FTP production of a play in the provinces of moderate or unlikely roadshows is that much gravy for the producer and author (who share \$50 per week per production) with some prestige attached and no chance of a loss. In the case of 'It Can't Happen Here,' show was given '23 simultaneous showings by the FTP, netting the authors \$1,150 per week for a few weeks. And with no strings, no lien by the FTP on film or any other future ri

Atlas' esitance

the matter of But for the Grace of God, New York production is by Theatre Guild and Sidney Harmon, ith Mrs. Hallie Flanagan negotiating for the FTP. Everyone is now satisfied to let the deal go through but the author, Leopold Atlas, still smoothing out some production details with the WPA group. When it goes through, show is to get a certain number of simultaneous showings, along lines of 'It Can't Happen, but will stay out of New York, Boston and Philadelphia. How many productions there will be is the stumbling block, since show requires a number of kids and there is a question whether the FTP can use child actors, or how many it can scare up or where. Ob-

the FTP can use child actors, or how many it can scare up or where. Ob-viously, children couldn't be shipped around to the various WPA theatres around the country and, in a number of towns there are none on relief. Guild and Harmon would get pro-duction credits and Guild would be final authority on all details, ac-cording to the deal, with the fur-ther-proviso that the Guild could have any one or any number of the productions cancelled when and if

Vote Method as 'Too Cumbersome'

Sniper's B. O.

Los Angeles.

Los Angeles,
At the local preem of 'Boy
Meets Girl' at the Biltmore,
Kid Koster, second man with
the company, stood in the lobby,
looking very much like a new
Hollywood leading man. So
much so that more than 20
autograph hounds insisted on

signature. Selieved to be first time that ill-poster made good that

397 SEMI-PROS **MOVED OFF** N. Y. FTP

Long planned shaking-down of the personnel of the Works Progress Admi istration theatre project in N. Y. has started. Inquiries cover is period of six months or more resulted in finding 397 persons in the relief show division who are either amateurs or semi-professionals. Being in need of relief, they will not be let out, but will be transferred to other projects.

In the legit division there were 1,394 persons listed as actors, total legiters being 2,044, which includes supervisors, directors and staff people. Investigation proved 993 were experienced players, 397 with amateur rating and four not classified. There are 787 actors who belong to Equity.

leur rating and four not classified. There are 787 actors who belong to Equity.

Vaude division lists 255 as belonging to the American Federation of Artists. Total on the payroll in the theatre project in N. Y. tops 5,000.

Factions in the relief show outfit pointed out that little theatre people were being given the preference, despite the fact that the project was supposed to be for the aid of professionals. That claim is based on figures showing that 264 persons were listed as semi-pros, while 133 were set down as amateurs. Figures tended to prove that 23% of the actors are not professionals. Legist division appears to have the largest number, 29% being claimed to have been on the list.

In explanation it was reported that, when the project was forming, not enough professionals were on hand. Some non-pros were transferred from other relief projects, those concerned aiming for the show division because the wage in it is higher.

Thomson Denies

nenneth Thomson, secretary of the Screen Actors' Guild, denies having ambitions to succeed Frank Gillmore as Equity head.

issued the statement ike eastern reports.

'Drunkard' in Atlanta

'Drunkard' in Atlanta,
Atlanta Ga, Jan. 19,
Atlanta Theatre Guild, affiliated
with the WPA's new theatre project
here, tonight (Tuesday) will present
The Drunkard.' Will Price, a native
of Mississippi, who has been associated with the Pasadena School of
the Theatre, is supervisor. Prices
have been set at 40 and 25.
John McGee, ass't national director, and Joseph bent, regional director of WPA theatres, are expected
to attend the performance of
Drunkard.'

it disapproved casting or other production details. Also the Guild insists that there must be at least si FTP productions or no dice.

As anticipated, Equity's council did not act favorably on the petition that an amendment to the constitution be adopted whereby members would vote for officers via secret ballot: Instead it will recommend that members vote against the motion the grounds that the proposed system would make for cumbersome method of election. However, because the petition was signed by more than 100 members, the resolution must be sent out to all members and will come up as a resoluti at the next quarterly meeting in March. It is possible that secret balloting will be voted in then, becoming effective before the annual meeting and election late in May.

man, becoming enective before the annual meeting and election late in May.

Having the opposition of presumably a majority of the council indicates that the chances of passage are doubtful. A two-thirds vote of members is required to adopt an amendment at a meeting which must be attended by at least 750 paid-up members. That those favoring secret balloting can muster enough votes is believed unlikely: Should the vote be fairly close, however, there is a chance that the council might put the matter up to the entire membership for referendum. bership for referendum.

Colored WPA Show Opens After Seven Months' Rehearsal

'Sweet Land,' WPA's most recent legit show, which opened at the Lafayette, Harlem, Tuesday (19), reharsed nearly seven months, having gotten under way last June. That is the longest rehearsal period yet for a drama under relief auspices. Show has a mixed cast, there being 63 persons on the stage, eight of them whites.

persons on the stage, eight of them whites. Show was staged by Barzell Jones, a colored directoress and, cording to reports, racial strife was narrowly averted several times. Complaints made to Equity indicate

Complaints made to Equity indicate that Miss. Jones has been unusually severe in handling the white portion of the cast. Another complaint was over long hours of rehearsal. Actors say the stager called them for rehearsal at 7:30 p.m. and that they were kept in the theatre until two or three the next morning. Sundays have been used for rehearsals also. Such rehearsals are, not usual, but because "Land" has been in preparation so long, the Equity deputy was instructed not to permit a rehearsal last Sunday (17).

TROVATORE' SET BUT CLEVE. CAN'T SPOT IT

leveland, Jan. 19.

After rehearsing 'Il Trovatore' for three months, the local WPA singers are all dressed up, ready to go but can't find any theatre for production. Marcet' Salzinger, director of federal music project here, is fighting city officials over the unusual problem. Only theatre big enough and available for opera, he claims, is the Music Hall of civic audio torium, but that's the teaser. Rent for hall runs about \$700 per night; plus costs for stage hands and lighting, with no exceptions. Salzinger trying to get it free grounds that FMP has spent about \$300,000 here and deserves M. Herbert Buckman, manager for theatre, is still firm about demanding rent so the opera singers may have to stage Trovatore' out in the streets.

'Glory for All,' by Nat Parrin, taken by George Jessel, actor, who will produce it around Feb. 23.

Plays On Broadway

But For the Grace of God
Drama in three acts (10 segmen) by the pold Alina presented by Them's polding in appointing with Stoney Hardmon direction. Begins Schneider; settings. Stew 18-12 (10 segmen) by the state of the polding in appointing with Stoney Hardmon direction. Begins Schneider; settings. Stew 18-12 (10 segmen) by the state of the polding in the polding

Second Woman Marte Black Planter Browner Without Parket Browner Browne

audience must share it for three acts.

It cannot be said that Atlas, in his enthusiasm for giving a frank, if brutta, account of his thems, tog of all and the said of a policeman's revolver in the said of the sweat-shop proprietor, and other such items are evidences of that. And as long as he went that are, he might as well have gone farther, with a laugh now and then or shading. He hooks when he should jab. His argument is blunt, but, not entiraling.

That child labor is a terrible thing

BEHIND RED LIGHTS

· Molodrome in three acts presented; at
25 0-14 N V Ton 19 . '97 . hy Tock
Melodrama in three acts presented at Mansfield. N. Y., Jan. 13, '37, by Jack Curtis; written by Samuel Shipman and
Curtis; written by Samuel Shipman and
Beth Brown; staged by A. H. Van Buren;
Lily White Maida Reado
10e Burke ruce Machan Pando
Laly White
F. Reid Singleton Murray Bennett
Ben Miller
Ruby lanche Gladstone Jerry Wilkins George Lewis Mona Barbara Brown
Ruby T Tancho distance
Jerry Wilkins
Mona
Fay Barbara Fulton
Coorgo Boyton
Med Stone
Ned Stone
Peggy
Peggy Thelma Shaw Gladys Lucille Beaumont
Winnie
Frank Moran Arthur Hughes
Frank Moran
Dan O'Connor Edward Andrews
Jim Donovan
Samuel J. Armstrong Hardle Albright
Lucy Gray Beatrice Kay Norma King Dorothy Hull
Marothy Hall
Norma King
Wendy
Wendy
Myrtle
Toom Eileen Wenzel
Mone Morels
Connie Grand Mary Mortis Kitty Mitzl Haynes Eddle Don Ostrander
Kitty Haynes
Eddle
Delight
in the Column There the Column The
Three College Boys Anan Dinnary, Mr.
Stephen Wilson
Three College Boys Alan Dinhart, Jr. Stephen, Wilson Dick Jackson Richard Sterling Tony Earl Edit
Tony Earl Ebi
Nick
Com Marin
George
Policemen "3 John Kearney

'Behind Red Lights' is a better vening in the theatre, than first

cent Dewey investigation into vice in the city of New York. Scene is that of an alleged theatrical booking agency, into which girls from the hinterland are lured by ads or brought in by scouts.

brought in by scouts.

That section of the play is racy and tabloid, what with the arrival of the girls and the detail of booking them into various joints. But there is no mistaking the purpose, nor the tent, of the procedure. It supposed to be a regular business, with the name of the bi boss always withheld.

withheld.

Another first act scene is that of the state's special prosecutor, who queries witnesses in an attempt to uncover the leaders of the racket.

uncoyer the leaders of the racket.

Among those called in is Norma
King, keeper of one of the most fastidious bawdy houses on Park avenue. Then the play begins. She parries the prosecutor's questions cleverly, which ordinarily would establish her as the number one madamof all time. Her joint is outside the
ring, leaders of which are attempting
to force her to join up.

time, teacure of which are attempting to force her to join up.

Second and third acts of the play are spotted in the reception room of her place. Girls are assigned to out side calls yet, curiously, it is a mitted attemption of routing. There are some to Samuel Armstrong, investigator, one, emphasized being to the effect that, the profession is legitimate. At the end, the declaration is made, that the, only way to eliminate compulsory, vice rings is to legalize houses of ill repute.

repute.

'After a breezy start, Dorothy Hall comes through again with a corking performance as Norma. There is a difference of opinion about the others in a large cast which, by the way, will figure in 'Red Lights' stayring changes. Play is well produced, but there is the question whether it fits into the present day ploture. Ibee.

HOWDY STRANGER

Play In three acts by Robert Sloane and outer Pelletter, Tr., presented by Ted Ham-werteln and Denis Du-For, in association (th Robert Goldistele, Jan. 14, '27 at Long N. Y.; staged by Carl Hunt; settings, arle O. Amend. 35.30 tob N. Coal Hant sections,
3.30, (b):
3.30, (b):
3.30, (c):
3.30, (c): Tex

1st Dude

Miss Martin

Ma Hardy

Jane Hardy

Panthis

Jeff Hardy

Professor La Sandre Waring Elaine Adams Monica Klopping Kay Thorne

Howdy Stranger (originally 'Git Along Little 'Degie') - 't a stage play and won't inger long at the Longacre. Its chances, however, as a screen, property are good. Basic plot skeleton has scope for, studio writers to develop. Even in its present awkward form it clocks a few giggles. Mechanism for farcial situations is present and, when maniputated by experienced story-tellers, should make acceptable hoke entertainment.

tainment.
Play is a side-line venture of several radio personages. Ted Hammerstein conducts the Kolynos tooth-paste program. Bob Goldstein has been identified with Blackett-Sample-Hummert and the lead (who tons Frank Parker. Also scattered through the east are various radio-performers.

performers.

Radio plays a part in the story, but only superficially. Not enough to bring in questions of trade inside or trade satire, as such. Which is a plus for story value.

plus for story value.

Dude ranch, New York broadcasting studies, Madison Square Garden rodee, a hoke session with psychologist-hypnotist are some of the blot elements.

chologist-hypnotist are some of the plot elements:

Hitch-hiker from Brooklyn (Frank-Parker): with a morpid fear of all animal life, pauses at a dude ranch in Wyoming and, through a fluke, is: discovered as a radio possibility by a visiting agent. Given a publicity avisiting agent. Given a publicity build-up as a genuine singing cowby, his adventures in Manhattan, together with his fear of horses and cattle, creates the comedy. Under the spell of hypnosis he breaks a rodeo record at Madison Square Garden,

Garden,

Comedy talent agent (Louis Sorin), snappy Broadway press agent (Russ Brown), jealous heel (Arthur L. Sachs), and a flock of newspapermen, will be recognized by Hollywood as familiar types. Yet there is a certain freshness to the stuff. This may be due to the co-authorship by two lads just out of Dartmouth.

This may be due to the co-authorship by two lads just out of Dartmouth.

As a play the flaws are primitive.

Awkward entrance and exits, over-rapid plot, uncertain dialog with too many private gags for the amusement of friends of the management (notably Joe Pincus, the 20th Central Canada Canada

tury scout, who is mentioned half a dozen times). Efforts to get laughs by radio references turn into pancakes. Stage direction is bumpy and the principal set is a ghastly affair of purple walls. Production looks cheap and amateur throughout, although some of the performances are locally. Especially those of Russbaire. Hers is a negative, casual and badly written part, but she almost rises above it.

Frank Parker, wisely and modestiv.

badly written part, but she almost rises above it.

Frank Parker, wisely and modestly, does not feature himself. This is his first stage try. After three weeks on the road, and with a new first act pushed, in at the last minute, he faced Broadway. He got through okay. And that entitles him to honorable mention. He needs coaching and experiented by the stage of the face of the stage of

Lohmir Chasina Haben

Lohmir, Chasina, Haben

Mudela Cerde Married')

Siged: music, Sholom Secunder, tyrics, Jacob,

Jacobi, Gancei, Mary Barniz; sete,

Sob, Jacobi, Gancei, Mary Barniz; sete,

Sob, Jacobi, Gancei, Mary Barniz; sete,

Sob, Jacobi, Gancei, Mary Barniz;

State Married Cerde Married Cerde

Chalabe Rivah

Diana Goldberg

Diana Goldberg

Diana Goldberg

Paul Burstein

Louis

Paul Burstein

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Louis

Lawendo

Typical of Yiddish musicals, this Itak Feld opus seeks favor by emphasizing with calculated exaggeration the eccentricities of some of its principal characters. It succeeds in achieving enough mixed comedy and sentiment to place among the favorities of the current, Yiddish stage constraint Itak Feld of course, tops. repertoire. Itzik Feld; of course, tops

repertoire. Italic Feld, of course, tops the performance.

Theme of this musical is similar to those usually underlying pop Yiddish shows. Cantor's daughter loves she, therefore, weds an eccentric with a heart of gold. Husband goes broke, whereupon the girl realizes he did it all for her and a sentimentally righteous ending results. Two or three minor romances generally round out the book, and in Let's Get Married, there are a couple of these pleated with buffoon.

Let's Get' Married, there are a couple of these pleated with buffoonery.

Michael Saltzman has given the show some colorful settings and Anschel Schorr and Michael Wilensky have staged the piece well.

Perhaps the music is one of those deft arrangements: of recollective phrases of folks and American populations of the setting of the s

WPA

REVUE OF REVIEWS

REVUE OF REVIEWS

Hollywood, Jan. 14.

Satirical review of magaines in two installments by dense stone and Jack Robinreview of magaines and Jack Robinproperty of the stone and Jack Robinstaged by T. ... Fault, dance direction,
Myra Kinchi, settings and costume designs,
Cant. Peter Grouso. Robert Buchanny,
Frank Hophiteon, Edwin Lisman, Lee
Sweetland. Ray Thomas, Oscar Teel, JackWalker, Henry Sherr, Norma Angelouise
Walker, Henry Sherr, Norma Angelouise
Mary Hollow Holling, Henry
Roleman, Ray Balley, Patey King, Harper,
Roleman, Ray Balley, Patey King, Harper,
Roseman, Janita Sach, L'atticla Eroper,
Roseman, Hayalta Sach, L'atticla Eroper,
Roseman, Hong, Burnough, Torry Gennyo,
Janita Shen, Terry Gennyo,
Boward Michaels, Bill Norris, Lyle Olston,
Sarra Rostov, Dorothy Whitmore, Madeline
Grave Adelphi, Chy Dalton, Marchen
Jorgensen, Teru, Rev. Faulkner, Loo
Lorentes, Dursten, Milder Wilmott, Burston,
Stally Wedderein, Mildred Wilmott, Burston,
Marthy Pernipules.

Booled by Calabattat

with better than fair results. Each stanza draws its title from one of the stanza draws its title from one of the news-stand group and in many instances the characters introduced are readily recognizeable.

Typical is Physical Culture Magazine, which takes Bernarr Machadden for a ride. Arnold Robertson, as Bertiam MacFuddle, the strong-muscled publisher surrounded machadden for a ride. Arnold Robertson, as Bertiam MacFuddle, the strong-muscled publisher surrounded machaden for a ride. Arnold Robertson, as Bertiam MacFuddle, the strong-muscled publisher surrounded writers. This particular is non-considered writers. This particular is not a right of the production and draws spontaneous laughter.

Dance Magazine is another laugh provoker. Regimentation is the theme, with stern faced male and female dancers going through a lunch-pail routine that is very good. G.Man Stories is sattre on the cumber of the standard standard for the s

BOY-GIRL' BIG \$12,500 PITTS.

ittsburgh, Jan.

First out-and-out farce of the legit season oiled the Ni wheels again last week, following a record

low for the previous 'Two Mrs.
rolls.'-'Boy Meets Girl' bounced the
house back into coin again at \$12,500.

rolls. "Boy Meets Girl' bounced the house back into coin again at \$12,500. That's real money considering the fact that the comedy played to the lowest top of the year, \$2.28.

Another thing that Boy Meets Girl' proved was the fact that 'hames' aren't essential here. Boys, did a smart job of selling, eashed in on the piece's Broadway rep smartly, as evidenced from heavy mail order, and got the show a good opening. Bave notices took care of the rest. Leslie Howard's 'Hamlet' is now current and, even at the \$3.42 now, stiffest all season for a straight play, promises to wind up with a smart take. Advance lads have been lining up a 'fock of school and college parties for cut-rates.

Estimate for Last Week

Bay Meets Girl' (Nixon; 2.100; \$2.28). Despite absence of name, this one came through with a right smart week at \$12.500. First bonadde' farce of the season, which had something to do with biz.

Tourist-Ad Opera

ienna, Jan. 8.

Music to the Text of Post-Cards'
was played here by H. E. Apostel
in-commemoration of Alban Berg's
first memorial, held in the Musikverein Hall. Piece had never before
been played in public.
Hedda Kux sang the words,
consist of the usual foreign fourist

consist of the usual foreign tourist advertisements on European postal

Opus one and two of the late com-poser were played, too, few scenes from his opera Wozzek' produced.



NEW THEATRE SCHOOL

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117 West 46 St. N.Y



"I·MILLER"

Chi Is Hotcha; 'Follies' \$28.000. Eyre' \$19,000, Capacity for Both

Chicago, Jan.

Legit box-offices around town are full almost to bursting. Houses of at east two shows aimply can't hold the customers, while two officer are comfortably filled every night as the Grand and Jane Eyre's at the Grand and Jane Eyre's at the Grand and almost property of the company of the compa

Next door at the Grand, the same tory is the case, with thekets at a gremium for the town's only musical. The case is the case, with the case is the case in the case of the c

and publicity campaign that has been a knockout.

Weak sister of the legit list was Mulatio, which called it a run at the Studebaker on Saturday (16) and scrapmed to Detroit.

Estimates for Last Week
First Lasty, Harris (1,000; \$2.75) (4th week). Washington satire going along to fine grosses at \$14,000.

'Jane Eyre, Erlanger (1,300; \$3.30). (2d. week). Katbarine: Hepburn meaning, absolute sell-out for three-weeker. First session held down by subscription, but a walloper at \$19,000.

Leaning on Letty, Schwyn (1,000, \$1,51,000), week, Settling down for a fell till the week, Settling letting lend from out-of-towners. Up to better than \$12,000 last week.

Mulatto, Studebaker (1,400, \$2.20), Closed here Saturday (16) after three sad weeks and skipped to Detroit, original folding notice having been withdrawn, Under \$5,000 last week.

week.

'Ziegfeld Follies,' Grand (1,300; \$2,85) (3d week). Smash business. Seats at a premium. Over \$28,000. Credit li here also for the press

'Can't Happen Here,' Blackstone.
Another week and out for 'Within These Walls.'
'Oh, Say, Can You Sing?', Great Northern. Musical picking up a bit, with additional publicity and press breaks.

L. A. Likes 'Boy,' \$13.500 First Wk. **Tomorrow' \$6,500**

Los Angeles, Jan. 19.
Picture mob is not-footing it to the Biltmore to see Boy Meets Girl, and, with the downtown hotels crammed with assoul capacity, comedy is piling and the standard grosses. Piece is now in its second week, with one to so.

At the El Capitan in Hollywood.

At the El Capitan in Hollywood.

Tomorrow We Live' wound up four weeks (17) to fair returns.

After many weeks the Federal Theatre Project is changing its program at the Marionette theatre on Jan. 20, and 'For Business Reasons' debuts at the Beaux Arts theatre Jan.

21 for four nights.

Estimates for Last Week

Estimates for Last Weer Bey Meets Cirl, Bitmore, Los An-geles (C-1,656; \$3.30) (1st week). Without names that spell anything at the box-office, this much-discussed comedy piled up a nifty \$13.500 in its initial stanza. Most of the trade is at the window, with only small ad-vance.

ance.
"Tomorrow We Live," El Capitan,
follywood (C-1,571; \$1.65). (4th
feek). Trade started sagging last
feek, but at \$6,500, plenty okay.

Revue of Reviews, Hollywood Playhouse Debuted an 14 after short postponer by and still needs tinkering, both the provided to doky when hitting its pace.

"Ladles of the Jury, Mason. In for 12-day stay, closing Jan. 24, "Help Xoursell," Musart. Another new one, opening last Thursday (14) and skedded to stick until the end of the month.

'Green Grow the Lilacs.' Mayan. Holding firm and remains until Jan.

The Jewel Tree' (mats) and Marionette Varieties' (nights). Marionette theatre. Bows in fomorrow (20) for an indefinite stay.

'For Business Reasons, Beaux Arts.
Optoping, Thursday (21), for four nights only.

'Children's Hour' Ends Road Tour After Okav \$10,800 in Baltimore

Baltimore, Jan.
'Children's Hour' ended its road tour here at Ford's last week with a very good grab of \$10,800 at \$2.20 top. This stanza 'Masque of Kings' will come in Thursday (21) night for four performances. Tryout was carded to open Wednesday, but yesterday (Monday) morning, the Theatre Guild notified the house that the date had to be shoved back.
Advance for, and interest in, 'Masque' indicates a sell-out engagement here.

Masque indicates a self-out engagement here.

Next week the indie Maryland has a tryout of 'Hey Diddle Diddle,' and opposing it at Ford's will be George M. Cohan's new play, 'Fulton of Oak Falls.'

List lined up for the future is bright. Season so far has been the best for and with road shows in five waars or so.

D'OYLY CARTE **BIG \$28,000**, **PHILLY**

Thiladelphia, Jan. 19.

With only two legit houses, not counting the pop-priced Locust, open last week, biz picked up considerably. D'Oyly-Cavte Co., somewhat of a disappointment in its first week at the Forrest, jumped to virtual capacity for most of the second week and ended up at the \$28,000 mark, which was plenty good, even for a \$3. top show.

Dead End, after skidding in its second week at the Erlanger to a little under \$10,000, came back towards the end to make the third week a mighty fine \$13,000; show is now listed to return here after about six weeks.

wards the end to make the third week a mighty fine \$13,000; show is now listed to return here after about ix weeks.

WPA show 'It Can't Happen Here,' brought in from Jersey, just couldn't and final week in the Locust was not inful, gross going under \$2,500.

This week has more activity, although the Erlanger is dark until Feb. 1. Fulton of Oak Falls,' with Geo. M. Cohan starred, started a single week's stay at the Chestnut last night and the Shuberts' big operetta. Frederitian came to the Properties of the Lunt-Fontane vehicle.

Properties of the Lunt-Fontane vehicle. The Propert

SUMMER' FINE \$11,500 SEASON'S TOP, NEWARK

Newark, Jan. 19.

Carriage trade came out in force to see Ina Claire and Osgood Perkins; End of Summer' at the Shubert last week and the b. o. throbbed to \$11,500, tops this season. This is all the more surprising since, when the control of the c

'FREDERICKA' \$17,000, FINE IN WASHINGTON

Washington, Jan. 19.
Trederika' wound up its week at the National, here, Saturday. (16), with an approximate \$17,000 at \$3.30 top. Vanguard of inaugural crowds helped some, but the fact that the town has had few big musicals this content of the incress. Current is the D'Oyly Carte Opera Co, in for two weeks, with 'Gielgud in 'Hamlet' set to follow.'
Belasco theatre is now back on the Shuberts' hands after two years as a foreign-film house. It is the only theatre in town equipped to go legit on 24 hours' notice and the success of the National, only other spot, has started plenty of runors of the probabilities of a second venture.

LESLIE HOWARD \$21,800, BIG, IN OHIO

Cleveland, Jan. 19.

Although starting miserably, the Hanna's legit season has been picking up steadily, reaching a peak last week in Leslie Howard's 'Hamlet' which nearly licked the record of Cornell's 'Wingless Victory.'

With a \$3.30 top, Howard romped away with \$10,300 on three days, with one matinee. Latter was sold out, femmes and students dominating. 'Hamlet' gross is the season's second best, 'Wingless Victory' having taken \$14,800 in four performances. The and the latter was sold out, femmes and students dominating taken \$14,800 in four performances. The start week 'Hamlet' (Hanna; 1,435; \$1.10 to Stimate for Last Week 'Hamlet' (Hanna; 1,435; \$1.10 to Stimate for Last Week 'Hamlet' (Hanna; 1,435; \$1.10 to stimate for Last week 'Hamlet' (Hanna; 1,435; \$1.10 to st

nights.

Cincinnati, Jan. 19,
Leslie Howard in 'Hamlet' got approximately \$11,500 on four performances last half of last week at the indie Tatt theatre. Top price was \$2.50. He was opposish to his picture Romeo and Juliet' (MG), roadshowing at the RKO Capitol.

Local business end on 'Hamlet' was handled by Milford Unger, for years resident manager of the Erlanger stand, the Grand Opera House, now leased by RKV delegated by trustees to the Taft to supervise advance campaigns of shows playing there. Cox. in the Shubert circuit, relighted this week for the first time in a month. Has Nazimova in 'Hedda Gabler' and 'Ghosts' for splits on six night and two afternoon performances at \$2.26 top. Cast includes Harry Ellerbe and 'McKay Morris, local faves.

Strike Holds Nazimova To \$7,500 for Detroit

Detroit, Jan. 19.
Cass put in one of its worst weeks this season last stanza, with notices, auto strikes, flu scare, et al, holding Nazimova's 'Hedda Gabler' and 'Ghosts' down to only \$1,500.
Heavy plays didn't help matters either, and the second half of the week 'Ghosts' wasn't any better than the first part.
Current is James Kirkwood in 'Mulatto', which grossed plenty last time in.
Estimate for Xada.

Mulatto, which grossed plenty last time in. Estimate for Last Week Hedda Gabler and Ghosts' Cass; 1,400; \$2.20 top). Nazimova's Ibsen repertory couldn't beat the auto strikes, so the gross sunk to \$7,500. Current is a return engagement of 'Mulatto,' at \$2.20 top.

Broadway B. O.'s Up at Week-End; 'Women' Joins Top Group at \$19,000

rom last Thursday on, Broadway's business was booming, and by Saturday theatre attendance all along the line was heartening to both managers and agencies. Grosses did not show marked advances because of duliness in the earlier days last week with takings were up to make the post-blew Year's week.

The Women' exhi ited unusual strength, climbing steadily towards \$19,000, and is now with the straight show leaders. You Can't Take It With You' however, in highest demand, limited seating of its house (Booth) being a factor. It got \$15,000, which is over capacity.

The standout's continute to hold to bing money—Tonight at \$3.00, \$24,500; which is over capacity.

The standout's continute to hold to bing money—Tonight at \$3.00, \$24,500; was over expectations, following a post-hold of the property of the standout scontinue to hold to bing money—Tonight at \$3.00, \$24,500; was over expectations, following a post-hold of the property of the standout scontinue to hold to bing money—Tonight at \$3.00, \$24,500; was over expectations, following a post-hold of the property of the standout scontinue to hold to bing money—Tonight at \$3.00, \$24,500; was over expectations, following a post-hold of the property of the standout scontinue to hold to bing and the standout scontinue to hold to bing a factor. It got \$15,500, Brother Raf improved and looks set for a run; Hamlet over \$15,000.

The Eternal Road' was under expectations last week, its first full six day stretch, but the box-office is a beehive, and the spectacle will six day stretch, but the box-office is a beehive, and the spectacle will show in town in ticket demand; should standout to standout the standout scontinue to hold to be standout to standout the standout scontinue to hold to be standout to standout the standou

Noss-3.3.0 with aid of cul-rates, went the week and with aid of cul-rates, went that on spring. Soon mark, should stick into the sound stick into the soon marked the soon marked stick into the soon marked sticking hou to shall money; house will go over to John Colden for State shall marked shall sticking hou to shall money; house will go over to John Colden for State shall marked the shall sticking hou to shall money; house will go over to John Colden for State shall marked the Country. Vanderbilt. Withdrawn Saturday; panned; one week.

'Howdy Stranger,' Longare (2d week) (C-1,019-\$3.30). Opened late

Withdrawn Saturday; panned; one week.

'Howdy Stranger,' Longacre (2d week) (C-1,019-\$3.0). Opened late last week and drew adverse notices; chances look doubfull.

'diot's Delight,' Shubert (resumed eng.) (36th week) (C-1,387-\$3.30). One more week, then to road; closing announcement upped pace, with last week around \$18,000.

'On Your Toes,' Majestic (41st week) (M-1,717-\$3.30). Final week; has made a good run of it and should be a strong draw on the road; last week estimated around \$17,000.

'Promise,' Liftie (4th week) (CD-\$34-\$3.30). Final week; import disappointed and affected by post-holi-

Boston Crying But Cohan \$10,000,

Muggy weather and warm rains hit the legit houses and the niteries almost equally hard last week. The-

Tallulah \$9,500, 'Prejudice' \$15,300

hit the legit houses and the niteries almost equally hard last week. The atres had no sock hit and it was a week of low grosses and much waling.

George M. Cohan in of Oak Falls' did not hold up as expected; this town usually responds poyally and regards, him as being practically a local boy. Two weeks was enough and Philip Merivale in 'And Now Good-Bye' opened last inght '18), at the Plymouth with a strength the properties of Jane Eyre' touched okay that a strength '18), at the Plymouth with a strength '18), at the Plymouth with a sparently helred after heavy busings of Jane Eyre' touched okay that strength '18), at the Plymouth with a sparently helred after heavy busings of Jane Eyre' touched okay the strength of the stren

head in 'Reflected Glory' the Shubert and 'Pride and Prejudice' at the Colonial are both holding over for second weeks.

about \$600 over seating capacity.

Revivals:

Hamlet. St. James (15th week)

(D-1,520-\$3.30). Another week to go;
last week somewhat under previous
pace, but plenty okay at \$15,200.

The Country Wife, Miller (8th
week) (C-944-\$3.30). Last weeks
announced, but should stick into
February; \$9,500 last week

"Odello," New Amsterdam; ird
and final week.

and final week.

WPA

'Sweet Land,' Lafayette, Harlem;
mixed cast drama; opened Tuesday,
Dr. Faustus,' Elliott; doing very
well; ticket agencies paying some attention.

'It Can't Happen Here'; 'Adelphi.

Bassa Moons,' Riz; moved down
from Harlem.

Flight,' Heckscher.

Gilbert and Sullivan, Daly's; extended.

WALTZ' \$18,500 AND H.O. S. F.

San Francisco, Jan. 19.

'Cocktail Bar,' an operetta by
Lloyd Chase, had its world premiere
at the Geary theatre here Wednesday
(13). Sickness in the cast delayed
the opening two days. Although
critics gave the show dair notices, its
success is dubious. After a run of
three weeks here, company will move
on to Los Angeles and then possibly
New York. Rumor has an angel i
the background, furnishing plenty
money.

New York, Rumor has an angel i the background, durnishing plenty money.

'Great Waltz' is having a fine run at the Curran theatre. Its second week, it topped biz for the preceding week. Department of the control of t

Bill (Tapacan) Halligan Gives

Miami Beach, Jan. 16.
Manhattan's balmy January breezes
have ruined Miami Beach business,
and the local nocturnal gyperies
don't know what side their gi is
bittered on. Barring Jaek Dempsey's
baronia! Headache Emporium, most baronia! Headache Emporium, most nite spots are in the crimson, and the only sign of life along the Rue Roney are the aimless meanderings of Steve Hannagan's photographers looking for a third-rate celebrity.

The evening's entertainments have hit new low, The bonifaces say they are doing great every other ight—the night you're not there. The whirl of the wheel and the rattle of the ivories are only a memory of

of the ivories are only a memory of other days, and the Roney Plaza toyer looks like the Capitol theatre's balcony during Aimee Semple Mc-

balcony during Aimee Semple Me-Pherson's week.

It looks like the smart set took Horace Greeley's advice and headed for Santa Anita, where a movie star without a racing stable is no longer to drawer. All the Park ave, good-time Charlies are missing, and gais who wouldn't give one a tumble last year unless one had a 75-50ot yacht are now looking for a sucker with a row boat. Caleb Bragg, Bill Leeds, Dan Topping and others of a like ilk are seclusion in Palm Beach, where the tariff is more like it.

Attractions

Rudy Vallee opens this week at lernarr Macfadden's Deauville, Bernarr Machaden's Deauville, where the ozone-inhaler has forgot ten his raw bran formula for the more invigorating Cuban rum exhibitantor. Wayne King, the effete Chicago waltz king, is lulling the natives to sleep with his haunting melodies at the Biscayne Kennel Club, where Frank January Bruen is try-ling to reviviry interest in the rapidly are adding causes merry. Around.

ing to revivity interest in the rapidly fading sausage merry—round.

Eddie Garr is knocking them for a row of grapefruit at the Hollywood Country Club, and Terry Lawler, Emmett Callahan's good-looking redheaded daughter, is doing likewise at the Yacht Club. Ted Lewis is over in Miami at the Royal Palm, where a few slot machine gadget makes it legal to play the wheel or shoot crap

unmolested. Mert Wertheimer of the Michigan Wertheimers, of Detroit's first families, is the impresario in charge. Heywood Broun, Bill Farnsworth and Damon Rumyon have folded their, tents like a one-night stand turkey carnival.

Mrs. Marvin Schenck and her. swell pop, Jake Lubin, are in Hollywood with only Joe Pincus to talk to, and Joe lick and Irving Tishman have headed back to the land of ice and snow—and good hotels—sadder but wiser, after cluttering up the \$5 mutuel window buying losine tickets on skates they got from a blind clocker. George Trommer, the Brooklyn beer baron, is here opening a miniature roadside rest that will spell the dom of Mother Kelly's and the other Citrus Fruit Juice peddlers, and a day of prayer, has been set aside next week to see what can be one about 'Dollars from Heaven.'

NEW GRAND TERRACE

Chicago, Jan.
Grand Terrace, colored nitery, will
close down Jan. 25 with the exit of
Earl Hines' orchestra.
Ed Fox, owner, will build another
spot using the same name. It will
also be on the south side of town.

BIRTHS

Mr. and Mrs. Izzy Grove, daughter, in New York, Jan. 13. Father, termer boxer, now vaude agent in

Lagner boxer, now vaude agent in Mrs. Harry Lubcke, 24an. 11, in Hollywood. Futness, director of television for Don Lee network on Coast.

Mr. and Mrs. J. Milton Strauss, daughter, in Los Angeles, Oct. 16, 1938. Mother is Claire Dodd, picture actress.

Mr. and Mrs. Ralph Rainger, daughter, in Roy Russ Clancy, daughter, in New York, Jan. 17. Father is chief announcer of Station WHN. Mr. and Mrs. Frank Shagrue, a son, Jan. 17 in Hollywood. Dad is employed in Metro's camera department.

New York Theatres





PITOL # WILLIAM POWELL AFTER THE THIN MAN' Coming GARBO-TAYLOR

STATE MARLENE DIETRICH CHARLES BOYER GARDEN OF ALLAH" On the! Milton BERLE



PARAMOUNT

"THE PLAINSMAN" With GARY COOPER and JEAN ARTHUR

ON THE STAGE—RAY NOBLE and His Orchestra

"MEN ARE NOT GODS"

IAM HOPKINS GERTRUDE LAWRENCE

MILES RIVOLI "MAY."

BADIO MUSIC HALL "LLOYDS OF LONDON"

Spectacular Stage Producti

SEATS 25° PM

"3 SMART GIRLS"

ON THE STAGE—BORRAH MINE-VITCH AND GANG

Keit Will Case

Will of the later J. J. Keit, who The Lowdown on Not So High Miami was connected with the Columbia burlesque wheel, may be protested was connected with the Columbia burlesque wheel, may be protested on sor of the former to the folial bequest is made to the two sors of his son Jerome Keit, formerly of Remick's, when they reach the folial nocturnal gyperies in charge. Heywood Broun, Bill burlesque wheel, may be protested of Remick's, when they reach the folial nocturnal gyperies in charge. Heywood Broun, Bill burlesque wheel, may be protested of Remick's, when they reach the folial nocturnal gyperies in charge. Heywood Broun, Bill burlesque wheel, may be protested for the later. J. J. Keit, who was connected with the Columbia burlesque wheel, may be protested for the later. J. J. Keit, who was connected with the Columbia burlesque wheel, may be protested for the later. J. J. Keit, who can be the protested for the later. J. J. Keit, who can be the protested for the later. J. J. Keit, who can be the protested for the later. J. J. Keit, who can be the protested for the later. J. J. Keit, who can be the protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for the later. J. J. Keit, who can be protested for

Mad. Sq. Garden Turned Into Hash House for Tribute

There probably was more unique event in Madison Square Garden, N. Y., than memorial beeksteak dinner held there Monday (18) in honor of the late Joe Humfight phries, most colorful

(18) in honor of the late Joe Humphries, most colorful. fight nouncers and the tops in his field as a humorist. That the affair brought to the dais notables in the sporting world spoke for itself. The dinner was held under the auspices of the Boxi Writers. Association of New York, with Hype Igoe-setting off the works. Nat Fleischer was general manager and Jimmy Walker the toastmaster:

It was a remarkable tribute to a main of Humphries station. He had made many fight fans laugh at the right time and he knew many people of the stage, in addition to everyone in boxing game. The Beaut' as he was called, a reminder from Herbert Bayard Swope, will have a bronze memorial plaque in the lobby of the Garden as the result of the dinner, guests nearly filling the whole arena.

Ring sans ropes served as a platform for entertainers who luckive

dinner, guests nearly filling the whole arena.

Ring sans ropes served as a platform for entertainers who luckily went on before the speakers. It was somebody's idea that every type of old timer should appear. There were too many a.k.'s and at one time it looked as though there would be a contest as to who could sing. The Mulligan Guards' the best or loudest. Unfortunately much more talent was on hand but never called upon.

Curious thing about it all was the fact that Humphries never sipped beer. He liked his whiskey straight and if somebody started singing those old time numbers, he would either leave or say: 'Will somebody shut up that so and so.'

Still had he been around Monday night he'd have taken it and liked it.

DETROIT DICE SPOTS DARK

Detroit.

\$1,000,000-a-week gamscooted out of town

last week with inauguration of new state administration, headed by Gov

sate administration, headed by Gov. Frank Murphy, who made gambling enforcement an issu: in his campaign with ex-Gov. Frank Fitzgerald.

Joints have run wide open for past year in Macomb County, just outside Detroit. Although no order was issued by Gov. Murphy, three biggest spots shuttered without notice, to save expensive equipment for reopening when time is ripe again, as they've done several times in past. Coincident with shuttering of the bigger spots, joints throughout the state also clamped down the lid, awaiting developments. Macomb gamblers are reported to have gone to Florida and California for the winter, just as they've done in past years when things grew too hot here. Spring usually sees them in full swing again at the old places, and few look for any change this year.

Cleve. Nitery's New Show

Talent set for the Mayfair Casino, in Clicago, Jan, 19. Talent set for the Mayfair Casino, in Cleveland, starting Friday (22), in-cludes the Kretlow Girls, Fawn and Jordan, Paul Olsen, Allen Rogers and Muriel-Page, the flame dancer, Booked through local office of Music Corp. of America.

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. Vaniers takes no credit for these news items; each has been rewritten from a daily paper.

East

A. P. Waxman won a race with death last week when he planed to Atlantic City to reach his mother, who had been struck by an automobile. Fog prevented a landing, but he made the field at Camden and took a car from there. She died shows a car from there. She died she beer Simpson have leader, accused of the murder of a girl who fell to her death from a second-story window, freed in court. Crawford Burton, gentleman jockey, who sued the Crowell Pub. Co. for using an allegedly ribaid photograph of himself in a cigarette ad, and who was awarded a verdict of the company for \$200,000 to the \$22,250 in settlement, and who was awarded a verdict of the company for \$200,000 to the settlement, and who was awarded a verdict of the company for \$200,000 to the following his play to start 23d season, Feb. 14. Passion Play to shove off in same fown two days later. Runstrough Lent.

Frank Gillmore, pres of Actors Equity, sent a message to the Merchants Association of M. Y. charging Sucil graufe saginath. The treats a precial graufe saginath theatrical interests. Pigeon-holing of new building code by the building come by the building come for the first of the following day.

Maurice Schwartz draws a medal from the East Side Art League for his Water Carrier.

Understudies in Broadway shows form a society. Will put on benefit shows to get a chance.

Getting to be a custom to switch nother shows. Latent of profile of the following day.

Performances of Victoria Reginal resumed Wednesday night, after a two-day shut down due Hele Hayes' illness.

Vice society after Vanguard Press and James T. Farrell. Says his novel A world I Never Made is indecent. Agent took 400 copies of the book on Revealed that a cofficil to the will of the late John Ringling leaves the charge of the profile of the promise of Elevan Road Called off last sunday when Equity refused to let its members work for nothing if stage hands got par show, with the Monday's regular show, with the Monday's regular show, and the Monday's regular show, and the Monday's regular o

pinks the snow as an enger now gesture. Helen Kaplan, young singer now convalescing in a Boston hospital after a leg amputation, advised that Rudy Vallee will put her with his orchestra when she recovers. Had been mourning the loss of a stage

Rudy Vallee will put her with his rorchestra when she recovers. Had been mourning the loss of a stage varieties and the stage of the st

Coast

Former wife of Jan Rubini, violinist, haled him into L. A. court to collect alleged back alimony for the support of their two children.

W. C. Fields sued for \$12,000 in Riverside, Cal., by a physician who claimed he stayed at the actor's bedide 25 days and nights during fields recent pneumonia siege and with the control of the contro

mayr, ork leader, in L. A. She re-ceived \$300 monthly support for her-self and their daughter.

Self, and their daughter.

Director Eddie Buzzell's habit of collecting antique furniture led him into an L. A. court. He asked the judge to force a dealer to turn over an assertedly valuable 'block front chest of drawers' or pay him \$1.470 damages. Case was tossed out of court for lack of jurisdiction.

Wife of the B. T. Territoria.

Wife of John B. Lowe, Hollywood studio worker, won a contested discovered with the husband charged she humiliated him by bei a follower of Father Divine.

Judith Allen, actress, said she would file suit for divorce from Lac Doyle, actor-prizefighter, in L. A. When Sigmund Rombers were to

Doyle, actor-prizenghter, in L. A.

When Sigmund Romberg went to an L. A. court to testify as the principal defense witness in a \$500,000 copyright infringement suit brought by Hortense Hirsch against Paramount, he took a miniature piano along. She contended her original tune, Lady of Love, was unlawfully more than the took as miniature piano along. She contended her original tune, Lady of Love, was unlawfully milled the season of the land of the season of the land of t

MARRIAGES

Peggy Hagen to Mickey Rockford in Chicago Jan. 10. Bride reception-ist at M.C.A. Groom manager of Wayne King orchestra.

Elizabeth Gillette to Kent Smith, in N. Y., Jan. 16. room is a legit actor.

ice Dawson to Bruce B.
i ia Juana, Mexico, Jan. 10. ride
is an actress at 20th-Fox, and groom
is in editing department at same
studio.

illian Wurtzel, daughter of Sol Wurtzel, 20th-Fox producer, to Dr. Herman Semenov, Jan, 17, in Los Angeles Angele

Astrid Allwyn to Robert Kent, Jan.
10, in Tijuana. Both film players.
Renee Torres to Erman Pessis in
Beverly Hills, Calif., Jan. 16. ride

Broadway

Major Albert Warner in Miami. Harry Hershfield and wife back from the Coast. William Morris, Jr., to Washington for the inaugural.

Leo Miller appointed to board of

reasurers Club. Wayne Pierson around again and excellent health. Herbie Berg back at work after riding a case of flu.

La grippe nabbed Bob Weitman

Roxy Grill now has entertainment, vith Pat Panza, m. c.

Horace (Doc) McMahon off to Hollywood for vacation. Frankie Frayer added to Manhat-tan O. H. box-office staff.

Blanche Merrill out of hospital and resting at Madison, N. J.

and resung at Madison, N. J.
Ralph Rolan, g. m. March of Time,
bedded by severe case of grippe.
George (Lefty) Miller, g.m. for
'Howdy Stranger' at the Longacre. Henry Dixon company manager for Behind Red Lights, Mansfield.

Publicity team of Dorothy Ross and Sidney Spier reunited this week. Murray Lewin, of the Mirror ports department, downed by in-

Ciro, who used to have his own ont, is now with the Stork Club as greeter.
Signer & Byrne, Inc., advertising films, appointed Sidney B. Levy treasurer.

Eddie Conrad, vauder, cast for the Chi company of You Can't Take It with You.

Bob Taplinger off to the Coast gain this week for a gander at his ollywood office.

again this week for a gander, at his Hollywood office.

Con Little withdrew from box ofafec of Ford's, Baltimore, to manage
Nazimova on tour.

Joseph Connelly, of King Features,
and Jim Kilgallen sälled last week
Major Bowes celebrated birthday
anniversary Thursday (14), but no
announcement on exact
maniversary Thursday (14), but no
announcement of exact
maniversary Thursday (14), but no
announcement of exact
the shows and look over new talent.

James Clark, for many years in
the accessory field and last with
20th-Fox, has joined RKO on ad
sales at the home office.

Entertainment Managers Assn. giving testimonial dinner for its secretary, Fred Watson, at Victoria hotel,
Wed Morsehouse N. V. Sun's noc-

ing testimonial tunner for its secretary, Fred Watson, at Victoria hotel, Jan. 24.

Ward Morehouse, N. Y. Sun's nocturnal reporter, gets back today (Wednesday) from a fortnight spent between Miami and Havana.

Alex Gottlieb, of Hy Daab's advertising end at Columbia Pictures, has gone over to Walter Wanger at United Artists, and will leave for the Coest soon.

Coast soon.

Capt. Dennis F. O'Brien back at the office, first time since Mrs.
O'Brien's death. The attorney feeling better, personally, as is Arthur F. Dricoll, his partner, back from a

F. Dricoll, his partner, back from a fueson vacash.

Al Selig is on advertising and exploitation for Gaumont-British, Al Margolies on publicity, under the new Gaumont-British setup in N. Y., thus splitting A. P. Waxman's duties. Latter has a couple deals in work. With liquor sales flourishing, National Distillers is increasing its advertising budget for 1937 to \$5,000. A similar amount will be spent by Schenley. This represents an increase over last year of around \$1,000,000.

Ouebec

H. J. Allen in Toronto.
A. Hirsch to New York.
I. Soucks down with flu.
Jack Stearn in from Boston.
N. Lawand to Florida with fam-

N. Lawand to Florida Will samily.

A. J. Bercovitch from atte, Regina, here.
Billy Cass married and honeymooning in Honolulu.
H. O'Regan and Don in from Laurier theatre, Hull.
Campbell Carroll appointed Quebec's English publicity head.
Harry Clarke orch renewed contact for six months at Corona.
Fred-Keating orch opened Saturady (16) at the Normandie. Booked for a month.
Esther Rost putting a series of commercial programs on CFCF starting Tuesday (18).

commercial programs on CFCF start-ing Tuesday (19).

To Montreal from Toronto: Calire Hague, Abe Cass, Haskell Masters, Jim O'Loughlin, D. K. Copeland, A.

Jim O'Loughlin, D. 16 Copeland, A. W. Perry.

Theo Morgan and George Mcman and seretary of the Montreal Tourist and Convention Bureau, resign. C. S. Porter named new president.

Rumor current that personnel of Quebec Board of Moving Picture Censors will be changed, with places to be filled with Montreal and province theatremen.

Theatre movements in Montreal and collows: W. Ready, manager, to His Majesty's from the Palace; W. Loughli, manager, from the Capilol to the Palace; Lester Dowbiggan to manage the Capitol, Nick Kerry-to the Capitol as asst. to Dowbiggan.

CHATTER

London

Dick Crean down with gastric-flu. Mark Ostrer back from Antibes after 10 days.

Lee Ephraim got is leg bruised in a motor crash.

Lee Ephraim got is leg bruised in a motor crash.

Stephen Williams slightly hurt in a street accident.

Aimee Stuart to spend a couple of months in Austria.

John Mock, late of 20thing the street of 20thing the street of 20thing the street of 20th late of 20thing first week in February.

Current Victoria Palace show closing first week in February.

Harold Huth joining Christopher Mann in the agency business.

Wyndham Goldie has been added to the cast of 'Under the Red RobeActor-baronet Sir Basil Bartlett married Betty Malcolm in London Jan. 5.

ercy Athos too ill to see the ning of his show at Grosvenor

House.

House, The Manager of the West End.

Rubbles Stewart and Sisters making initial broadcast for British Broadcasting Corp. Jan. 30.

The Wife of General Ling is approaching completion at Sound City.

Broadcasting Corp. Jan. 30.

'The Wife of General Ling' is approaching completion at Sound City, directed by Ladislaus Vadja.

Rita Ray, formerly leading dancer in Prince of Wales revue, returning to star in a new show in September.

Mrs. Jack Hylton, billed for the Kingston Empire with her band, stricken with flu and hubby rushed to the rescue.

Kjeld Abell, author of The Melody That Got Lost, persuading Ronald Adam to take a formight's holiday in Copenhagen.

'The Moon Shines right,' new comedy by H. M. Hart, to be done. In Paris prior to production here. Decrete Menzies, author of 'The Astonished Ostrich,' at the Duke of York's theatre, taking the lead, due to the leading man being down with flu.

John Clein's next film is an origi-

flu.

John Clein's next film is an original titled 'Three Mad Men,' starring
Sally O'Neil and Ben Lyon. Diamond Bros. are being dickered for

mond Bros. are being dickered for also.

Dodie Smith's, 'Call It a Day closing shortly after its 500th performance. After a brief vacation, the foriginal company goes on a long provincial tour.

Arts Theatre Club has obtained a license to give a public performance of the company control of the company of

Pittsburgh By Hal Cohen

Isabelle Jones has shoved off for roadway and a week of show-shop-

Isabelle some Broadway and a week of snow ping.
Beauvais Fox around agai this time beating the drums for 'On Your Toes.'
Harry Kalmines sails next Wednesday (27) for 18-day West Indies

uise.

Tred Herrington to Harrisburg eking legislation favorable to indie hibs.

exhibs.

Len Leslie on from New York to visit two sisters, convalescing from pneumonia.

Ruth Quinn, dancing daughter of the Pennsylvania congressman, home

the Pennsylvania congressman, home from a tour.

Betty Janos, Feldman's sec, has resigned to prepare for marriage to George Jones in April.

Ben Weldor, 'English' actor just signed by Warners, a graduate of Carnegie Tech drama school.

Helen Donnelly up and around again after the flu, and Howard Shater, Dave Broudy's planist, down Jean Foley, president of Pittsburgh chapter, Society of American Magicians, left for New York to join me Rajah Raboid show, now i rehearsal.

Baltimore

By Albert Scharper, Jr.

Joe Brodie in Fla.
Rudy Berger had orb fixed up.
Lou Brown prowling for summer home on seaside.
Norman Goldstein installing pair of new presses in his Globe Poster Co.

of new presses in his choice Foster Co.
Frank Durkee chain has acquired southside Casino from Joe and Leo Fields,
Dave Wallace in as avant courier for George Cohan's new show;
Arthur Benson ahead of 'Hey, Diddle, Diddle, Diddle' premiere. Cohan's piece at Ford's next week, latter at indie Maryland.

Minneapolis

By Les Rees

Bennie Berger and frau wintering

Bennie Berger and trau wintering in Florida.

W. A. Steffes i Washington and New York on business.

New York on business.

Here was the best of the Bernuda anniversary of the Bernuda

here. Selby Carr, Paramount adver-tising head, and wife and child laid up with flu. Local stores conducting Sunday ski excursions that attract many away

excursions that attract many away from theatres.
Joe Fieldman, Universal salesman, stalled snowdrift and suffered frozen ears and feet.
Variety club inducted Chief Barker Bill Elson and other officers a part for members and friends members and friends from the control of the

Burlesque Reviews CHINA DOLLS

(Continued from page 53)

m.c., and is, an okay tap dancer, doing several new routines this week. His voice is only fair. Marne, continues a favorite among the specialty dancers, and has a way all her own when it comes to the disrobing part. This week's vaude turn is provided by Henry Rich at the xylophone who finishes strong by hoofing to his own accompaniment. He was a show stonner.

Stopper.

Hazel Miller impersonation of a Sophie Tucker song hit scores. Miss June Palmer is the troupe's dynamic stripper while the team of Cook and Hart give a specialty dance that is

Hart give a specialty dance that is novel.
Comics are Sam Michels, Scotty
Friedel and Charlie Goldie, the latter a fave with patrons here.
Trio are laugh getters and are doing more new state of late. Gode control of the state of the state

ROXY. TORONTO

ROXY, TORONTO

When Lew Applebee shot burseque into this 'ex-flm house two years back it was 'expected to be a quick flop because of the cop angle, it wasn't, and isn't, partly because glilly Wiggins, show censor, was dropped from the police squad and the beatpounders who catch this show are broadminded.

Operates on a three town wheel called Metropolitan burlesque and save Palace, Buffalo (Dewey Michaels) and National, Detroit (King). Chorus of 10 is local to each house but principals revolve on wheel and when growing stale work a shift with the Minsky bookers. Production under Lester Montgomery with show running one hour and changed twice weekly. Feature pictures used and usual selling spiel Current show, unnamed, spots Billy Foster and Danny Jacob for the comedy end and four strippers who handle some singing and stonge for the comies. These are Eleanor Cody, Frances McEvoy, Esta Cliga and Barbara Bow, Johnny D'Arco straights.

stooge for the comes. Inese are Eleanor Cody, Frances McEvoy, Esta Olga and Barbara Bow, Johnny D'Arco straights. Chorus, although weary and working under tough conditions (they have to dress in another building) goes through stuff with snap and strippers get away with more than most fans expect in so straight-laced a town as this.

Strip game follows the usual technique but doesn't get down to goona-gtoona. Bit of gauze remains but sufficiently revealing, Miss Cody shoots a fast shimmy but cocch action is out.

Highlight of current show is wind

shoots a fast shimmy but cocen action is out.
Highlight of current show is wind up with chorus and one principal in full coverage of gold paint. Brassieres not used in this number; probably and music is of the horror type. Boris Karloff might walk from the wings any time. Production headache is fact that girls have to be painted three buildings away, walk in the open down a lane and survive pneumonia. When they get back then scrub down in tin tubs of the barn yard type. No fancy plumbing.

tubs of the barn yard type. No rancy plumbing.
The plumbing of the plumbing of

Sydney By Eric Gorrick

Terrific heat continues.
Williamson-Tait premieres Wild
Violets' in Melbourne this week.
Boxing biz taking an uplift again
here after being low for quite a

Boxing biz taking an uplift again here after being low for quite a spell.

Luna Park, Sydney, getting a great run owing to the continuance of the land of the continuance of the second of the second of the second of the land of the lan

manager.

Expected that further dickers will take place next year between the Fullers and J. C. Williamson Films for a tieup of their New Zealand

interests.

Battle still on between the concert managers and the Australian Broadcasting Comm. over the importation of artists for air and platform ap-

easting Comm. over the importation of artists for air and platform appearances.

Wirth's Circus is making out nicely on the road and will play around the various country centres until next Easter, then coming into Sydney for a season.

As the governmental lade have for a season.

As the governmental lade have fine the country centre that the next few weeks will be rather quiet insofar as quotas and other tangles are concerned.

Ken Asprey is expected back from abroad in the near tuture and will go into a huddle with Stuart Doyle and Norman Rydge on re-finance schemes for Greater Union.

Acts playing for Frank Neil in Sydney and Melbourne include Jim Grand Frank Della (Ciayton and Jackie, Three Whirthings, Willie, West and McGinty, Hadji Ali, De Car and Spotty, Bennie Ross and Maxine Stone.

Chicago

id Piermont in to look over units.
Aaron Jones, Jr., left for the
Coasts.
Ashon Stevens ill st Passavanit
hospitali.
Wallang Munro in ahead of the
D'Oyly Carte troupe.
Sid Strotz Into New York NBC
headquarters asse week the Loop a
fash of those striped thats.
A. B. Marcus in Loop rehearsing
new troupe for Orient tour.
George White in with the
Scandals unit at the Palace.
Sid Spiegel, of Essaness, in Michael
Porcen Faire to make her concert
debut at Kimball Hall in February.
Lieut, Harry Costello, head of the
Chieggo censors, to Florida to check
flu
Town absolutely jammed by conventions, with hotel rooms at a
premium.
Sophie Tucker tossed a party last

premium. Sophie Tucker tossed a party last week for Fannie Brice and Charlotte Greenwood.

week for Fannie Brice and Charlotte Greenwood.
Jack Kearns moving his family to Detroit, where he takes over the Olympic Club.
Arnold Van Leer, Dictograph rep., a Chi visitor on his way to see the Dionne quintuplets.
Louis F. Blumenthal and Clifford C. Fischer in town to visit new Casino at the Morrison.
Abe Lastfogel stopped off on his way to Coast for confab with local William Morris office.
William Morris office, the Daily Love to group the confact of the complete of the

Seattle

By Dave Trepp rown i town from Port Roy and. Bill McCurdy here for San Carlo

Opera.
Ellen McGrath resigned as drama

Ellen McGrant resignes as ed of Argus.
Hal Daigler moves back to Seattle from Portland.
Sammy Siegel up from L. A. on special exploitation for 'Allah' ULA).
Earl Gunther, former prexy stage-hands union, is running for city council.

Hollywood

Richard Watts, Jr., here from N. Y. Josk Lawrence having his tonsils ferked: Madge Evans laid up with

Jerked Madge Evans laid up with an i fected optic.
Grace Moore will breeze eastward around Feb. 1.
Maude Fealy teaching kids how to talk at B. F. Zeidman's studio.

Maude Fealy teaching kids how to talk at B. F. Zeidman's studio, Herman Gluckman and wife from N. Y. for Republic huddle. Maurice Costello writing a book on 18. 25 years' experience in pix. Herbert H. Hyman joined Marc Herbert H. Hyman joined Marc Jack Van Noctrand, radio writer, ankling around after lengthy sickness.

William Beaudine underwent minor operation at Hollywood hosninor operation at Hollywood nos-ital. Angostura execs were entertained n visit here, by Frank and Ralph

on visit here by Frank and Raight Morgan. Viola Brothers Shore from Manhattan to start writing contract

Morgan.
Viola Brothers Shore from
Manhattan to start writing contract
at RKO.
John Emery and Robert Wilcox
arrived on the Coast for pic chores
at Chive Sal.
But and Rex Bell moved in
from their Nevada ranch for fourmonth sojourn.
Alma Donohue, daughter of Jack,
preparing for a screen and radio
career out here.
Following condabs with Louis
Mayer in New York, Ben Thau may
go on to England.
The Work, Ben Thau may
go on to England.
Dr. C. E. K. Mees of Eastman
Kodek in from Rochester. He'll sail
for Honolulu Feb. 5.
Clark Gable has equipped his station wagon with camping apparatus
and a short wave set.
E. J. Mannix returned to his
Metro desk last' week after skx
v see influenzativ contracted
by Columbia, had his monicker
changed to Allen Brook.
Anton Walbrook, who worked in
RKO's Michael Strogoff, pulled out
for New York and London.
Arthur Voegtlin in from N. Y. to
work on effects for Buddy De Sylva's
Hippodrome' at Universal.
Lew Pollock and Sidney Mitchell
Strogom of the Processor of the Profater week's forced a sprey with Farafter week's forced a sprey with Skelle
sking 20th-Fox for leave of absence
to do music for a Broadway production.
Ethel Waters arrived in fown announcing she had plans to establish

tion.

Ethel Waters arrived in town announcing she had plans to establish a little theatre movement for negro

Eines waves and the content of the c

ture people for some of the outfit's clients.
Frances Waterman, for many years secretary to Hal Wallis, graduated to Warners: writing staff. She's collabing with Jack Woodford on originals.
Agent Sam Kerner now shoots his subjects with 16mm, camera and then carries film to studio casting directors along with portable sound and film projector,
Joan Crawford, general chairman, and committeemen Claudette Colbert, Edward Arnold, James Cagney,
Franchot Tone, Fredrick March, Elizabeth Risdon, Donald Boris Karloff and Murray Kinnell will handle the fourth Screen Actors' Guild hall at the Ambassador Feb. 13:

Detroit By Pete Wemhoff

ther of Ann Walker is dead. se Iturbi escaped injury in auto Father

Jose Hurth escapea crash. Frank MacDonell, sports scribe of Times, appointed state boxing czar. Opening of Piano Master Series at Opening of O

Orchestra Hail postpones
Feb. 9.
Gladys Swarthout in town for
concert and appearance at ice dealers' conclave.
Michigan Fair, Assn., here for
annual conclave, mapping plans to
annual conclave, mapping plans
Tanney Ross-All Manfredo
initial boxing venture here by Jack
Kearns, signed recently by Olympia
as co-promoter.

OBITUARIES !-

RICHARD BOLESLAWSKI

Richard Boleslawski, author, stagecraftsman and motion picture director, died at his home in Hollywood Jan. 17. He was apparently in excellent health when he returned from the Metro studio where he had been irecting 'The Last of Mrs. Cheyney' with Joan Crawford, and his attack was wholly unexpected.

The director went to Hollywood in 1929, following the establishment of the talking pictures. He was backed by a sound 'knowledge of the theatre, for he had gained his training in the Moscow Art Theatre under Sonstantin Stanislawsky, whose asistant he was from 1909 to 1915. He fought in a Polish regiment during the war and following he spent two years as cameraman with the Polish forces fighti. The Bolsheviki.

He came America in 1920 as a stage technician and director, directing Otis Skinner Sancho Panza' and then assisting Reinhardt in producing The Minacle' at the Century theatre. Later he directed the production in Cleveland for Morris Gest. Then followed the staging of The Vagebond King' and later the

ris Gest. Then followed the staging of The Vagabond King' and later the

Revue Russe, 'Revue Russe,' 'Revue Russe,' 'The Three did 'Mr. Moneypenny,' collab-He did Mr. Moneypenny, collaborated in the staging. The Three Musketeers' and then went on to Macbeth' and The Taming of the Shrew. His last production, before going to Hollywood, was 'Judas.' In all of these ventures he found time to direct the activities of the American Laboratory. theatre. His first Hollywood assignment was 'Treasure Girl' for Pathe, for which Gershwin wrote the music.

DAVID POWELL GOODMAN

Died Jan. 19.

A loving one from us has gone, A voice we loved is etilled; A place is vacant in our hearts Which never will be filled.

dear daddy JACK POWELL AND FAMILY

He made two others, 'Paris Bound and 'This Thing Called Love,' then did 'The Last of the Lone Wolf' for Columbia in 1930.

olumbia in 1930. He retired from pictures for a time He retired from pictures for a time to write, in collaboration with Mrs. Helen Woodward, "The Way of a Lancer," which was published in 1932. Three years later, with the same collaborator, he published Tances Down.' He was at work on a third romance at the time of his death.

death.

Meanwhile he had come back to bictures and directed "Rasputin' for Metric, following with 'Storm at Daybreak' and 'Beauty for Sale; and the next year 'Men. in White and 'The Painted Veil.' He followed with 'Clive of Indi' and 'Es. Miserables' and more recently changed to comedy with 'Theodora Goes Wild,' returning to more serious work with 'The Garden of Allah,' his last produced play.

He was born in Wanners iced play. He was born in Warsaw and was

He was born in Warsaw and wa a graudate and post-graduate studen of the University of Odessa. For short time he acted in the theatre-but soon switched to production. H is survived by his widow and a son Jan, 18 months old. Private Catholic cervices were

Fivate Canonic services wer held yesterday (Tuesday) at Fores Lawn Memorial Park, Glendale, George Fitzmaurice assi complete Mrs. Cheyney.

OTTO MOTZAN
Otto Motzan, 57, composer, died of a heart attack Jan. 15 in is New
York hotel. Recently recovered from an attack of influenza, he was left in

an attack of influenza, he was left in a weakened condition, which made him an easy victim to heart selzure. Born in Hungary, he came to the United States about 30 years ago and won his first recognition writing the score for the Shuberts' The Passing Show of 1916. The following year he wrote the score for the same producers' Show of Wonders. Among his song hits were 'Bright Eyes,' Once in a Blue Moon,' and Where Are You, Dream Girl?' the latter at one time featured by Rudy Vallee. He wrote a light opera, 'Meriska,' not produced, and a number of semi-classicals which found favor. His sister, Sivia. Survives. Ser-

He wrote a light opers, Meriska, not produced, and a number of semi-classicals which found favor. His sister, Sylvia, survives. Services were conducted by the American Society of Composers, Authors and Publishers, of which he was a

MARTIN JOHNSON

Martin Johnson, 53, explorer-cam-raman, died Jan. 13 in Los Angeles rom injuries received in a Western ir Express plane crash near New-

eraman, died Jan. 13 in Los Angeles from injuries received in a Western. Air Express plane crash near Newhall, Cal. Born in Rockfort, Ill., in 1884, Johnson had spent practically all his life in adventure. He had shown travel films and lectured throughout the world and was en route to the Coast on a similar mission, when the plane crashed. When Johnson was 14 years old he took a cattle boat to Europe. Upon his return he went to Independence, Kan, where his father was a jeweler, He met Jack London, who was outfitting his ship, the Snark; for a South Seas cruise. Johnson went along as cook and took up photography, on the trip. He returned to his Kansas home in 1909 and opened a theafre to show his films and lecture. He opened other theatres in Kansas, and, in Chanute he met Osa-Leighty, to whom he was later married, Making money from his theatres, Johnson took his wife into Africa; Their first film was released as Hunting Big Game in Africa. It was premiered in Los Angeles, and reportedly made fortune for the explorers.

explorers

explorers.

Later they went around the world six times, spent a year in Australi, several years in Borneo and Africa. Johnson also devoted 12 years of his life to the South Seas. Foremost exploit was an expedition in 1924 to Africa for the American Museum of Natural History, on which they spent five years. They left on their last Borneo adventure in August, 1934, and returned to New York last October. They left New York Jan. 7 on the fatal air voyage.

Among books which Johnson published were Through the South Seas with Jack London, 'Cannibal Land,' Camera Trails in Africa,' Safari-Saga of the African Blue and Lion-African Adventure with the King of Beasts.' Later they went around the world

Beasts.!

His widow, Osa, also in the plane crash, is recovering in the Good Samaritan hospital in L. A. She revived a broken knee joint, concussion and bruises. Johnson's tall died in Independence three years ago cheestly effect returning from his son's shortly after returning from his son home in Africa.

JOHN MILTERN

JOHN MILTERN
John Miltern, 67; on the stage for
more than 30 years and lately a
character actor in pictures, died
from injuries received Jan. 15 in
Los Angeles when struck by a hitand-run driver. He was crossing
the street with Basil Rathbone, as
whose home he was a guest, when
the accident occurred. Rathbone escaped uninjured but three dogs held
on a leash by Miltern were badly
injured.

on a leasn by Mittern were badly injured.

Deceased appeared on the stage for Sam Harris, Arch Selwyn and Al Woods and first came to notice as Buck Farren in 'Deadwood Dick's Last Shot.' He was also in 'Romeo and Juliet.' Yellow Jacket' and 'Coquette.' He recently turned to pictures and last appeared in 'Everybody's Old Man.'

Police are holding Logan Metcalf, broker-and former husband of Madge Bellamy, on suspicion of negligent homicide i connection with Miltern's death.

ALEXANDER BASY
Alexander Basy, 54, head of the
Amsov Artists' Bureau, booking acts
for Soviet Russia, died at his home
in Brooklyn Jan. 13, after an illness
of three months.
In addition to his work for the
Soviet he was Russian agent for the
Ringling show, manager of the Russis Symphonic Choir, Russian
Grand Opera Co. and the Tuskegee
Choir, negro singers.

Grand Opera Co, and the Tuskegee Choir, negro singers:
He came to this country in 1908 and prior to the revolution he had operated a number of enterprises chiefly with Russian talent. At the time of the upset he had a Russian opera troupe which split up owing to differences between and the Red members of the troupe.

His widow and a son survive.

JOHN T. WHITEIELD

JOHN T. WHITFIELD
John T. Whitfield, 62, died in Boston, Jan. 8, after a short illness to Mynitfield was a member of the Juggling Johnsons. He also produced the Magic Kettle, an early adaptation of radio, to the stage. With these two acts he afterward made an extended tour of Europe. For the past few years he had lived in Boston, where his daughters, Misses Mary and Catherine, reside. Interment was in St. Joseph's Cemetery, West Roxbury, Mass.

WILLIAM JONES

WILLIAM JONES
William Jones, valet-cook for the late Chauncey-Olcoth over a 20-year period, small-part player in the Irish singing-actor's productions, and one-time performer with the Robinson and Barnum circuses, died recently (Jan. 10) in Clitton Park, N. Y. Widely known as Olcoth's 'William,' he filled roles in Mavourneen,' Minstrel of Clare' and 'The Heart of Paddy Whack,' and had trouped in every state of the union.

After Olcoth's retirement to 'Innis-

in every state of the union.

After Olcott's retirement to 'Inniscarra,' the Saratoga showplace, Jones worked as a checker at the General Electric Company's Schenectady plant. He at one time cooked in a Pennsylvania inbet and later operated a roadside filling station-refreshment stand.

Body was taken to an undertaking establishment in Round Lake, pending an effort to locate his wife and two sisters in New York City.

REV. WILLIAM B. HOGG

REV. WILLIAM B. HOGG
The Reverend William B. Hogg,
56, known on radio as Josiah Hopkins, the Goose Creek Parson, died
Jan, 14 in Hollywood as the result
of a major operation. Five year ago
the Reverend Hogg, who preferred
to be known as 'the preacher,' although he was proud of the fact that
he never preached to anyone, alhough he was an ordained minister,
established the Country Church of
Hollywood, which was attended by
many picture people.
After broadcasting his homey sermons on local stations for a brief
period he became a Coast favorite
and recently terminated a transcontinental series for Colgate-Palmolivereet. His last radio appearance was
on the KNX return salute to Colum-

bia two weeks ago.

His widow, who appeared with him in his radio skits, four daughters and a

GEORGE GASTON

GEORGE GASTON
George Gaston, 93, the oldest guest
at the Actors' Fund Home, Englewood, died there Jan. 14.
Entering the profession about the
time of the Civil War, Mr. Gastongot his first important assignment
in 1873 in support of Cherlotte Cushman, at McVickers, Chicago, He.
later appeared with the Hooley company and in support of Lotta Crabtree. He also supported FranMayo, Mary Anderson, Thomas
Keene and other current stars. In
1881 he changed over to light opera
and the McCall company, but went
back to drama and was a member of
the original cast of 'The Witching
Hour.' He later appeared with Arnold Daly, Blanche Ring and Henry
Miller. He had been a guest at the
home since 1929.
There are no known immediate
survivors. Interment the Fund
plot in Kensico.

WILLIAM M. RITCHEY

WILLIAM M. RITCHEY

William M. Ritchey, 55, scenarist and former newspaperman, died Jan. 14 in Los Angeles of a heart attack. He had been sick about a week. His

He had been sick about a week. His widow survives.
Ritchey was city editor of the Los Angeles Evening Express prior to entering the picture field. His first assignment was with Paramount, heading that company's scenario department. He resigned that post to to Italy to work on Romola, which Metro produced there. Upon his return to America he freelanced for number of years.

HOWARD C. WHITE

Howard C. White, 35, of the Land Trio and White, and for several years past arranger for the National Broadcasting Co., died a heart attack Jan. 17, at his home in Jack-son Heights,

attack, Jan. 17, at his home in Jackson Heights; I.

He made his first radio appearance in 1925 on a small station, and came to the N.B.C. in 1930;

He is survived by his widow, the former Madeline Corrigan, and a sister. Interment in Teckville, Pa, his birthplace.

Details in the radio section.

MARCELLA ALBUS

MARCELLA ALBOS Marcella Albus, wife of Ben At-well, theatrical press agent, died in Mt. Sinai hospital. N. Y., Jan. 13,

after a six weeks illness. Surviving are her husband and a sister.

Under that name she was well known in grand opera in former

KENNETH ORMISTON

KENNETH ORMISTON
Kenneth Ormiston, chief technician at KNX, Hollywood, died Jan.
14 in Los Angeles following an appendicitis operation. Before going over to the Hollywood transmitter he was radio chief at the Aimee Semple McPherson temple.

His parents survive.

ALAN HIRST
Alan Hirst, 6, film moppet, died
Jan. 16 in Hollywood.

D. W. HAYNES D. W. HAXNES D. W. Haynes, 83, for nearly 40 years a theatrical press agent, died of pneumonia in New York Jan. 17, He, had done newspaper work in Omaha and Chicago before getting

Ornans and Chicago before getting into press work.

He was for many years with George C. Tyler, was advance for Lulu Glaser, The Garden of Allah and The Christian. Later he went to Jacob Litt. He retired some years

MARION ABBOTT
Marion Abbott, 71, retired actress, died in Philadelphia Ján. 15. She spent 37 years in active stage work, she retired in 1930 to become a guest of the Edwin Forrest Home

there.

She had played for Charles Frohman and David Belasco and with such notables as Sol Smith Russell, Maude Adams, E. H. Sothern, Otis Skinner, William Gilette, Virginia Harned, William Hodge and Frank Crayen.

JOSEPH DAWSON
Joseph Dawson, 67, "who conducted dancing schools here and in Philadelphia, and for years managed the Dawson Dancing Dolls in vaudeville, lost his life in Atlantic City, Jan. 14, when he fell from the porch of. his home overlooking the Thoroughfare, a small stream that cuts off Atlantic City and other Absecon Island communities from the Jersey mainland. Apparently victim of a heart attack.

Mildred Leo. 27, former chorus girl at Enright, Stanley and Alvin the-atres. Pittsburgh, but more recently operator of her own dance studio there, killed herself last week for Girl was found unknown reasons. unknown reasons. Girl was found dead in her car in garage at rear of her aunt's home, where she lived, of carbon monoxide tumes. She had taken precautions to stuff up cracks in door and windows to insure death.

LAURIE DEVINE

LAURIE DEVINE
Laurie Devine, 31, imported by
Williamson-Tait with her brother to
dance in Yes, Madam, died in Sydney of pneumonia in late December.
Dancer was born in Sydney, but
had been away from her native land
until booked for return by W-T.

FRANK NORTH

Frank North, member of the salet and production staff of KOIL, Omaha, was found dead in his automobile Thursday, Jan. 7. Death was attributed to monoxide poisoning.

MRS. F. C. MACNEILL.
Mrs. Fred C. Macnelli died recently at Montreal, Que. She was a veteran soprano concert and choir singer of St. John, N. B., later of Montreal.

JESSE L. REEVES
Jesse L. Reeves, 42, superintendent
the mechanical shop at Warners
oast studio for 12 years, died in Los

Mother, 71, of Jake and Ralph Wilk, died Jan. 17 in Los Angeles. Husband, another son and two daughters also survive.

Levire Carrillo, 74, uncle of Leo Carrillo, died here Thursday, Jan. 14, a victim of a street car accident.

Mrs. Ann Cummings, wife of Sam uel Cummings, of Eureka produc-tions, died in New York last week

Mother of A. P. Waxman died in Atlantic City Jan. 15 of injuries re-ceived in an auto accident.

Bartley Cleveland Flack

Cleveland,
E. Ross Bartley, who was ief press rep for Gov. Alf M. Landon in his presidential campaign is stepping press rep for Gov. Alf M. Landon in its presidential campaign is stepping into Great Lakes Expo as promotion director for its '37 season. He was formerly head of production for Chicago's Century of Progress, afterwhich he took over publicity for Florida's Citrus Institute. Elwood T. Balley, who had charge of special day programs last year, also being shifted to direct expo activities under Dickey. Work on revamping Midway and Streets of World has already begun, Al Shaffer supervisi

fer supervisi

More Mich Fairs

Detroit, Jan. 19.
Michigan Association of Fairs, with 200 managers and directors attending, are meeting here this week study plans for increasing the number of fairs in state during 1937.
Michigan Trotting Club, which sponsored 22 stake races last season, will open its meeting toinorrow (20) and remain for fair sessions.

N.O. MARDI GRAS BIGGER AND HOTTER'

New Orleans, Jan. 19. New Orleans, Jan. 19.

A 'bigger and hotter' Mardi ras is in prospect for this city this year. The event will be celebrated Feb. 9, which is considerably earlier than in most years. All the major cannillation. val organizations will participate with the exception of the Krewe of disbanded last year. Druids, which Druids, which disbanded last year. The Krewe of Hermes a new group, has taken its place. Momus, which discontinued its pageants a few years ago, has been revived and will again be seen.

Parades will extend from Feb., through Mardi Gras day, and night. The day is a legal holiday in New Orleans, and all neighborhood theatres close on Tuesday, the last day and night of the celebration. The city is preparing for

and night of the celebration.
The city is preparing for largest carnival crowds since How to handle 'em will be the problem that from now on will harass hotels, night clubs and cafes, Carnival anually attracts thousands to the city, but this year the demand for hotel rooms and every other service has doubled.

DALLAS COMING TO LIFE

Advertising, Concession Hus and Amusements in Action Hustlers

Dallas. Keynote of the Greater Texas and Pan-American exposition here this summer will be entertainment rather than education, release of tentative

plans reveals. club will be pro-A giant ni club will be pro-duced in the auditorium which housed General Motors' exhibit last housed General Motors' exhibit last year. Air cooling equipment installed by the auto exhibitor will put the nightspot on better operation basis than Fort Worth's Casa Manana (expected to encore) since rain hazard will be nullified, officials claim. Prime feature of Midway will be huge Lati American village on Streets of Paris (not expected to return) which will gather all rout concessions under one control. Exposition writers, headed by Mrs. Jan Fortune, are busy whipping.

Jan Fortune, are busy whipping script into shape for outdoor spectacle on Latin-American historical tacle on Latin-American historical theme which is counted on to dupli-cate success of Cayalcade last year. Advertising has been placed in hands of Tracy-Locke-Dawson, that agency in turn farming out publicity assignment to Pendleton, Dudley and Associates, with Mrs. Virg B. Clara-han in charge.

han in charge. General Manager Frank McNeny has his staff about shaped up and most of group are scramming about country trying to line up exhibitors for return visit. Ford and General Motors are thought definitely out, although officials are attempting to induce them to sponsor concepts.

though officials are attempung to an duce them to sponsor concerts free attractions.

The Exposition is concentrating on the Exposition and H. N. Mexican participation and H. N. Goolsby has been handed job of luring Southern Republic into project. Local groups plan a junket to Mexico shortly, which will take many of shortly which will take m state's biggies on glad-hand

state's biggies on glad-hand tour occountry.

Elnancial problem has officials scratching noggins, as sale of bonds is out for encore. Bonds sold last year have not been redeemed and many of creditors are writing ficures off books; although settlements are being made with more vocal of smaller, creditors. Money to open probably will be produced by advance sale of tickets and by high-nowered private touches of corporaowered private touches of corpora-

Mich Showmen Band

Detroit,

Organization of Michigan showmen to combat adverse legislation will re-ceive action at a big powwow here tomorrow ight (20) in the Fort ceive actomorrow i

tomorrow ight (20) in the Fort Shelby hotel.

No restriction will be placed on membership, and all showmen com-prising carnival, fair, orchestras, dance hall owners, roller-skating op-erators plus all others engaged in outdoor show biz will be included. Among those already interested proposed organization are Jack Dick-Among those already interested proposed organization are Jack Dick-stein, Louis Burger, G. Y. Averill, F. L. Flack, Leo Lippa, Louis Rosenthal, Frank Hamilton and G. W.

MORITE MARDI

Mobile MARDI Mobile Carnival Association's president, A. L. Staples, announces Feb. 7.8-9 as dates for this city's 107th annual Mardi Gras festival.

Gigantic Carney Take Amazing: Runs Into \$100.000.000 Annually

position in April for one week, all under canvas. Merchants and Manufacturers exhibits, a big carnival and free acts galore, including a baby pageant, public weddings, 1,000 milking contests and bucking horse for men and women. An automobile will be given away each night and a tremendous drive for the advance sale of tickets. Well, if they sell the tickets it can't miss, but so, few organizations will pay one-one that can sell the tickets. "On, the folks will come to our show' is an old and worn-out but do they?

Oryil Craft, the Pacific coast car-

Detroit Wants a

\$5,000,000 Hall for

To meet the increasing use for Detroit as a convention site, Convention and Tourists Bureau is study

tion and Tourists Bureau is studying proposals for a new downtown
hall, seating 50,000 and costing
around \$5,000,000. More than 500
conclaves are already scheduled for
this year, the biggest in town's history, and present Convention Hall
won't be able to take care of crowds.
Last year's 515 conventions attracted more than half a million
persons. Already this year is scheduled the Shriners Imperial Council,
which'll draw around 60,000, and a
teachers meeting expected to attract
about 15,000.

James Venor, Jr., gingerale mag-

James Venor, Jr., gingerale mag-nate, heads the 1937 convention bu-

nate, heads the 1937 convention bureau. Other officers are Charles A. H. Thom, Richard Hedke, John F. Keys, Frank Cody; and directors, Henry T. Ewald, Ralph B. King, John Brown, Louis G. Palmer, William J. Chittenden, Jr., and C. H. Thom.

Kearns Wants Biggest

Clawed Trainer Better

Detroit, Jan. 19

Convention Bait

Detroit, Jan. 19.

Many people belittle the carnival, beaches, parks and fair business and think its small time stuff, but you can't lauch off any business that does at least \$100,000,000. That was the gross the season of 1936 with 350 shows in operation. First take the concessions (that is, the money for any or all of them) big and little we have an average of 23 concessions to show. That means 8,050 in operation for 250 days in the year. Each game takes an average of three people to operate; or about 25,000 folks that must get at least \$1,50 a day to live. That little item is only \$37,800 per day. Multiply this by 250 operating days and we have \$375,000 for the season and on tob, of that they must pay privalege transportation, etc. That \$300 be cheap at \$5 per day, for \$6,950 concessions, \$250 days we have \$10,025,500. So we have the tidy sum of \$19,437,500. Then add 25% profit and we have \$24,225,000. The shows themselves with the take on the gate, shows, rides will do at least \$400 per day, for \$350, shows, 250 days we have a gross of \$35,000,000 or a gross of around \$60,000,000 for the carnival end allone.

Concessions, shows and rides at the beaches, parks and fairs that by

an old and worn-out but do they?

Orvil Craft, the Pacific coast caranival king, had two shows that clicked in 1936, and this year, 1937, will have three under his banner and I suppose, he will go into the million to the complete of the c

gross of around \$60,000,000 for the carnival end alone.

Concessions, shows and rides at the beaches, parks and fairs that by are outnumber those with the carnivals; it is reasonable to suppose they must do \$40,000,000 to live as space rates and percentage is much higher than with a carnival. So here is the \$100,000,000 business.

George F. Dorman, my old partner, is at the U. S. Government Hospital at Tucson, N. M. His wife, Caddy, is with him. The Rice & Dorman Shows were sold to Morris & Castle in 1920 and in 1921 we had the Rice & Dorman Dramatic Tent show. Dorman took out the Rice & Dorman Shows in 1923 and operated it until 1933. He handled the privileges for John Sheesley that year and then went with Ben Krouse Shows until the close of the 1936 season. His health has been improving since arriving af Tucson.

Pacific Queen, 3-masted steel ship, was wrecked at Long Beach, Calif., during the past week and is now on the beach with little prospect of saving the representations of the survival show boat. Owned by Tex Kissinger.

Al Painters' Marathon' Derby at Yoncouver, Wash., doing a heavy Voncouver, Wash., doing a heavy Voncouver.

carnival show boat. Owned by Tex Kissinger.

Al Painters' Marathon Derby at Vancouver, Wash., doing a heavy business with most of the draw from Portland, Ore.

Belleve It or Not Ripley packed them in to the tune of over 5,000 paid admissions at the Shrine Temple in Los Angeles in one day. The folks went for his lecture big way.

Picking for Toronto.

Picking for Toronto
Patty Conklin in Los Angeles signing up attractions for the Toronto and London Exhibitions. The midway will be called Playland and is the first time any fair has owned or

and London Exhibitions. The midway will be called Playland and is
the first time any fair has owned and
operated its own shows and rides in
America. The Rubin & CherryShows have had the dates for the
past 9 years.
Stanley Graham, owner of Midget
City and many other exposition attractions, will play many of the
larger fairs the coming season with
the midgets. He is spending the
winter at Hermosi Beach, Calif.
Vic Hugo with his brother, Chaswho operated the Hugo Bros. Circus
in 1915, now managing the Orienta
theatre in Hongkong, Chi Sent
the writer a honey of a Xmas card.
Last time I saw Vic was i Shanghai in 1933 at the time he was mansaging the Carlton theatre and collector for the Standard Oil Co. filing stations in that city. We went to
the Carlton Club. New Year's eve.
They sold 1,800 quarts of champagne
that night for one item. Sure was
the wildest party I ever attended,
Charles Hugo now in the U. S. making arrangements for the Marcus
Show that ils for the Orient
Feb. 18,
Le Roy Printz entertaining Karl

Show that its for the orient Feb. 18,
Le Roy Printz entertaining Karl Hoblitzelle, owner of the Interstate circuit of theatres in Texas and Okalanoma. Looks like Printz might be a producer for the Texas show at Dallas, as Hoblitzelle is the last word on the board of directors for the 1937 show. Ft. Worth is to continue with Billy Rose and Dallas is determined to have a bigger and better show than Casa Manana, that was the only with a few of the control of the control

IRON BALL IN FRISCO

Consolidation of Fair Dep Ousts Four Execs

San Francisco, Jan. 19.

Consolidation of the departments of exhibits and concessions for the Golden Gate International Exposition for 1939 has been responsible for a number of key men losing their berths with the fair organization on Jan. 31, according to an announcement made here last week by J. Franklin Bell, executive vice-prexy. Shakeup looped off the head of R. F. Allen, former prexy of the Down Town Assn; former Supervisor J. Emmett Hayden; Waldo T. Tupper, who was director of exhibits for the San Diego Fair; F.M. Sandusky, another San Diego Fair executive, and Fred Weddleton, San Francisco exhibit and concession man. San Francisco, Jan. 19.

OPEN WINTER BOTHERS MICH.

Grayling, Mich., Jan. 19.
Snowless weather hereabouts has virtually ruined a prosperous winter resort biz in this northern section of

Ordinarily, at least six weeks of brisk biz would have been sopped up by this time of the year. As it is, cash registers are about as barren as

ing by this time of the year. As it is cash registers are about as barren as the ground has been practically the entire winter. So far not one of the numerous 'snow' ins, which run weekly and semi-weekly from various large cities in the midwest, has put in an appearance here.

There has been no slackening of interest, for all of the trains, which carry around 1,000 persons each, have been sold out weeks in advance. With a slight snowfall early in the week, travel bureaus have plastered announcements all over the country-side, only to retract them later in the week because of a thaw or rain. Railways, as well as the resorts and travel bureaus, as a result have been absorbing plenty of losses.
Lack of frozen rain is also perilling northern Michigan's famed Winter Sports Carnivals, which annually draw thousands of visitors from the nidwest. With a snow queen and no flakey-white throne to sit on, Alpena's carnival opens Thursday (21) with natives in a dither. The main Michigan fete, at Petoskey, Feb. 5 to 14, 18 inning hopes on the weatherman.

The huge ski slide at Rochester,

5 to 14, is inning nopes on somewatherman.

The huge ski slide at Rochester, Mich., also has been out of commission this winter, but artificial snow may be imported for the major meet

Carolina Fair Meets

Carolina Fair Meets

Charlotte, N. C.,

North Caroli Association of Agricultural Fairs re-elected all its officers at a meeting at Raleigh Jan. 11, and chose Raleigh as the site of its 1938 convention.

W. Kerr Scott, agriculture commissioner, praised Norman H. Chambliss and George A. Hamid, who now lease the State fair, for their operation of the exposition during the last four years, and said the agriculture board would determine between now and Feb. 1 whether they should have the fair again or whether it should be State-operated. Officers named were: Dr. J. S. Dorton of Shelby, presi; H. Fleming of Louisburg, vice-president; W. H. Dunn, of Wilson, vice-presi and C. S. Parnell, of Mebane, secretary-treasurer.
South Carolina Fair icials met at Columbia.

Jack Kearns, recently signed by Olympia arena as co-promoter in an effort to revive boxing here, has made a \$600,000 bid for championship bout between Jimmy Braddock and Joe Louis here in June. Bout which would be staged in Navin baseball park, would mean \$400,000 for the champ and \$200,000 for the Brown Bomber.

Kearns' first show here will be Jan. 29, with Barney Ross meeting Al Manfredo, Pacific Coast welter champ. February match will bright together John Henry Lewis, light heavy titleholder, and McCoy, Canadian champ.

at Columbia.

at Columbia.

The convention ended after an all-day session at the Hotel Columbia, with delegates re-electi officers and looking confidently ahead to the 1937 season.

J. P. Moon, for the eighth consecutive year, was elected president. The other icers re-elected were: J. M. Hughes, Orangeburg, vice-president; J. A. Mitchell, Anderson, secretary and treasurer, and Paul V. Moore, Columbia, chairman of the executive committee.

For S. A. C. I.

Detroit, Jan. 19.

Although seriously clawed while training one of his lions last week at Peru winter quarters, Tarrell Jacobs is expected to fill his scheduled role as headli of the 30th annual Shrine Circus here opening Feb. 1 at the Coliseum.

Believed intervening two weeks will he sufficient for recovery, of another than the sufficient for recovery of another than the sufficient for recovery of another than the sufficient for recovery of another than the sufficient for the sufficien

Cole-Beatty Show Beats RB-BB Into New York Date This Season

Now It's N. C.

Charlotte, N. C.

A vast Carolina exposition in 1938 to parade before the world for several months the resources of the state and to attract tens of thousands of tourists will be suggested to the general assembly immediately, Gov. Clyde R. Hoey said.

Ciyae R. Hoey said.

He intends to ask the legislators to care for the initial financing, and to send a committee to Texas to study the methods of the two highly successful centennial expositions at Dallas and Forf Worth.

Acting upon this information, sev-eral North Carolina cities have al-ready started clamorin to become the exposition site.

We have had fairs and expositions that have run for a week or so. I mean for us to have an exposition of several months that would have permanent value.

'My idea is to plan the exposition on a broad basis.'

any idea is to plan the exposition a broad basis.

Governor Hoey revealed the real scope of his idea in comparing it with the Texas exposition. For Worth, which has a population of only 163,447, isn't enough larger than Charlotte, for instance, for the disparity in size to make an appreciable difference in promotion of an exposition. Yet this small Texas city held in exposition that attracted more than national attention at the same time its sister city, Dallas, population 325,791, was holding a similar event.

lar event.
Fort Worth engaged Billy Rose, producer of 'Jumbo' and husband of Fannie Brice. At enormous expense, be produced for the small Texas city a host of night clubs, circuses, and entertainment features that were called sensational. The exposition paid for itself and made a profit.

Would Enjoin Shows in Muni Audi, St. Louis

St. Louis, Jan.

St. Louis, Jan.
Smouldering resentment against city renting \$5,000,000 municipal auditorium for sporting events and other purposes not of civic nature burst into flame last week, when Reganization Investment Co., owner of Arena, largest exhibition bldg. in town, outside of tax free auditorium, fled suit in Circuit Court asking for permanent injunction against city from renting auditorium, on a competitive basis with other exhibition halls.

halls.

Wrestling and boxing promoters, who formerly presented programs at Arena; recently flopped to Auditorium. Petition recties that bond issue authorizing erection of auditorium specified bldg was 'to be used for holding of public meetings, gatherings and conventions, discussion of public questions, and to supply suitable meeting place for educational, moral, industrial, labor and other purposes.'

Petition alleges that city permits.

petition alleges that city permits, and threatens to continue policy of using auditorium for shows and events of a purely commercial character, sponsored, promoted and held for pecuniary profit of persons other than City of St. Louis. The Arena petition states, has facilities for such activities, but is faced with improper competition. Since July, 1935, when Reorganization Investment Co. acquired Arena, petition asserts, it paid 5109,239 in real and personal taxes to city and state.

Fred Wehrenberg, pres, MPTO of St. Louis; Harold W. Evens, manager of Loew's; Leo Hill, representing Fanchon & Marco and St. Louis and Calence Kalman indie movie theatre operators, recently joined in protest against use of auditorium, but the state operators, recently joined in protest against use of auditorium by commercial Tree' shows in competition with local movie houses.

Tom Packs, promoter of prowers the present of the protest against use of auditorium with local movie houses.

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Tom Packs, promoter of prowers the present of t

Cole rothers and Clyde Beatty circus, showing in New first time, will beat in the Ringling, Barnum and Bailey outfit and will he unopposed during most of the

Barnum and saley doutn and will be unopposed during most of the date, including Easter week. Cole show, with Beathy the feature, will open March 18 at the Hippodrome and will stay about three and one-half weeks. Ringling show will open at Madison Square Garden April 8. Easter falls on March 28.
Unusually early date of Easter this year is one reason why the Ringlings will miss that heavy attendance period, always the top gross week at the Garden. Another reason is the hockey schedule, which cannot be curtailed because of commitment, Explained that Easter will arrive later in 1983 and 1989, In 1940 it will be early again, but thereafter the holiday will be in April for the following 40 years.

Window car ds announcing the Cole-Beathy outfit are already being distributed.

TORONTO SEEKS MIX, MIDGETS

Paddy Conklin, new manager for carnival attractions at Canadian National Exhibition off to Los Angeles trying to sign Tom Mix show, some other wild west unit fer the Toronto show first half next September.

Chances are Frank Buck and wild animal unit will top the show with Mix, or whatever other western can be brought in, as second spot Buck is practically a sure sign. On guarantee and percentage.

Outht also seeking a midget lage and aiming at an English music hall idea to lure British patrons into the tents.

han the works have british partons into the tents.

Architects now busy designing entirely new from Ribin and Cherry or John J. Jones types. This kind of front pretty well standard back through 30 years.

Neither Conklin Elwood Hughes, big chief of the show, have any immediate line midgets, Seem hard to find.

Efforts to spot Ontario's ace natural attraction, the Dionne Quins, so far a flop.

FREAK MAN IN JAIL ON NARCOTIC CHARGE

Greenville, S. C., Jan. 19.
Police detectives of Charleston, S.
C., arrested Carl T. Martin, operator
of a traveling freak show, there last week on a complaint sworn federal narcotic inspector.

federal narcotic inspector, L. Guerard.
Martin, who recently showed Greenville, is said to have had in his possession three hypodermic needles, two opium pipes and a marijuana cigarette, all of which he claimed were a part of an educational exhibit. Martin further claimed that the active had become the claimed that the conjunction was given by tional exhibit. Martin further claimed that the opium pipes were given to him in 1925 by the chief of police of Great Falls, Minn., but scrapings from one of them revealed a quantity of opium derivative which led officials to believe that the paraphernalia had been recently used.

He is held in the Sunter County jail pending investigation.

VARIETY



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Vol. 125 No. 7

NEW YORK, WEDNESDAY, JANUARY 27, 1937

64 PAGES

Chas. Mack Quits Vaude to Op. Tourist | FLOODS, AUTO | Again Fashionable to Throw Those Camp; Lays Out Cabins Like 6-Act Bill STRIKE, CITRUS

By JOE BIGELOW

Charlie Mack, the veteran booker
and producer, is through with vaudeville, or, vice versa, and, with the
missus Grace Mack as a partner, is
the first and the proposed or proposed o missus Grace Mack as a partner, is starting out anew proprietor and operator of a fancy tourist camp at Alexandria, Va. The spot is so close to Washington, D. C. that guests next Easter will get omelets, made from eggs that roll off the White House lawn.

The SS years in the Yandeville hust.

eggs that foll off the White House lawn;
His 25 years in the vaudeville business have left their mark for Charlie mark and are greatly influencing the design of the expenciller-inner and ribber-outer's new project. He's lay aut the whole works sike a vaudeville show.
The site occupies four acres, two of which are out of the water, with slenty of scenery. Mack hasn't decided whether to bother planting more trees or just send to the store blossoms.
When Mack went

Biossoms.

When Mack went down to Alexandria to buy the property, he ran into some trouble at first. The tough real estate guy reminded him of the (Continued on page 58)

BALTO BASEBALLERS' BARNSTORMING BALLY

Baltinore, Jan. 26.
Balto Orioles, local entry in basebalts' International League, has
immenced fuelling fan interest in,
club and playing personnel, ith a
troube of entertainers composed of
team members.
Jack Ogden, gm. of Orioles, has
smoky Joe Martin, Milton Gray
and Lyle Judy putting on an act of
singing, instrumentalizing and rudimentary hoofing, with Ogden actlog as m.c. and doing the sales leiling.

ing.
Quartet are playing an admishite route of halls, clubs, etc., i around Balto. Idea is to build interest in Orioles which will assert self at the bo. next summer. Three froupers are being paid some extra boodle for their promotion work in addition to figures stipulated in contracts for diamond duty.

George M. Cohan Must Wait for His Medal

Wait for His Medal

Washington, Jan.

George M. Cohan must do a lot more waiti before he gets that medal Congress voted him last year in recognition of his long record of gubblic service. Hard-hearted House of Representatives appropriations formmittee Monday (25) refused to peel \$1,225 off, the Federal bankgoll to pay the mint for the work of coining the decoration.

Physical value of the medal, according to mint estimates, would be \$235. That is for the gold alone. Sculptor would be paid around \$500, while the die would cost \$300, and presentation would take another \$100.

presentation would take another \$100.

Niteries' Theme Songs

Ever since Stompin at the Savoy put that Harlem hoofery on the map, and Midnight at the Onya' was a follow-up thematic in behalf of that swing joint, the snooty Rainbow Room in Rockefeller Center has gone for one, also, titled 'Rhythm at the Rainbow Room.'

Next may be 'Riffin' Ritz.'

RECORD BUY FOR 'REGINA'

Record ticket buy has been established by 'Victoria Regina' Broadburst, N. Y., sigencies having actepted, the play, starring Helen Hayes, on that basis for 52 weeks, Show is now in its 48th week and is expected to continue through its second season. Buy has been extended at various times and was to have expired this week.

ond seasoin. Buy has been exembed at various times and was to have expired this week.

Willie Harris, who handles the buys for all Gilbert-Miller attractions, informed the brokers of the termination and suggested another extension. Agencies ordered the same number of tickets as bought previously; without exception.

Unusual feature of the run of Regina' is the fact that it suspended during the summer. Interruption, however, id not materially affect attendance and, since resumption around Labor Day, show has been a steady profit-earner. Business has recently tapered off, but the standout is still among the leaders on Broadway's list.

Mattson News Flashes In All N. W. Theatres

Tacoma, Jan.
With the cooperation of local newspapers, film, theatre managers in the northwest are giving patrons regular news flashes on the Mattson kidnaping and a local bank robbery several times daily during shows.

Interest here, while understandable, is so pronounced as to virtually force managers to furnish up-to-the-minute info. Glass slides carrying the wording and superimbosed over the film permit uninterrupted running of films and unimpaired sound.

Senator Emil Jannings

Berli

Emil Jannings, currently engaged at the State Theatre, Berlin, has been elected Kultur Senator. In addition he has signed a long term contract

Amusement

Offs Three Major Fronts Citrus Belt's West Coast, Freeze Automotive Crisis in Michigan and Ohio-Mississippi Flood Sectors Drastically Affected

\$300,000,000 DAMAGE

One of the most serious combinations of natural and economic disasters hit this country simultaneously is making heavy in roads into theatre business in various sections of the country. Of all, the greatest single factor in reducing grosses, and in a good many spots causing the complete shutdown of theatres, the floods through the Ohio-Mississi damage alone is estimated at, \$300,000,000. Outside the flood areas the sufficient of the strength of the strength

camage alone is estimated at, \$300,000,000.

Outside the flood areas, the automotive strikes, extrenge cold, snow, sleet, flu, and the citrus damages in sleet, flu, and the citrus damages on the West Coast a : taking their toil.

Even those towns still standing high and dry, but on the edges of the territory through which the swollen Ohio River is raging, are too frightened to pay attention to amusements, lsewhere, folks who haven't got their own weather, and strike troubles are busy listening in to the spot news broadcasts about the floods affecting Pennsylvania, Ohio, Indiana, Kentucky, Missouri, Illi West Virginia. Virginia

Rentucky, Missouri, Illi
West
Virginia.

In Michigan the strike at the General Motors plants is still in force,
with Washington offici now trying to effect a settlement, and thetare biz is suffering in Detroit Martine
terities trike on the Coast is also still
on. San Francisco feeling most of
the effect of this. I Southern Califorstia extreme and unprecedented
frosts are seriously affecting the citcitzus fruit industry. Grosses of the
theatres in that territory are upto50% off.

In other sections of the mi
northwest and south, icy roads, snow
and sleet are cutting into business of
all kinds. In these territories the

all kinds. In these territories the theatres are being hurt most by flu epidemics or scares, with health au-

(Continued on page 2)

EVERY DOG HAS HIS DAY EVERY DOOR HAS HIS DAY
Theatre Guild is being inundated
with offers of all kinds of pooches
since newspapers printed the fact
that the hound in the original London production of Storm in a Teacup'
is not liable for the N, Y, production, is very important to
the play

the play.

All sorts of pedigreed canines have been offered, but to no avail. Guild wants only a mangy mutt, just as the script calls for.

Spectacular Brawls; Talent Boom

Show Biz-1937

Toronto,

Toronto.

Show business under the old-fashioned tough conditions that most performers of today never-experienced is part of the routine at the Roxy, local burlesque theatre. Chorus suffers most.

Lack of dressing room space on small stage built for film theatre obliges strippers to undress in a building half a block down a dark alley. No plumbme, Afterwards girls wash up in in thus.

ROYAL WEDDING B. O. FLOPPOLA

The Hague, Jan. 15.
Royal wedding here turned out to be a turkey for grandstand promoters and a banner day for newsreelers, and general press. Local Profilit and Poitygoon newsreel outifts and Paramount got reels to the home theatres on the ight of the ceremony. England, through G-B release of Polygoon reels, saw the films the next day. Concessionaires suffered a hard loss on their \$100,000 investment.

investment.

Stands along the three-mile route from which so much was expected were vitrfually empty one flour before the procession started? Prices were dropped from the first quoted

(Continued on page 63)

Flesh-Starved Atlantans Flock to See WPA Show

Atlanta, Jan.

Flesh-starved theatre patrons here, grasping at straws, clasped the WPA theatre their collective bosoms last week and paid approximately \$800 to see three performances of The Drunkard, as put on the Atlanta Theatre Guild, affili of the Federal Theatre Project ig at the Atlanta theatre; ox office response brought amazed grins to the faces of John McGee, assistant national director of the FTP, and Josef Lentz, ional director for Florida, Georgia and Alabama.

Swing Concert at Chicago U

icago, Jan. 26, ing stuff is going into higher

ing state a control of the control of the control of the sailey from the Blackhawk journeying to the southside thi weekend for a ing concert at the University of Chicago.

With that corner turned, it's once more fashionable to flash the family diamonds, and the old-time society circuit has reopened. Coming-out parties, wedding banguess, deb tea dances, and just plain Saturday night shindigs are once more breaking out with cases, of champagne and name acts.

with cases, of champagne and name acts.

In the depress, years it was considered smart by the socialities to be infritly, to ride on the subway and to give "kitchen" parties: the 400 claimed they really couldn't afford to spend move than 440 for a banquet, It was the sign of good taste not to show off. This, of course had many of the rich tenumes pounting, because they didn't have an opportunity to spoiligh their emeralds.

But now the pressure is off, and gals are once more in the ring hotfooting it for newspaper, space with bigger and gaudier blow-outs. Parties today are beginning to rate wallet-dredging of old time proportions.

Agencies report that these parties

let-dredging of old time proportions. Agencies report that these parties are sending in calls for orchestras by size as well as reputation. Party-tossers call up and ask for musicians by quantity—as one of the matrons put it. I want g to for musicians. Which has resulted in orchestras, running to 30 men and over. At one home affair recently, there were so many musicians, they (Continued on page 58)

(Continued on page 58)

DISCS OF F. D. R. SPIEL HAWKED ON STREETS

Baltimore, Jan. 26. Believed all-time speed mark es-tablished for recording and market-ing records last week for F. D. R's inaugural address.

A Washington, G, music firm needled the spiel and had hawkers peddling the platters on streets in less than half-hour after address was

Celerity with which it was done was mystifying to many in the trade.

Rockefellers' Commercial Bally for W'msburgh, Va.

Bally 10f w msourgn, va. Rockefellers have designated Donahue & Coe to whoop up tourist trade for Williamsburgh, Va. This is the restored colonial village that represents \$14,000,000 of Rockefeller dough. Has been finished couple of years, but the hotel was only just completed. Hence the drive to attract tourists on a larger scale than before.

Part of the Rockefeller hypo for car ot the Rockefeller hypo for williamsburgh is in the nature of commercial tie-upg with various manufacturers of a will be seen to the seen of the s all patterned

The od firm is cancillar the cersion exploitation - account Farnol in charge

Home-Offices Unable to Contact Flood-Area Theatres in Some Cases

A large number of theatres are seriously endangered and many have already been forced to close down as result of high flood waters affecting 11 states east from the Mississippi valley.

already been forced to close down as result of high flood waters affecting II states east from the Mississippi valley.

In some cases home offices in New York are without complete reports from local operators and difficulties are also being experienced in getting telegrams and phone calls through to the more affected points.

All houses are operating i littsburgh, including M. A. Shea's Futton, which is situated on the so-called point and nearer danger than others. This house, together with Loew's, Penn and Warners' Stanley, all have water in their basements, however, and every precaution against inundation has been taken by the operators. Rugs have been rolled up, seats unscrewed and equipment that is movable has been taken to igher floors. The water that has seeped into Pittsburgh theatre-basements is partly due to the flood, but also to water backing up in the sewers.

Similar precautions have been taken i other cities, but thus far none of the operators are close to danger in the New England area, although last spring Hartford. Springfield, Lowell and other points were hard hit. The situation, according to operators, is such that there is plenty of time to prepare against the threat of higher waters. In New England than expected at the present time. Cincinnati all of RKO's sevenhouses, as well as chesting facilities, made it impossible to operate. The city's downtown area was'th virtual darkness Monday (25), but ilm exchanges which have, to supply lot of territory that isn't affected by the floods were continuing in operation. This is the only exchange point so far seriously menaced. While RKO, struck only in Cincinnati and forced to shutter there, water has not touched any of the houses.

Loses will run into unestimated thousands where flood waters have entered theatres, demaging them, but

the houses.

It isses will run into unestimated thousands where flood waters have entered theatres, damaging them, but a more considerable sum is probably involved through closings for lack of power other reasons, as well as greatly minimized attendance, where

power other reasons, as well as greatly minimized attendance, where theatres are still open.

Loew's, which will suffer damage in Pittsburgh and may be forced to close down, boited the doors of the Loew's United Artists in Louisville Friday (22), which isn't seriously endangered, but couldn't get sufficient power to operate Loew's united Artists in Louisville Friday (22), which isn't seriously endangered, but couldn't get sufficient power to operate Loew's is also affected in "Evansville, Ind., where it has the Victory and Majestic Both closed Monday (25) because of lack of power, but so far aren't damaged.

WH is fortunate in that Johnstown, Pa, and some other points that were struck last spring aren't in danger so far, but in addition to the threat against the Stanley, Pittsburgh, Warners is hard hit in Portsmouth, O., and Owensboro and Fulton, Ky. Of the three WB houses in Portsmouth, all closed, two are partly flooded, according to latest reports. Two houses in Owensboro, Ky., and one in Fulton, Ky., operated by the Warners, on late dope, were preparing to shutter in view of rising waters.

Paramount is not so seriously affected in the flood area as WR and

vaters.

Paramount is not so seriously af-ceted in the flood area as WB and new's. The Rex. Wheeling, W. Va., perated by Par, was forced to lock

(Continued on page 11)

Drive for Funds

St. Louis, Jan. 26.
Lee Carrille and Johnnie Perkins,
here in vaude, did marathen job on
station KMOX Monday night in
gathering funds for Red Cross. Loretta Lee and other theatrical people
appeared on all-nite show.

25c Per Peek in Cincy

Cincinnati, Jan. 28.
riday and Saturday of last
week, before the flood reached
its peak, theatre big was terrible. Only grosser in town was
the observatory tower of the
largest building in town.
Charging 25c, the tower had
'em lined up waiting their turn
for a bird's-eye view. Money
collected from admissions turned
over to Red Cross.

FLOODS MAKING PITT JITTERY

ittsburgh, Jan. 26.
Pittsburgh
agai and theatres

ittsburgh, Jan. 26.
Flood Pittsburgh growing grave agai and theatres have taken every emergency measure in effort to forestall possibility of last year's heavy damage, As it is, in three downtown houses, Pein, Albim Jand, Barry, 24-hour crews have been at work for days pumping out flooded cellars and basements where water is only within a foot or so of floor level. Vesterday. (25) Penn ripped furnishings and everything else out of ladles! lower lounge with new rise in rivers.

Nobody's quite sure what may happen here in next few days, Rivers on Saturday, after reaching 33-foot stage, began to fall with arrival of smow and freezing weather but theatres breathed, a sigh of relief too soon. All-day rain Sunday brought renewed nervousness and yesterday stage passed, previous high for year and was on its way to 35. In some quarters, a 40-foot stage was openly predicted by tomorrow. That would put most of the downtown houses under water again, and they're all waiting and prepared for that emergency.

waiting and prepared for that emergency.

In iri-state area proper, conditions are growing more dangerous by the minute. Western Fennsylvania so far isn't in terribly bad shape but in neighboring Eastern Ohio and West Virginia, theatres are being paralyzed everywhere. Both Warnerhouses in Parkersburg, W. Va., went down over the week-end and in Wheeling and Chester, too, houses have been forced suspend tions.

Tast Tuvernool, O. and Steuben.

East Liverpool, O., and Steuben-ville, O., within 46 miles of here, we still going yesterday but stand-ing by ready to, close shop at minute's notice. Elsewhere along the rampaging Ohio, there were fear and uncertainty and film men were expecting worst.

and uncertainty and num men well-expecting worst.

Film Exchanges
In meantime, all of the Pittsburgh exchanges were working in double (Continued on page 11)



KEN MURRAY

Andrew Kelley, Washington Times, Jan. 23, says:—Murray is tops. Ken Murray is tops. Ken Murray provides, the FNT of the Earle program this week. The comedian columnist has a bangup act with his chief of staff, loswald, the Jaconic o'Oh Yeash' man of the air waves. Incidently both the introductory of the Murray act and the encore employ his familiar radio signature 'Mama That Man's Here Again—a clever idea!

Disaster Toll

thorities warning the public to stay out of crowds.

Loss to show business cannot be estimated present, but it will probably run into the millions through the Ohio Valley. In Cincinati, despite the fact that most of the city is still above water, all theatres have been closed to conserve electric power, which is at a low state, because some of the plants have been crippled. Louisyille, Kentucky, another town that is in a sore condition. Almost two-thirds of Louisville has been evacuated and U. S. troops have been rushed into the area. Famine, pestilence and panic threaten there.

Pittsburgh, so badly hit last March,

panic threaten there.

Pittsburgh, so badly hit last March, has not been seriously affected as yet by rising waters, Radio announcers, however, in stressing the imminent danger to the city (especially the downtown Golden Triangle sector, where theatres abound), have not been doing theatre biz any good.

Calif. 20-30% Subnormal
Hollywood, Jan. 26.
Picture theatre grosses in California and adjoining states are 25-30%
below normal. Sharp drop in receipts is charged to extreme cold, fluepidemic and the still current waterfront strike.

Attendance at theatres in the cirus belt has diminished to about 50% of .normal trade because of .frost damage to ecrops. Losses on fruit may hit \$30,000,000.

Fox-West Coast reports 25% decline in circuit business. In Los Angeles trade is figured to be about

(Continued from page 1)

thorities warning the public to stay

Cincy's Film Booking 15% Normal; All B. O.'s Shut; City Very Hard Hit

As a result of the Ohio river flood the film booking district serviced out of this burg is now 15% of normal. Some scattered houses between Cincinnati north to Columbus and in eastern Ohio are operating, but the booking district in general is folded. Deliveries are made by truck.

In Cincinnati itself, one of the 13 points in the mayor's 'emergency holiday' proclamation closes all places of amusement. There isn't a places of amusement. There isn't a box office functioning anywhere. And if there was, people couldn't get to them. Various neighborhoods, such as Mt. Washington, are marooned. Police have ordered natives to stay in their homes after dark as there are no street lights and there are plenty of robberies reported. Town has 1,000 national guardsmen and is practically, although not officially, under martial law. Macon, Ga., Jan.

WMAZ joined volunteer Inter-city network to assist in flood disaster. Police have ordered natives to stay in their homes after dark as there are no street lights and there are lenty of robberies reported. Town by the continue along the continue along this intervention of the continue along this line until risk is over.

atres. Station WLW has been obliged to cut its 500,000 watts to 50,000. Town is full of newsreel cameramen. Red Cross trucks and autos only ones allowed downtown. Lower parts of the city under water but main drags are fairly high. Cincinati is built on hills. Valleys in between get the water.

St. Louis' Flood Blues

St. Louis, Jan.
With the Mississippi river rising above flood stage in vicinity of southeastern Missouri and southern Illinois towns, film biz in more than Illinois towns, film biz in more than a dozen towns has dropped off while natives devoting efforts to rebuilding dikes and strengthening existing levees. Heavy sleet and siow storms didn't do much to help situation.

Towns in Missouri effected thus

Towns in Missouri effected thus far are Kennett, Rombauer, Fisk, Glennonville, Poplar Bluff, Holcomb, Wilhelmina and Senath and Mt. Carmel, Lawreneeville, Golconda, Shawneetown and Cairo in Illinois. Most of these towns are served by St. Louis film exchanges.

Newsreelers Ga-Ga Covering Flood Catastrophe; No Juice, Sound, Etc.

The Flood and Radio

Radio department this week details fully the radio coverage in the Ohio-Mississippi Valley ctor. Starts on Page 26.

40% off with drop increasing in out-

40% off with drop increasing in outlaying communities.

Detroit's Standstill

Effect of prolonged auto strike on show biz here is taking the shape of minor catastrophe, with pichouses, iteries, legit, burly, et al., digging in for a long hard spell.

Searcity of biz and money also spread to local advertising agencies this week, with a layoff of many under employees until strike is settled at several agencies handling motor accounts, including Campbell-Ewald, MacManus, John & Adams and others. Even radio stations are feeling the pinch on cancellation of motor and tire spots, etc., but it's considered unlikely studio statisms are feeling the pinch on cancellation of motor and tire spots, etc., but it's considered unlikely studio statism are little upsying in theatre biz, with workers having nothing else to do with a few extra dimes. Past three weeks, however, have seen a sharp deell at the wickets, with grosses diving as much as 50% in some spots. Nitery takes have sild even farther. Dent in first-run houses is around 20% currently, with the worst yet to come unless labor trouble is settled pronto. Even if that's done, it'll take several weeks before that \$1,000,000-a-day loss of wages hereabout will be replaced sufficiently to reflect in theatre grosses.

Effects of sit-down strike is being felt more acutely in the nabes in Detroit and in Michigian cities, where one or more plants, have been shut because of the local situation. Figured as high as \$6% in spots located in auto workers' districts, while big is practically nil in some strike-torn centers.

senters.

Better class niteries have suffered plenty, and beer gardens around-the-corner, which depend wholly on workers nickels and dines, are dying. Ditto some burly spots. Legit house, the Cass, is likewise feeling the general uneasiness and grosseare off....

General unemployment, and re sultant slump in grosses, is also be-ing enhanced by discharge of clerks stenos, etc., in stores and offices de-pending on motor prosperity for sus-

FORTUNATE FREEZE-UP AVERTS FLOOD IN N. E

Hartford, Conn., Jan. 26.

A fortunate freeze-up and snow held back waters of the Connecticul River, which for a few days threatened to rise and overflow its banks as had done last April, causin more than \$50,000 actual damage to the consecution of the control of the control

L'ville's Dire Position

Louisville, Jan. 26.
One-half of Louisville is flooded
All theatres and busi house

Closed.

Drury Bane, National, Kentucky and Uptown theatres have been opened for refugees.

Nazimova's 'Hedda Gabler' cancelled the Auditorium for Monday night (25).

Newsreel companies converged on flood-stricken areas of

Kentucky. Illinois and Indiana over the week-end throwing every available cameraman into principal cities hit by rising waters. Makeshif communication, lack of lights, vari-Makeshift communication, lack of lights, various restrictions and other emergency measures that had to be adopted kept home office newsreel executives and editors on edge from early Saturday (23) until late last (Tues.) night. Most officials had been on constant duty at that time from 48 to 76 hours, with virtually no sleep.

hours, with virtually no sleep.

A majority of lensmen were thrown into Louisville where conditions were reported tragic. Yesterday (Tues.) atternoon newsreel editors were informed that 20,000 were still unrescued in that city alone, with indications that many had gone hungry since Sunday or Saturday night.

night.

Newsreelers were handicapped by official orders keeping them out of boats in regions where flood waters were highest. Cameramen informed their headquarters that they could not beg, borrow or steal boats from which to take scenes. Embargo placed on negative stock going into stricken region by federal government meant that the photographers were simply out of luck, once their ori inal supply was depleted.

Nearly all news weekly compani

ori inal supply was depleted.

Nearly all news weekly compani reported that their lens grinders were operating from water hip-deep with most graphic shots obtained from airplanes. This meant that entire coverage was silent, no companies being able to make use sound trucks and equipment.

sound trucks and equipment.

Impossible for newsreel offices in N. Y. to keep in direct telephone or wire communication with their operatives in Louisville and other worst hit communities. Messages went by indirect routes with every type of wire and radio pressed into service. Fact that cameramen stationed in Louisville had difficulty in keeping any accurate tab on occurrences in, that flood-swept city forced home offices to apprise them of developments.

A majority of the companies found the most accurate means of keeping abo on developments was short wave radio. Nearly all newsreel home offices said that reports of fires breaking out and other eventualities were picked up by this means and re-communicated from N. Y. to their photographers actually at the scene of the disaster. Because many cities were without lights, each camera operative was supplied with flashlights that operate under water.

One newsreel photographer mitting his report to New York on films obtained said he was sending his wire from a railroad switchtower where he was temporarily isolated by rising waters.

The newsreel companies withdrew A majority of the companies found

The newsreel companies withdrew their ace cameramen from key cities throughout the middle west in order to cover the floods.

Most companies shipped their fin-ished films from the inundated area via emergency trains and special messengers. First sensational views reached N. Y. late Monday and early Tuesday.

Tuesday.

About 10 to 12 regular cameramen were used by each newsreel company for coverage. Most of these were assigned to the Louisville and Cincinnati areas. Others went Portsmouth, Evansville,, Pittsburgh, Wheeling, Huntington, Memphis and Cairo.

Cairo.

As if this wasn't big enough load to carry, the newsreelers had to contend with hurried coverage of the bus accident near Miami in which 17 were drowned. Films reached N. Y. Monday night (25) and yesterday (Tues.). Universal claimed a scoop because reel caught early plane that landed in N. Y. Monday.

landed in N. Y. Monday.

Frail boats even when obtainable were not strong enough to permit use of sound equipment in flood districts, Paramount reported. Company got out a 500-foot special for release today. Others did me or included shots in regular mid-week release. Universal reported its best footage was secured from plane.

Uniontown, Pa., Ján. 26. Kenneth Woodward, exhibitor here who is a camera enthusiast, is grab-bing flood newsreel shots in local region for Paramount News.

39.02 AVERAGE FOR EXTRA

'Ram or Shine' Edict Leaves Pix Extra Issue Up in Air; RKO Test Case

California Industrial Welfare Commission has handed down a decision following complaints filed against RKO-Radio Pictures by group of 40 extras for compensation, that leaves the issue pretty much up in according to legal interpretations.

Extras claim they were deprived of three days' work because of studio's 'weather-permitti ' calls.

which insured RKO having duction delay, regardless of weather, due to calling of two different sets , one for use if it rained,

the other if the sun shone.

weitare Commission ruled that under its order No. 16a, Sec. 3, covering weather-permitting calls, which permits an employer to post a notice stating there will be no work because of the weather at a designated location, such procedure does not meet the requirements set forth in the call given to the extras, and latter shall be paid carfare and dismissed immediately. In the case of the complainants.

mediately.

In the case of the complainants, who seek about \$2,000 in pay, they charge that their call was not to report at studio if weather was cloudy. They, contend that studio called one group of 40 for cloudy weather shooting and another group to work it the day was clear, over a period of four cloudy days which prevented them from accepting possible other calls.

calls.

Decision by Welfare body states that under the same section cancellation of a call is permitted only when the set, through some reason beyond the employer's control, is unable to work, and for no other reason. When a bone fide cancellation of a call is made; if the extras have not been properly notified as to the cancellation, they shall be paid a quarter check. When a set does not work for any other reason than a cause beyond the control of the employer, it does not come within the definition of "cancellation of calls' and a full check must be paid the extras."

Cowdin (U) Signs No. 1 French Actress, Miss Darrieux, to a Termer

Paris, Jan. 26.
Danielle Darrieux, the No. 1
French film actress, has been signatured by Universal on a five-year
contract to make two pictures annually at \$100,000 each.

nually at \$100,000 each.

When Cheever Cowdin was in town recently he saw several of Miss Darrieux's films and then visited the Madeleine theatre, where she is appearing in Jeux Dangerous' (Dangerous Play), written by herhusband, Henry Decoin. Mrs. Ad Schulberg, who came from London while Cowdin was here, started the preliminary negotiations. for him and carried them through the contract stage, his Darrieux is expected to leave

Miss Darrieux is expected to leave for Hollywood in September.

irman is ¹ Cheever Cowdin, . Cheever Cowdin, irman of Universal ictures, is hopping around Europe so much on his present tour that the home office in New York is having difficulty keeping up with him. After leaving his wife to Vasit friends in London, he planed to Paris. Then Cowdin went to Rome, thence to Venice and back to Paris. Agai taking an airplane, he went to Budapest, Warsaw and Berli

The last spot he communicated from was Berlin, but he plans to be in London by the first of February and to return to N. Y. early next month.

Cow is huddling abroad on several financial deals.

Flitting the Flu

Hollywood.

Warners has installed a moile medicine chest the lot
that is wheeled from set to set
to fight off flu bugs. Portable
first ai is loaded down with
atomizers and other sniffle dousers and every actor must submit to a tonsil spray.
Studio has had a minimum of
flu cases due to illance of

flu cases due to medicos.

Doran Setting Up Col.'s Script Division in N.Y.

Doran, new executive assistant to Harry Cohn at Columbia, is in New York to rearrange the story aid script set-up in the East. Will stay about a week or two, then going back to the Coast and, after further conferences there, will return to New York to charge of all production matters in the East. Doran, on this trip, is contacting agents and other sources for writing talent, being on the lookout especially for a string of young writers who promise development. Notion is not to pay much to beginners, but ab the production of the pay much to beginners, but a bit above the previous Columbia scales, and at the same time not to get involved with high-money scribblers. It was Doran who sent Jo Swerling out to Columbia at a low salary on his former tenancy with that studio. That's the basis of the hope he may dig up other build-up-able youngsters.

hope he may dig up oues able youngsters.
Doran's play producing yen will be curbed for the time being. Under his deal with Columbia he may, next summer, he so wishes, put on some plays, either with the film company's backing or on his own, outside. There is nothing definite on this end, depending largely on the outcome of the current struggle between film companies in general with the Dramatists' Guild.

FAIRBANKS, JR., BACK TO H'WOOD FOR S-I 'ZENDA'

Hollywood,

Douglas Fairbanks, Jr., is return-ing to Hollywood Feb. 20 after two years abroad. He goes to Selznick-International for role in support of Ronald Colman in Prisoner of Zenda."

Deal for Fairbanks was negotiated by David O. Selznick through United Artists and Criterion Films, Ltd. of London, of which Fairbanks is head, as well as star, Additions to cast of 'Zenda,' which John Cromwell will irect, include Mary Astor, C. Aubrey Smith and David Niven. Screen play by Donald Ogden Stewart, with adaptation by Wells Root and Leo Birinski, from the novel and play by Anthony Hope.

Parole Pic in Color

Hollywood, Jan. 26. Yarn dealing with parole abuse. To Give You Life, will be produced by Lloyd Sheldon in technicolor for Selznick-International.

Fay Wray gets the femme lead.

Cooper-Oberon Teamed

Hollywood, 26.
Sam Goldwyn will team Gary
Cooper and Merle Oberon for 'Kiss
in the Sun.'
Fredric Lonsdale is scri

TOTAL IS \$150,840 | Screen Guild Pulls Bit Players From UNDER LAST YEAR

Jobs for 268,436 Mobsters Paid \$2,420,453 - Men Supers More Than Doubled Femmes - Juvenile Big Jump Groups 82,015 in \$7.50 Class

MOB PIX SLUMP

Hollywood, Jan Hollywood extras during 1936 were paid through Central Casting Corp. an aggregate total of \$2,420,455.55 which was a decrease of \$150,840.29 over 1935.

Number of placements the year showed a proportionate reduction with total of 268,436 Jobs handed out as against 278,486 in 1935. The average pay check was \$9.02 compared to \$9,23 for the precedi year.

During the year, 174,759 men tras were paid \$1,422,137,08. In the same period, 80,962 women extras were paid \$658,074.56.

were paid \$555,9/4-50.

In the juvenile division, the figures showed 7,712 boys were employed and paid \$49,283.95 and the number of girls who worked extras showed 5,003 received \$31,658.48.

showed 5,003, received \$31,688.48.

Number of placements for women showed an increase of approximately 7,000 over the previous year while the men showed a corresponding decrease. More boys were employed than in the previous year while the number of girls decreased considerably. However, with both juvenile groups combined, decided increase over any previous year was registered due mostly to an increase in the cycle of juvenile pictures.

82.015. In 87.56. Class

82.015 In \$7.50 Class

82,015 In \$7.50 Class

Total placements for men, women, boys and girls show that 82,015 received checks for \$7.50, totalling \$615,112.50. The next highest group was the \$10 class where 71,961 extras were paid \$719,610. Following this is the \$5 group where 62,721 persons received \$313,605. A total of 27,-181 received \$15 checks amounting to \$407,715.

Statistics for the other wage rates

to \$407,715.

Statistics for the other wage rates show 18,924 to have been paid \$3.20 a day, totalling \$40,556.80; 3,727 paid at the rate of \$5.83, totalling \$21,728.41; 692 at the rate of \$8.33, totalling \$5,764.38; 183 paid at the rate of \$1.250 totalling \$4,400.

Two extras received \$25 a day for

on \$12.00 totalling \$4,400.

Two extras received \$35 a day for a total of \$70 and four were id \$75 a day for a total of \$300.

The report shows that \$259,319.48 was paid during the year for overtime and adjustments in the salaries of extras. of extras,

or extras.

Total average daily placement of 858 when broken down reyeals that 558 men, 259 women and 41 children found daily employment as extras.

Lack of Mob Pi

While more pictures were made during 1936 than in 1935, a slight decrease in the number of extras employed has been attributed to the lack of costume, period and spectacle productions made during the year. Large increase for women extras over the men has been accounted for by the increased production of filmusicals, where the casts have been predominated by chorines and showgirls, most of whom have been drawn from the extra ranks.

Col. Location; Demand Card Holders

Just Buttons?

London, Jan. 17. Marlene Dietrich, who g Marlene Dietrich, who got \$250,000 under her contract to star in Korda's 'Knight With-out Armour,' goes back to the Coast with an extra \$200,000 i her grip. That's for overtime.

Railroads' Pix **Tieups on Heels**

Of Plane Crashes

Railroad companies are taking advantage of publicity attending recent series of plane crashes and readying an extensive advertising campaign on safety and comfort of rail travel. Picture studios are being asked to tie in, with stars posing in Pullman berths, drawing and dining rooms and lounging cars. Stars and contract players of majority of Coast studios have been ordered to restrict their coast-to-coast hops to rails until flying conditions improve. This will mean an abrupt about face for the studios as in the past they have been heavy boosters of air travel and have made plenty of coin from stunt pictures and recent cycle glorifying the work of air hostesses.

Air lines might have beaten the

fying the work of air hostesses.

Air lines might have beaten the railroads to the punch though with current publicity given a new gadget developed by TWA engineers and offered to all other lines free. Major causes of most plane crashes has been failure to receive radio and direction beams, caused by ice forming on the plane's antenna. With the new TWA device which has been installed on all their planes, a pilot is able to find his way to his airport regardless of the weather. This was demonstrated last week with a plane full of reporters, intentionally lost demonstrated last week with a plane full of reporters, intentionally lost in the mountains, with the pilot flying blind. Using this gadget the pilot was able to determine his position and return to his base without any trouble.

HARDY SANS LAUREL IN ROACH 'ROAD SHOW'

Hollywood, Jan. 26 Oliver Hardy parts with his run-ning mate, Stan Laurel, for a solo part i 'Road Show,' Hal Roach filmusical, Norman McLeod will di-rect. Added to the cast are Lyda Ro-berti, Patsy Kelly, Jack Haley, Bu-ter Keaton, Rosina Lawrence and Bill Brady. ter Keaton Bill Brady.

Roach has decided on a spring re-lease for 'Way Out West,' recent Laurel-Hardy washup on the 1936-37

O'Neil Back on Coast

Hollywood, Jan. 26.
Howard o'Neil, loaned by Metro to
Alexander Korda to cut the English
production of 'Love from a Stranger,'
has returned from London,
Currently without an assi

Currently without an assi

HOW THE MOB WORKED

(1	11-Year Summary of	Central	Casting grosses.	Bureau	Business)	average:
Year.	Pavr		Jo.			Pay check
926				259	810	\$6.
927	2,333,1			397	905	8.
928	2,469,7			.155	756	8.
929	2,401,4		262	.958	840	9.
930	2,460,0		252	466	809	9.1
931	1,766,4			,589	606	9.
932	1,855,7	78.00	214	.584	C84	8.
	2.048.5	12.44	251	914	805	8
934		97.54	219	857	705	9.
935	2.571.2	93.64	278	486	889	9.
1936	2,420,4	53.55	268	436	858	9.
Totals	\$25,011,8	97.17	2,804	461	8.667	\$96
Average	2,273,8	06.83		,950	788	8

Hollywood, Jan. 28.

Production on Columbia's 'Speed Mad,' being directed by D. Ross Lederman at San Pedro harbor, was held up for several hours last Thursday (21), when Screen Actors' Guild moved and ordered 10 bit and extra players off the set for reputed failure to carry Guild cards. Several of the actors were Guild members, but had neglected to pay up past dues. Protested players were finally removed without any replacements being made.
This is second time in 10 days that the Guild has exercised its union policing powers. First time was when the stewards moved in on the Paramount location unit filming scenes of the water front for 'Souls at Sea' and ordered seven actors from the set for failure to have Guild cards.

Screen Actors' Guild is said to be determined to continue its surveillance over all location work and will pull all actors not in good standing with the organization. Extra appropriation has been sanctioned by the Guild for employment of extra stewards and for their transportation to all locations to check on whether player contingents are 100% Guild members.

From Out of Cashier's Cage Comes U Asst. Director

Hollywood, Jan. 28.
Seward Webb of Universal's cashier's office has been given a spot as second assistant director on company's 'Night Key.'
He replaces Eddie Tyler, moved up to assistant director, vice Phil Karlstein, ill with the flu.

SCHILDKRAUT'S 'SLAVE'

Hollywood, Jan.
Joseph Schildkraut gets a featured spot in 20th-Fox's 'The Slave Ship,' nee 'The Last Slaver,' which 'Tay Garnett is directing.
Nunnally Johnson is produci



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Women	

Gordon-Goetz's Buy of 'Women' For \$125,000 the First Film Deal **Under New Dramatists' Guild Terms**

Lubitsch Readies 'Angel'

Hollywood, Jan. 26.

Marlene Dietrich is due back in Hollywood from England around Feb. 10.

Ernst Lubitsch plans to start production.

duction at Paramount 'Angel,' starring Miss Dietrich, about 10 days later. Melville Douglas and Herbert Marshall will have the male spots

SHORTS PASS IN

ACAD REVIEW;

12 TUNES

Hollywood, Jan

Hollywood, Jan.
Review has been started by nominating committee of the Academy of 52 short subjects released during past year from which their selections for the annual award will be made. Shorts are being viewed at the RKO studio projection rooms.
That awards will be made from group selected by nominating body. These will include one short in each four classifications; earfoons black of four classifications; earfoons black

of four classifications: cartoons, black of four classifications; carfoons, black and white, one and two reelers, single or double reel color shorts and one general subject. Committee comprises Bert Gilroy, Jules White, E. H. Allen, Louis Lewyn, Herb Moulton and Roy Dis-

ney. Musical scores for consideration

Musical scores for consideration for Academy awards have been narrowed down to 12. from which nominating committee will select five for general vote by the membershi Picts whose scores are now under consideration include: "Anthony Adverse," Born to Dance." Charge of the Light Brigade, 'Garden of Allah, The General Died at Dawn, "The Great Ziegfeld, 'Little Lord Fauntieroy,' My Man Godfrey,' Romeo and Juliet,' Rose Marie," 'Three Smart Girls' and 'Winterset,'

THEATRE STICKUPS,

IN 2 SPOTS, CAUGHT

Minneapolis, Jan. 26.
Two bandits who held up the cashier of the Paradise, local nabe, and got away with \$225 in cash were captured the next day, pleaded guilty and received sentences of 5-40 years in prison.
They admitted a previous unsuccessful attempt at the Hollywood theatre and a hold-up of the Chateau that netted \$70. The Hollywood and Chateau also are independent neighborhood houses here.

For Dietrich Feb. Start

irst film sale under the terms of the new Dramatists' Guild contract terms was made last week when Max Gordon and Harry M. Goetz bought the film rights to "The Women," current legit show which the same duo produced, for \$125,000. It was not only the first sale negotiated and carried through under the new film purchase terms, but it is believed likely that the ease and dispatch with which it worked may break up the current agreement between all major film companies not to finance legit plays under terms of that new contract.

Report on Broadway is that Metro is involved in the deal somewhere, earlags as behind-the-screen backers of Gordon-Goetz, who claim they will produce the film on their own via Goetz Reliance Pictures. This is denied by all hands in the deal, however, including Metro. Another reself the film rights to Metro. This, too, is denied. There is nothing in the Dramatists' contract rules which would prevent Goetz-Gordon reselling to anyone, however, with the author not sharing in profits from such resale. If such a deal is attempted, it may lead to a new authors-film producers' breach and undoubtedly will result in an immediate addition to the contract of a rule that authors must share in such resale. It women was interested for The Women was in-

Involved Background

Deal for The Women' was involved throughout. When Gordon contracted for it, it was as an independent legit producer without film backing. [His recent affiliations with the Metro studio as a production con (Continued on page 62)

Howard Will Hop Between H'wood. **London**, He Says

ittsburgh, Jan.

Hardly likely that Broadway will again see Leslie Howard for several seasons, he said here last week. again see Lesue Howard for several seasons, he said here last week. Actor wants to re-establish himself in London and intends to do three or four plays there in succession be-tween pictures in Hollywood, where he still has six to go under Warner contract.

contract.

Howard hasn't done a show in English capital since This Side Idolatry, a flop, in 1933, Present plan is to do Maxwell Anderson's Masque of Kings' over there in fail. It's the show Theatre Guild wanted him for this season, but he had Hamlet' on this season, but he had Hamlet' on the saked Guild to hold it back until 1937-38 and he would do it then, and Guild was willing but author didn't went to wait.

Guild was willing but author didn't want to wait.
Star expects to do his current Hamlet' over there but wants to lay the groundwork first with several modern works. Doubtful if he'll get around to Bard's tragedy over there, he said, for few years. Present tour winds up on Coast middle of March, and then he'll do a light comedy for WB and not Kay Francis' Mazurka', as réported. Says he feels he should do something in humorous vein after Petrified Forest, "Bomeo and Juliet' and now 'Hamlet.'

PAR REPRISES STOKY IN NEXT BROADCAST

Hollywood, Jan. 26.

Hollywood, Jan. 28.

Leopold Stokowski has been signatured by Paramount to appear in Big Broadcast of 1938. Conductor of Philadelphia Symphony orchestra will also do special composing and orchestration work on the deal.

Stokowski, who made his film debut in the 1931 Broadcast at Paramount. To on his new duties at on completion of an ert tour which he is tee.

Le Roy Signs Another

Hollywood, Jan. 26. Collette Lyons has been signed to personal contract by Mervyn Le-

Collette Lyon a personal contract by Mervyn Le-Roy.
This is fourth player on the Le-Roy list since he became a producer of his own pictures for Warners. Others under contract Kenny Baker, Fernand Gravet Margaret Irving.

DEVAL'S INDIE UNIT FOR 20TH

Hollywood, Jan.

Jacques Deval, author of 'Tovarich'
and 29th Century-Fox contract
writer who recently finished adaptation of Cafe Metropole, is going into
indie production here, so that Darryl
Zanuck may fuffill the rest of
the writer- irector-producer contract
Deval holds.

Deval holds.

the writer- irector-producer contract Deval holds.

Deval holds.

Deval has done okay as indie producer in France, with his 'Club de Femmes' a big hit, though subject somewhat shady for U. S. pix. His ideas (of which his Marie-Galante' was typical) are usually hard to adapt to suit the Hays office. Legion of Decency, international censors, and other restrictive bodies.

Deval's plans for his indie have, however, reached starting stage, Paul Ivano has been sizned for camera work. Script, dealing with marital troubles of typical Freach psychological drama type, is virtually finished. First production plans have been made.

ally finished. First production plans have been made.

Untitled epic, according to Deval, will be made for less than \$200,-000. Lead goes to Else Argal, player who appeared in 'Club de Femmes.' She is now in Hollywood.

Playwrights' Payoff In Installments To Ease Income Tax Ran

Actual figures on film sale of You Can't Take It-With You' are \$50,000 to George S. Kaufman and Moss Hart (to be split 60-40, with Sam H. Harris, producer, of course) on signature of the contract and \$50,000 more to be paid in 1938, 1939 and 1940. Columbia is permitted to start activity on film production of the play in 1938, but the four-year payoff of the \$200,000 was insisted upon by Kaufman and Hart for income tax purposes.

of the \$200,000 was insisted upon by Kaufman and Hart for income tax purposes.

Paramount had bid the price up to \$175,000 and Metro was also intersected. Louis B. Mayer asked to have the proceedings held up until he could look at the play himself in New York. Then Harry Cohen, for Columbia, phoned Sam H. Harris i New York and asked for a figure. Harris said \$200,000 and Cohen said, 'It's a deal.' Details were ironed out after that.

Understood that Kaufman may go out to help Columbia prepare the script but that is in no way obligatory. Contract carries no clause to this effect and, if eventuating, would be merely a gesture on Kaufman's part to protect his property.

MARGO TORN BETWEEN GUILD AND GOLDWYN

and Chateau also are independent neighborhood houses here.

Winnipeg, Jan. 26.
Fast action by local police grabbed two youths who held up and stugged Manager Harry Gray, of the Starland theatre, Friday night (22). The lads were caught within half an hour after the stickup.

This makes it three against the Miles circuit in less than a month. Recently the loop Lyceum was held up and robbed of \$50 in change while an attempt was made to hold up the neighborhood College theatre, no go through.

Gray was counting the night's take when there was a knock at the door; seeing nobody at the door, seeing nobody at the door, seeing nobody at the door he left it ajar and went back to the counting. Two men entered find pushed a gun into his back demanding the money and also that the safe be opened. Stalling for time, Gray fooled with the safe, only to be slugged after which he opened the safe. Then making him kneel in the corner one of the bandits slugged him over the head with the \$150 taken from the table.

Police caught them less than half an hour laker, in the CPR railway yards with only \$65 in their possession. It is claimed they dropped several packets of money during the chase but no trace has been found of the money. Margo will stay with the Theatre Guild's production of Marwell An-derson's play, 'Masque of Kings,' un-til April 1, when she guits to go to Hollywood for an assignment in Sam Goldwyn's production of 'Hurricane'

Reports stated that actress had already deserted the incoming play which is due at the Shubert, N. Y.,

which is due at the Shubert, N. Y., Feb. 8.
On conclusion of film chore, which is expected to last about eight to ten weeks, she returns to N. Y. and the play. Terms of her contract with the Guild stipulate these conditions.

Douglas Vice Brent

Hollywood, Jan. 26. George rent has balked on a loanout deal to Paramount and is at Porings resting. He was loaned by W. ers for lead in 'I Met Him in Paris,' directed by Wes-

ley Ruggles.
Melvyn Douglas gets the spot.

Oddities in Hollywood

By The Skirt

\$2,505 Attachment Suit Vs. Ted Healy on a Loan

A warrant of attachment against Ted Healy, film comedian, was ob-tained Thursday (21) by Gertrude Garfinkle, of Brooklyn, in N. Y. Su-preme Court, pending trial of a suit to recover \$2,505 from Healy on an

alleged loan.

Miss Garfinkle brought the action
as assignee of Morris Green, theatrical producer. Plaintiff claims Green
loaned Healy \$5,000 on Dec. 24, 1930, and that the actor has only paid part of the debt. Healy is at present in Hollywood and because of this the court issued the attachment.

PAR'S CAREFUL **MAGYAR GAAL** BUILDUP

Longest and most careful build-up for any foreign actress is probably that of Francisca Gaal, Hungarian girl now on the Coast for Paramount. She has been there quietly about two months being prepared.

Miss Gaal's cinematic history is a curious one. Discovered in German films by Joe Pasternak, Universal's then central European rep, that company signed her a long-term paper and began an involved build-up via German films in which she was starred. After the second of this series was in preparation the Hitler-regime moved and Universal moved out. Entire Pasternak-Universal moved out. Entire Pasternak-Universal production set-up moved to Budapest and a number of Hungarian films were made with Miss Gaal starring, still with Hollywood in mind as her eventual spot. Idea was that she needed more acting tutorage before being brought over.

Somehow, however, Universal lost interest, what with the Learnmle regime's sell-out and Miss Gaal found herself free. At this point Par came along, grabbed her up and brought her to Hollywood a hush-hush tutorage.

Now It's Spanish Gas Masks, So Hollywood Kicks in With \$4,000

Hollywood,

Hollywood,
Hollywood contributed over \$4,000
toward buying gas masks for innocent Spanish civilians after appeals,
made by Raiph Bates, British novelist, at swank \$5 dinner and big mass
meeting following night. Not interested in pic work, Bates is hurryingback to Madrid to resume his command in International Brigade.
While giving vivid and colorful
picture of life in Spain before and
since beginning of the war, Bates
had little to say of specific show big
interest. However, he drew more
than 1,500 Angelenos to mass meet,
after turning out of 250 almost exclusively film names at dinner night
before. Donald Ogden Stewart inclusively nim hames at dinner night before. Donald Ogden Stewart in-troduced him with crack that while Hollywood's interest: anti-Nazi work was understandable, interest in Spain went further afield, since 'after all, there are no Spanish pro-ducers.'

SAILINGS

SAILINGS

Jan. 29 (West Indies Cruise), Mr. and Mrs. William C. White (Ruth Morris) (Scangeen).

Jan. 27 (Condon to New York), Francis L. Harley, Walter J. Hutchinson (Berengaria).

Jan. 27 (Paris to New York), Melitta Brunner (Paris).

Jan. 23 (New York to Paris), Robert Casadesus, Lee Sims, Mistinguel, Mr. and Mrs. Charles Dixon, Don George, Paul Damski, Wilbur Woods, Kenneth Downes (Champlain).

Jan. 22 (New York to Bremen), Mr. and Mrs. Matthew Honer, Mr. and Mrs. Matthew Honer, Mr. and Mrs. Harry Florry, Mr. Dwight Deere Wiman (Europa).

Jan. 22 (New York to Havana), Jack Alleoate (Pilsudski).

Anybody that looks like son

At present the picture indu a promotion stunt for Santa A Hollywood is like an old mostly heel and little soul.

The worst position in Holly; held by the person who, sitt tween two hams (not limited tors), gets it between the Ts.

A good listener is one whalso allow others to compilme

'B' product is the name given the same and t

Lots of people have gone wagon, but many have hitcher wagon to a bar.

Make-up, camera and ligh devices that tell actresses whi would like to hear from mirro agent is intermedia tween crime and punishment.

A producer has nine lives-each studio.

A good p.a. is one who is exp make a brass band out of a

player.

A studio is the only place they pay people for acting.

Marriage is the tempora provement over a former aff.

A character is a bum with .

A genius is any executive to believe it.

A fight is an exhibition in a Hollywoodian illustrates where

be done with one punch.

an intellectual a personal has no sense because he known the much. much.
A divorce is a legal procedu
gets art in the local papers.
A brain child is an old i
30th childhood.
Scandal is conversation th
rifes those who knew it

time.

A helping hand is what y pect from the guy above you. A compliment is what you when you sak for the fruth.

Oil is what you cast on the bled sea of matrimony.

The golden rule is the imy used in measuring bo, retur.

The floor is the place you p feet if you haven't a desk.

ARRIVALS

Tide Norena, Fanny Wai and Mrs. Raoul Walsh, I Mackail, Urcula Jeans, Abbe Dimnet, Alexander Brai Marian Anderson, Luciema M. Vronsky, Kosi Venhaven, mir Sokoloff, Ted Peckham, mir Sokoloff, Ted Peckham, de Korensko, Wilfred Van Jean Lleseyeux, Lewis Allen Erica Darbo, Gerald Sanger Adler.

N. Y. to L. A.

Jerry Bergh.
Ladislaus Bus-Fekete.
Robert Cohen.
Constance Collier.
Cheryl Crawford.
Dario and Diane. Estelle and Leroy. Max Gordon,
Jack Kapp.
Bernice Judis.
Sam Marx.
Robert McIntyre.
Pat O'Rrien Pat O'Brien. Robert Porterfield. Bill Robinson. Bill Robinson. Sam Serwer. Vladimir Sokoloff. Ernest Toller. Lamar Trotti. Mr. and Mrs. Raoul Walsh: Kurt Weill.

L. A. to N. Y.

Jean Arthur.
Howard Benedict,
Nate Blumberg.
Raymond Bond.
Erik Charrell.
Ned Depinet.
S. Charles Einfeld. Jean Harlow.
Francine Larrimore.
Jules Levy.
Robert Milford. Robert Miltord.
idney Mitchell.
Fred Metzler.
Boris Morros.
Johnny O'Connor.
Lew Pollock.
Leo Spitz.
Dave Sussman.
A. Edward Sutherland.
Robert Taylor.
Gene Toure. Gene Towne. Harry M. Warner. Richard Watts, Jr.

NO PIX EXCERPTS ON RADIO

Lucky Strike's \$3,000,000 Bankroll For Pix Names' Radio Testimonials

Lucky Strike will spend around \$3,000,000 additionally coming year in exploiting product through the use of star names for both newspaper advertising and ra-igh as \$5,000 will be id

stars 2½-minute inter-on either the Wednesday or 'Hit Parade' programs over

NBC and CBS. Besi icture peo

NBC and CBS. Besi icture people who appear on radio, Lucky will use advertising copy running from 1,200 to 2,000 lines per issue in 1,600 daily newspapers throughout the country.

Plan for this publicity is to tie in propaganda preceding the release of any picture, carrying the name of the attraction, telling about it, a well as the name of the producer. Besides this, Luckies will take 12 back 'covers' in magazines in color annually, w ich will have circulation of 15,000,000 to 20,000,000, to propagandize important stars tieing in on the campaign.

annuany, w to will have circulation of 15,000,000 to 20,000,000, to propagandize important stars tieing in on the campaign.

James Rogers, who handles the Luckies account for Lord & Thomas; Jack Pegler, the L. & T. motion picture department head, and Terry Turner, are working on tieups direct with the studios and personalities. To date have signed Constance Bennett and Gloria Swanson.

Only studios thus far contacted are Fearamount and RRO, with others worked on during this week. Besides picture: per-lip, they have gotten opera stars and others in limelight for this series. First of them probably start Feb. 3. Each person interviewed will simply mention something about the benefit of a light smoke to people who use voices for public appearances and entertainent.

Hollywood people will be piped in

ment. Hollywood people will be piped in from the Coast to N. Y. on initial programs. Likelihood, however, that shortly one of the programs will be switched from the east to the Coast. Figured this campaign is the biggest combination radio and newspaper tienin ever made by an advertiser, cost being in addition to the current radio campaign of Luckies.

Several bands have been auditioned here, with possibility David Broekman may land the spot.

MARY PICKFORD IN PROD. RETURN

Hollywood,

Hollywood,

First step in the contemplated return of Mary Pickford to film production is the signaturi of Barry
Fitzgerald as first member of a stockcompany which the actress-producer has had in mind for several years.

Miss Pickford plans to recruit this company upon her return from England, following the coronation, in April. Fitzgerald was formerly a member of the Abbey Players in Ireland, and made his screen debut in Radio's "The Plough and the Stars."

HAROLD WINSTON OUT OF COL., BACK TO LEGIT

Harold Winston, ia talent scout i the east, has resigned that pust to give his attention to staging of legit plays. He was a New York legit stager before joining Col.
Columbia expects to give up its talent department in N. Y. Feeling is that the department, costs more than it is worth and the tsufficient new acting talent can, be duy up along normal channels wilhout going hito, the highways and byways to huat for obert Winston's nt.

Winston's

Zukor's Studio Aide

After Adolph Zukor returns to the Coast, someone will be appointed as a contact representative for him between the front office and producers, departments, etc. The idea is to relieve Zukor of much of the 'leg work' that is now processory.

that is now necessary.

Barney Balaban is said to feel that
Zukor should have such a contacting Zukor should have such a contacting assistant at the studio. Zukor will make the selection himself.

GN TALKING 44

Grand National's schedule for the 1937-38 slate calls for release of 44 features and eight westerns. Next month will see start of seven of the feature films.

Edward L. Alperson, president of GN, is here conferring with producers with aim to having 10 units in the works within 60 days. Latter will be done on the Educational lot recently taken over by GN. During his stay on Coast Alperson will also ratify new production deals made by Sidney M. Biddell, his Hollywood aide.

Distribution of both domestic and foreign release of George Hirliman's Knee Hirliman productions in Spanish will be handled by GN. Trio are 'Devil on Horseback,' Captain Calamity' and 'We're in the Legion Now.'

Hirliman, who is producing a series of pictures depicting activities of U. S. government agents, starring Conrad Nagel, has granted actor leave for run of 'Petrified Forest' at El Capitan. Nagel's next picture, 'Gold,' has been postponed until Feb. 10. Louis Gasnier will direct with Eleanor Hunt in femme lead.

Kirk W. Todd, Pittsburgh investment banking house head, was named a director of Grand National Films last week. He takes the place left vacant through the resignation of Robert W. Atki, representative of Pathe interests. Todd, who also is chairman of Central Onio Steel Products Co. and Jeanette Glass Co, represents a group of bankers which has acquired an important block of GN stock.

FAIRBANKS-GOLDWYN ALL SET TO GO ON 'POLO'

Hollywood,
Douglas Fairbanks, who
produce The Adventures of Marcc
Polo' with Samuel Goldwyn, has advised latter that he is leaving Florida for the Coast within a few days, start preliminary plans for the

start preliminary plans for the ture.
Goldwyn is holding series of conferences and budget meetings with King Vidor, who will direct 'Stella Dallas,' and John Ford, who will direct 'The Hurricane' for him.
Production start on Goldwyn's 'The Woman's, Touch' awaits return of Miriam Hopkins, currently on loanout to Rackio for 'The Woman I Love.' Goldwyn is also seeking a director or his 'Goldwyn Folli,' book for which is being written by Bert Kalmar and Harry Ruby, with George and Ira Gershwin due studio shortly to write, the music.

Metzler Mulls Coin

Hollywood, Jan. 26.
Motzler, 20th-Fox studio treasurer, has gone to New York for financial confabs with Sydney Towsell, company treasurer, and other home office exces.

He planned to be east about one week.

Hollywood, Jan. 26.
Edward Kaufman, w pr ucer.
Hollywood, Jan. 26.
Edward Kaufman, w pr ucer.
Hollywood, Jan. 26.
Edward Kaufman, w pr ucer.
Howas accompanied east by Mrs.
Howas accompanied east by Mrs.
Howas accompanied east by Mrs.
As been iven a contract by Radio
Pictures.

IF WORTHY AIR BALLY, BUY TIME

WB Rules It Thus-Claims the Pix That Need the Ether Exploitation Are Passed Up-The Others Don't Need the Air

'BLACK LEGION' CASE

NTALKING 44

PIX FOR 1937-38

.Hollywood, trand National's schedule for the 17-38 slate calls for release of 44 thin will see start of seven the feature films with year start of seven the feature films. Provided the seed of the start of the seed of the start of seven the feature films. Provided the seed of the seed of the start of seven the feature films. President of is here conferring with program aim to having 10 Che thing Warner has been built or presentation.

all the value there out of such presentation.

One thing Warner has been burning about is the tendency of air users to make use of the films they elect and not those whose kilocycle plugging might do the film's exhibition some good. Case in point is the refusal of commercials to have anything to do with Warner's 'Black Legion'. These accounts look upon the picture's subject as being too hot,

U LAUNCHING '38 SALES DRIVE PRONTO

Universal last week revealed that it would launch its preliminary sales campaign for 1937-38 product immediately. Several other major distributing companies have indicated that they would pursue the same policy, instead of walting until March or April as previously. Details of set-up of next season's Uroduct will be discussed this week in Hollywood by Charles Paine, treasurer, and J. R. Grainger, sales chief of company. Both left for the Coast last Friday (22). Universal will have eight more fe_tures than in the 1936-37 season, according to present plans.

REINHARDT'S 'CASINO' LAUNCHES WB PACT

Hollywood, Jan

Hollywood, Jan.
Max Reinhardt has arrived here to
begin work on his picture-a-year
agreement with Warners.
Plan is for Reinhardt to produce
Casi an original by Dennison
Clift and Henry Blanke. Edward
G, Robinson and Ruby Keeler are
mentioned for the leads.

Hearst Nixes Lamson Pic

Hollywood.

has been ordered on any columnar comment in Hearst sheets on the David Lamson icture, 'Con-demned Row.'

However, adverti

Zukor Fetes Trade Press East: Says Par Distribution Income Up 40%, Cites Facts, Figures, Theories

Educational and ERPI

Unofficial Wall Street accounts are that Dillon, Read and perhaps ERPI also may be putting up that \$1,200,-000 additional money for Educational under the latter's proposed reorganization plan

ization plan.
oth Dillon, Read and ERPI have been heavily interested i Educational financially, in the past.

PAR'S SOCKO D.C.

Paramount flacks last week put over one of the town's biggest publicity steals in drumming up in-terest in Adolph Zukor's silver an-niversary celebration and coin-cidental release of 'Champagne Waltz.'

niversary celebration and coincidental release of 'Champagne Waltz'.

Getting the White House Correspondents Association to sponsor the local premiere; promoters crashed all social and political gates for 24 hours. Bulld-up was climaxed by a White House audience for the Paramount Picts', with President Roosevelt-receiving Zukor for a five-minute-courtesy call. A swank banquet thrown ostensibly by George Allen, chairman of the D. C. Commission, was principal feature of the publicity barrage which preceded the screening for political bi igs and newspapermen.

Guest list for the Zukor dinner was headed by the Japanese Ambassador, Secretary of Commerce Rooper, five members of President Roosevelt's 'little cabinet,' two dozen silk-hattled Senators, eight members of the House of Representatives, eight local judges, a housefull of departmental officials, a few hand-picked members of the presscorps, and miscellaneous political and business blgwigs.

Only sour note was the fact that few of the workling newspapermen expected to puff the Zukor celebration were on the dinner roll.

REVNES' PROD. PACT AMPUTATED BY PAR

Hollywood,

Maurice Revnes, after four months of a six-month producer deal at Paramount, went off the payroll last Saturday (23). Settlement was made by company on the unexpired tion of the contract.

Revnes went to Paramount from Metro on an experimental basis to make a couple of productions, but his initial story was recently shelved.

Fisher Heading Story Unit for Schulberg

Hollywood, Jan.

Hollywood, Jan.

James Fisher has been appointed head of newly organized story department by B. P. Schulberg.
Fisher, who resigned from story department at RKO, will also function as Schulberg's special tact with the Hays office.

Harry M. Warner East

ducational and ERPI official Wall Street accounts are Dillon, Read and perhaps ERPI may be putting up that \$1,200,-inditional money for Educational in the president's chair and Adolph Zukor surproduction activities is reflected in an increase in distribution return, which, Zukor declares, is runni at least \$40\%\$ ahead of lateral plane. The latter's proposed reorganon plan. The past of th

One of the oldest of the picture showman, Zukor is more bullish than ever on showmanship and firmly feels that this element must be a prerequisite to the success of pictures. For the showmen, with their feet on the ground, Zukor believes this year is going to be one of the best the industry ever enjoyed but, he adds, it is now more definite than ever before, that pictures must be in the hands of showmen and not bankers.

In stressing that showmanship vital for pictures Zukor also stresses that novels and not documents are demanded by the screen. Since he has been on the Coast, Zukor stated he has thrown out more stories than the other companies have used this year and he will not approve budgets on stories which he is not reasonably certain are marketable.

So-called product will be turned out but saide from abjuring the classificati or pictures as B's or C's, Zukor said that lower-cost features will be made but in no rase are stories to be done just with duals mind. Duals, in Zukor's opinion, are an epidemic and while it may be okay from a sales viewpoint to handle B's on the basis that double-billers require this class of product, it is highly hazardous, from the studio viewpol, to turn 'em out for that reason. Zukor believes that duals will start fading when the public beings to walk out on the No.2 teature. Pointing to certain, outstanding grossers, Zukor does not believe that a second feature with these big draws has meant anything at all to the theate.

A problem for the duals may come with the curtailment of product from the major producers, predicted by zukor as coming next, year. This curtailment will be made possible artly by more extended runs in the larger enters. The curtailment as the same time will mean better pictures.

Production costs are now high, but while thi may be due partity to other causes, Zukor does not the same picture, that might feels were that might the same picture that might (Conti

Herbert Berg of Brit. Nat'l Films Of America, Held for Grand Larceny

Herbert Berg, formerly employed by Universal in London, and claiming to be a brother of Sherman S. Krellberg, head of Amusement Security Corp., a film finance organization and operator of the Belmont Theatre, New York, and also a brother of Alfred Krellberg, film attorney, was indicted on a charge of grand larceny in General Sessions Court (N. Y.) last week and held without ball on what is claimed by police to be a fourth offense. Both Krellberg, brother deny any relationship

by police to be a fourth offense. Both Kreliberg brother deny any relationshi
Berg had recently organized the British National Films of America, allegedly a subsi lary of a British company and claimed to be its general manager, with less in the RKO building, N. Y.
Charged by police that had ashed two drafts on the Westminster Bank. of London for \$2,300 without having an account there. When arrested by Detective Carroll of the Carton of the Carton

drafts and alleged forgeries is a cuplicated affair which police figure might make for lengthey proceedings. Drafts involved by him were cashed in New York on Dec. 18, 1936, it is charged, by Max Sulkin, of 1270 Sixth Ave. (RKO Bldg.).

When Berg announced British National Films of America a couple of months ago, with an alleged plan to produce a number of pictures in New York as a subsid of British National of England, it was accepted and given considerable space in trade papers. British tompany actually is named British National Pitures, not pilms; and was headed until a week named British National Pictures, not-Films, and was headed until a week ago by J. Howard Rank, multi-mil-lionaire miller, who has just resigned abroad. There is no connection be-tween the British Nationals of Eng-land and America.

London, Jan 17.

Arthur Rank has resigned his chairmanship of rittish National Films, but it is understood he retains his 45% interest in the ordinary stock of the company.

Announcement by British National States that the resignation will not affect the company's production plans. Outfit has made two pictures in about 18 months, but neither caused much stir. Recently announced New York production also, but nothing has been done on this as yet.

RADIO TO UP PROD. COSTS

Hollywood, Jan. 26.
Conference of executives of RKO
Pletures is believed to have brought
out agreement that all would include the second of the second process of the second pro out agreement that all would in-crease budgets on pictures for the coming season. Leo Spitz, Nate Blumberg and Jules Levy, among execs attending meet, will head east later this week. Ike Libson, RKO Cincinnati partner, also here for the

SEEK 'SUE' CLEARANCE FOR SHIRLEY TEMPLE PIC

Hollywood, Jan. 28.

If European rights to music and title of Gus Edwards's song, Suntonnet Sue, can be cleared, it will be used as a picture vehicle for Shirley Temple by 20th-Fox. Foreign rights to the song are controlled by music publishing firms in most of the important countries of Europe and elsewhere.

Edwards and Jack Robbins have closed a deal whereby latter will absorb all of the composer more than 28 years ago. These include Sunbonnet Sue, School Days, and others.

others.

Nybine and Edwards plan to open
a school for acting, singing and dancing, here.

Flu Force-Outs

Hollywood, Jan. 26.
Donald Woods replaces Craig Reynolds i Talent Scout, at Warners, Reynolds was stricken with flu before he had a chance to start work To make switch it was necessary to have Dick Purcell replace Woods in lead spot in studio's 'Public male Wedding

wed ing.

Polly Rowles was forced out of the
femme lead in Universal's 'Night
Key' because of flu attack, Jean
Rogers was substituted.

PIX BALLY FOR F.D.R. BIRTHDAY

Washington, Jan.

ilm stars will dress up local program for celebration of President Roosevelt's birthday, next week.

Headline attractions will be Jean Harlow and Robert Taylor, only ones of several Hollywoodites invited who have definitely agreed to help lure patrons to seven balls planned for leading hotels. They will be rushed from spot to spot and probably received at the White House during the evening.

during the evening.

Cleve's Fix Hype
Cleveland, Jan. 26.
For local President Roosevelt's
charity birthday ball at civic auditorium Saturday (30), Nat Wolf,
Warner division manager, heading
committee, has Fay Wray, Donald
Woods, Richard Arlen and rian
Donlevy to appear as guest-stars.
Quartet is flying in from Hollywood Friday, with Warners through
party for them and newspaper
crowd. Miss Wray not certain at
first about having enough time between picture work but gave he
kay at last minute. Hal Kemp's
ork and nitery acts also scheduled
for show.

for snow.

Seventy per cent of proceeds to be distributed to local hospitals for equipment in curing infantile paralysis patients, with remainder going to Warm Springs Foundation.

H'wood Turf Club Building Track Despite Comish Nix

Hollywood, Jan. 26.
Refusal of the California State Racing Commission to grant the Hollywood Turf club a permit for recing dates will not stop the new group from proceeding with the construction of a race track at Inglewood.
Hollywood group has added many formidable and important names to its directorate, including Jack L. Warner, named chairman. Others on board are Earl Gilmore, George F. Young, T. W. Simmons, Alfred E. Green, Roy F. Wilcox, Walter G. McCarthy, J. L. Maddux and C. M. Rood.
Green is president.

Rood.

Green is president of the club,
Simmons, vice president, and Joseph
I. Schnitzer is secretary-treasurer.

Sonia's \$2,640 Take

Baltimore, Jan. Baltimore, Jan. 26.
In pair of one-niters, Thurs. (21)
and Sat. (23), Sonja Henie grossed
\$6,000-at Iceland last week at \$2.75
for. Thursday was sellout, all available 3,100 seats going clean in advance. Slightly under 2,500 attended
the Saturday session.
The akater worked solo, doing
three turns each evening, sandwiched
in between periods in hockey
game.

Understood Miss Henie got straight 40% of the gross for her end, plus expenses from and to New York. That netted her \$2,640 for the two

RANKIN'S DOUBLE DUTY

Hollywood, Jan. 26. William Rankin has been tickete by Universal to a producer-writer contract.

Rankin turned out 17 originals dur-

Raft's 5G Fla. Bid

Hollywood, Jan. 26.
George Raift has a deal on to go into the Deauville club at Miami at a weekly salary of \$5,000 and percentage of the take.

Screen actor

reen actor is negotiating with mount for a leave of absence.

LYON DANIELS **SOCKO AT VIC** PAL, LONDON

London, Jan. 26.
Newcomers on the Vic Palace bill are O'Donell and Blair, in an unfortunate spot, following Pansy, the Horse, but bound to score when bill is rearranged. Also Jackie Heiler, who will soore better when he gets material more suitable local showing.

Ben Lyon and Bebe Daniels are headlining and sock of the bill.

Metropole' and Road' Sets Razed in 200G Blaze on 20th-Fox Lot

Hollywood, Jan. 28.
ire of unknown origin gutted sound-stage 4 at the 20th Century-Fox lot Sunday (24), razing the Cafe Metropole' set and water-soaking the Road to Town' set. Damage estimated at \$200,000.

mated at \$200,000.

No production delay is entailed as directors are now shooting exteriors while new sets are being built. Print damage negligible as negatives were in the vaults.

Two studio firemen were slightly burned fightling the blaze.

Blaze in the cutting room on the General Service lot caused \$1,000 damage to prints belonging to Major Pictures. Positive on 'Outcast' was damaged.

STANWYCK WILL BE GOLDWYN'S 'STELLA'

Hollywood, Jan.

Barbara Stanwyck has been signed by Samuel Goldwyn for the title role in his forthcoming production, 'Stella Dallas.' Choice was made after many testings and after Goldwyn had looked at a short, made up of tests shots of the actress compiled over three days, and worked up into a continuity by Victor Heerman and Sara Y. Mason, who are doing the continuity on 'Dallas.'

With the Stanwyck pact sealed, Goldwyn summoned back from New York, Robert McIntyre, his production manager, who has been making tests for the part in the east.

MG's Magyar Imports

Budapest, Jan. 26,
Robert Ritchie, of Metro's Coast
staff, and Ben Goetz, European
manager, here recently on a talent
scouling expedition, have contracted
Isvan Belsasy for five years, starting in April. After six months in
London to learn English, Bekassy is
due in Hollywood. Bekassy, formerly in musicals, is cancelling the
contract that fied him to the Muvesz
theatre, where he recently appeared
in straight drama, to plunge into pictures.

tures,
Another Muvesz theatre artist, Elma
Bulla, considering a two-year
Metro contract. Miss Bulla, who has
had exceptional stage success in the
past three years here, has not yet
made up her mind.

You Go Your Way

Hollywood, Jan. 26.
Val and Ernie Stanton are both cast for spots in pictures on widely separated lots.
Val goes into Metro's 'Parnell' in Culver City while Ernie is in 'The Prince and the Fauper' at Warners.

WB'S SOKOLOFF

Vladimir Sokoloff, European stageverean character actor, arrived in N. Y. last week from Europe on his way to Hollywood. Will make several films for Warner Bros.

Probably will start for the Coast this week.

Inside Stuff—Pictures

Less than 50% of the claims filed during 1936 with the arbitration boards in the six exchange centers in Canada, where arbitration is not outlawed, were settled by conciliation or thrown out, only 62 of the 131 cases having reached actual arbitration hearings. The complaints of the past year were nearly half the number of the prior year (1935). Col. John A. Cooper, president of the Motion Picture Distributors and Exhibitors of Canada, believing this decrease to be resultant from better understanding between

believing this decrease to be resultant from occur understanding netween distribs and theatre operators.

The annual report of the Canadian Film Board of Trade shows that the total of 131 complaints in 1936 involved \$46799. Those which were cleared by conciliatory efforts involved \$12,656. Claims filed with the Montreal board reached the highest number, 43, while smallest number of beefs between exhibs and distribs occurred in the district, less populated, served by Vancouver exchanges, there being only 10 cases here.

Although he gained considerable experience with the Moscow Art theatre, the late Richard Boleslawki who died suddenly in Hollywood last week, did not start stage directional work until five years after he came to America. He had established a school of the drama in the old Palm Garden, East 58th street, N. Y.

Garden, East 58th street, N. Y.

His first staging assignment was "The Taming of the Shrew' which was presented for six matinees at the Klaw theatre, N. Y. (afterwards called the Avon and now used by CBS for radio broadcasting) starting Dec. 18, 1925, up to Christmas. The show had the backing of Mrs. Hiram Mallinson and it was presented by one J. Fletcher, who is Harry Hayman, silent partner in a number of Broadway shows since then. Cast included such names as Ann Harding, Rollo Peters, Estelle Winwood, Walter Abel, Jessi Ralph and Ernest Cossart. Players immediately recognized that 'Boley' had something on the ball. something on the ball.

Joan Crawford, having endowed two rooms at Hollywood Hospital for needy filmites, found it impossible to give refuge to flu-stricken person during current epidemic. Within an hour after request was made, Miss Crawford had endowed a third room so patient could move in.

Katherine De Mille is reported to have spent Cristmas in leper institution outside Cartagena, Colombia, distributing gitts to the 200 unfortunate inmates. Studio release concerning this, significantly adds: On her return to Hollywood, Katherine underwent a thorough physical examition before she put in her first appearance at the studio.

Three-month postponement of deadline on unemployment insurance taxes imposed under the Social Security Act was ordered last week by Internal Revenue Bureau. New due date is April 1.
Delay was ordered because several states have been delinquent iting up their own unemployment insurance machinery. Under the Federal law employers contributing to an approved state system get credit for 99% on their Federal tax, which is 1% of wages paid during 1936. Provisions apply to persons employing eight or more persons.

Coast producer, noted for his readiness to turn down unknown talent and new ideas and that after his rejection click in the big money, is being freely kidded for another of his missed opportunities. This time the producer was offered one of the now celebrated juvenile names in pictures for \$30 a week. Producer couldn't see any possibilities in the youngster, who now has her name in lights and drawing down fancy coin, a real money-getter for another producing organization.

Admiral Richard E. Byrd, F. Trubee Davidson, president of the American Museum of Natural History, Theodore Roosevelt, Jr., vice prez of the Boy Scouts of America, James E. West, chief Scout exec and editor of Boy's Life, and Cecil B. De Mille have been chosen as judges in a Boy Scout contest sponsored i connection with the Paramount production, The Plainsman, Group will select scout leaders from 12 regions to be guests of Paramount in Washington, D. C., June 30-July 9.

On programs used by 'Hey Diddle Diddle,' new Anne Nichols' production applying some pre-Broadway burnish in Baltimore this week, appears the notification: 'The names and characters in this play are factitious and any resemblance to persons in actual life is coincidental.' iddle' is a sharp sattre on Hollywood life. Miss Nichols and the author, Bartlett Cormack, figure it safest to include the program note, just in ease some of the Coast folk get ideas.

When that Roxy theatre (N. Y.) situation gets finally aired, one of the questions Fanchon & Marco may have to determine is whether the estate of the late Sidney Cohen shall continue to share in F. & M.'s take out of the theatre's business. Cohen and F. & M. were partners in the Roxy and the Cohen estate has been drawing substantial fees from the theatre with F. & M., although Cohen has been deceased for many months.

Coast director, who is never satisfied with his agent, approached a 10% er with whom he had settled his contract twice in the last two years and wanted outfit to handle him again. Agent said, 'What's the use, you'll only want to settle up again.' Finally director agreed after replying that he had paid out \$25,000 in two years for settlements. He'll stick to hi present agent, he vows.

Merger of all RKO properties in California under one corporation called RKO-Radio Pictures. Inc., was accomplished with the necessary papers with the secretary of state. Those banded include RKO-Pathe Pictures, RKO-Pathe Distributing Corp., RKO-Pathe Export Corp., RKO-Pathe Studios Corp., RKO Distributing Corp., RKO Studios, Inc., RKO Export Corp., and RKO-Radio Pictures, Inc.

Harry rundidge, currently stationed in Hollywood to write series of interviews with screen personalities for the St. Louis Star-Times, is tyln up the articles with trailers depicting the interviews that are to follow i print. These trailers will be shown in theatres in the St. Louis area as a build-up for the paper. In initial trailer, Brundidge used several of Universal's stock players.

German Tourist Bureau in New York, distributing a number of German travelogs gratis to schools, etc., claims that this is only for non-commercial purposes. Nevertheless it has advised all theatres in the East playing German language films that these traveloges may also be used in theatres on regulation stock as shorts or added support and also on a gratis basi

Hollywood junior chamber of commerce has asked the film studios to aid in staging its first annual Hollywood Mardi Gras scheduled for June. It is understood a certain portion of the project has been underwritten by Fanchon & Marco, but the body wants studios to make a number of screen tests of participants in a contest to pick a Mardi Gras queen.

ie Cantor handed out \$2,000 this week to two separate. American Red Cross received \$1,000 for flood relief work and Presi Roosevelt's pet, Warm Springs Foundation for Paralytics, was also reci of \$1,000.

Taking the stand that RKO's 'Winterset' would not have general be-appeal, Fox-West Coast passed up the picture in Southern California until it had a tryout in an opposition spot. Following a three-week run at (Continued on page 25)

HAGEN TO PROD. 12 PIX FOR MAXWELL

Julius Hagen has signed a contract Maxwell to produce a program of 12 pictures a year for a

tion through Associ

fion through Association the appointment of receiverships for Hagen's three companies, which had agreed a similar, though not so definite, production set-up with Maxwell when their completed output was turned over to is subsidiary, Wardour Films.

is subsidiary, wardour Films.

New company is to be formed, with

Hagen at the top, govern the

planned production schedule. Wheth
er the pictures will be shot in Twick
er ham or elsewhere is undecided.

erham or elsewhere is undecided.
itional line product will substantially improve Maxwell's program of home-made pictures. His sown unit, British International, scheduling not more than 12 a year, does not yield hi sufficient to meet quota commitment on his own circuit. With the Hagen batch, he may just get by. av just get by.

U STARTS FOUR NEW PRODUCERS

Hollywood, Jan. 26. Quartet of new associ Quartet of new associ pro-ducers will start functioning at Universal withi

Kubec Glasmon, former writer, who will handle production on 'The Cop', Rufus LeMaire, executive assistant to Charles Rogers, will produce. 'Be It Ever So Humble,' directed by Leo McCarey; George Owen, former production exec, will produce 'The Wildcatter,' Lew Collins directing, and George Jessel, on payroll for past month, makes his debut as a producer untitled allmusical.

REALIGN 'GOOD EARTH' **AUTHORSHIP CREDITS**

Hollywood, Jan Hollywood, Jan. 28.

Disclosed that the writers' branch
of the Academy has ordered Metro
to switch credits on 'Good Earth.'
Studio gave screenplay credit to Talbot Jennings, Frances Marion and
Marc Connoily. Acad. board, ruled
credit due Jennings, Tess Slesinger
and Claudine West.

Studio will abide by the change, although insisti it rating is okay.

First Division's \$6,373 Claim Vs. 19 N. Y. Indies

irst Division Exchanges, Inc., filed suit in N. Y. Supreme Court Friday (22) against 19 New York indie picture house operators to recover \$6,373.84 alleged to be due on a contract signed on January 14, 1936, under which plaintiff was to supply defendants with a year's program of pictures. The defendants named in the action are:

Estates Operating Co. Sangle

action are:

Estates Operating Co., .; Sangle Operating Co., Ledmar Amus. Corp., Webtree Corp., Pulch-Hubner Amus. Corp., Webtree Corp., Pulch-Hubner Amus. Corp., City Theatres Co., Inc.; Evadne, Inc.; Amity Amus. Co., inson Operating Co., Inc.; Audubon Amusements, Inc.; R. O. Amus. Corp., 133 2d Ave Corp., Weingi Amus. Corp., G. T. Amusements, .; Roxol Theatre Co., Inc.; Helgus, Inc.; imes Square Theatre Co., p. and the Kalbor Amus. Corp., First Division alleges a contract

bor Amus, Corp.
First Division alleges a contract
to supply defendants with 1935-1936
ictures during 1938 at a minimum
price of \$15,000 begi ing Feb. 1,
1936. The mi imum monthly rate
(\$1,250 was agreed on. Plaintiff
claims defendants ran out on contract and still owe \$6,373.84 and interest for which it is suing.

'Don't Pull' Pulled

Hollywood, Jan.
Release of 'Don't Pull Your
Punches' is being held up by Warners until after its 'Kid Galahad' has

reached the screen.

Studio figures that 'Galahad' will give Wayne Morris name value that will redound favorably to 'Punches,' in which he also plays.

Haysite Dickering Int'l Registration **Of Picture Titles**

London, Jan. 17.

W. Allport, of the Hays Office, is in town discussing with the Producers' Group of the Federation of British, Industries an invitation of the latter to co-operate on a new scheme for registration of motion picture titles in Great ritian, F.B.I. group put such a plan into operation Jan., and now seeks to probe the possi littles of exchanging litretions both sides of the Atlantic.

Allport sees a probability of establishing a third international it which will co-ordinate registration work of both F.B.I. and Hays. British registers of ar has only a handful of titles entered, comparing with some 10,000 protected by the Hays flets, which have operated since around 1925.

Allport is in London for

Allport is in London for a few days only, en route to the Continent, where he will help Harold Smith out for a few weeks before returning to New York. He is in charge of the title registration functions of the N. Y. Hays office.

St. L. Amus. Co.'s Officers

St. Louis, Jan. 26.
Thomas N. Dysart, president St.
Louis Chamber of Commerce, wareelected pres. of St. Louis Amus
Co., owner of chain of 22 nabes, a
annual election held last week. Other annual election held last week. Other officers chosen are Henry C. Arthur, Jr., vp. of Fanchon & Marco interests here, and William T. Nardin, executive vp. Pet Milk Co., vp.; former Mayor Frederick H. Kreismann, sec; and Clairence M. Turley, treas. These five also were elected to board of directors at stockholders' meeting held same day.

No financial statement has been issued but company is reported to have benefited by bettering of business conditions here during past year.

U'S STORY HAUL

Hollywood, Jan.
Screen rights to three stories were bought by Universal last week-end.
They are I. A. R. Wylie's Puritan at Large, 'Love in the Mud' by Richard Wormser, and 'Life Is Sometimes Funny' by Alfred Schuller and Earl Pearsoll.

OSTRER AND HAGEN JOIN THE C. M. WOOLF WAILING WALL ANENT U.S. AND BRIT. PIX

Roxy Hearing Friday

Hearing on the Roxy theatre reor ganization plan comes up before Federal Judge Francis Caffey in N. Y. on Friday (29).

x. on Friday (29).

So far as can be ascertained there have been few dissents from bond-holders to the pending plan under which 20th Century-Fox would take over operation and give the house a long-term film franchise.

OSTRERS WON'T TALK ON THE **G-B DEAL**

London,
On their return from America, the
Ostrer brothers, Isidore and Maurice,
have had nothing to about the
Gaumont-British situation, regards a deal for control of the company or as regards the talks in
America with 20th-Fox and Metro
execs.

Believed here that they will talk things over with John Maxwell, a pivotal figure in any possible nego-tiations, before maki any state-

GREY JOINS COL. FOR 'HORIZON' ROADSHOWS

As part of its plan to set up a special department to handle the road-showing of Lost Horizon, Columbia Pictures last week signed Albert Griffith rey to supervise is division and its full activities. He moved into Columbia offices Monday (25). Grey is D. W. Griffith's brother and formerly his g. m.

Tormerly his g. m.

Grey, who at one time was head of Paramount's roadshow department, does not sever his connection with Cinema Arts, new fan magazine. He is president of the company which will publish and will devote only a small portion of his time to the affairs of the mag. E. A.

Tropp is Cinema Arts publisher, with an editor yet to be picked.

As head of roadshow activities for

As head of roadshow activities for Columbia's 'Lost Horizon,' Grey will supervise presentation of film on a two-a-day basis in several key spots and at increased prices.

Hollywood, Jan. 26.
Columbia expects to release 'Lost
Horizon,' Frank Capra production
many months in the making, Feb. 1. Scoring by Dimitri Tiomkin and final retakes were made last week.

Isidore Ostrer Expresses Himself on America's Alleged Unreceptiveness to British Films-Hagen Tells His Woes Also-U. S. Film Trade Has Its Own Theories

London, Jan. 26.

The weeping and the wailing goes on here. And America is the butt of all criticism. America won't accept British pictures. British producers insist, and that is what is the matter with British production.

Latest due to join the C. M. Woolf wailing wall are Isidore Ostrer and Julius Hagen.

Julius Hagen, arriving here last week from a two-month stay America with his brother Maurice, id, 'Unless America provides a better market for British films, Gaumont-British may cease producing pictures and confine itself to cinema owning. Question will be taken under advisement immediately and future production policy of the company will be decided by March.'

He went on to point out, American ne went on to point out, American producers are netting between \$55,-000,000 and \$50,000,000 here, while British producers are getting about \$1,000,000 from America? Later G-B Denies

Later IG-B Denies
Later the same day Gaumont-British issued a denial, saying Ostrer had
been misquoted by newspapermen
and explaining that GB was merely
considering curtaliment of its production costs due to inability to earn
sufficient revenue in America at the
invesent time. present time

on the following day, Ostrer went into the matter again and again, belligerently. He did not feel, he said, that the Gaumont-British announcement of seven productions for

WPA'S \$101,055 **PROPAGANDA PIX COSTS**

Washington,

Works Progress Administration was shown Monday (25) to be sponsor of 16 educational films which cost the taxpayers \$101,055.

Reporting that none of the films has been leased, Works Progress Administrator Hopkins told Congress his organization has done 'a moderate amount' of picture work during the past year. Payroll contains names of four persons doing film and radio work and drawing \$10,000 annually.

An even dozen of the reels are informational records of principal relief projects in different sectors. Pictures produced so far cover undertakings in New York, New Jersey, Pennsylvania, Massachusetts, Dhio, Michigan, West Virginia, Illinois, Chicago, Minnesota and Missouri. These aggregate 10,143 feet being the longest.

Total footage is brought to 15,232 feet by four topical reels. This group includes 'Hands,' showing where WPA wages go, 'Work Pays America,' portraying typical WPA activities,' 'Rai for the Earth,' showing work in drought areas, and 'We Work Again, showing sort of jobs given Negroes.

PARKING METERS NOT LIKED BY THEATRES

Salt Lake City, Jan.
Despite heated opposition by merchants, theatre owners, business and civic groups, Salt Lake City commissioners Monday (25) voted to install 1,600 additional parking meters to the 200 already placed in leading downtown streets.

Automatic vendors ordered from a Houston, Texas, concern will grace entire istrict withi 30 days.

rousen, reas, content with grace entire istrict with 30 days.

Twelve are located in area to be covered with meters, for which motorists can park at five cents an hour.

factory substantial increase in returns from Am: G-B will not further on with production.

He concluded by saying, 'America's producers cannot do without the English market.'

And on this cryptic would not expand.

Hagen's Sob Story

Hagen's Sob Story
ie producer Julius Hagen threw
a press lunch to make a frank statement on the reasons compelling him
to accept receiverships for his two
studios and his distributing units.
Admitted freely he had been misted
by visions of world markets and had
invested far more per production
than he would have done for pictures meant only for the home
market,
"White Very had been the production of the compensation of

while I was producing solid British program pictures for British audiences, I was a happy man, said Hagen. But all the time I was being told, Why don't you produce 'Henry VIII?' I was assured, if I spent more money on my productions, I would show a much greater profit in the world markets.

'All this was sweet music to me,'

'All this was sweet music to me,' he confessed, 'and I fell for it—hook, line and sinker.'

line and sinker.'
Hagen was peevish about America, claiming the market was unfriendly to British films. Said that only deals British producers should entertai with America were those where tha dollars were planked down before the contract was signed.

Illustrating his production troubles, he gave figures of production cost and receipts of six recent pictures, respectively, as follows:

"Scrooke, cost \$120,000 gross \$165."

respectively, as follows:

"Scrooge," cost \$120,000, gross \$185,000: The Private Secretary, '\$150,000, \$125,000; 'The Last Journey," cost \$135,000, gross \$120,000; 'A Fire Has Been Arranged," \$145,000, \$90,000; 'She Shall Have Music, \$240,000, \$102,500.

Jack Hylton, bandleader star of She Shall Have Music, received 22% of the gross in addition to sal-ary, so that one finished in the red, too.

Hagen said he had estimated a yield of \$200,000 from the U. S. on Scrooge, but what he received was actually \$6,000.

The American Viewpoint

The American Viewpoint

The American film 1: ade sessionthing wrong with British production which lower production costs and careful planning of production cannot remedy. Is done Ostrer's recent declarations regarding his company's dark production prospects and of the British film industry generally regarded by experienced minds merely the prolog to an alibit. This will come as Gaumont-British starts on a lower production cost per film. The British jam is due largely to the fact that production costs have been above the market's absorption possibilities. Stretching the market artificially will not help any part of the trade. John Q. Public is in on that one. He won't pay for that which he doesn't like. That goes anywhere, in England or the United States, or, in darkest Africa.

And what the Ostrers may be really planning for G.B. Is to level.

And what the Ostrers may be really planning for G-B is to lower studio overhead to meet market con-ditions and the circumference of its own income circle.

own income circle.

is wise G-B may be following the usual John Maxwell policy which he has followed in regard to British International Pictures. The Maxwell policy is to rent his studios to producers who will supply hi houses with films, thus keeping his studios busy without having the responsibilities of production. Perhaps if the G-B outfit follows is line also it will indicate that Maxwell's influence already is felt in G-B.

Maxwell seems to have had the

influence already is felt in G-B.
Maxwell seems to have had the least difficulties of any of all ritish producers. On the other hand, this idea of reducing British film production costs is not a new thing and it is what the experienced minds of the trade have been cautioning and advising British producers right along. That includes G-B.

Korda Planning Bread and Butter Pictures to Fill Out His Program

Screen Playwrights' New Deal Not 'Til Oct. Next

Screen Playwrights' New
Deal Not 'Til Oct. Next
Hollywood, Jan.
After negotiating for eight months on new pact with producers, it was today (Tuesday) that the Screen Playwrights can hope for no relief Oct. 15, when present contract expires. Cancellation of any current provisions is hopeless it would require imous consent of all writers which is deemed unlikely.

Par Slows 'Paradise'
Hollywood, Jan. 26.
'Kid from Paradise' Ben Hecht-Charles MacArthur original, was slowed last week at Paramount until the script is revised to fit the budget.
Robert Florey, who just finished Outcast' for Emanuel Cohen, will direct.

Korda has realized he has got to make bread and butter pictures if he wants to stay in business, and is working on plans for the establishment of individual units which will produce regular programs of pictures made on economic lines. Troduction of his large scale subjects—Rembrandt,' Things to Come to.—will continue as heretofore.
First such unit is the one just an nounced in which British Lion will be around \$250,000 or less, and to stay in the establishment of individual units who pictures made on economic lines. Troduction of his large scale subjects—Rembrandt,' Things to Come to.—will continue as heretofore.

Budget on each of these ictures will be around \$250,000 or less, and to pictures and is working on plans for the establishment of individual units who pictures made on economic lines. Thou the stablishment of individual units with establishment of individual units with the stablishment of individual units who pictures made on economic lines. Thou the stablishment of individual units who pictures made on economic lines. Thou the stablishment of individual units who pictures if he wants to stay in business, and is working on plans for the establishment of individual units which will be establishment of indi

Flu and Record Cold Dent L. A. Trade: 'Love' Lukewarm At 24G; 'Plough' Duo N.S.G. 12G

Record told weather that has en-eloped the town for past two weeks, lus a general flu epidemic, dropped to bottom out of trade the past teck, with grosses substantially re-cued all around. Prevalence of flu di severe colds is so bad that people re staying away from theatres and toher public blaces, with even the other public blaces, with even the necel entertainment.

common, and at \$5.00 will be blee. Last week (1st) hit neat \$8,800. rpheum (Bdwy) (2.260: 25-30-35-40)—Let's Make a Million' (Par) and Cynek-Up' (20th) dual and vaude-ville. Bottom dropped out here, too. and the start of the s

enty good \$8.700.

State (Loew-Fox) (2.024: 30-40-55-5)—Love on the Run (MG) and aughing at Trouble' (20th) dual-test grosses on the week, but below arty anticipations at around \$1.000.

Aught (Caree Woman (20th), piled up 19. \$16,800.

nity 3.18,600.
United Artists (Fox-UA) (2.100; 30-10-55)—Garden of Allah (UA) and Creer: Woman' (20th) dual. Movewer for continued first-run from the state not so good, as \$4,000 indicated, act week 'One in a Million' (20th) na' 'Sinner Take, All' (MG), sweet 6,300.

"Rainbow on River' (RKO). Dandy \$2,800. Last week Jungle Princess' (Par) \$2,300, faitiby-Kincey) (2,300. 30,401) explicitly selected (Par) \$2,000. The selected (Par) \$2,000. The selected (Par) and vaude. Not up to late standard, but satisfactory \$2,700. Last week Mind Your Own Business' (Par) and vaude \$3,500, good. Strand (Wilby- incey) (800; 25)—(General Spanky' (MG). Fair, \$1,600 on second week. First close to \$2,200 and surprised everyone, as originally booked for only three days.

on reci entertainment. On reci entertainment. Plouch and the Stars, one of the Plouch entertainment. Plouch and the Stars, one of the Plouch entertainment. Plouch and the Stars, one of the Plouch entertainment of the Plouch entertainment of the Plouch entertainment entertainmen GREAT 171/3G

Downpour of rain. snow, coming on top of floods in mid-Ohio, is taking minds of fans off of showshopping with resultant cut in grosses. No floods here but people too worried about relatives in effected areas.

Majority of crowd trekking to State for 'Plainsman,' and 'Great Guy' is also making money for Palace.

Estimates for This Week

Estimates for This Week.

Athambra (Martin Printz) (1,200;
30-35)—Beloved Vagabond' (Col) and
Luckiest Girl,' (U), dual. Chevalier
name in first has lost drawing powerhere, \$1,500 for four days, poor. Last
week 'Country Gentleman' (Rep)
and 'Women Are Trouble' (MG) (2d)
in four days even worse, \$1,000.

Allen (RKO) (3,000; 25-40)—'One
in Million' (20th). First pix shirted
from Hipp for ho. in two months,
going fine, \$6,500. Last week 'White
Hinter' (20th) though hurt by raps
and mild exploitation earned \$5,500,
good.

and mild exploitation earned \$5.500 good.

Circle (Marmorstein) (1,900; 15-35)

"Accused" (UA) and Easy to Take (Par). John Howard, localite, in second dual feature strong enough to guarantee \$3,100, above average. Last week 'Deeds' (Col) (2d run) was a hotcake, \$3,000.

Hipp (Warner) (3,700; 30-40)—
TLloyds of London' (20th). Touted shrewdly and boosted by cricks, but natives apparently afraid of title or heavy theme. Will hurt if it doesn't do better than \$15,500. One in Million' (20th) last week didn't hold up, taking a below previous estimate of \$14,500.

Palace (RKO (3,200; 30-60)—
Fraise (RKO) (3,200; 30-60)—
Fr

walloping every outer avenue.

State (Loew's) (3,450; 35-40-55)—
Plainsman' (Par). Galloping along briskly, halled as best of DeMille's epics, and worth an excellent \$19,500.

Last week 'Camille' (MG) coughed to the country of the

1st Runs on Broadway

(Subject to Change) Week of Jan. 29 Capitol—'Camille' (MG) (2d

Criterion—'Great Guy' (GN)

Criterion—'Great Guy (GA), (Sth wk).
Music Hall—Plough and the Stars' (RKO) (28).
Paramount—'Plainsman' (Par) (3d wk).
Riatic — Criminal Lawyer' (RKO) (26).
Rivoll—You Only Live Once' (UA) (30).
Pave—"Three Smart Girls'

Roxy—'Three Smart Girls'
(U) (2d wk).
Strand—'Stolen Holiday' (WB)
(30). 0). Week of Feb 5 Astor—'Good Earth' (MG)

Capitol—'Camille' (MG)

wk).
Criterion—'Man Affairs'
(GB).
Music Hall—'On the Avenue' (20th) (4).

(20th) (4),
Paramount — 'C h a m p a gne
Waltz' (Par) (3).
Rialto—'Sinner All'

Waltz' (Par) (3).
Ristte—'Sinner All'
(MG) (3).
Rivell—'You Only Live Once'
(UA) (2d wk).
Roxy—'Head Over Heels in
Love' (GB).

-'Stolen Holi Strand — 'S t (WB) (2d wk).

its way through unresponsive or snickering audiences, barely able to make \$17,000. Consensus of local opinion is that Garbo committed celluloid suicide by accepting role.

Stillman (Loews) (1,872; 23-35).
Camille' (MG). Carried in for second week after run at State, but strong matinee biz indicates \$7,500 on stellar names. Last week Thin Man' (MG) on third stanza had no trouble in banging out \$8,500, great.

No Balto Scares; 'Sec'. NTG Unit Big at \$18,000

Baltimore, Jan. 26.
Biz is bullish in Balto this week.
At vaudfilm Hipp, N.T.G. revue is pulling More Than Secretary up to big \$18,000. The Century looks to get pic will go added lap.
No flood danger here, but heavy rainfall over weekend retarded biz fractionally.

Estimates for This Week

Century (Loew. III.) (3,000: 15.25.

Estimates for This Week
Century (Loew-UA) (3,000; 15-25-35-40-55)—Camille' (MG). Good at \$14,000. Will ho. Last week 'Bedwed Enemy' (UA) not so forte at \$8,000. For the second of the s

'Champagne' Bubbles to Good \$16,000 As Wash, Settles Down to Normal

Last week 'One in a Million' (20th) and 'Sinner Take, All' (MG), sweet \$6.300.

Wilshire (Fox) (2.286; 30-40-55-65)
—Garden of Allah' (UA) and 'Career Woman' (20th) dual, Also on moveover from Chines-State, will hit \$6.000, lowest take since becoming continued first-run house few week; and with plenty of product in the spill up. Biggest spluty ewas that interest areo. Last week 'One in a Million' (20th) and Sinner Take All' (MG), good at \$9.100.

H. O.'S IN BIRM'HAM

Sign Okay Biz: 'Plaineman' Nice \$1,700

Bilmingham, 26.

Business must be better; houses are holding over pix.

Estimates for This Week
Alabama (Wilby-Kincey) (2.300; 80.35-40)—Plainisman (Par). Nice at \$7,700. Last week' (Camille (MG)), Good \$2,200; at \$4,000.

Earle (WG) (2d run) in third week on means the spling back to normal this week, and with plenty of product his part of the spling back to normal this week, and with plenty of product his part of the spling back to normal this week, and with plenty of product his part of Allah' (UA) and 'Career Woman' (Cath) and Shipper (Barton and Part of Mark (Barton and Par

Cold, Snow Moderate Minn.'s B.O.'s: 'Brigade' 9G, Oke; 'Enemy' 6G, Poor

they will have wangled \$7,000, fine. Will stick for another full session. Operator Larry Schanherger gave pic four-week buildup.

New Mechanic of London (12.5-5.30. New Mechanic of London (12.5-5. New Mechanic of London (12.5-5.30. New Mechanic of London (12.5-

H. O. BUFF. GIVES **NEW 'LLOYDS'** OKE \$13,000

Second-runs and h. 's are divid-ing business rather evenly here this week. Business ran into worst week-end of the winter due to continuous rainstorms, but grosses still are run-

'Lloyds' is drawing okay biz, be-ng practically the only new thing Estimates for This Week

Estimates for This Week...
Buffale (Shea) (3,600; 30-46-55)...
Lloyds' (20th). Swell reception from
reviewers and generally well liked.
Despite weather will probably get
\$13,000, good. Last week. One in
Million (20th) Last week. One in
Million (20th) deep loyded sensationally one of the sense of the s

Turner' (RKO) and King of Hockey (WB) fell off 0.5,000.

Great Lakes (Shea) (3,400; 30.50)—
Plainsman. Gran' (24,500. Still gostrongly last week and bettered all estimates for \$16,500. Built up strongly last week and bettered all estimates for \$16,500. —Camille' (MG) (2nd run). Okay at about \$7,500. Last week, 'Sing Me a Love Song' (WB) and 'Case of Black Cat' (WB) slipped off to \$8,200.

Lafayette (Ind) (3,400; 25-35)—Smart Girls' (U) (2nd run) and 'Mysterious Crossing' (U), dull. 'Girls' showing real strength. Plenty of word of mouth advertising and should develop to splendid \$8,000. Last week, 'Flying Hostess' (U) and 'Country Gentlemen' (Rep), \$7,700, okay.

SKIING INTO THE B.O. **INSTEAD IN MONTREAL**

Montreal, Jan. 26.

Weather unprecedented this century has killed skiing during January and brought thousands into theatres at weekends who would otherwise have spent their cash and time in the Laurentians. Hence better grosses than usual this month.

grosses than usual this month.

Estimates fer This Week

His Majesty's (CT) (1,600, 50)

Forget Me Not' (Brit) and Trapped
in the Alps' (Brit). May gross \$4,500,
good. Last week \$4,000 on 'Man Who
Worked Miracles' (Brit) and Land
Without Music' (rit).

Falace (CT) (2,700; 50) 'One in

Million' (20th) and 'Crack Up'
(20th). Looks attractive every way
at this season and may gross \$9,500,
ery 'good. Repeat of 'Lloyd' (20th)
\$7,000, good.

Capitol (CT) (2,700; 50) 'Plains
Capitol (CT) (2,700; 50) 'Plains-

7,000, good.
Capitol (CT) (2,700; 50) 'Plainsman' (Par) (2nd week). Still coming in with chances of good \$7,500 after excellent \$10,000 last week.

excellent \$10,000 last week.
Loew's (MT) (3,200; 60) Smart
Blonde' (WB) and Olsen and Johnson Revue. Around \$8,000, fair, it is
holds up. Last week Jungle Princess'
(Par) and 'Blollywood Follies' \$8,800,
rincess (CT) (2,300; 50) 'Girl
From Paris' (RKO) and Uane Turner'
(RKO). Looks like \$8,000, very good.
Holdover of 'Allah' (UA) and 'Plot
Thickens' (COI) a good \$6,500.
Cinema de Paris (France-Film)

clinema (COI) a good \$6,500, Cinema de Paris (France-Film) (600; 50) 'Club de Femmes' (2d week), still packing them in but fade likely, \$1,700, after good \$2,000 last week.

week.

St. Denis (France-Film) (2,300; 34)

Michael Strogoff and 'Advenutre in Paris'. Doing so well that \$6,000 is expected, very good. Last week 'Jaime' Toutes les Femmes' and 'Sept Hommes et une Femme' very nicely at \$8,000.

Minneapolis, 26.

Eighteen below zero weather, skiddy streets and snow-blocked and the control of the control o

spilt and accesses (and) (2d run).

Polto Thickens (RKO) and first runs, \$900, nice.

Century (Publix-Singer) (25,35-55)—Camille' (MG) (2d wk). Moved here from Minnesota. Good spot to get big play from matinee trade: fair shadow (2d wk).

System (2d wk).

Lyrie (Publix-Singer) (1,306; 20-52)—Pigskin Parade (20th) (2d run).

Good \$2,200 indicated. Last week, 'After Thin Man' (MG) (2d wk).

Lyrie (Publix-Singer) (1,306; 20-52)—Pigskin Parade (20th) (2d run).

Good \$2,200 indicated. Last week, 'Three Men on Horse' (WB) (2d run), \$2,000, good.

Minnesota (Publix-Singer) (1,200; 23-55)—Beloved Enemy' (UA).

Sars don't mean so much at local special and petting attention was recommended and getting attention was recommended and getting attention was recommended and getting attention was recommended (WB). Highly praised and meeting customer approval, too, juvenile trade especially in evidence; heading for great \$9,000, Last week (Come and Get it' (20th), \$7,000, good.

Slate (Publix-Singer) (2,300; 25-36)—Good (2d run), \$1,000, good.

Slate (Publix-Singer) (2,300; 25-36)—Good (2d run), \$1,000, good.

Time (Berger) (290; 15-25)—Pace That Kills' (Ind). Sensational exploitation bringing it attention, Good \$1,200 indicated, Last week, Kevry-John (Publix Singer) (200); 15-25)—Pace That Kills' (Ind). Sensational exploitation bringing it attention, Good \$1,200 indicated, Last week, Kevry-John (Publix Singer) (1,200; 25-35)—Love on the Run' (MG). First nabel showing, Good \$1,000 lb.

issue), spilit \$700, 2007.

Uptown (Publix) (1,200; 25-35)—
Love on the Run' (MG). First nabe showing. Good \$3,000 in prospect. Last week, Born to Dance' (MG). \$3,200, good.

Werld (Steffes) (350; 25-35-40-55). Three Smart Girls' (U) (4th wk). Keeps right on holding 'em out in second week here and fourth downtown. Looks like big \$3,000. Last week, \$3,500, immense.

B'KLYN BIZ UP

Bank Nite Waning, Deluxers Benefit; 'Plainsman,' Big \$28,000

Bank Nite Waning, Deluxers Benefit;

'Flainsman,' Big 228,606

Brooklyn, Jan. 26.

Interesting development here i receit weeks has been influx of film-goers in downtown area, with pickup at all bo.' Screeno and Bank Nite, which neighbs started in order to buck downtown competish, now default of the start of the star

Regina, Sask., Jan.

Chi Fears Lights May Go Out, So Pic Houses Suffer; Cagney 27G, Withers-'Girls' Smart at \$28,000

Chicago, Jan. 26.
Electrical union strike, which caused plenty of trouble on Friday an ight; may hit again any day and has theatre ops downtown in a sweat. Three-hour strike Friday rulined biz after 8 o'clock, with most of the bridges up and preventing people from coming into the loop easily. Also the announcement of the coming strike kept many people right at home, fearing that if they may be the coming strike kept many people right at home, fearing that if they will be the districted trees. However, biz is still okay as far the week-end was concerned, with 'Great Guy' at the Chicago and 'S mart Girls' at the Palace as outstanders. 'God's Country and the Woman' started Saturday (23) at the Rossevelt and looks capable for some business. Newcomer of which much is expected (William and William Woman' started Saturday (23) at the Honstey Chicago and 'Started Saturday (23) at the Honstey Chicago and 'Started Saturday (23) at the Rossevelt and looks capable for some business. Newcomer of which much is expected. William (20) and waude. Fair at \$3,400. Last week, 'Ging Mart (20) and 'University of the Country and the Woman' started Saturday (23) at the Honstey of the Country and the Rossevelt and looks capable for some business. Newcomer of which where the Rossevelt and looks capable for some business. Newcomer of which where the Rossevelt and looks capable for some business. Newcomer of which where the Rossevelt and looks capable for some business. Newcomer of which were the Rossevelt and looks capable for some business. Newcomer of which were the Rossevelt and looks capable for some business. Newcomer of which were the Rossevelt and looks capable for some business. Newcomer of which were the Rossevelt and looks capable for some business of the University of the Rossevelt and looks capable for the Rosseve

the United Artists to replace After the Thin Man, 'which had a powerfully profitable run of it.

Estimates for This Week

Apollo (B&K) (1,200; 35-55-65)—
Plainsman (Pai (4th week). In fourth loo week of the control o

finished two-weeker at neat enough \$9,600.
State-Lake (Jones) (2,700; 25-35-40)—Counterfeit Woman' (Col) and Texas Follies' unit on stage. Unit doing the bulk of the trade currently and boosting take to high \$17,000. Last weeke Flying Hostess' (U) flust at the state (B&K-MG) (1,700; 5-55-65)—After Thin Man' (MG). Finishes fourth hotchs session tonorrow (Wed.) and scrams to make way for 'Camille' (MG). Will finish final week to happy \$11,000, after taking remarkable \$15,200 last week.

Seattle Duals 'Camille,' Good 7G; Paris' Poor 3G

Seattle, Jan.

Icy streets and snow hurting all bo.'s currently.

'Camille,' despite Garbo and Taylor, opens new policy at Music Hall and is dualled with 'Along Comes Love.' Music Hall prices advance to 42c top, with Orpheum down to 37c top.

to 42c top, with Orpheum down to 37c top.

Estimates for This Week

Blue Mouse (Hamrick) (900; 2737-42).—Girl From Paris' (RKO) and 'Mind Your Own Business' (Par), dual. Heading for only \$2,700, port Last week, 'Plainsman' (Par) and Tuskiest Girl' (U), got good \$3,400 in third week.

Coliseam (Evergreen) 1,800; 21-32).—Ziegfeld' (MG). Moderate \$2,800 indicasted. Last week, 'Old Hutch (MG) and 'Valiant Is Word for Carrie' (Par), dual. \$3,400, nice.

Colonial (Sterling) (850; 11-16-21).

Colonial (Sterling) (850; 11-16-21).

Colonial (Sterling) (850; 11-16-21).

Tanged by Television' (Col) and 'Undoar Princess' (Col), dual. ig \$2,000 in sight. Last week. 'M'Liss' (RKO) and 'Everything Is Thunder' (20th), four days. \$1,400. big.

Fifth avenue (2,400; 27-37-42).—3

Smart Girls' (U) and 'Tundra' (Ind). Held over five days of second week. Getting family trade for good \$4,700. Last week, same films. \$7,900. good. Liberty (J-vH) (1,900; 27-37-42).—Garden of Allah' (UA) (2d wk). Staring for six days and should get good \$4,200. big.

Music Box (Hamrick) (900; 27-37-

(FN) and Weaver Bros. and Elviry. \$7,000.

Palomar (Sterling) (1,450; 16-27-37).—[Lady From Nowhere' (Col) and vaude. Fair at \$3,400. Last week, 'Happy Go Lucky' (Rep) and vaude, \$3,900, fair.

Paramount (Evergreen) (3,106; 27-37-42).—[Great Guy' (GN) and 'Under Your. Spell' (20th), dual. Expect \$5,000, good. Last week, 'Girl From Paris' (RKO) and 'Mind Your Busi '(Par), dual, \$5,200, good.

Roosevelt (Sterling) (800; 21-32).—3 Men on Horse' (WB) and 'Magnificent Brute' (U), dual, Slow at \$2,300. Last week, 'Big Broadcast' (RKO) and 'Career Woman' (20th), (RKO), \$2,800, bi

'Camille,' 2d W'k, **And Flu No Blend** In Frisco, \$10,000

San Francisco, Jan. 26.

San Francisco, Jan. 26.

lu scare, cold weather and continuance of maritime strike are known of the continuance of maritime strike are known of the continuance of th

which was thoroughly razzed here several months ago.

Estimates for This Week

Embassy (RKO-Cohen) (1,512; 30-35-40)—Mysterious Crossing" (U)
and 'Conflict' (U). Very light at \$3,000. Last week 'Girl from Paris' (RKO) and 'Yellow Cargo' (GN)
slipped to fair \$3,500 in third week.

Fox (F-WC) (5,000; 35-40-75)—'Black Legion' (WB) and 'Mind YourOwn Business' (Par). Boy Scout angle in Paramount picture helping draw on this combo for, male trade, but looks disappointing at \$14,500. Last week 'After the Thin Man' (MG) and 'King of Hockey' (WB) did terrife \$16,000 on holdover.

Golden Gate (RKO) (2,860; 35-55)—'Great Guy' (GN) 12d week) and vaude. Cagney great attraction here; nice going at \$12,500. Last week swell at \$19,000.

swell at \$19,000.

Orpheum (F&M) (2,440; 30-35-40)

"Three Wise Girls' (U) and 'Find the Woman' (Col) (2d week). Biz holding up swell in second week after disappointing first stanza; expected to reach \$8,500. Last week \$10,300.

after disapointing first stanza; expected to reach \$5,500. Last week \$10,300.

Paramount (F-WC) (2,740; 30-35-40)—"God's Country" (WB) and Crack-Up' (20th) (2d week). Booking problem forced holdover of this combo, which was not so forte last week. Lucky in view of conditions, probably good \$11,000. Last week n.sg. at \$12,500.

St. Francis (F-WC) (1,470; 30-35-40)—"After the Thin Man' (MG) and "Hats Off' (GN) (3d week). On move over from the Fox house changed second feature in hopes of getting some repeats on Thin Man. Expect fine \$8,000. Last week (3d) 'Plainsman' (Par) and 'Man Betrayed' (Rep) okay at \$5,000.

United Artists (Cohen) (1,200; 25-40)—"Garden of Allah (UA) (2d week). Technicolor treatment causing much favorable comment and helping draw tremendously. Sickness and cold weather, which in the control of the standard of the s

Weather averaging nearly 30 below zero for nearly two weeks would send box office receipts in most parts of the world diving but cold weather

and good radio reception means nothing to residents of this frost-bit-ten province, showmen here say.

While box office receipts have drooped slightly, the quality of the pictures as much as anything has been responsible.

MAID OF SALEM PLUS MUNDIN. OK 27G, HUB

Mai of Salem, with Herbert Mundin on State doing all right at the Met, although breaking no records. This film received tremendous local paper breaks, allocal pactories world premiere here, because most of the local pix crix were guests of Paramount last Summer on the set of 'Maid'.

'Pennies from Heaven' and 'More Than Secretary' hold over at the Orph and State on dual bill.

Estimates for Last Week.

Estimates for Last Week.

Boston (RKO) (3,000: 35-55-75)—
Plot Thicknes' (RKO) and 'Moulin Rouge Follies' on stage: Hitting good pace, \$25,000. Last week \$25,000 for 'Luckiest Girl'. (U) and Sally Rand and Benny Fields on stage.

Fenway (M&P) (1,400: 25-35-40-50)—God's Country' (WB) and Mind Your Own Business' (Par), dual. Very good \$7,000. Last week dandy \$8,000 for 'Plaismain' (Par), (2d rim) and 'Easy To Take' (Par) (1st run), dual.

Ketth Memorial (RKO) (2,900; 25-55)—Great Guy' (GN)—First Cagney film ever to play this house is registering satisfactorily on evening trade to tune of about \$17,000. Smart Girls' (U) disappointing last week at \$11,800.

Metropolitan (M&P) (4,300; 35-55-

week at \$11,800.
Metropolitan (M&P) (4,300; 35.55.
75)—Maid of Salem' (Par) with
Herbert Mundin leading stage show.
Will flirt with okay \$27,000. Last
week very big \$42,500 with 'One in
a Million' (20th) and Fred Waring
on stage.

on stage.

Orpheum (Loew) (3,000; 25-35-4050)—Pennies from Heaven (Col)
and More Than Secretary (Col)
double. Surprised with big \$17-00
over pening oeen and earned holdstage of the stage of the st

\$14,000. Next feature, 'After Thin Man' (MG).

Parameunt (M&P) (1,800; 25-30-50)—God's Country (WB) and Mind Your Own Business' (Par), dual. Very satisfactory \$12,000.

Plainsman' (Par) (2d run) and Easy To Take (Par) (1st run), dual, hotsy \$14,000 last week.

Seelay (M&P) (2,700; 25-35-40-50)—Stowaway' (20th) (2d run) and Plainsman' (Par) (3d run), double. Will clean up around \$9,500; excellent (Coll) and College (Par) (2d run), dual, hi \$7,200 last week.

Seelay (13,000; 25-35-40-50)—Stee (Loew) (3,300; 25-35-40-50)—Parnies from Heaven' (Col) and Moor (Col) and Secretary (Col) (10,000). Held display (Col) (10,000). Second week looks like \$10,000.

NO NAMES, NO BIG B.O., IN K.C.

Kansas City Jan

Cold snap took the edge off last week, but currently it's lack of mar-quee strength. 'One in a Million' is putting the Mainstreet out in front.

Estimates for This Week
Mainstreet (RKO) (3,200; 25.40)—
One in a Million' (20th) and March
of Time. Pic is getting splendid support; \$14,000, swell. Last week
Girl from Paris' (RKO) \$7,000, n.s.g.

Midland (Loew) (4,000; 25-40)—Beloved Enemy (UA) and Woman in Distress (Col). Town's only dualer not so forte with \$10,000 in sight. Last week Pennies from Heaven (Col) and (Counterfeit Lady (Col), \$13,500, okay.

\$13,500, okay.

Newman (Par) (1,900; 25-40)—
'Sing Me a Love Song (FN). Only
\$5,000, poor. Last week 'Rainbow on
the River' (RKO), \$7,500, 'iee.

Tower (Rewot-Fox) (2,200; 35)—
'Holy Terror' (20th) and vaude. Good
\$7,500. Last week 'Jungle Princess'
(Par) and vaude hit \$6,900, fair.

30 Below No B.O. Bugaboo 'Camille' \$60,000, '3 Smart Girls,' \$55,000, Smartest B'way Grossers; 'Plainsman' Sock 2d Wk. at \$44,000

In spite of rainy weather, notably all day Sunday (24), business on New Yorks first run front is particularly brisk. Two new pictures are proving to be very strong attractions. They and two sturdy holdowers, to a district the strong attractions. They and two sturdy holdowers, to a district the strong attractions. They and two sturdy holdowers, to a dimission, with the state Palace and others behind them holding their own excent for Black Palace and others behind them holding their own excent for Black Palace and others behind them holding their own excent for Black Palace and others behind them holding their own excent for Black Palace and their should prove the State Palace and others behind them holding their own excent for Black Palace and holding their own excent for Black Palace, may be asiding the dualer toward the first own which should gross close to 36,000 for the Capitol on its first week. "Woman Wise," coupled with "That Girl from Paris' at the Palace, may be asiding the dualer toward the first own which should gross close to 36,000 for the Capitol on its first week." "Woman Wise," coupled with "That Girl from Paris' at the Palace, may be asiding the dualer toward the first to a might \$59,500 housed which should gross close to 36,000 for the Capitol on its first week." "Woman wise," coupled with "That Girl from Paris' at the Palace, may be asiding the dualer toward the first week." "Among the fine holdovers." Plainsman is much the lustlest, it soards to a might \$59,500, how high under the policy, and on the second week, ending last night (Tues), remains smuly in cartwheels at a *844,000 countup. Picture oses a third week and shall the a nice \$88,000 on its first week and the sweek and the sweek are well be shall be a nice \$88,000 on its first week for the policy of the

week. Tay reach \$11,000, and some affith.

Men Are Not Gods, which got s24,000 on its first week for the Rivoli and will hold to \$15,000, getting out, on its second, will be replaced Saturday with You Only Live Once. (UA).

Estimates This Week

Astor (1,012; 55-\$1.10-\$1.65-\$2.20)—
Good Earth' (MG). Scheduled to begin a twice-daily run here next ruesday (2). House has been dark here weeks

Astor (1,012; 55-\$1.10-\$1.00-\$2.20/—
Good Earth' (MG). Schedued to begin a twice-daily run here next. Tuesday (2). House has been dark three weeks.

Capitol (3). Opened stoutly and a possible \$60,000 first week. Holds over and will probably be another three or four-weeker for house. Last week, fourth and final week for Thin Man (MG) around \$22,000.

Criterion (1,662; 25-40-55)—Great Guy. (GN) (4th week). Doing well enough this week (4th at around \$11,000.

Criterion (1,662; 25-40-55)—Great Thin Man (MG) around \$22,000.

Criterion (1,662; 25-40-55)—Great Thin Man (MG) around \$20,000.

Criterion (1,662; 25-40-5

thing. Roxy (5,836; 25-45-55-75).—Three stage

\$2.00 top.
Brightest spot in town is Three
Smart Girls' at Parker's Broadway.
Estimates for This Week
roadway (Parker) (2,000; 30-40)
—Three Smart Girls' (U) and 'Mad
Holiday' (MG). Answering to exploitation for strong \$7,000 and will ho.
Last week 'After the Thin Man'
(MG) and 'Down the Stretch' (FN)
closed good fourth week at \$4,400
after piling up a heavy score of
\$25,000 in first three weeks.
Mayfair (Parker - Evergreen)
(TN) and 'Arthur Mahames Carer'
(TN) and 'Three Mahames Carer'
(TN) and 'Carer'
(TN) and 'Ca

Weather Clear, Philly B. O.'s Fast; Waring-Business' Good \$19,000

Philadelphia, Jan. 26.

Downtown film grosses: climbed slightly this week, explained partly by clearing weather and partly by better b. 0. pullers.

Waring's Pennsylvanians, always a draw here, are on Earle stage to up attendance for highest in town and too in many months. Other vaude-film house, the Fox, also getting by okay with Saliej Puppets. 'Camille' is still standout in second session at Boyd, while 'Three Smart Girls' isn't too hot at Stanley, despite heavy plugging. Instead of holding for third week as expected, 'Great Guy' eased off and halted at Arcadia after second 'stanza'.

Estimates for This Week

essed off and halted at Arcadia atter second 'stanza.

Estimates for This Week
Aldine (1,200; 40-55:65)—Men Are
Not Gods' (GB). Only fair draw and will be lucky to click \$7,500. Last week's \$1,000 for 'Wings the Morning' (20th) was okay,
Arcadia (600; 25-40-50)—Go West Young Man (Par). Won't reach house average with second run, Probably about \$2,300. 'Great Guy' (GN) held up to fine \$3,100 in second week, but house pulled it.

Boyd (2,400; 40-55)—Camille' (MG) '2d wk). Headed for excellent \$18,000 in second and last session than pagne Waltz' (Par) moves: Thurspay (RW). '2000: '25-40.55).— Mind

Initial week drew \$23,000. 'Champagne Waltz' (Par) moves: Thursday (28).

Earle (2,000; 25-40-55). — 'Mind Your. 'Own Business' (Par) and Waring's Pennsylvanians' stage. Piling up biggest gross in town, should hit \$19,000. 'Crack-Up' (20th) and yaude last week pulled about \$14,000.

\$14.00.

Europa (385; 35-50)—'As You Like It (20th). Usually showing foreign language pix, house is bettering normal take this week on first run of Bergner film. Should reach about

normal take this week on first run
of Bergner film. Should reach about
\$3,000.
Fox (3,000: 40-55-65). God's
Country and the Woman' (20th) and
Salici Puppets. Getting by, okay for
about \$15,000. Girl from Paris'
(RKO) and stage show last week
rose to nice \$17,000.
Karlton (1,000: 25-35-40).—Second
run of 'Girl' from Paris' (20th).
Headed for so-sos \$2,500. Last week's
second run of 'Beloved Enemy' (UA)
good for \$3,000.
Keith's (2,000: 30-40-50).—Plainsman (Par). Probably fairish \$4,500.
Last week's second and concluding
and After the Thin Man' (MG)
Bolland After the Thin Man' (MG)
Bolland After the Thin Man' (MG)
Bolland (1,000: 40-55). Three
Smart Girls' (UI). Heavy ballyhooing couldn't lift it to expected atlendance for Friday opening, but
rose okay over week-end. Expected
to get by at fair \$18,000. Last week's
second session of 'The Plainsman'
(Par) slipped to \$12,000.
Stanton (1,700: 30-40-50).—Charlie
Chan at Opera' (20th). Good for
\$8,500. Last week's windup of 'Smart
Blonde' (20th) around \$6,000.

'Eremy' Tops 'Plough,' **Both Irish Rebellion** Pix in Prov.; 12G, 7G

A town of paradoxes. Two pictures of the Irish rebellion, but 'Beloved Enemy' is outstanding 'Plough' and the Stars' with di iculty. 'Beloved Enemy' gross will be around \$12,000, giving Loew's the lead by wide margin. Albee due for \$7,000 with 'Plough'.

Majestic will

with 'Plough.'
Majestic will not be close behind
Loew's with a twin bill topped by
'Three Smart Girls.' Deanna Durbin
bringing them around for at least

Estimates for This Week

Estimates for This Week
Fay's (2,000; 15-25-40) — Wise
Wonard Oth and Bowes amateurs.
This pool of the following t

slow in getting started, and outlook isn't very promising for the finish, maybe \$7,000, oke but should have been better. Last week 'Great Guy' (GN) and 'Flying Hostess' (U) okay 45 \$7,700.

Jarrand Princess' (Par) and 'Let's Make Million' (Par). Pretty light-weight fare, but so far the take is okay, house anticipates \$6,800, so-so. Last week 'Plainsman' (Par) garnered \$6,600 on a second week run, nice.

DENVER BIZ OFF: 'ENEMY' FAIR \$8,500

Beloved Enemy doing only fair biz at Denver, but moves over to Aladdin for second week. Not much

biz for any pic, in fact.

'Romeo and Juliet' di
three-day roadshow date at

Aladdin (Huffman) (1,500; 25-40)— 'Rembrándt' (UA). Okay at \$3,500. Last week 'Golddiggers' (FN) did fair \$2,500, following week at Den-

Broadway (Huffman) (1,500, 25-40)—Romeo and Juliet' (MC), road-show 3 days, spil: with 'More Than a Secretary' (Col) and Find the Witness' (Col), dual- Good 33,000 in Sight Lase week (Carden 33,000 in Sight). Lase week (Carden Meek of a cach, the Denver and Aladdin, Pennies from Heaven' (Col), following 8 days at the Denver and a week previously at the Broadway, did fair at \$2,000.

at \$2,000.

At \$2,000.

Benham (Cockrill) (1,500; 28-40)—
Mind Your Own Business' (Par).
Just fair at \$4,000. Last week
Plainsman (Par) did nice \$4,000

Benver (Huffma) (2,500; 25-35-50)

Beloved Enemy' (UA) and stage
band. No burn-up at fair \$8,000.
Last week 'Sing Me a Love Song'
(FN) and Major Bowes unit got fine
\$12,000.

Ornham (Ayro-

312,000.

Orpheum (RKO) (2,000: 25-40)—
Griptum Paris' (RKO) and Sinner
Gript I'm Paris' (RKO) and Sinner
Gript I'm Paris' (RKO) and Sinner
Griptum (MG) and "Mad Holiday"
(MG) of big \$8,000.

Paramount (Huffman) (2,000: 2540)—Charlie Chan at the Circus'
(20th) and 'Crack Up' (20th). Only
so-so at \$3,000. Last week 'Great
Guy' (GN) and 'Case of Black Cat'
(FN) did nicely at \$4,000.

Rainbow' Not So Bright In Lincoln at \$3,000

Lincoln, Jan. 28.
Poor possibilities for any sort of gross around this week. Lincoln pulled Polo Joe' after three days and substituted Sing Me Love Song. 'Orpheum has vaude and then a road-show of 'Ronee and Juliet' for two days at \$1.0 top.

substituted Sing Me Love Song. Orpheum has vaude and then a roadshow of Tomeo and Juliet' for two days at \$1.10 top.

Estimates for This Week
Liberty (LTC) (1,200; 10-15)—'California Mail' (WB) plus 'Annapolis Farewell' (LTC) (1,200; 10-15)—'California Mail' (LTC) (1,200; 10-15)—'California Mail' (LTC) (1,500; 10-24)—'California Mail' (LTC) (1,600; 10-25)—'California Mail' (LTC) (1,600; 10-20-25)—'Color (WB) split with 'Crackup' (20th) plus 'Taming of the Wild' (Victory), so-so at \$900.

Linceln (LTC) (1,600; 10-20-25)—'Polo Joe' (WB) split with 'Sing Me Love Song (WB). Week will hit babut \$2,600; poor. Last week 'Come and Get It' (UA) was fair considering weather, \$2,900.

Orpheum (LTC) (1,350; 10-15-20-35)—'Woman Wise' (20th) plus 'Kit Kat Klub' unit, split with Romes and sullet' (MG) split with 'Romes and split with '

Legion,' With Fem Film In Omaha, Fair \$5,700

Weather remains the most prominent single item in the film industry with its drastic silces from b.o. revenues and headaches from jumbled film shipments. Mercury continues around zero or below with more than a foot of snow holding up traffic.

Estimates for This Week Estimates for This Week
Brandels (Singer-RKO) (1,250; 25-35-40)—Sing Me a Love Song' (FN)
and 'Once a 'Doctor' (FN)', all Comedy is the draw on this one, but weather holds down to \$4,300, fair.
Last week 'More Than a Secretary' (Col) and Come Closer Folks' (Col) satisfactory at \$4,500.

Omaha (Blank) (2,100; 25-40)—
Black Latter of Color of Locked Color of Col

Strikes Slash 20% Off Det.'s Grosses; Breen 25G, Durbin 20G, Both Good

for fems and one for males helps, but not enough. Fair week might have been bettered by mild weather, \$5,700. Tast week was a mixed on Romeo and Juliet (MG) for two days at upped prices, and remainder of week given over to pop priced qun on 'Midsummer Night's Dream' (WB) doubled with '15 Maiden Lane' (20th).

(WB) doubled with '15 Maiden Lane' (20th).

Orpheum (Blank) (2,976; 25-40)—
(God's Country and the Woman' (WB) and Let's Make a Million' (Par), dual. Some large colored ads in the dailes helping these; \$7,700.

God. Last week 'Beloved Enemy' (UA) and Too Money' (WB) dual.

Parameum (Blank) (2,765; 25-35-55)—Charge of the Light Brigade (WB) and 'Easy to Take' (Par), dual. Closing twin bill at this house. After, three months of up and down biz weather gets the best of the sixuation and house goes dark Thursday (28); \$6,500 on this not bad, but not good, enough to keep the lights on. Last week 'Camille' (MG) and Mr. Cinderella' (MG) and failed to hold the pace and \$6,000 is light.

Weather Sloughs St. L. Pix; 'Sec,' Vaude, \$16,500

All-day snowstorm Friday (22), followed by dropping of mercury to 10 above and continued cold weather Saturday (22), started all de luxers off on wrong foot currently.

Ambassador, with "More Than a Secretary," plus Leo Carrillo and Johnny Perkins on stage, should lead pack with \$16,500, with Loew's dualer, Beloved Enemy and 'Mad Holiday', second with \$15,000.

Estimates for This Week

WB'S OWN PROCESSING LABORATORY ON COAST

Hollywood,

Hollywood,
horself by Warners for erection of a new film
processing plant at the Burbank'
studio to cost approximately \$1,500,000. Work will start as soon as
weather conditions permit.
Plant will be of soll concrete,
with full modern laboratory equipment. Upon completion, the facilities will enable Warners to make its
own release pri

TITLE CHANGES

Hollywood, Jan. 'Raggedy Anne' changed to 'Good Little Bad Girl' at RKO:

Little Bad Girl' at RKO.

E. B. Derr's Crescent Productions has changed 'Drums of Desti to 'The Louisiana Furchase.'

The Last Slaver' gets new tag of lave Ship' at 20th-Fox.

Without a Net' becomes 'Circus Girl at Columbia. Radio's release title for the French and Columbia. Tescatrille, 'will be Release title of Radio's Victor McLaglen-Preston Foster pic, formerly 'Coast Patrol,' will be 'Sea Devils.'

Detroit, Jan. 26.

Causing employe layoffs in other biz channels, prolonged-motor strike is making itself fett plenty currently in this territory. B. o. slump figured around 20% in Detroit's firstrunners, with considerably higher dent being felt in nabes, especially those in auto plant districts and in surrounding towns, which depend varied in heir limits.

Good product continues to drag em' in good but under-expectation fashion despite the strike, but weak spots are suffering plenty. Given mice buildup, 'Three Smart Girls' (U) is doing oke biz at the Fox this week. Copy directed on Deama Durbin as Eddie Cantor's find. Cantor's other find,' Bobby Breen, Rainbow on River' at the Michigan, to provide the control of the

Estimates for This Week

stopping the town currently, nowever.

Estimates for This Week

Adams (Balaban; 25-40)—Pennies
from Heaven' (Col) (3d wk.) plus
Man Who Lived Twie' (Col) (2d
wk). Moult be former film, moved
here cone at \$4,000, following-fine
former former film, moved
here cone at \$4,000, following-fine
former Guy' (GW) plus 'Hats Off.'
Govie dut.' (GW)

For (Indie) (5,000; 30-40-65)—"Smart Girls' (U) and 'King's Varieties' unit on stage. Lots of ballyhoo
and tieups on Denna Durbin making up somewhat for lack of names.
Male patrons in goodly numbers, and
\$20,000 will be oke in view of strikes,
Last week fair \$18,000 on 'Great Guy'
(GN) and Ed Sullivan's 'Dawn
Patrol' unit on stage.

Madison (United Detroit) (2,000;
30-40-65)—"Plough and Stars' (RKO),
N.s.g. \$7,000. Worse last stanza at
\$6,500 on 'Beloved Enemy' (UA).

Michigan (United Detroit) (4,000;
30-40-65)—"Rainbow on River'

\$5,500 on Beloved Enemy (UA).

Michigan (United Detroit) (4,000;
30-40-65)—Rainbow on River'
(RKO) and Don Redman band on stage. Oke \$25,000 coming up. Just under \$25,000 last week on 'God's Country' (WB), plus Little Jack Lit-

under \$25,000 last week on 'God's Country' (WB), pibs Little Jack Little on stage.

State (United Detroit) (3,000; 35-40)—"Bulldog Drummond Escapes' (Par) pibs 'Piot Thickens' (RKO), dual. This house keeping chin up despite strikes; good \$9,000 currently. Bumber \$12,000 last stanza on Talinisment (Par) and Smartest Country of the coun

Serlin With Selznick, Par's 'A&M' Assignments

Hollywood, Jan. 26.
scar Serlin has joined SelznickInternational as an assistant producer to Davi Selznick. Serlin,
for past four years with Paramount
as a production exec, will leave for
New York shortly to look over current Broadway plays and scan the
story market. story market. Vincent Minnelli is here from New

Vincent Minnelli is here from New York to prepare the musical numbers for Paramount's forthcomi Artists and Models,' which Serli was to

and Models,' which Serli was to produce.
Producer of the current N.Y. play, 'The Show Is On,' is accompanied from Manhattan his secretary, Marion Harwood.
A. Edward Suthérland will direct 'Artists and Models' at Paramount with Lew Gensler producing in place of Oscar Serlin, resigned.
LeRoy Prinz handles the routines.

Eleanor Gates Vs. Liberty Picts in \$120,000 Claim

Picts in \$120,000 Claim
Whether Eleanor Gates, the author,
must appear court to be '
tioned before tri of her suit for
\$120,000 darnages against Liberty
Pictures will be decided is week.
A motion was made Monday (25) to
have the author, appear before N. Y.
Supreme Court Judge McGeehan.
Mrs. Gates is suing Liberty on the
claim that the latter's, film, 'Once to
Every Bachelor,' was advertised with
the mention of her name and
novel, 'Search for 'Spring,'
her permission. Plaintiff does not
claim intringement. The author asks
damages mainly on ground that fut
ture picture value of her story has
been inlured.

Radio Announcers Hypo Pitt. Flood Scare, Biz Suffers; 'Allah' Brutal 10G

Pittsburgh, Jan. 26.
Threat of flood matching even last year's disaster and torrential rains keeping folks indoors huddled to their loud-speakers listening for latest developments and keeping takes generally pretty well down. Fact that some over-zealous broadcasters have painted darker-than-necessary pictures of conditions in Golden Triangle also plenty harmadenying that they're shut down.

"Terribly disappointing is 'Garden of Allah' at Penn, where color film will hardly get back enough to pay for extra advertising. Only first-runner making anything even re-sembling, a race of, it is 'Stanley, where combo of 'Girl From Paris and Fats Waller's band is holding up in fairly decentralshion.

Waller's band is holding up in fairly decentralshion. Only first-runner making anything even re-sembling a race of, it is 'Stanley, where combo of 'Girl From Paris and Fats Waller's band is holding up in fairly decentralshion. Only first-runner and the seen way off, with customers unwilling to chance parking their cars in a downtown lot, and, like a year ago, come out of a theatre to find it half under water.

Estimates for This Week

Lady (Col) surprised everybody at \$13,500, swell. \$13,500, swe

Dixie' (20th-Fox), Management decided to give the works to 'Star' in that it marked film debut of well-known local gal, Polly Rowles, who graduated only short time ago from Carnegie Tech drama school. House, however, learned to its sorrow that spoilighting home-town talent is still bo. poison and this one proving no exception. Will be lucky to get \$2,800, Fox of the control of t

NATIVE PROD. **URGED IN IRELAND**

Dublin, Jan. 17. Dublin, Jan. 17.

Setting up of native motion picture production is again being urged in the Irish Free State by theatre and industrial interests. Requests have been laid before the Minister for Industry and Commerce, following re-ent representations against British and outside interests now declared to be encroaching in the home field. Proposers would have a state subsidized production, with an existing small unit which last year made one all-trish talker, as the nucleus. Studios would be put up near the capital here.

Development would preceded by higher tariffs on imported films, with subsequent fixing of a quota on a sliding scale to reduce influx of outside films while Free State ictures ingreased. Setting up of native motion picture

JOHN F. KENNEBECK, 39, DIES IN AUSTRALIA

Sydney, Jan.
John E. Kennebeck, 39, managing irector of Paramount in Australia and New Zealand, died here Saturday (23) after two hurry-call operations resulting from appendix complaint.

Kennebeck was with the same of the

tions resulting from appendix.

Kennebeck was with Paramount since 1923, when the company sent him down from New York to handle publicity and exploitait. He held that job until 1934, at which time is boss, John W. Hicks, Jr., was recalled to New York to take over the post of general foreign biz head, with Kennebeck replacing in Hicks' spot. This and the London post are considered the two most important assignments on the forei iz layout.

out. Mencheck leaves a wife (also American) and two children. His body is being shipped to his home in Omaha for interment.

Training Writers

German film industry is not only concerned with the development of its young thespian talent, but is also busy on how it can give a helping hand to potential authors and directors.

hand to potentian.

Three young authors been presented by Tobis with the raw material, as it were, out of which they are to create a finished work. Later they will be given a chance with film manuscri Three authors are members the Workers Union of

G-B's London Capitol Reopens as Gaumont

Reopens as Gaumoni
London, Jan. 17.
Gaumont- ritish's Capitol in the
Haymarket reopens Feb. 4 with the
new title Gaumont, after being shut
for rebuilding almost a full year.
Opening feature will be premiere of.
The Great Barri 'G-B picture
featuring Richard Arlen, and Queen
Mary will attend the performance,
takings of which will be to
one of her pet chariti
Mai reconstruction is complete lowering of the auditorium and
reduction of capacity from 1,550 to
1,300. Former theatre was awkward
to enter.

Hutchinson Back

Walter Hutchinson, ign manager 20th-Fox and former head of the London office, is being feted by the local exchange, following his arrival here from a round-the-world trip.

Returns to New York several days later.

Hutchinson is due back in New York Monday (1): He will be accom-nied by F. L. Harley, managing di-of 20th Fox in England,

NEW DEUTSCH ISSUE

London, scar Deutsch's public issue for Odeon Theatres will open in Feb.

Feb.
Company will float \$25,000,000
stock through Philip Hill and Part-

Italy's Bard

Rome, Jan. 15, Luigi Pirandello may become to the Italian film industry what Shakespeare has already come for the English-speaking film: a gold mine of film sub-

jects. Shakespeare has subject matter for 47 films around the world, and dello date furnished ight Italian films. As early 1913, when other playwrights were looking askance at films, Firandello wrote 'Si Gira' ('It Js Turning') as a seenarin Later films. scenario. Later films based on his novels and

MEXICO NIXES FILMERS' SOS

Mexico

Mexico Jan. 26.

Those elements of the tive picindustry who are members of the Mexican Film Producers Union got a pointed, though kindly, nix from the civic fathers on their plea that the administration help them to meet the avalanche of foreign competish by algabing taxes and several other handouts. Candid letter to the Union, signed by Mayor Cosme Hinojosa, had the following high-notes:

rimojosa, had the followin highnotes:

"If the national picture industry,
in this city is unable to pay municipal taxes that is because the
dustry is still in its incipient stage
for lack of definite capital and adequate organization. This industry
amounts to little more than a series
of associations, each making one or
more pictures that fall in their first
attempt. The civic government believes that if the national production
of films to succeed, much more
than the installation of studios and
laboratories and the acquisition of
good equipment are necessary. Those
who can produce worthwhile plots
and directors and players of good
taste must be found.
"The civic government fi that

taste must be found.

"The civic government fi that the real reason for the critical situation of the national film industry is not one of exhi ition but of production. Therefore, legislation that is to help the industry should be directed at production, rather than at exhibition. Film producers must bear in mind that the public must be pleased."

Radio's Viennese Dubs

Vienna, 26.
ictures is ing the
German version of Mary of Scotland the Selenophon studios

nere.

It is the first time that this is being done in Austria. Company tends to do this in all future cases

H.O. Headache

(Continued from page 2)

up, while two of the four Middle-town, O., theatres operated for Par by Tracy Barham are also closed,

by. Tracy Barham are also closed, according to advices reaching New York. These are the Paramount and Gordon. It: understood that the two Middletown, O., houses may also close and that the Par theatres in Hamilton, O., no, far from Cincinnati, are likely to follow suit. Among independent operators affected is the Feiber-Shea chai which concertes in Pennsylvania and Ohi: Among independent operators affected is the Feiber-Shea chai which operates in Pennsylvachai and Ohi The Orpheum, McKeesport, Pa., is losed, and assumed at the New York offices that both houses in Marietta, O., are dark. Home office is having difficulty getting telegrams through Because of the bad floods last spring, notably in Pennsylvani and the repeat visit this year, theatre men are displaying tremendor interest in recommendations to the government for the spending of \$500,000,000 in buildi 10 dams above Pittsburgh, as well as other projects for control of floods elsewhere.

Sally's London Encore

Sally O'Neil has been signed by Alexander Productions for her second picture to be made in London. She goes into 'Three Bad Men,' skedded for early filming.

German Nixes

erlin, Jan. 17.
German Board of Censors has nixed public presentation of the following pix: Club Femmes' in French film directed by Jacques Deval; The Little Colone! (20th-Fox); Wives Never Know (Par); Prater produced by Mondial, Vienna, a non-conformist to the Aryan clause.

Giveaways Ruled Out. Film Board Studies Triples in Australia

Sydney, Dec. 29.
Following the decision of the Film Board of Trade here to stop the giveaway racket in N. S. Wales, major distribs have agreed not to abide the ruling. Giveaways stop here on Jan. 1937.
F. B. T. will probably delve next into the triple-feature bil. low admissions, and the local quota situation. Sanctioned by the government, Board is regarded as one of the finest things ever introduced here. Entire, setup handled by important members of the industry, covering istribs, exhi and indiginterests.

interests,

Probing out in the nabes recently,
it was found that number of
theatres begin their show at 7.30
pm, and run through nearly
mi light for 25c. Not many triples,
but majority of the houses ran duals,
plus newsreels and short.

EICHBERG TO INDIA FOR TWO GERMAN PIX

Berli , Jan. 15.

Richard ichberg, director, left
Germany with a working staff of 15
for India, where outdoor shots for
the new Tobis-Europa film The Tiger
of Eshnapur and The Hindoo Memorial' are to be made.

Latter is a re-make of one of the
most successful German silents.
Scripter is Thea von Harbou. Kitty
Jantzen, German-American girl
recently married to Eichberg, is taking
the lead in both pix.

Expedition will return to Berlin
next summer where interiors will be
shot.

Pitt Jittery

(Continued from page 2)

continued from page 2)
shifts delivering prints to Ohio and
West Virginia houses still in operation but customarily serviced by Cincinnati offices. There all activity is
at standstill and local branch managers are expecting to assume burdens of Cincinnati offices for next
few weeks or longer if necessary.
Theatre supply men likewise doing
24-hour duty stocking up on replacements to take care of damaged theatres once waters have receded.
One night club here, the Show
Boat, anchored at downtown wharf
on Allegheny River, went dark on
Friday night (22). Spot had a few
customers and management passed
the word around quietly that evacustion was necessary. By next morring, Show Boat was seen floating
close by the bridge, getting the same
dose as it di
aster.

Nobody here, however, would go
of ar ast on hirt ther river itso

aster.

Nobody here, however, would go so far as to hint that river stage might reach peak of a year ago, 46 feet, when practically entire Golden Triangle was under water. That's 21 feet above flood level, but it wouldn't be necessary to go that far to catch most of the theatres. Report that 'On Your Toes' might not open last night (25) at Ni was unfounded, as legit house is way out of danger— 'On Your Toes' might not open last inght (25) at Ni was unfounded, as legit house is way out of danger-in fact, operated last March it 'Idiot's Delight' when everything else was down. Also printed in dailies that 'Dead End' might cancel week Feb. 8 here for same but there's no basis for that either. Nixon has its own power plant, too, and only a disaster worse than that of 1936 would have any effect on its operati

r its operati
At, a hour yesterday (25), water began seeping into Stanley-basement and damaged the electrical equipment to such an extent that the management shut down the theatre for the last two shows. However, there is no immediate danger here, and Warners expected to resume operation this morning (26) after the watered parts were sufficiently dried out.

GOVERNM'T CONTROL **COMING IN ENGLAND**

London, Jan.
Government intervention
the motion picture industry becomes more a certainty daily,
with trade groups insist
statutory control.
The Cinematograph Exhi itors
Ass'n was first to declare its
preference for an official arbitration board, rather than control from within the trade, and
now the producers, through the
Federation of British Industries,
also announce support for also announce support for Film Commission plan recom-mended by the Govt. committee. Only the distributors are now

opposed to the principle, Renters Society still seeking means whereby it can argue un-challengable case for a

U.S. PIX UP IN

Austrian cinemas showed 332 pic-tures during the year 1936, of which 155 were of American make. Com-pared with 1935, American imports

pared with 1935, American imports to Austria increased considerably, as in that year only 126 U. S. pictures were played in Austria.

Germany is second with 112 (116) films: Austria, as the home country, ranks: third with 23 pictures, same figure as in 1935. England sent 11, France 16, Italy three, Sweden one, Czechoslovakia eight last year.

While American films lead as features, Germany heads the list of shorts with 214, (181). America ranks second with 182 (159), which also shows an increase, of course.

CAPACITY HOLIDAY BIZ IN ALL SYDNEY HOUSES

Sydney, Dec. 29.
Capacity in all theatres. Rain came just when the managers wanted it and they now believe there really is a Santa Claus. Everyone's doing biz. Lineup includes, Romeo and Julief' (M.-G.), Poor Little Rich Girl' (Fox), Swing Time' (RKO), 'Dodsworth' (UA), Devil's a Sissy' (M.-G.), Rangle River' (Col), Orphan of Wilderness' (Clinesound), General Died at Dawn' (Par), 'Texas Rangers' (Par), 'Sea Spoilers' (UK) and 'Here Comes. Carter' (WB),

Melbourne, Dec. 29, iz is oke here and looks like staying so for some time. List pulling 'em to the various b.o.'s include, 'Piccadilly Jim' (M.-G.), 'Little Lord Fauntleroy' (UA) 'Ex-Mrs. Bradford' (RKO), 'Last of Mohicans' (UA), 'Our Relations' (M.-G.) 'Big Broadcast' (Par), 'Uncivilized' (U), 'Walking On Air' (RKO), 'Case of 'Velyet Claws' (WB), and 'Hot Money' (WB).

Jap-Reich Pic

Pact recently signed by Germany and Japan had its first effect on film business with the sailing of Richard Angst, cameraman, for Japan to work on a two-version film there. Angst will shoot "Tochter des Samurai" (Daughter of Samurai') in

German and Japanese languages.

SPANISH TUNE FILM

Hollywood, Jan. 26.

Julian Mario Oliver, Spanish operatic tenor, will be started in a picture tentatively fitled 'Jamas Me Olivi (Forget-Me-Not') which Francois de Valdes will produce for Hispano Films.

Film Will be made at the Internati studios here.

Gerald Sanger U.S.

tierald Sanger U.S.
Gerald Sanger, producer of ritish
Movietone News (20th-Fox), is due
in the U.S. today from London for
conferences with Truman Talley,
production chief.
This marks Sanger's first visit to
the U.S. in two years. He will study
new trends in newsreel technique
while here,

INDIE PRODS. IN SYDNEY WAIT ON GOVT.

this trade groups insist autory control.

The Cinematograph Exhi itors in the Commatograph Exhi itors shi was first to declare its efference for an official arbitation board, rather than conform within the trade, and we the producers, through the devation of British Industries, so announce support for im Commission plan recomended by the Govt committee. Only the distributors are now posed to the principle, Renters city still seeking means hereby it can argue unallengable case for a ade panel.

S. PIX UP IN

VIENNA IN '36

Lastrian cinemas showed 332 pictives in the possibility that production activities will increase next year, and that the government full increase next year, and that the government will see that the local men are given assistance. During 1936, government did not help the industry very much, and producers are somewhat afraid that the government will see that the local men are given assistance as in 1935. England sent 11, 12 (116): Austria, as the home country, third with 123 pictures, same eas in 1935. England sent 11, 12 (116): Austria, as the home country, third with 23 pictures, same eas in 1935. England sent 11, 12 (116): Austria, as the home country, third with 123 pictures, same eas in 1935. England sent 11, 12 (116): Austria, as the home country, third with 123 pictures, same eas in 1935. England sent 11, 12 (116): Austria, as the home country, the force of the game. Whole the depends of the producers are somewhat afraid that the government will see that the general producers are somewhat afraid that the government will see that the government will see that the local men are given assistance. During 1936, government did not help the industry very much, and producers are somewhat afraid that the government will see that the local men are given assistance are forthcoming, indie producers are forthcoming, indie producers are for the game. Whole the depends of the game. Whole the depends of the game. Whole

EXHIBS WITHDRAW TELEVISION OPPOSISH

London, Jan. 17.

Exhibitors have withdrawn their opposition to inclusion topical new residual new resi

theapres.

Committee would be based on existing machinery which protects newspapers against harmful effects of news broadcasts.

Marx Bros. Beat Out Garbo, Shearer in Czech

Prague, Jan. 15.
Of the MG films to hit here at the Metro theatre last, the Marx, film 'Night at the Opera' is the bigest click.

gest click.
Other two, 'Anna Kareni ' and,
'Romeo and Juliet,' ran poor seconds
to the comedy, the first Marker to
be shown in Czechsolovakia, Film
is now going its fourth week.

1.400 Brazil Cinemas

io de Janeiro, Jan. 7.
According to the latest estimate of the larger film distributors, there are a total of 1,400 moving picture theatres in Brazil. of which 30 are currently dark Brazil's two leading cities. Ri and Sao Paulo, have 90 and 60 respectively in operation. There are 1,170 theatres wired for sound and 230 houses, mostly in the interior, show silent pictures.

Aggregate seating capacity
Brazilian motion picture theatres
in excess of 645,000.

ANOTHER DUTCH 'REELER

The Hague, Jan. 15. Straight newsreel theatres are be-Striaght newsreet theatres are be-coming more and mor popular, among Hollanders. To keep up with the deman, new one has been built in the city of Hilversum. That gives the Netherlands a total of si such theatres. The Hague alone has

two.
Growth has been quite sudden.
Ail: houses were non-existent
two years ago.

CAMILLE

Metro-Goldwyn-Mayer production and release. David Levils, associate producer.
Stars Greta Garbo and Robert Taylors
Stars Greta Garbo and Robert Taylors
Alien, Lanore Ulric, Henry Daniell, Jesse
Ralph, Laura Hope Crews, Directed by
George Culcon. Screen play, Zoe Akin,
Prances Mariot annd James Hittori, based
Robert Greta Garbo
Harguerite. Greta Garbo
Harguerite. Related
Harguerite. Greta Garbo
Harguerite. Greta Garbo
Harguerite. Related
Harguerite. Jesset Greta Garbo
Robert Taylor
lonel Barrymore
Elizabeth Allan
Jessie Ralph
Henry Danieli
Lenore Ulric
aura Hope Crews Lenors Ulric
Laura Hope Crews
Rex O'MalleyRussell Hardle
R. E. Clive
Douglas Walton
Marion Bailou
Joan Brodel
June Wilkins
Fritz Leiber, Jr.
Elsie Esmonds udence. ston..... nt. Gnudens S 'nt Gnudens Henri Corinne J'erie Jea Louise Valentin Mme Duval

close to the top mark in wmanship, direction, photography soffice names. Nothing more potently appeali emotional en-tertainment has come from Holly-wood 'Camille' should sack theatres, and from every isoppoint it deserves its success. Headed by combi of back

Headed by combi of Geta Garbo, the title , and obert , as Armand, the mar-quee display is probably the strongat two-name combination in pictures
moment. In the cast also are
Earrymore, Lenore Ulric,

Jany Daniell, Hope Crews,
J. Raiph O'Malley,
Every part is well done. In addition, George Cukor irected this fa-mous play with rare Interior costumes and exteriors are

beautiful. The film show great care which went into its

making. of Miss Gar-Opposite bo's experience, plays with surprising assurance and ease. He never seems to be striving for a point. He speaks with a moderately modulated modulated hurrjedly, all familiar Armand scenes, such as the first meeting, the

parting from his mistress, the accu-sation in the gambling hall and

scenes, such as the first meeting, the parting from his mistress, the accupation in the gambling hall and, finally, the death chamber sequence, Taylor holds up his end of the story with distinction.

I have been a newer done any the sequence of the sequence, and the sequence of the sequence, and the sequence of the sequence, and the sequence of the

course of the constant of the control of the contro

3 SMART GIRLS

(WITH SONGS)

Universal release of Joseph asternals production (Chan, R. Rogera, executive production (Chan, R. Rogera, executive production (Chan, R. Rogera, executive production)

Binnie Barten, Allee Brady, Ray Milland, Charles Winninger. Directed by Henry (Koster, Original and acreen play, Adele Commodini; camera. Joseph Valentine; and Gus Kahri, musical director, Chan, Frevin, At Roxy, N. Y., week Jan, 22, 378. Running time, 36 min. Innie Barnes Donne Lyons Allee Brady Lord Michael Stuart Ray Milland Judson Craig: Charles, Winninger Count Ariestia, Mischa account Ariestia, Mischa acco udson Craig ount Arisztid oan fuy Penny Jinns Vilbur Lam Jill Eva Trudel

Already having proved itself in other key cities. Three Smart Girls' nichold the self-ship of the self-ship

......John King Lucille Watson Nelia Waiker

cel better for having sen it.

In the 14-year old diva, Deama Durbin, Uhas an engaging girl who somewhat established in the abstract, via Eddie Cantor's radio programs—more than matches expectations in the visual transmutation. Highly fetching vocally, facially and histrionically, nevertheless it is not soing to be easy to find stories for this girl because of her youth and the fact that she is being starred.

Whether a Surprise hit or not. U

this girl because of her youth and the fact that she is being starred.

Whether a 'surprise' hit or not, U enjoys a multiplicity of unexpected riches in this production. This refes, particularly, to the combination of Director Henry Koster (Herman Kosterlitz) and Joseph Pasternak, the associate producer. Both were a U production team when Leammle was making films in Germany, but when Nate Manheim, U's foreign sales chief, shut up U's shop over there Manheim insisted that the Koster (litz)-Pasternak te am be given a crack in Hollywood,

Koster's direction is not a casually competent job. It's packed with many niceties—the careful details in perfected presentation which constitute distinction between routine and hilliance. The Adele Commandini tale and treatment are likewise commendable but it's a type of story which might well have become one of those things under ordinary handli

The 86 minutes have pace, pathos

mendable but it's a type of story which might well have become one of those things under ordinary handlines of the steings under ordinary handlines are used to the business with the nervous biting of the nails, the obliging cop who chases a bum so that Ray Milland and Barbara Read may have a spot to part; the operatic serenade by Miss Durbin before the police sergeant; the segue by Alice Brady from her mercenary mothering of the light-femme heavy (capitally played by Blunie Barnes) into a pseudo-cordiality to the visiting three girls from abroad; the opening should be a succeived the present of the continuous states of the service of the continuous states of the service of the continuous states of the continuous

tography is excellent, parril the general production investiture.

Story merely tells of the three girls' attempt to reconcile their estreaged parents. Miss Durbin is the prime schemer, the other two daughters find future husbands as the action progresses and it all ends on a happy tear as the youngster reintroduces, her mother to the end of the production unit and the production unit as a whole ratio the film's excellence is the result of the production unit as a whole ratio the kind of 'prestige' picture which makes exhibitors and publicity departments squirm—with delight.

Abel,

Miniature Reviews

'Camille' (Metro). Greta Garbo and Robert Taylor in a fine screen translation of the fa-

screen translation of the fa-mous Dumas play,

"Three Smart Girls" (U).
Surefire fan fare with U's new starlet, Deanna Durbin.

"Under Cover of Night" (Met-ro). Murder meller built for dualling. New detective charac-ter, Christopher Cross, indicates, te can stand development.

"The Moly Terror" (20th-Fox).
Jane Withers' comedy, with mar-

ter, Christopher Cross, indicates, it can stand development.

'The Holy Terror' (20th-Fox). Jane Withers' comedy, with music and dancing; strong for double-groove locations.

'Let's Make a Million' (Par). Farce-comedy involving service men's bonus. E. E. Horton at his best, but pic still suited for dual houses.

'Country Gentlemen' (Rep). Olsen and Johnson rise above mossy story and click off a goodly amount of laughs. Okay B fare.

goodly amount of laughs. Okay.

B fare.

Seret Walley' (20th-Fox).

Harold Bell Wright western yarn lassed for dualers; Richard Arlen wears the chaps.

Conflict (U). John Wayne moves from horse operas into an action yarn imed. Ald and adventure trade; for dualers. for dualers.

ROBBER SYMPHONY (BRITISH MADE)

(BERTISH MADE,)

(FILM SYMPHONY)

Al Friedlander Telenae of Concordia production. Wylten, directed and composed by Friedrich Feber. Features Hans Feber, angeda, Sonja Camera, Eugene Schulten, sound, Stanley Atthis, At Ventee, N. T., www-slay, starting Jan. 25, 37, \$2,75

A number of startlingly beautiful shots, scenes and numbers, but otherwise this film is poor. It must go down as an interesting experi-ment. Translated into box office that means rough weather ahead.

that means rough weather ahead.
Picture: is billed as 'the first surrealist picture.' Sur-realism is a fad
in high art, which went out of business somewhere along in 1928, but is
just beginning to creep into American consciousness: Paris gave it up
as a lost cause when Paris had plenty
of lost causes, in art. But that is not
the point. The point is that 'Robber
Symphony' doesn't happen to have
anything to do with supren to have
super history and the property of the point.

The point of the property is the property of the point.

The point of the property is the property of the property of the property is the property of the property is the property of the property is the property of the

cept insofar as both are somewhat screwy.

It is obviously Friederich Feher's intention, in 'Robber Symphony,' to create a musical film which is pure music. He wrote the score himself and directed it. He is also credited with the scenario. But, since it is any soft of cohesive manario any soft of cohesive manario any soft of cohesive material the scenario to be merely a visual interpretation of sound waves. If so, the picture musically, and for musicians, successful, But average theatregoers are likely to wonder whether something's wrong with them or the producers.

st heatregoers are such your average whether something? wrong with them or the producers.

Feher, according to, the recorded played the male lead in 'The Cabinet's of Dr. Caligari, German film' of some a years back, which attained considerable world attention. That picture to the constant it is was merely off the beaten track. Feher, in that film, was a skinny, sinky and macerial become dignined. He has stiver haia did not be such a strength of the strength

tion and that, of course, is a matter of mechanical precision while this is

For the first New York showing eher personally leads a large or-For the first New York showing Feber personally leads a large orchestra through a portion of the
score prior to the opening of the film
which is shown on a two-a-day most
at \$2.0 to writher's two-a-day most
you will be the prior to the control
to

Thunder in the City (BRITISH MADE)

(RRITISH MADE)

London, Jan.

United ritists release of Atlastito Films production; produced by Alexander Esway. Stars Edward G. Robinson; features Little Raiph Richardson, Directed by Marion (Reiner, Screen) piles, Robert S. Shewyood, Aben Kandel, Akon Tolnay; cameris, Alfred Running time 84 miles.

Dar Armat Edward G. Robinson Patricia Lulii Deste The Duke of Glenavon. Can Nigel Bruce The Duke of Glenavon. Can Nigel Bruce The June 1988 of Canada Stars of C

Alexander Esway's production and Arthur Hilton's editing of this picture are outstanding achievements. Also, acting, direction and photography are on a similar plane of excellence. Ok. for America.

Story is a splendid vehicle for Edward G. Robinson, as an American go-getter salesman who comes to London and confronts the dignified, but nevertheless shrewd, business methods and sterling qualities of the world; who have tiles handed the confort of the property of of

ingonist would not be easy to think of.

Plot is fantastic, but not, perhaps, for picture purposes. It sets up arguments for both sides, giving an apportunity for much to be said either way. Contrast between the hustling American and conservative better-class. Britons hasn't been so leasantly done on the stage and screen since the presentation of 'So This Is London.'

The apparently slow-thinking, dignified financial magnate who outwits the trigger-brained American is Ralph Richardson, one of London's best actors. Leading lady is Luil Desti, pretty continental woman of the Kay Francis type, who has a relatively small pirchut does for orthing relatively and provided by Constance Collier, Arthur Wontner and James Carew.

Picture is a cinch to be an im-

Correw.

Picture is a cinch to be an important feature and satisfactory booking both here and in the States.

Jolo.

FIRE OVER ENGLAND

Nolbanous canners, James Wons At. Piccadilly theatte. London, Jan. At. Piccadilly theatte. Picra Robson Queen Elliaubeth. Picra Robson aymond More Picra Robson aymond More Picra Robson aymond More Robson aymond Robs Burleigh
Elena
Sir Richard
Gregory
Spanish Ambas
Don Miguel
Don Pedro
Don Escobal
Admiral Valdez George Thirwell
Henry Oscar
Robert Rendell
Robert Newton
Donald Calthrop
Charles Carson

Done Decoding Calvero Mappinal Valera. Charles Carson Den Decoding Calvero Mappinal Valera. Charles Carson Dance combination. Database and an activation of the year and an Eric Formmer production presented by Alexander Korda; it has a strong cast of principals and was directed by Wear. Alexander Korda; it has a strong cast of principals and was directed by William K. Howard, from Hollywood. William K. Howard, from Hollywood. William K. Howard, from Hollywood. The call of the best Korda production of the call of the best Korda production of the call of

Short Subject

WANTED: A MASTER'
Pete Smith
10 Mins.
Capitol, N. Y.
Metro

One of the best novelty shorts in a long time, this will add to the enjoyment of any theatre program anywhere. Word-of-mouth advertising lowers of the film plenty of rebooking with the strength of the stren

of bown.

Not as comical or timely as Three Little Pigs, which was made by Disney in carbon Technicolor, Wanted:

A Master is a short novelty which will attract wide attention for its originality, its human interest and its clever execution.

Fig.

THE CHEMIST With Buster Keaton Comedy 18 Mins. Globe, N. Y. 20th-Educational

Globe, N. Y.

Globe, N. Y.

Goth-Educational

Though filled with the usual number of Buster Keaton slanstick touches, this two-reel comedy has many original devices of the laughgenerating sort. Keaton again is the dumb Elmer character, this time chemist's assistant. Unfortunately the number of mixtures he concest for his boss are more absurd that funny. Some he tries on unsuspecting-femme beauties; others on the goldfish, canary and the laboratory itself.

Develops into a so-called climax with his noiseless explosive powder, this being the excuse to ring in three gangsters seeking it. Use of passion chocolates, tabbed love potion here, smacks of venerable burlesque skits and questionable taste for the screen, especially for the kiddles. The control of the kiddles.

Elsewey KING ORCHESTEA

HENRY KING ORCHESTRA With Phyllis Claire and Dario Diane 10 Mins. Globe, N. Y.

In Minse

10 Minse

10 Minse

Globe, N. Y.

Globe, N. Y.

Globe, N. Y.

Globe, N. Y.

10 Minse

Henry King and his band, Dario

and Diane and Phyllis Claire sur
mount production and directorial

difficulties. In this one-reel short,

Ficture looks like it was slapped to
gether, and then many months ago

thenry King's music combo, now

playing for Burns and Allen's ir

program, supplies a melodious background for a nitwit plot. I though

readly grid weak comes unmberly

readly and the supplies of the same something on the ball.

Some really sparkling ballroom

and modern-mood dancing by the

Dario-Diane team is muffled by

Bishity camera work. Photographer

missed highlights of number, garbied

the close-ups and did as poorly with

the distant shots. Cameraman re
peated on Phyllis Claire and sound

man didn't do right by her voice.

Henry King of the camera's,

and the standard of the camera's,

supplies the camera's,

supplies the camera's,

supplies the camera's,

wear.

FREDDIE RICH ORCH.

Under Cover of Night

Under Cover of Night
Matto-Guidwyn-Mayer Jelease of Lucion
in black of the County of the County
Marin production. Features
Schmidt Lowe Directed by George Schmidt
Dive Directed by George Schmidt
Dive Directed by George Schmidt
Diversity of the County of the County
State of the County
Debt Schmidt Lowe
Debt Schmidt Lo

This is a detective picture which appears to have been planned for unimportant spotting. It makes the rade for the bookings at which it is

This is a detective picture which appears to have been planned for unimportant spotting. It makes the rade for the bookings at which it is read for the bookings at which it is a final to the bookings at which it is read for the bookings at which it is read to the bookings at which it is read to the content of the production breaks accorded Nick, but Chris gets there just the same when it comes to deduction and solution. Chris gets there just the same when it comes to deduction and solution the same plant of the production breaks accorded Nick, but chris gets there just the same when it comes to deduction and solution. The production and present advances are also defined in the character can use a bolder presentation. In this introductory workout, Chris is out of the center of attention too frequently, with the culprit and the character can use a bolder presentiation to frequently, with the culprit and the character is used to be content of the center of attention too frequently, with the culprit and the character is play away from him. He's the leading figure without being the front personality.

Plot structure, which is considerably away, from the ordinary in the murder mystery line, is responsible from the subject to the play of the play and the play are the first to hold the top spect through the first to hold the top spect through the play and the play and

THE HOLY TERROR

THE HOLY TERROR

(WITH SONGS)

- th Century-Fox production and release.
Stars Jane Withers; features Leah Ray and Editered Directed by James Tinling.
Edit Brendel. Directed by James Tinling.
Breadow and John Patrick; song Sidney Green John Sidney Wallacell. Running time, 64 mins John Sidney Wellers Marione Dean Leah Ray See See Sidney Green John Sidney Self-can Beek John Sidney Self-can John Sidney Self-can John Sidney Green John Sidn

like a glorified two-reel comedy so robust are the fisticuffs, breaks and falls.

nice a giorinea two-reel comedy so robust are the fisticular, breaks and falls.

Songs by Sidney Clare and Harry Akst are tuneful and fit the situations nicely without being particularity of the sidney of the sid

Love From A Stranger

Love From A Stranger

(BRITISH MADE)

United Artists release of Max Schockmarting Films production. Sters Ann. The Control of the Control of

Gorgeously photographed and splendidly cut, this macabre story of a suave gentleman who marries women for their money and murders them, takes front rank with the long list of gruesome films produced in recent years. It differs from the others in the repellent make-up of Frank-enstein and such. Story came from a best-seller here, and the play ran in London for four months, although New York didn't like it.

Provincially, these films enjoy heavy patronage here, and this one-has the additional advantage of being produced in classy drawing-room environment, which has the effect of creating an even more sinister atmosphere. Makes her British stream and the provincial stream of the suave stranger, and interprets the role with carefully thought-out actions. Basil Rathbone makes an ideal neurotic, unbalanced scoundrel who starts slowly and builds up to a tense finish. He skillfully avoids the pitfalls of over-acting which would normally come to a less talended player. First inkling one has unspecting anything worse, is the look on his face after he has persuaded his bride to sign away her fortune, on the pretex the is merely affixing her signature to a mortgage transfer.

Binnie Hale, heretofore associated with revue and musical comedy, has

transfer.

Binnie Hale, herefore associate
with revue and musical comedy, has
a comparatively small, but important,
straight part, well enacted. Donat,
straight part, well enacted. Donat,
elderly gardener is, as usual,
wholly,
competent.

Commodore release of William Bur	ke
production. Features Harry Carey, Ru	ith
Findlay, David Sharpe, Jane Novak, J.	
Shumway, Directed by Harry Frase	
Story, Monroe Talbot; screen play, West	on.
Edwards; camera, Robert Cline; edite	
Arthur rooks; asst. director, Louis Ge	
monprez; music, Lee Zahler, Runni	ng
time, 56 mins,	
Cheyenne Harry Car	ev.
Billy Ruth Findi	av.
Bud David Shar	ne
RoseJane Nov.	ńk
Murrell Lee Shumw	av
McCall	tra-
Campy	

Chessal of the considerable and the considerable an

RADIO BAR

(MUSICAL)

Paramount release of Lomilion production.

Alice Barrie. Marcos Capitan. Susic Dequit.

Alice Barrie. Marcos Capitan. Susic Dequit.

Adaptation. Marcos Capitan. Susic Particles of Capital Capita

amptation, Manuel Romero: Ivrica, Manuel Romero: mule. Abbrevo Sulfer. At Creating. Manuel Romero: Sulfer. At Creating. Manuel Romero: Male At Creating. Manuel Romero: Man

reuniting with his former wantesspash.

The music is generally good and some of the numbers, apparently specially written, listen well. Numerous solos are indulged, largely in broadcasting backgrounds. A sister team clicks with a couple numbers. Orchestra, used for the nitery and broadcasting scenes, includes a colored player, but otherwise is Spanish.

Let's Make a Million

Let's Make a Million

Pariamonir release of Havola Hurby production. Features Edward Everett Horotocion. Directed by Ray McCarey. Sereplay by Robert Yost and anuel Sen, based on story by Lawrence Folies and story by Lawrence Folies and story by Lawrence Folies and the sense of the sense of

Quite apparent that Paramount made this farce comedy with the intent of cashing in on the nation-wide distribution of bonus money to exservice men. That happened several months ago, and 'Let's Make a Million' only was released the middle distribution only was released the middle dated. It would still spell double bill, no matter when offered the public despite Edward Everett Horton's increase in popularity from radio stints, and two extremely obvious tie-ups offered by the story and title.

increase in popularity from some stints, and two extremely obvious tie-ups offered by the story and title.

The film is one of those features, involving ex-service buddies, the American Legion and the story and a Legion post without insulting with a Legion post without insulting with a Legion post without insulting with intelligence or good taste of Legionnaires. Other stunt would be for a bank ight if there is any theatre to which such a giveaway cash stund with the start of the story of the s

pression that the hero is kicked out of the Legion post though later this is straightened out to make it an ousting from the city council. Doubt-ful if either thing could have hap-pened, or at least not as done in this nicture. pened, o

picture.

Horton is the gullible but excitable former service man, who makes good with an oil well. Fully up to his usual strong standard. Charlotte Wynters, as the girl in the background most of the action, is considerably improved over her recent film appearances. J. M. Kerrigan and Irving Baoon contribute two effective minor characterizations.

fective minor characterizations.
Margaret Sedden and Margaret
McWade, as the two pixilated aunts,
while good, are given too much to
do for the importance of their roles,
Purnell Pratt and Porter Hall,
set as oil stock swindlers, turn in realistic portrayals.
Dialog credited Robert Yost
and Manuel Seff is the smartest
thing about the production. Wear,

VERRAETER

VERRAETER

("The Traiter")

(CERMAN MADE)

U.F.A. product MADE)

U.F.A. product MADE

U.F.A. product Fernau, Lida Baanura, and Danke. Directed by Karl Hitter, and Danke. Directed by Karl Heinstein Schröch. Hunt Henninger, Carl Jungs-swineburge. Carl Jungs-swineburge. Directed by Karl Heinstein Schröch. Hunt Henninger, Carl August Behrer, Boithold Hauer, Max Hochstetter, Hans Holmold Hauer, Max Hochstetter, Hansten Brasserge, Kurl Daehb.

Meyor-Hamo, than scheduler. He ham beyor-Hamo, than scheduler. He ham beyor desired as commending the pid for being 'artistic and particularly valuable from a political view-point.' That's the tipoff. Propaganda sidelights glibly insinuate themselves into the footage, and the whole is a resounding sermon on the dangers of spies and foreign sharp-sters, stenling fermany's military sters, stenling fermany's military stending the more nostalgic elements in German-American sectors will relish, and the hone results in house catering to this trade won't be less than socko. Particularly so since the story is told better than 95% of the average imported fare, and garnished with the marquee-weight of U.F.A.'s firstline roster.

If U.F.A. expended as much ingenuity on its average product as. The Traitor gets, these would probably be fewer stories about distributors guaranteeing the exhibitors helr houses open to German fare, Traitor' in every respect is a class Apiece of celluloid, if the matter of political viewpoints is left aside. Technically it shows one major perfection on an old wrinkle—the trick fadeout. Welding a couple of concurrent story threads into harmony by means of this fading trick is here put onto a plane that almost obvises the typical German weakness for saying three or four things simultity before the product of a succession in severy the perfection of a plane that almost obvises the typical German weakness for saying three or four things simultity because the product of a succession in the second of the se

lor saying three or four rinnings simultaneously, instead of in succession. It's been done before, of course, but the course of the course, in the course of the course, but the course of the course, but the course of the course, but the course of the course, but the course of the course, but the course of the c

Country Gentlemen

Republic Pictures release of Nat Levins production. Stars Ole Oben, Chic Johnson, by Raiph State, Star Ole Oben, Chic Johnson, by Raiph Staub, Story by Milton Raiseo, Jock Harvey, Jo Graham; adaptation, Jock Harvey, Jo Graham; adaptation, Joseph Harvey, Jo Graham; adaptation, Joseph Harvey, Johnson Ha Miller At Strand, Brooklyn, N., usus, bill, Jan. 21-28, 378. Running line, 68. miris.

Ole Oltean Miris.

New Corrigan Billy Heath Sammy McKin Miris.

Frier Deputy.

Winde Bolcier Miris.

Olin Howland Chief of Police.

Frank Sheridan Shorty Harry Harvey Oluck Miris.

Olin Goe Cunningham Dog Oltean Miris.

Olin Goe Cunningham Dog Oltean Miris.

Sherits in the result of the state of the site of the state of the sta

SECRET VALLEY

SEURLI VALLII

20th Century-Fox release of Soi Lesser
production. Stars Richard Arlen; features
the production of the production of the production of the product of the pr

Paddy.

Austin Martin.

Russell Hicks
Tobasco.

Producers, scripters and director
have mixed cowboys and city gangsters in this opus of the far-stretching prairies, but the concoction is
neither exhilarating nor satisfying.
Richard Arlen will have to be depended on to drag' em in. This is a
handicap in that he's not now known
as a western star, where they go for
the cactus cinema and currently
le-handed in other spots.

Secret Valley' should round up
lair biz when teamed with a stronger
feature. May go single harness in
subsequents where they go big for
westerns and there are enough
strong shorts to fill 60 minutes additional. time on program.

This has many earmack indicating
This has many earmack indicating
This has many earmack indicating
time on the start of the production when placed in work. It has
been trimmed, cut and otherwiseedited so that it is jerky in continuity and general effectiveness. Fadeout is perhaps the sloppiest one to be
foisted on a western by this company in some time.

Original content of Wright's fable
of the vast outdoors is not known,
the wast outdoors is not known,
they much either.

Early, passages depict efforts of a
rich eastern society miss to duck a
gangster hubby by hiding on a western ranch. It seems the wealthy
tenme dion know her made was a
warried. However, it is fortunate for the picture that the tough
city, gang chief, shows up on the
ranch because this provides the first
excitement after nearly 25 minutes
have elapsed. When the racketeer
and his mob arrive, it's only a matter of time until they tangle with the

(Continued on page, 24)..., ...

**Total continued on page, 240..., ...

**Total c

OPENING TOMORROW RADIO CITY MUSIC HALL



THE PICTURE MADE BY MEN WHO WON THE ACADEMY AWARD FOR THE PRIZE-WINNING "THE INFORMER."



in

THE

PLOUGHI AND STARS

JUHN FUKU
ASSOCIATE
PRODUCERS
CLIFF REID

DIRECTED BY

CLIFF REID
AND
ROBERT SISK

PRESTON FOSTER.. UNA O'CONNOR AND PLAYERS FROM THE FAMOUS ABBEY THEATRE OF DUBLIN IRISH FREE STATE



Advance Production Chart

Hollywood,

production activity on the Coast stepped way out in front last week with a total of 49 features before the cameras within the major group of stu-This was made possible by the starting of 11 new pictures during Ten more features were taken from the cutting rooms and

previewed during the same period, which still leaves 76 in that division. While activity is far above normal, there is every indication prosperity or studio workers will continue for several months to come, as there are no less than 78 stories in various stages of preparation waiting to get the gun. More than 45 of this number are definitely scheduled to get under way within the next month.

Columbia

Five in work, editing, 5 preparing. In work:

WEATHER OR NO, reported Dec. 30; SPRED MAD and TROUBLE IN
MOROCOO, reported Jan, 13; RACHING LUCK, reported Jan, 20. Started

MOBOCOO, reported Jan. 13, RACING LUCK, reported Jan. 20. Started hast week.

A NEW TRAIL AHEAD, produced by Harry L. Decker, directed by Leon Barsha, original by Norman Sheldon, screen play by John Rathmell. Cast: Charles Starrett, Peggy Stratford, Charles Middleton, Edward LeSaint. Story another of Charles Starrett starring western series, this time as the son of a notorious western bandit, who through his affection for the son, decides to go straight. Before he can start on a campaign of reformation, the bandit as well as his son are caught up with by the sheriff and jailed. The son makes his getaway and lands a job on a ranch owned and operated by one of the former members of his father's gain. Owner learns of the predicament the kid is in and capitalizes on it by inducing hinch owner's daughter and because of this constaling to the control of the carries out his threat to expose the lab but before he can do anything the law moves in on the owner for past crimes and the lad clears himself.

Readied to start: THE DEVII. IS DRIVING, VENUS MAKES TROUBLE, 'HONEYMOON PILOT,' and 'HEART FLUSH'.

himself.
Readied to start: THE DEVIL IS DRIVING, VENUS MAKES
TROUBLE, HONEYMOON PILOT, and HEART FLUSH,

Metro

Seven in work, 6 editing, 6 preparing. In work:

"MAYTIME," reported Sept. 2; 'A DAY AT THE RACES," reported Sept. 16; 'CAPTAINS COURAGEOUS," reported Oct. 7; TARRELL," reported Nov. 18; 'LAST OF MRS. CHENNEY, reported Dec. 2; 'BURNY FINGERS' and 'ESPIONAGE," reported Jan. 6.

Readled to start: "MADAME WALEWSKA," BEOADWAY MELODY OF 1937, 'THE OLD SOAK, 'SARATOGA,' THEY GAVE HIM A GUN,' THE FOUNDEY,' SKIDDING,' 'NIGHT MUST FALL,' FIREFLY,' and 'SONG OF THE CITY.'

Paramount

Nine in work, 9 editing, 8 preparing. In work:

'SOULS AT SEA' and 'SWING HIGH, SWING LOW,' reported, Nov. 18;

THE LOVE TRAP,' INTERNES CAN'T TAKE MONEY. and "WALKING
WEDDING,' reported Dec. 39; "MURDER GOES TO COLLEGE, reported
Jan. 6; "DANGER, MEN WORKING," and "HIGH, WIDE AND HANDSOME,' reported Jan. 13; "THE YEARS ARE SO LONG,' reported Jan. 20.
No new pix started.

Republic

None in work, 7 editing, 10 preparing, Readied to start: THE HIT PARADE, EVER SINCE ADAM, 'SPECIAL ORDERS' and 'LEGION OF THE DAMNED.' None started,

RKO-Radio

Five in work, 10 editing, 12 preparing. In work:
THE TOAST OF NEW YORK, reported as "BOBBER BARONS," CHINA
PASSAGE, reported as "MISS CUSTOMS AGENT," and THE WOMAN I
LOVE, reported as "ESCADRILLE," Dec. 25; "STEPRING TOES, reported
Jan. 6, and "WINGS OF MEEGY," reported Jan. 20. None started this week.
Recided to start. TAKE IT EASY, "CONVENTION IN CUBA," and
OUTCASTS OF FORER FLAT."

20th-Fox

Nine in work, 6 editing, 8 preparing. In work:

'SEVENTH HEAVEN,' reported Vaniety, Dec. 9; 'THE SLAVE SHIP,'
reported as 'THE LAST SLAVER,' Dec. 30; 'SB ROADS TO TOWN' and
'DEAD YESTEEDAY,' reported Jan. 13. Started last week:

'THAT I MAY LIVE,' produced by Sol M. Wurtzel, directed by Allan
Dwan, original by David A. Lamson, screen play by Ben Markson. Cast:
Rochelle Hudson, Robert Kent, I, Edward Bromberg.

Story centers around Robert Kent, expert safe-cracker, framed by his
Slory centers around Robert Kent, expert safe-cracker, framed by his
pals on a job in which a policeman is killed. While awaiting trial he
excepts and finds refuge in wayside coffee shop where he is betriented
by the lone wattress, who atter hearing his plight, gets him a job in the

PRODUCTION TABLE

(This table shows number of features promised to be delivered to exhibitors by the major distributing organizations, and the independent producers contributing product to their producing organizations for the 1936-37 season.)

		ammuce					
				Pix	to be		
December 1		Vumber		now	placed	in	
Producers and	Number		now	in the			
contributing	of pix	com-	in	cutting	the	ara-	
companies.	promised			rooms.	camera	s. tion.	
COLUMBIA	. 50	12	4	7	27	4	
Larry Darmour	. 8	2	10		5	1.	
METRO	. 48		7			5	
Hal Roach	4					1	
PARAMOUNT	. 48						
B. P. Schulberg Emanuel Cohen	. 8						
Harry Sherman	. 8					- 1	
Frank Lloyd	• •						
RKO BADIO							
David Loew	• • •					1	
George Hirliman	•					1	
Sol Lesser	•					i	
REPUBLIC	••					- 1	
A. W. Hackel	•						
20TH CENTURY-FOX.	••						
Sol Lesser							
UNITED ARTISTS:	••						
Samuel Goldwyn	4					3	
Walter Wanger	. 7					3	
Selznick	. 5					3	
E. Berger	. 1						
Criterion							
Kords London							
UNIVERSAL		5				7.	
Buck Jenes	. 3	1				1	
WARNERS	, 60	33				12	
	1 200						
Totals	. 512	153		76	235	78	
4. 1 1 30 0 1 1 100	- C	to.			lover	. 3	

restaurant. Everything okay until authorities track. im down. They make their getaway and wind up with an fitnerant road salesman in a trailer. Together the three dick it, out and become pals. Years go by boy and girl become married and a baby is born. Tired of being a hunted man, boy decides to give himself up, but the old man who owns the trailer persuades him to get even with his pals who had framed him. A robbery is staged, the police tipped off and his pals are made to confess to the murder of the policeman.

'CHARLIE CHAN AT THE OLYMPICS, produced by John Stone, directed by Bruce Humberstone, original story by Robert and Helen Logan. Cast. Warner Oland, Katharine DeMille, Key Luke, Pauline Moore, Allan Labe, John Carradine, Andrew Tombes, John Edhredge, Jonathan Hale ling demonstrated to American war officials. In the test flight the pilot is mirdered and the plane discovered on one of the isolated islands off the Hawaiian coast. Main device of the new invention is missing and the accusing inger pointed to four suspects, who have left in a hurry on the China Clipper, for America. In San Francisco Chan finals they have sailed for Germany, and the chase continues through continental Europe and ends at the Olympic games in Germany where Chan finally recovers the missing device.

WEE WILLIE WINKEE, produced by Gene Markey, directed by John Ford, story by Rudyard Kipling, screen play by Ernest Pascal and Julian Malen, C. Aubrey Smith, Douglas Scott, Constance Collier, testige Hassey takes Shirley Temple into an entirely new locale than her previous pictures. This immediate her previous pictures. This immediate having back Cesar Romero, Gavin Muir, Willie Fung, Brandor Hurst, Lönel Pape. Skery takes Shirley Temple into an entirely new locale than her previous pictures. This immediate having the sain of the soleton of sacrificing the life of Shirley to the kindle of the soleton of sacrificing the life of Shirley to the kindle of the soleton of sacrificing the life of Shirley to the kindle of the soleton of sacri

United Artists

None in work, 4 editing, 5 preparing, 7.

Readled to start, by Walter Wanger unit: "VOGUES OF 1928," CASTLES READLES OF 1928, "CASTLES WOMAN'S TOUCH," UNUBLICANE, and STELLA DALLAS, and in the Selznick-International unit are: PRISONER OF ZERDA, THE WORLD'S OUR O'STER, and "ADVENTURES OF TOM SAWYER."

Universal

Five in work, 8 editing, 8 preparing. In works, (GIRL OVERBOARD, reported as 'PERSON TO PERSON CALL,' and 'WHEN. LOVE IS YOUNG,' reported as 'PERSON TO PERSON CALL,' and 'WHEN. LOVE IS YOUNG,' reported as 'GLASS PEOPHECK,' Dec. 23, 'WE HAVE OUB MOMENTS,' reported Nov. 30, 'THE STONES CHX OUT,' reported Jan. 26. Started last weeking.'
'NIGHT KET,' produced by Robert Fresnell, direct by Lloyd Corrigan, original story by William Pierce. Cast: Boris Karloff, Jean Rogers, Warren Hull, Hobart Cavanaugh, Samuel S. Hinds, Alan Baxter, David Oliver.
Story centers around Karloff, who invents burglar alarm system out of which he is cheated by a friend who controls he burglar alarm combine. Years later the inventor devises a new alarm that makes ones in practice obsolete. He sells it to the combine, but in the contract of sale there is no specified time as to when they must put it into practice. After waiting years for royalties the inventor's patience becomes exhausted and, since he knows how the original invention is worked, he seeks revenge by employing a crook to open many stores where the alarm system is installed. Gang of bank robbers learn of this and they force him to reveal the secret in breaking into a bank. This leads to arrest of not only the gang but the inventor, who is later excelerated after explaints of VER HONOLULLI,' RELAY IN THE SUN,' and 'SMOKE TREE RANGE.'

Warners

Nine in work, 19 editing, 12 preparing. In work:

"MARKED WOMAN, THE PRINCE AND THE PAUPER, and THE GO-GRIEN, PROMAN, THE PRINCE AND THE PAUPER, and THE GO-GRIEN, PROMAN, THE PRINCE AND THE PAUPER, and THE GO-GRIEN, PROMAN, THE SUNGING MARINE, produced by Sam Bischoff, directed by the produced by Sam Bischoff, directed by Enright, screen play by Delmar Daves, songs by Al Dubin and, Harry Warren. Cast: Dick Powell, Doris Weston, Hugh Herbert, Allen Jenkins, Jessie Ralph, Lee Dixon, Marcia Ralston, Veda Ann Borg, Jane Wyman.

Story centered around Dick Powell, bashful marine stationed at San Diego, who has fancied love affair with waitress. Too bashful to declare himself, his pals fix if up so he can meet her. Both-have aspirations to sing on the radio and through series of situations they wind the in New York and meet as competitors on a national amateur radio program. Powell clicks while the girl flops. Reason for Powell's applause is attributed to the fact that he appeared on the stage in a marine uniform when half the audience is filled with marines. Success goes to his head, he wants be all the substance of the Orient. He clicks but finds the little gent lines of the program of the Orient. He clicks but finds the little gent lines of the Curtiz, adapted from the Satevepost story of same name by Francis Wallace, screen play by Seton I, Miller. Cast: Edward G. Robinson, Bette Davis, Wayne Morris, Humphrey Bogart, Mary Maguire, Joe Cunningham, Harry Carey.

Story reveals inside workings of prize fight promotion, depicting Robinson as one on shady side who defies the entire fight machinery to gain his end. With Bette Davis as fits secretary he becomes involved with an opposition promoter who is trying to steal one of his fighters. Robinson lakes on a stugging belihop and grooms him, building to a climax where (Continued on page 19)

Studio Placements

Hollywood, Jan. 26. Hollywood, Jan. 26.
Roger Imhof, Olaf Hytten, Harry
Allen, Grace Goodall, John Elliott,
Harry Bradley, LeRoy Mason, Monte
Vandergrift, Louise Latimer, 'Short
Haul,' U.

Haul, U.

Nan Grey, Judith Barrett, John Howard, Bob Wilcox, Michael Fitzmaurics, Scott Kolk, Robert Spencer, act Loring, Bob Anderson Henry Hunter Wooster Clark, Ed Stanley, Ralph Renley, The Stones Cry Out, U.

Biobast Commission of the Stones Cry Biobast Commission o

Raiph Remiey, The Stones Cry Out, U, Raiph Remiey, The Stones Cry Out, U, Richard Cromwell, Henry Hunter, The Road Back, U. Margaret Lindsay, Consultation, Consultation, Consultation, Consultation, Consultation, Carey, Be It So Humble, U. Raiph Dunn, 'Marry the Girl,' WB. Rosalind Marquis, Eddie Acuff, Joseph Crehan, Johnny Harron, Challes Halton, 'Talent Scout,' WB. Helen Valkis, 'Petticoat Range,' WB. Tommy Wonder, George Dance, Charlie, Dance, 'WB. Aline, McMahon, 'The Story Balling Marine,' WB. Harry Carey, Adrian Rosley, 'Kid Gallahad,' WB. Berton Churchill, Raymond Hatton, Public Wedding,' WB. James Dunn, 'Venus Makes Trouble,' Col. George Jiminez, Stanley Brown, Russell Heustis, Paul Koch, Charles Sherlock, Jack Haggerty, Frank Wayne, Bob Evans, Racing Luck,' Col.

John Ince, 'A New Trail Ahead,'

Cohn Ince, 'A New Trail Ahead,'
Col.
Harry Depp, 'Speed Mad.' Col.
Arthur Hoyt, 'Sherry Hall Jack
Hafdeld, 'Art Berry, Ray Johnson,
Cliff McDougal, Mike Lally, Allen
Mathews, Jerry Uhlick, William Lally, 'Weather or No.' Col.
Esther Howard, untitled Andy
Clyde short, Col.
Charles Judels, Dean Jagger, J.
Carroll Naish, Frank Puglia, 'Song
of the City,' MG.
Leonid Kinsky, 'Some Day Soon,'
MG.
Leonid Kinsky, 'Some Day Soon,'
MG.
Pat Flaherty, 'A Day at the Races,'
Man in Possession,' MG.
Pat Flaherty, 'A Day at the Races,'
George Richelavic technical director, Madame Walewska, 'MG.
Madame Walewska, 'MG.
Waler, Gavin Muir, Lionel
Pape, Brandon Hurst, 'Wee Willie
Winkie,' 20-F.
Pat C'Malley. Carl Faulkner, Frank-

George Hassel, Gavin Miller, Pape, Brandon Hurst, Wee Willie Winkie, 20-F.
Pat O'Malley, Carl Faulkner, Frank.
Fanning, 'Dead Yesterday,' 20-F.
Jimmy Lucas, Harry Harvey, Gary-Breckner, Wake Up and Live,' 20-F.
John Hamilton, '50 Roads to Town,'

C. Henry Gordon, Howard Hick-man, Layne Tom, Jr., 'Charlie Chan at the Olympics,' 20-F. Mary Gordon, 'That I May Live,'

20-F.
Jules Raucourt, Louis Mercier,
Cate Metropole, 20-F.
Gary Breckner, Time Out for Romance, 20-F.
Delmar Watson, 'Michael Strogoff,'

mance, 20-F.
Delmar Watson, Michael Strogoff, RKO.
Al Flaher, Walter Miller, idney Datrock, Wings of Mercy, RKO.
Bernor Wings of Mercy, RKO.
Al Flaher, Walter Miller, idney Datrock, Wings of Mercy, RKO.
Al Lowe, Hite & Stanley, New Faces of 1937, RKO.
Margaret Irving, Al St.
Gestrude Purcell, Behold Bridegroom, RKO.
Harry Ruskin, di The Hit Parade, Rep.
Battice Bridge, Elisabeth Riddon, Maurice Moscovitch, Byron K. Fengler, Horace Love, Lelah Tyler, Bernard, Gloria Williams, Avrill Cameron, Nick Lukats, Terry Ray, Ralph Brooks, The Years Are So Long, Par.
Prince Lei Lani, Joe Akana, Walkil Weedding, Par.
Alan Hae, Lrying Pichel, Stanley Alan Hae, Lrying Pichel, Stanley Mide and Handsome, Par.
Howard Hickman, Jed Prouty, Hattle McDaniel, Danger, Men Cruty, Lattle McDaniel, Danger, Men Working, Par.
Jack Mulhall, Pierre Watkin, John

Wide and Handsome, Par.
Howard Hickman, Jed Prouty,
Hattie McDaniel, 'Danger, Men Working,' Par.
Jack Mulhall, Pierre Watkin, John
Miller, Alex Schomberg, 'Internes
Can't Take Money,' Par.
Ray Turner, 'Murder Goes to College, Par.
Robert Emmett, screen play, 'Westof the Rockies,' GN,
Robert Armstrong, Lyle Talbot,
Anne Nagel, Fift D'Orsay, Stanley
Fields, Three Legionnaires,' Gen.
Clarence Marks, Earle Snell and
John Clymer, screen play, 'Boy Blue,'
Prin.

STORY BUYS Hollywood,

Radio purchased 'Ballyhoo Artist,' original by Arthur T. Horman.' Original story and screen play to 'The Port of Missing Men,' by Howard Estabrook, purchased by Mono-

ard Estations, purchased by stono-tramment of the state of the state

"PRIZE OF THE MONTH!"

"Prize of the month for the best sustained suspense in a production goes to the GB picture 'The Woman Alone'." FILM DAILY

"The suspense is held throughout in one of the most gripping dramas to have come to the screen."

FILM CURB

"Hitchcock's gifts of suspense are brilliantly shown in this picture...

MOTION PICTURE HERALD

"A powerfully dramatic film, one of the finest the screen has offered."

ASSOCIATED PUBLICATIONS



"A typical Hitchcock which should find plenty of receptive audiences."

MOTION PICTURE DAILY

"Competent and experienced hand of the director is apparent throughout this production, which is a smart one and executed in a business-like manner from start to finish."

VARIETY

"The picture builds up to a tremendous amount of suspense."

CHICAGO DAILY TIMES

SYLVIA SIDNEY
OSCAR HOMOLKA

Me WOMAN

ALONE

with
JOHN LODER • DESMOND TESTER
Directed by ALFRED HITCHCOCK
from the novel by JOSEPH CONRAD
• Courtesy Walter Wanger Productions, Inc.



EXPLOITATION -:- By Epes W Sargent

Pushing 'Plough'

Pushing 'Plough'
William Brown, of the RKO Albee,
Providence, got off on a new angle
for The Plough and the Stars' and
got, a nice business on a pix that
some theatres are offering merely
with a helpless gesture. Brown went
after the Irish angle in a large way,
and go a cough was invited to a prebusine the did not come, but he sent
its exerctary and some other priests,
who viewed the picture together with
the officers of the Knights of Columbus, Ancient Order of Hibernians,
Friendly Sons of St. Patrick, and got
posters into the club houses of these
organizations. It proved to be a sure
fire.

From the highbrow angle on the

posters into the club houses of these organizations. It proved to be a sure fire.

From the highbrow angle on the same picture as ear out 200 study and the teachers of English in the schools and 50 to the State-College of Education for Teachers, and the schools and 50 to the State-College of Education for Teachers, and college of Education for Teachers, and college of Education for Teachers, and college of Education for Teachers, and the series of the series o

Bridal Program

Greenville, S. C.

Greenville, S. C.
Fred Curdts, Ritz, cleverly blew
up two coming pix by giving Sunday
night theatre party for friend of his
who is getting married soon. Pictures with appropriate titles were
seemed (The Minor Married) and
some 200 friends of bridegroom and
annager were invited including, of
course, society editors of all local
papers who puffed so-so pix in
all chatter columns next day.
Curdts plays all the angles. He recently offered a year's pass to all
kids with perfect attendance to
Y.M.C.A. bible lectures now in progress here. Story broke in papers
here creating Ritz good-will, among
EM Pette. Broyll onewill among

here creating Ritz good-will among hurch gore, hurch hurch gore, hurch hurch gore, hurch gore, hurch hurch hurch gore, hurch h

Freeman's Idea

Hartford, Conn.

Freeman's Idea

Hartford, Conn.

Zack Freeman, former manager of the fox, Brooklyn, and now with the State theatre, is getting plenty of air manager of the state that the state of the sta

Laurels for Seadler

In 1934 Si Seadler, of Metro publicity, got the grand prize of Advertising and Selling, trade journal, for his obituary advertisement for Marie Dressler, published in Vantery. He takes an encore in the Jan. 14 issue of the same publication for his New Year advertisement, also published in Vantery. It was the one ith the line When the clock strikes duright thousands of exhibitors wives will say "Happy M.G.-M New Year. Seadler rings the bell with amazin frequency, but Advertising and Seltin regards this as one of the tops.

'Salem' Campaigns

Salem' Campaigns
Paramount has issued an unusually intelligent campai book on Maid of Salem, with a couple of swell trade tieups and the announcement of a form. It was a couple of the swell has tean be used in plenty of spots, is good for schools and culture societies and fine for lobby work. In addition there are plenty of accessory, novelties and some smart ballyhoo suggestions, including stress on a 'Salem' dinner' to tout New England cookery in the hinterland. But there is no mention of the New England codfish dinner and only passing reference to the boiled dinner. If years the sale was the sale with the sa

you want to mook in to the restantary the fish dinner, which is less well known than the corned beef than it may cound. Quarter-inch cubes of sheer (larding) salt pork are tried out until they are a crisp brown. These are drained and retried out until they are a crisp brown. These are drained and the extracted lard is kept hot. Serve with steamed salt codfish boiled potatoes, beets and onions, all served separately. Each diner helps himself in the proportions he fancies, hashes it all together, adds the pork scraps and then the hot fat. Next morning it can be reheated, this time all together, and served as red flannel hash. Up in Maine the routine is the dinner Saturday and the hash Sunday morning. Anyhow it's different—and good.

Two from Tacoma

Two from Tacoma
General-Manager Ned Edris and assistant ill Connor, of the Hamick string, did a nitry piece of exploitation in bringing the kids into line for a new serial. They staged a big Mickey Mouse and Minnie parade from the Union Depot with these characters sitting in the back of car headed by big Mickey Mouse band of 50 pieces and a large battery of youngsters following. Prizes were awarded, do and the party was held in the largest Hamrick house, the Music Box. The prizes were awarded, do nations of local merchants, and the new 'Dick Merriwell' serial' was fashed in addition to other features. With G. men; state police and all other officers in this section steeking the kidnaper and murderer of young Millam Mattoo; local boy, Hame Riviera and displayed in front of the house Al Caponer's \$20,000 16-cylinder bullet-proof limousine.

If was a hookup that the people went for and brought up the grosses it his downtown two-teature firstrum. After the billing was complete a bank robber held up a local bank here and got away with \$3,000, which timed in well with the gangster picture.

Crashed a Short

Baltimore.
Herb Morgan Metro's shorts' exploiteer, slipped across a good one in Washington last week in behalf of new MGM short, 'Servant of the People,' which concerns U. S. Constitution and history of its drafting and espousal.

hew with concerns U. S. Constitution with concerns U. S. Constitution with the concerns U. S. Constitution

Short had premiere at Capitol,
Wash, last Friday (22). Night before Monday of the man side of the concerns the fill of the fill of the fill of the concerns the conc

Blizzard Help

With the temperature far below zero, Carl Kreuger, U.A. exploiter, arranged a tie-up with Packard for a fleet of new 1937 models to tour the loop throughout the day with witing the public to hall them and ride free to the Minnesola theatre to see 'Beloved Enemy.' Stunt tracted lots of attention.

Two Shakespeares

Three-dayi Romeo and Juliet' at \$1.10 top, Morris Rosenthal, manager of Majestic (Loew-Poli), Oakleyed two Shakespeares Itving in Bridge-port.

Local Gal Makes Good

John Goring, manager of Fulton, picked a natural tie-up in connection with his showing of US "Love Letters of a Star." Filcker features and marks screen debut of Polly Rowles, local deb, who graduated from Carnegie Tech drama school in June, where she was Campus Queen last spring, and was dispatched to Coast spring, and was dispatched to Coast per diplomate month after receiving her diplomate month after receiving her diplomate months."

ny taient scout month after receiving het diploma.

Goring contacted Tech's Women's Scholarship Organization and had them sponsor a ticket sale for ground annual fund for aid of needy tudents. At school getting rid of thousands was a pushover. Fulton manager gave them the ducats at a rate under b.o. price and organization sold them at regular scale.

Futton made efforts to fly Miss Rowles i from Coast for opening of flicker, but she was tie the production and couldn't make the hough there are a flock of Techdram grads in flickers, this is the first time one has come through who's still stresh in memory of current school generation,

Free to Strikers

Atlanta. Manager W. T. Murray, of Rialto-heatre, inaugurated series of weekly free shows for Chevrolet as-sembly plant workers out of jobs on account of shutdown due to strike.

account of shutdown due to strike. Scheme started when Murray invited a few of the idle down to Rialto to see newsreel shots of strike taken in other cities. While he had 'em down there he showed em his current feature, too, and decided to make it a weekly affair. He runs program off before his regular starting time and about the only expense involved is a couple of hours overtime. No distinction is made between strikers and those who are willing to work but can't on account of the strike of the strik

However, they're not likely to forget Murray's thoughtfulness when they do get back on their jobs and have money to spend for entertainment.

Played the Lunchers

Played the Lunchers

Generally cooperation with the lunchoon clubs takes the form of some special happening at the luncheon, a visit from a stage act, a chat about the picture, or some similar interlude. But five different luncheon clubs were tied to one picture, or considered the second clubs were tied to one picture, or considered the second clubs were tied to see picture, and the two considered the second clubs picking their days out of a hat.

Handsomely painted reproductions of the club emblems were used across the top of the lobby front, backed by a display of flags and bunting, and signs urged patrons to visit the theatre the night their flavorite club was honored, each emblem carrying a placard with the largest audience.

Members were not asked to sell tickets, but they needed no urge to go out and talk up their night, and the result was a succession of filled houses on nights when a 60% crowd was regarded as good.

Each night there was a 20-minute interlude between the two night include hetween the two night in the special objectives of the club such as Klwanis boys work project. Care was taken to select a good picture rather than to use the idea to put over a weakle, and there was no kick on this angle.

Cooperation of the societies gave a certain endorsement of the theatre that had value ions after the stunt was over.

BEHIND the KEYS

Warner Brothers rushing construction on their new nabe house in Squirrel Hill district in order to open on announced date, Feb. 12. Manager is Allen Davis, who moves from Strand, Oakland. Jules Green, now assistant at Sheridan. Square, slated to replace Davis, at Strand.

Recent WB hikes in jobs include: William Curry, from doorman at Ritz, downtown, to manager ship of Strand in Ent. Athony Belcastro, from assistant at Athony Belcastro, From assistant of Athony Belcastro, Passism to Managership of Strand in Ent. Athony Belcastro, Passism to Managership of Washington. Same town: Paul Kelber, from Office force to assistant to Ben Steerman, head of contact department, and Frank Bownfield, from assistant of Fairmont (W. Va.) theatre, to manager of Virgi ia theatre in same city.

manager vi va.

. Sam Honigberg Is out as p.a. of
tiny. Art Cinema, foreign film site
here, with Gabe Rubin, manager and
operator, assuming publicity duties
as well for balance of season.

as well for balance of season.

Charlotte, N. C.
A compromise has been reached in restraining order of J. Louis Schrium and J. W. Abernethy, as guardian of his three children, versus G. G. Mitchell, local theatre operator, and Carl W. Ervin, Catawba contractor, to prevent the theatre man from changing the old Imperial theatre building into commercial use other than for a motion pierure house.

Mitchell, who operated the Imperial theatre since 1923, had closed it after opening, the new State. He agreed to forfeit his lease on the Imperial building and pay to the plaintiffs \$100 for damages to the building as a result of remodeling begun.

District Manager Evert R. Cummings of the Tri-States Theatre Corp. announced that the chain's uptown Paramount will close its doors after run of 'Charge of the Light Brigade,' current attraction. Unsually severe weather is given this house open within past three years for any length of time has been a harrowing problem.

Ted Emerson, who has been managing the Par, becomes publicity and advertising director for the Omaha Tri-States district. Emerson succeeds Charlie Schlaiter, who left to take a position as publicity director at the United Artists in San Francisco,

Columbus, O.
State Supreme court here has refused to review the appeal of Loews. Canton, from lower court decisions awarding a \$28,000 judgment to Carl. C. Winafeld of Canton for injuries suffered when lumber being hoisted to the roof of the theatre building fell on him.

San Francisco.
Charles Schlaiter of Omaha is the new flack at the United Artists Theatre here, replacing Mike Motoney, who returned to his former post in the publicity department at Twentieth Century-Fox last week.

New Tower opened here Jan. 22. In the de luxe nabe class and owned by Sam dosenblatt, who already owns the Leland.

Des Moines.
Central States Theatres have
bought the Park and Lake theatres
at Clear Lake, Ia:

Des Moines

Second managerial witch in a week was put over here this week when E. A. Patchen was ordered to Pueblo. Colo, to be city manager of the J. H. Cooper enterprises in that such the was former publicity man the was former publicity man get the administration of the public was former publicity man get the administration of the public was personnel man and forth meaning the personnel man and forth meaning the week ago Deland Mischnick was sent by the opposition Westland Theatre string to Pueblo. Patchen replaces Walter Shutta, who has a new lob.

Cleveland.

Bernard Polster and Max Lefkovich, owners of 12 nabe houses, are building anoser one with 1,600 cates of 10,000.
Ceorge H. Burrows, constitution of 10,000.
Ceorge H. Burrows, the work of 10,000.
Ing work next month on new building, which will include theatre, five store units and apartments on second floor. Expected ready by summer. House is within stone's throw of combine's West Park, but it will be turned into a foreign pix theatre operating only on week-ends.

Los Angeles. Cleveland.

Los Angeles.

Fox-West Coast managerial changes include: William R. Roberts from the Carleton, L. A., to the Fox, Barersheid, Frank G. Heller from Bakersheid to United Artists, Inglewood, replacing R. J. Duke, who gets the Carleton as the Golden Gate here to the Carleton as the Golden Gate here to the Golden Gate, with Charles Bowser, formerly in Long Beach, getting the Florence job. Los Angeles

Jerry Zigmond city manager of Lincoln Theatree Corp. here, is in Denver Leville and Lincoln Theatree Corp. here, is in Denver Leville and Lincoln Manager, L. J. Finske, and Division Manager, L. J. Finske, and Color Shutta, city manager in Pueblo, Color, for J. H. Cooper Enterprises. F. E. Klein remodeling the Rivoli, Osceola, Neb.
Lord & Johnson, Inc., first time around in the show biz, opening the Home, Danbury, Neb.
L. C. Ehlers, manager of Minden, Minden, Neb., is new president of chamber of commerce there.

With vaude going to Orpheum from Music Hall, both Hamrich-Evergreen houses, Don Geddes moves to former as manager and Jim Clemmer vice version S.F. as a company of Coleston (Service) and the Coleston Coleston (Coleston Coleston Coleston

Ralph Goldberg has recently acquired the Winn, 500-seaf nabe house, from the Winn Theatre Corp. New house makes the fifth in the string of Goldberg Theatre Corneighborhood houses.

Louis Slusky has taken over operation of the Gem theatre, 250-seaf nabe, from Mrs. A.

Vancouver, B.
Larry New, assistant manager of the Capitol, transferred by Famous Players to managership of the Windsor theatre, suburban house.

New York.
Sidney Lehman, formerly of the
Washington UA, sales force, to sucteed Saul Resnick as nanager of the
Buffalo UA exchange.

For Zukor Jubilee

For Zukor Jubilee

Omaha.

Evert R. Cummings, divisional manager of Tri-States Theatre Corp., announced that his local houses, would join in the celebration of the biggest promotional series staged here in some time.

Manager Ted Emerson will begin the campaign at the Paramount theatre Jan. 27 by converting the announced the converting the compaign at the Paramount theatre Jan. 27 by converting the campaign at the Paramount theatre Jan. 27 by converting the announced the converting the converting the converting the stage of the converting the campaign at the Paramount theatre will be a 50-seater fitted with ancient equipment to show one of the carly silents produced by Zukor. Atmosphere will be in true nickledeen style with a tinny iano, drummer and a barker.

The Omaha will give over its upper mezzanine to a display of posters entered in a contest by school kids in connection with the ubilies. Jimmy Schalter, manager, will conduct the contest and the display through the contest and the display ming Jan. 28 mez for a week beginning Jan. 28 mez for a week peginning Jan. 29 mez for a week peginning Jan. 20 mez for a week peginning Jan. 20

Schenectady.

Schenectady.

Schenectady Winter Sports Club, a large and active organization, will soonsor the second full-length ski film, shown recently in a tieup with the Erie theatre, when The Ski Chase is presented week of Feb. 2.

Chase' is presented week of .Feb. 2.
A reduced admission rate will be in effect for the first screening, at 6 p.m., and the regular scale will prevail at the 8:30 p.m. show. Film, which has been shown at Hanover, N. H., and other ski centers, features Hannes Schneider and Leni Riefenstahl, with Guzzi Lantschner and Walter Riml, comedians of previous picture, 'Slalom,' in the supporting cast.

'Pennies' Again

Pennies' Again.

Tennies from Heaven' has made the grade with plenty of department stores since it was released, but it's something else again when so important a concern as Jordan & Marsh in Boston takes nearly a quarter of a page to advertise that its birthday sale is pennies from heaven up to as much as \$70 on a refrigerator.

Picture was playing the State and Orpheum and Eddie Rosenbaum, working with Joe DiPesa and Joe Longo batted it over something that made conservative Boston pop-its eyes.

Nice Work

Nice Work

One of the smartest pieces
motion to come from Radi
in some time is the announce
the switch of the Disney cartoons to
RKO release. It's a tint sheet about
insert card size, done in hand print
and illustrated ith vignettes
colors of the various characters associated with Mickey. It is something that will be kept for its novlety.

THIS IS THE WEEK

scores of showmen have been waiting for!

This is the week "Lloyds of London is nationally released!

Having proved itself as a \$2.00 attraction in Hollywood and New York, "Lloyds" is now demonstrating its mass appeal by holding over for two to three weeks in every pre-release, popular-price situation (including Radio City Music Hall).

Grossing bigger in its hold-over than the opening week of ordinary pictures.

Showmen alive to their opportunities are dating in "Lloyds for a *minimum* of double their usual playing time!

NATIONAL RELEASE WEEK OF



National profit week for exhibitors!



Any U. S. Film Legislation Must Mark Time Pending Other Matters day, (23) was granted permission by N.Y. Federal Judge William Bondy

Washington, Jan. 26.

Proponents of government film regulation and block-booking abolition will be kept on the sidelines for some time as far as. Congressional leaders are concerned.

With nearly a dozen restrictive measures aimed directly at pictures in the hopper, chairmen of Senate and House committees handling such legislation displayed definite lack of enthusiasm for holding hearings or otherwise considering merits of the legislation. General attitude seemed to be that many more important propositions are on the menu, while enough time was spent last year in having oratorical marathons on the need for government supervision of the film industry.

Anti-Block Bill

The general outlook is that the Nealy anti-block-booking proposal has the best chance of getting somewhere. But it won't go in a hurry Since last session this measure received favorable reports from both a sub-committee and the entire Interstate Commerce Committee, likely if ill reach the calendar again later on. Sponson, Senator M. M. Neelv is confi remarking he doesn't introduce ills which he feels will be stymled. Nevertheless, no arrarrements have been made thus far to take up his proposition in committee.

The vista in the House is even

to rate up his proposition in committee.

The vista in the House is even ter for reformers. With a Califat at the throttle and a huge mass measures on its docket, Interstate and Foreign Commerce from in the lower chamber probable won't have time to even disciplination of the proposition of the pro

spiring.
Throwing cold water. Chairman
Clerence F. Lea said Saturdav (23)
that no blans have been made yet
for annointment of special sub-committees and his personal slant is that
will be impossible to find an opnort-mity to study film matters unless the session is unduly prolonged.

Ind.'s Anti-Banko
Indianapolis, Jan. 26.
Bank ight is doomed in Indiana
if the present session of the legislature passes a bill introduced in the
House of Representatives by Harry
Wuller. House of Representatives by Harry Muller, operator of the State, Anderson. Bill would prohi it operation of lotteries in places where admission is charged, and provides a fine of \$50 to \$100 for violation to which a sail sentence of six months may be added.

Muller states that hi ill was ir-1 at bank night in particular, and all other enterprises which take approximately \$50,000 out of the state each week, without paying taxes to the state.

Bank night in Indianancies is con-

Bank night in Indianapolis is confined to nabes and small downtown houses.

Waterbury, Jan. 26.

Waterbury

Faced with the possible necessity of raising the old age pension from \$30 to \$45 a. month, numerous taxation bills have been tossed into the hopper in the Colorado legislature. The one that will be fought by everytheatre owner and employee is the one that provides a 20% tax on all admissions. Another bill, to be supported and opposed by theatrement, would tax theatres holding givenavays. The bill would also place a tax on the person will ing any of the theatre owner and employee is the one that provides a 20% tax on all admissions. Another bill, to be supported and opposed by theatrems, would tax theatres holding give-aways. The bill would also place a tax on the person wi ing any of the One bill, introduced by fittle only, would have to do with the licensing of tent shows, carnivals, circuses and

traveling entertainments by county commissioners. Pari-mutuel betting on dog and horse racing would be made legal through passage of other bill.

made legal through passage of other bill.

The question of the legality of the \$45 old age pension amendment, passed at the last general election, has been put up to the state supreme court by the state administration. If the court rules the amendment must be put into effect, it is expected the legislators will tax everything in sight. Bills and titles of bills have been introduced to cover nearly every possible tax source, and only complete opposition of the industry involved can prevent many of the bills becoming laws.

's Anti-Bank,
Des Moines,
Rep. William Treimer is having
the attorney general's office prepare
a proposed bill for the Iowa legislature outlawing bank nights and
suit clubs. Although bank nights
have been going along without difficulty since the Iowa supreme court
reversed a lower court decision and
called them, as now operated, legal,
suit clubs have taken the state by
storm lately and the bill is directed
against them principally.

DEC. PICTURE STOCK TRADING WAS SLOW

Washington, Jan.
Film trading by insiders was slow
during December, according to this
weelt's Securities Exchange
Commission transactions report.

Commission transactions report.
Only recent deals showing up were
purchase of 35 shares of Loew's
common by Arthur M. Loew's holding company and exchange of 20
shares of 20th Century-Fox preferred
for 25 shares of common by Mrs.
Felix Jenkins, wife of company offeer.

ficer.

Semi-monthly report showed Attilio H. Gianni i held no stock in Columbia Pictures at the end of 1935, Former Senator Daniel O. Hastings held 1,000 shares of old Fox A common when company's securities were registered 18 months ago and St. Louis Amus. Co. owned 5,839 Class A and 15,560 Blass. B Warner Bros. paper on July 1, 1935.

BROWNE, DEMPSEY MUST BE EXAM. IN 10G CLAIM

George E. Browne, president, and Fred J. Dempsey, secretary, of IATSE, were directed Saturday (23) to appear Feb. 15 for examination before trial of the suit against the organization brought by N. Arthur Phillips, attorney, for \$10,000 for services.

services.

Phillips claimed IATSE owes the amount for work he did for the association during the period of April 17, 1934 and December 15, 1935.

St. Loo Realignment

Acquisition of Shady Oak. Webster Groves, Mo., and Richmond, Rich-mond Heights, Mo., by Fanchon & Marco has resulted in general shit-ing of personnel. Edward Williams, brought here from San Jose, Cal, to manage recently shuttered Shubertmanage recently shuttered Shubert-Rialto, moves into Shady Oak as major domo. Richard Fitzwilliams, asst. mgr. at Louis theatre, becomes manager. of Richmond. Paul Buck, chief of service at Ambassador, tupped to asst. mgr. t. Louis, and Clyde Brown, mgr. of rpheum, closed several weeks ago because of failure of F&M to obtain concessions from IATSE in personnel at this house and Shubert-Rialto, has been made asst. to Harry Crawford, mgr. at Ambassador.

New houses acquired located

t Ambassagor.

New houses acquired located thickly populated residential disciples in St. Louis County and are

C. W. BUNN'S TRIP

More 'Ecstasy' Suits

Eureka Productions, Inc., on Satur to appeal to the U. supreme cour from the recent decision of the lowe court in denying an order to compel Governor Lehman and others to allow the showing of the motion pic-ture Ecstasy' York State.

Besides Gov. Lehman, defendants named in the action are Attorney General John Bennett, Jr., Frank Graves, commissioner of education, and Irwin Esmond, director of the motion picture divi of the State Department of Education.

DUALS INVADE CHICAGO LOOP

irst real invasion of the loop by double features will take place on Feb. 15, when Jones, inick & Schaefer takes over operation of the McVickers, House will play regular twin bills on a full-week stand, rati in the last 'A' week of prerelease in the city's clearance setup. Admission top for this release week is 55.

Admission top for this release week is 55c.

Booking of the house will be by Balaban & Katz, which has the actual lease on the property, the operation being turned over to J. L. & S. on a straight 50-50 deal plus operating fee.

All policies for the McVickers are on trial-and-error basis, with a possi lilty the house will go vaud-film when the State-Lake passes into B. & K. hands on May 1. Another angle which may change the McVickers policy is the effect the double bills will have on the two B. & K. houses on Randolph street, Apollo and Garrick. Both of these spots have been doing well lately.

Nabe Property Owners Favor Mad. Av. Theatre

Albany,

Albany,
Henry Phipps Estates won the fight
for permit to operate a 600-seat
theatre at Madison avenue and 62d
street, N. Y., in the Court of Appeals.
The court affirmed the order of Supreme Court Justice John F. Carew
directing N. Y. License Commissioner
Paul Moss to issue the permit.

preme Court Justice Jonn F. Carew directing N. Y. License Commissioner Paul Moss to issue the permit. Commissioner Moss, backed by the Fifth Avenue Association, a synagogue, a boys' private school and several clubs, refused, the permit on the ground a theatre would be detrimental to the neighborhood; adversely affect prevailing high class retail development of Madison avenue, and aggravate the traffic problem near the Queensboro bridge. The Phipps Estates had the support of many neighboring property owners.

No structural changes of the front of the building, which has been jdle for five years and on which the owners have paid \$12,000 in taxes, are planned.

Harry Milstein Quits NSS Los Angeles,

Harry Milstein has resigned as branch manager for National Screen Service after three and one-half years service.

He plans to enter business for him-self.

Par Unloosens Prize Com for Its Sales Drive Due to Gen'l Competish

Pix Invention Claim

it for \$50,000 damages has been started by William Weinberger inventor, inst Thomas A. Edison Inc., Eastman Kodak Co., Inter. national Mutoscope Reel Co., Inc. and Will H. Hays, it was learned Fri (22) when defendants Supreme Court Judge Lydon to irect the plaintiff supply further details of his allegations.

further details of his allegations.

Weinberger claims the defendants appropriated models which vented for use in the making of motion pictures. In requesting details, Milton K. Robinson, assistant secretary of Eastman Kodak, requests that he plaint tell whether his lions were patented in this country, and if we whether any of the II S. and if so, whether any of the U.S. patents have been infringed upon.

READE'S TAKEOVERS OF ASBURY PROPERTY

Asbury Park, N. , Jan. 26.
Walter. Reade took over Convention Hall and Casino on boardwalk here last week (23). Five-year lease with city gives Reade virtual free rein an beachfront buildings which have been white elephants to tax-

payers since erection in 1928.
Under Reade's terms the city will
receive 20% of gross from entertainment features in both buildings, except when he splits on a percentage basis with transient theatrical company, grand opera company or name

bands.

With the contract went rental reduction for the Paramount, a Reade house which occupies one-half the Convention Hall. City agreed to drop of \$15,000 yearly from original \$55,000 figure. If admissions go back to pre-depression peak, clause in contract will automatically raise rent.

rent.
City fathers reserved right to keep Convention Hall open to general public for one hour each day during summer season, and may secure

public for one hour each day during summer season, and may secure building for visiting conventions by giving Reade 30 days' notice. Contract will curtail city's seasonal entertainment program, but Reade is bound to publicize buildings in all his theatres, on his billboards and over airlanes.

Mayor Clarence F. Hetrick said "The purpose of the whole thing is to broaden the attractions at this resort with the hope of making more money for the city."

Mayer's New One at B'way and 49th, N. Y.

Arthur Mayer, operator of the Rialto theatre, N. Y., is considering taking over the southwest corner of 49th street and Broadway as another film theatre site. Hart Realty

film theatre site. Hart Realty Co, present holders, admits negotiations are on and adds that several others are interested in the parcel for theatre or night club use.

Location is the site of old Church-ill's restaurant. For past several years it has housed a Chinese early in the mai portion and several stores and music publishers in the remaining space.

riginally setting no prizes for the Paramount Silver Jubilee sales drive and never announcing any to the trade, conservative dollar-watching elements in Par have since agreed to cash and other awards, it is learned.

elements in Par have since agreed to cash and other awards it is leurned. Prizes to which conservatives have capitulated are very small, however, compared with bonuses of Par in the past and those of other companies. For the district bringing best results the prize will be \$650, the highest exchange, \$600, salesmen with best record, \$500, and \$200 for ad sales managers with highest sales. In addition, the salesman bringing in the best business in each of the 12 sales districts will receive a wrist watch. Decision to encourage men in the, field with prizes may have been party forced by the fact that many other companies are competing with the Silver Jubilee by putting on drives of their own, all with prizes. These include Warner Bros, with prizes of around \$40,000; the S. R. Kent 20th. Fox drive; the United Artists pushfirst for this company; Columbia's (Abe) Montague. Sweepstakes and the Herman luckman-Republic with so many sales pushes on at

the Herman drive.

With so many sales pushes on at the same time, theatre operators and buyers are placed in the position of having to try to take care of too many distributors who are fighting for bunched dates, increased playing time and additional sales of features, shorts and accessories.

St. John's Jubilee

St. John's Jublice
Los Angeles, Jan. 26.
Republic will stage a sales drive
through February, March and April.
Week of March 6 has been designated in L.A. and San Francisco
areas as Floyd John Jublice
Week to commemorate St. John's
20th year as a Republic franchise
holder in California.
Drive in L.A. will.

Drive in L.A. will Francis Bateman's first

Exhib Turns Distrib Of Arty Film Subject

Pittsburgh, Jan. 26.
As result of showing of 'Cloistered' at his tiny Art Cinema, Gabe Rubin, manager and operator of house, has taken convent flicker for distribution in this territory. He'll peddle it throughout district for pre-Lenten season, at the same time, however, continuing to operate his foreign film site.

continuing to operate his foreign film site.

'Cloistered' is now in fifth week here, breaking all run records at Art Cinema since 'Zwei Herzen.' Should get at least couple of more in 200-seat house. Rubin expects to keep going this season until midsummer, later closing than usual, due to long string of product already lined up.

Devine's Nat'l, L'ville

Indianapolis, Jan. 26.

Tom Devine, manager of the local Indiana Roof balkcom, has taken over the operation of the National theatre, Louisville, and intends opening Feb. 5, if floot waters permit, Devine will continue to operate his dance ballroom here, and is sending his son, Jack, and Ace Berry, former manager of the Indiana and Circle theatres, to the southern city to run the house. Policy will be pictures and stage show.

Devine has long had the itch to get into the picture business as an exhibitor, and was negotiating for the 3,300-seat Indi here, which was opened for a four-week run by Monarch theatres, closing last Thursday (21).

Harry Burkarth and his orchestra, who have been working the Indi Roof as a dance band, will be sent to the National pit by Devine. Billy Diamond is booking acts from Chicago, which Devine plans to augment with bands familiar to him through his four years of the local ballroom.

GUS ROGERS' \$2,500 FEES

GUS ROGERS' \$2,500 FEES

Gustavus A. Rogers as chairman of the Class A. Stockholders Protec-tive Committee of Fox Theatres on Saturday (23) was allowed \$2,500 on his claim of \$10,000 for counsel fees by Federal Circuit Judge Martin T. Manton.

Advance Production Chart

(Continued from page 15)

(Continued from page 15)

Robinson believes the ki is in love with is secretary and places all obstacles to keep him from getting anywhere: The kid clears this up, too late, and Robinson is taken for a ride by the gang that is fighting his practices of the fight ring.

'PUBLIC WEDDING' produced by Bryan Foy, directed by Nick Grinde, original story by Houston Branch, screen play, Roy Chanslor. Cast: Ricardo Cortez, Jane Wyman, Marie Wilson, Dick Purcell, Berton Church-ill, Raymond Hatton, Eddie Acuff.

Story concerns band of carnival grifters who tour the country with awhale. Their venture is about to flop when one of the younger chaps in the company with exploitation ideas decides on staging a public wedding to attract the crowds.

TALENT SOCUT, produced by Bryan Foy, directed by Louis King.
Steen play No. Secong R. Blison, William Jacobs and John Pearson. Cast: Danian, Chapes, Madded, Fred Lawrence, Rosalind Marquis, Joseph Danian, Chapes, Balton, John Harron, Mary Treen, David Carlyle.

Story reveals workings of Hollywood talent-seeking machinery, in which all ilegitimate contests are exposed as warning to countless victims, who fall for transient and local promotions as a means for breaking into pictures.

Readied to start: **BLACK WINDOW.** THE GENTIEMAN FROM KIM.**

tures.

Readied to start: 'BLACK WIDOW,' 'THE GENTLEMAN FROM KIM-BERLEY,' 'THE STORY OF EMILE ZOLA,' and 'BEETHOVEN,'



KAY FRANCIS "STOLEN HOLIDAY"
CLAUDE RAINS . IAN HUNTER . ALISON SKIPWORTH

and Alexander D Arcy . Directed by Michael Curtiz for

WARNER BROS

Allied Board Meeting in Balto Routine; Clear Decks for Milw'kee

Baltimore, Jan. 26. Allied Exhibs held annual board meeting here last Thursday (21) and tame, with

most of work done just table-clearnational ing and primi for national convention, set for Milwaukee, to be held either second week in

convention, set an animalized to be held either second week in May next.

About 55 Allied members attended powwow here, being ither officers, regional reps or board members. Only absente of import was Aaron Saparstein, of Chicago, who was solourning in Miami.

Whole list of officers returned intact to posts for another year. Nathan Yamins, pres; Abram F. Myers, chairman and general counsel; Herman A. Blum, secretary and ressurer; Henderson M. Richey, responding secretary. Yamins at Irst refused to boss Allied for another stretch, pleading pressure of other and personal business matters. Members, however, worked on him and finally got him consent to being returned to office.

On excellent authority it is understood that convention here is warning up a campaign that will blossom fully and openly when the bunch convenes in Milwaukee. Allied ill ask all exhibs in country to signaturing film contracts for and '38 in advance of the start of those actual seasons. Allied thought is that this practice tends to constantly tilt film rentals; organization plans to point out to exhibs that their rentals are constantly being ballooned, and will suggest adoption of new idea as possible means of curtailment.

The Patman Bill, due up in Congress this sitd, got heavy endorsement from the Allied execs; group has always warred against compulsory block-booking, with emphasis only on the 'compulsory'.

Press was barred from the meeting in Way are going to be offered.

Press was barred from the meetings.

Invitations to the Milaukee meeting in May are going to be offered to all exhibs at large, whether Allied men or not. Expected at least 500 will attend.

N. Y. Fans Have Plenty of Voting To Do Nowadays

lans to give theatre patrons more to say on the type of entertainment they want and also express opinions on features in vogue at present are lans to give theatre patrons more to say on the type of entertainment they want and also express opinions on features in vogue at present are under way for the N. Y. Paramount and Loew circuit in Greater N. Y. Loew's plans to reach more than 1,000,000 fans in 50 theatres in the ity and suburbs via a questionnaire in the Loew program-houseorgan, The Moviegoer. Fans will be asked to name three favorite male and female stars, three whom they dislike most, also featured players they would like to see in star roles, selections for 10 best pictures in 1936, express opinions on double bills, screeno, bank night and all other forms of audience games, and a dozen or more questions on particular likes and dislikes. If the poll is successful in N. Y. and provides a representative cross-section it will be taken annually and extended to 40 r more cities and reach around 4,500,000 people.

taken annuarion or more cities and reach 4,500,000 people.

N. Y. Paramount will continue the band balloting policy it inaugurated last year. Added to that will be a favorite song ballot, the 20 leading songs for the ek will be listed, cards distributed, and Don Baker, at the organ; will oblige.

WINS EJECTION SUIT

WINS EJECTION SUIT

Des Moines, Jan. 26.
A district court jury i Burlingdefense in the suit of Mrs. Glady's
White, colored, against the Avon.
She had asked damages of \$2.500, chargi she was ejected forcibly
froi a performance by a police officer after she had refused to change
to the section reserved for Negroes.
Defense denied force had been used
and contended a refund of her ticket

and contended a refund of her ticket purchase price had been offered.

Incorporations

NEW YORK

York City.

Lawder, Skinner, Inc., Manhattan; the trical business; capital stock, 150 shares it par value. Incorporators: George, B. Levy, John D. Schwartz. Dorothy Sturz ill of 11. Broadway, New York City.

Two Six One West Forty Seven Street Corp., Manhattan; theatrical business; capital stock, 100 shares no par value, Incorporators; Louis S. Aldrich, Ann Martin, May Gordon, all of 321 West 44th street. New York City.

Richard II, Inc., Manhattan; motion picture business, capital stock, 100 shares, no par value, Incorporators William J. Bratter, Rose Lader, Henriette Colman, all of 11 East 44th street, New York City,

William J. Bratter, Rose Ladar, Henricte Colman, all of 11 Bant 4this treet,
New York City.
French William, Inc., Top Operate
Prench William, Inc., Top Operate
chain Levy, 95 Marshind court, Troy:
Charles Hepp and Cattlerine Hepp, both
cella Levy, 95 Marshind court, Troy:
Charles Hepp and Cattlerine Hepp, both
Ballet Caravan, Inc.
Tork: business of furnishing entertainment, etc.,
capital stock, 406 shares, 100 par value,
Incorporators, Lincoln E. Kirstein, 632C. Kerstein, c/o Bloomingdale's, 594street and Lexinaton avenue, New York
College, 100 par value, 100 par value,
Broadway, New York City,
Duplication Film Corp, of America,
Bronx: motion picture business: capital
stock, 200 shares, 100 par value. Incorp
Rosenblatt, León Berman, all of 152 West
42nd street, New York City,
Sphilax Film Corp, Manhattan; motion
picture business; capital stock, 100
Molité Siegel, Nathan Siegel, Jr. Joanhette Doigin, all of 1775 Broadway, New
Cork City,
Charles Dusiness; capital stock, 100
charces, no par value, Incorporators;
Ruth, Weinberg, Eva Schlosberg, Ethel
Sestiman, all of 220 Pith avenue, New
Half Moos Theatre Corp, New York
Heatrical business; capital stock, 100
hares, no par value, Incorporators;
Ruth, Weinberg, Eva Schlosberg, Ethel
Heatrical business; capital stock, 100

Mill Moos Theatre Corp. New York; heatrical business; capital stock, 100 heatrical business; capital stock, 100 heatrical business; replications of the state Benjamin, Staniey Levine, Thomas ork City, 100 Broadway, New 100 Broadway, New

York City. A musement Corp., Manhathan theatrical business; capital stock, 50 shares, \$100 par value. Incorporators: So! Feder, J. Arthur Lehmann, Barnet Kaufman, all of 545 Fifth avenue, New York City.

Tadminn, all of set Fifth avenue, New The Marconel Corp., Manhattan; the strical business; capital stock, 70 shares, no par value, Incorporators: Marc Connelly, Bela Blau, Rose Lader, all of Laat stath street, New York; City.

Togdeld Amusement Corp., New York; City.

Togdeld Amuse

amusement of all kinds, capital stock of chares, slow par value. Incorporators Ben J. Tepper, 11 West 42nd street, New York City, David A. Hornov, New York City, David A. Hornov, New York City, David A. Hornov, New York Search Company of the Company of the City David A. Hornov, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Godeck, A. West Still street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Godeck, A. West Still street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Godeck, A. West Still street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Godeck, A. West Still street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Godeck, A. West Still street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Katz, 1131 Phelan Street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Katz, 1131 Phelan Street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Katz, 1131 Phelan Street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Katz, 1131 Phelan Street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Katz, 1131 Phelan Street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Katz, 1131 Phelan Street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Katz, 1131 Phelan Street, New York City, Leonard Romm, 101 Carroll place, Bronx; Jerone Katz, 1131 Phelan Str

PICTURES Rugar Heads Colo. Ass'n

John A. Rugar, elected president of the Intermountain Theatres Ass'n at annual meeting held here Mon-day (25). He succeeds Stanley Rob-

bins.
Other officers elected: incent A.
Gilhool, v.p., Beverly S.
secretary-treasurer.
Named directors: Rugar, Gilhool,
M. F. Harris, Stanley Rich, Joseph
L. Lawrence, A. F. Johnson, and J. J.
Gillette

WARNERS' 13-WEEK NET PROFIT AT \$2,047,936

Warner Pictures, Inc., and subsidiary companies for the 13 weeks ending Nov. 28 last report a net operating profit of \$2,047,936. This is after all charges except Federal surtaxes on undistribute earnings. These earnings are equivalent to 52c, per share on 3,701,090 shares of common stock outstanding after allowance for current dividend

atter allowance for current dividend requirements on preferred stock.

The earni are equivalent to file. The earni are equivalent to file. The earni are equivalent to preferred stock outstanding. The company is arrears in dividends on this stock at Dec. 1 last, amounting to \$18.28 per share.

For a corresponding period, 4995, the company showed a net operating profit of \$1,031.315.

Net profit from operations for

the company showed a net operating profit of \$1,031,315.

Net profit from operations for quarter ending Nov. 28, 1938, before amortization, depreciation and taxes, amounted to \$3,297,842.80. During fils period \$92,725.18 was credited, to deficit account.

Cash and working assets of company are put at \$3,292,775; accounts and notes receivable, \$1,911, inventories, \$19,941,384. Fixed assets (properties, owned, leased and equipment), \$136,254.901.

Total amount of optional convertible 6% debentures, 1939 series, outstanding as of Nov. 28, 1936 was \$32,000,000. Of this amount \$529,000 is held in company's treasury.

Company's deficit as of Nov. 1936 is \$8,328,480. Current liabilities of the company are \$20,672,021; funded and long term debt (including \$4,812,896 of bonds and mortgages maturing within one year) amounts to \$57,509,191. Reserve for contingencies, \$1,540,000; deferred credits, \$2,100,714.

Circuits Regard N. Y. Indies' Stand On Giveaways as One o' Those Things

tatement from the Independent organization would abandon granization would abandon giveaways until major its boosted their admission scale was viewed by numerous major spokesmen imply going through the motions. Some were inclined to doubt Theatre Owners Association that the

Reason is that even if circuit offi-cials decided that the traffic would bear a general admission hike, major theatre chair executives see no reason for making such a concession in return for any promise offered by the indie association.

the indie association.

Irom doubting if any extended lifting of the admittance scale is justified currently, the ITOA (Brandt) offer to abandon; eaways has not been received :h favor two major chains in Neapenerally by major excess. Past extended perience in dealing with certain indie group is that some could not control their own members.

Generally known i industry cir-say industry spokesmen.

cles that independent groups have attempted to get Loew abandon giveaways. the past in exchange for concessions by the major circuit. While Loew chieftains were inclined to agree at the outset, they rejected to the proposals when the indie officials acknowledged they could not guarantee 100% support from their own association membership. That is what the majors feel they would have contend with i any pact, providing for their own price, hiking return for abandoning giveaways by ITOA members. The usual exceptions to the full membership are sure to crop out, say major execs, and these most often are at houses where the independent opposition is a competing Loew or RKO

Average admission scale for the two major chains in New York City now is between 30c and 40c, ith the latter figure prevailing in numerous neighborhood theatres. It is all that business justifies at the present time,

Chi Exchanges Call Allied Buying Corp. a Gag and Won't Sell Except To Owners Direct; Legal Showdown

Dearborn (Chi) Pool

Settlement has been reached on he fought-over with Harry Balaban

ick & Schaefer calli their fight , and setting up a deal

for joint operation. While details not yet concluded, it will probably work out by having the Balabans book the house while J. L. & S. will operate, the entire setup on a straight 50-50 deal.

WB REFINANCING PLAN; 925,000 **NEW COMMON**

vhereby new common stock will be whereby new common stock will be issued and offered to provide addi-holders in order to provide addi-tional working capital. Present plan approximately 925,000

shares of new common (of same par as present common) on basis of one new share for each four Warner old common held, with the subscri tion price tentatively placed at \$12.50 per share.

per share.

While the exact price at which he new will be issued will depend largely on conditions and the price of the common on the N. Y. stock exchange at the time the actual offering is made, Wall Street is convinced that old stockholders would be given the right to buy at around 12½. Action of traders who deflated the price of the present common on the big board from above \$17 to \$18 and lower when plans became known bore out this bellet.

Present arrangements for floating

came known bore out this bellef.
Present arrangements for floating
additional stock, which have not
been finally closed, replace the original proposals for refunding the company's \$31,491,000 6% debentures at
a lower rate of interest. This possibly will be done later.
New common offering will provide
money for increased film production
and other corporate purposes. Hayden, Stone & Co. will be chief underwriters in group off investment bankers to handle the proposition.

TOUGH HOMBRES

, . C., Grows Its Negr Janitors Sturdy

Greenville, S. C.,

Greenville, S. C.,
Greenville pic houses seem to have hit a new high in hardy Negro janitors. Some time back janitor at Carolina received a severe gash on one of his feet. Told that it should be sewed up the Negro left at once and returned that same evening with a foot full of self-administered cotton thread stitches. Foot now O. K.

thread stitches. Foot now O. K.
Dusky janitor at Ritz reported to
work last week and went about duties ith usual gusto. Asked what
was wrong with the back of his head
by Manager Fred Curdts, who saw an
enormous bump there, he replied,
'Jest a scratch.' Taken to the doctor
he was found to have had a fractured skull for two days. He wanted
to go back to work. The doctor senthim to the hospital: to go back to work. him to the hospital.

\$100,000 FIRE SUITS Memphis, Jan.

Memphis, Jan.

suits were filed at Hot
Springs, Ark. aggregating \$100,000
against Sidney M. Nutt, Sr. and his
son, Sidney M. Nutt, Jr., of the old
Princess theatre, by Julia P. Saunders, Jack Love and Mrs. Hattle Mac
Kendall, guests in a rooming house
I the rear of the Princess theatre,
which was destroyed by fire Christmas morning, causing the deaths, of
lour persons. Theatre also burned,

Jan. 26.

Battle lines are being ready between the Allied indie exhib organization and the i ividual exchange leaders in town following the Allied plan to rebuild its defunct buying circuit during the coming picture

plan is to form a corporation which would hold one share of stock i

theatres for which the circuit would buy and book pictures.

This stock corporation deal by Allied is designed to circumvent the decision of the exchanges not to sell product to anyone not an owner of the theatre. This inal move on

the part exchanges was strictly to kill off buying circuits, which they believe to be too power-ful as unfair to the exchanges. But whether the Allied stock cor-

But whether the Allied stock corporation deal would be permitted by the individual exchange managers is the question, and it now appears that the distributors are not going to okay the Allied buying corporation. They claim that it's strictly a gag, and as such does not meet the requirements set up by the exchanges. Exchange boys state that the stock setup doesn't jibe, since the one or two shares of stock represents an extremely small portion of the theatre assets, and as such does not represent a genuine interest. Exchange managers each feel that only the person who owns the majority or even largest portion of the stock in the theatre for the controlling in

or even largest portion of the stock in the theatre for the controlling interest can be rightfully called the owner of the theatre; and that next spring the salesmen will be permitted to make picture deals only with owners or those who own the controlling shares in the theatres.

Allied Not Kidding

trolling shares in the theatres.

Allied, however, is understood really determined to put through its buying circuit this coming season; and if necessary the indie exhib group is ready to go, into court on the question. The Indies feel that the decision of the exhange managers not to sell to outside buying circuits is unfair and constitutes restraint of trade. Indies claim that as long as the exhibitors designate the buying circuit heads as their proper agents in negotiating for product, that the circuit is entirely legal and the exchanges cannot refuse to sell pictures to the buying group.

Allied was almost ready to jump into the law courts with the buying circuit case last spring, but the indie exhibs were too tied up with other questions and had to postpone that battle. Other questions were those concerning the return of double features to Chicago by Balaban & Katz, and also B. & K.'s campaign for an additional week of clearance between the 'C' houses at 30c and the first week of general release spots at two bits. B. & K. did bring in double features, but backed down on the week-in-between matter.

THEA. TRAILER PART OF RADIO-FILM EXCHANGE

Memphis, Jan. 26. WHBQ, Memphis, has just closed wo-way deal for a daily 10-minute roadcast for M. A. Lightman's WHBQ, Memphis, has just closed two-way deal for a daily 10-minute broadcast, for M. A. Lightman's string of Memphis theatres. Program, 'Screenland Review,' hits air at 5:35 p. m. and tie-in film trailers are shown at Lightman's 10 theatres, two downtown first-run houses and eight neighborhoods.

It's second WHBQ

It's second WH broadcast for theatre group

Simple Rites for Boly

Hollywood, Jan. 26.
Simple funeral rites for Richar
Boleslawski, who died Jan. 17, were
held in St. Augustine's church in
Culver City, Jan.
Interment was made Calvary

cemetery. Pall bearers were Allen Birmingham, Robert Montgomery, Frank Morgan, Gilbert Emery, Mar-cus Goodrich, Moncoeur March.



LOYE LOYE LOYE



There's millions in it it's the world's greatest industry
ASK ANY EXHIBITOR WHO IS
PLAYING "AFTER THE THIN MAN" and "CAMILLE"



WORLD
LOVES
METROGOLDWYNMAYER



GARBO • TAYLOR

Going Places

By Cecelia Ager

Carbo's Bootifool Fade
reta Garbo dies beautifully in 'Camille.' You can actually see her do
it, sense the precise moment when her lovely spirit leaves her fascinating
clay. Though th's Robert Taylor himself who's talking awful dramatic at
the moment, you pass him up. You don't pay any attention to Taylor.
It's Garbo's face that absorbs you. It grabs at you all through 'Camille,'
but it's got you complete; you're all tied up when she dies. Complete, even
though it looks like she's going to take quite a time dying, loping and
staggering from bed to chair and back, again. It's a magnificent face,
death, and canny lighting and photography, revealing its epic bone structure, showing you that its baffling allure has solid foundation—it's structural, architectural and
, as you may have feared, disbelieving, something you just made up.

though it hoose has bee soing to take quite a time dying; norm and staggering from bed to chair and back again. It's a magnificent face; death, and canny lighting and photography, revealing its epic hone structure, showing you that its baffling alture has solid foundation—it's structural, architectural and its baffling alture has solid foundation—it's structural, architectural and its particular and have greated, disbelieving, something you just made up.

Garbo in 'Camille' shows up Dietrich in anything as a smooth mask with interesting hollows in her cheeks and a low voice that reads " with a rising inflection. Garbo in 'Camille' has character and shading and, surprisingly, warmth. You don't just admire her in 'Camille'—you like her. You find her human at last. You are actually, actively, sorry for her-not does she sacrifice any of her natural dignity to win your sympathy. It's that, in 'Camille', she realizes hen potentialities as a great actress. She no longer need depend upon a provocative personality; now every nuance has meaning, is felt, is true.

Adrian Out-Garbs Himself

There is fine showmanship in the externals of her portrait. Just as her cough grows progressively more frequent, chilling you the first time you hear it with its portent of doom and reiterating its ominous message each succeeding time, so does the color of her costimes change from white in the carefree beginning, to gray when the forces of tragedy gather momentum, until at last sable black with all its dark meaning appears. Irst, in an all black velvet dress and large black hat that she wears for her journey to the country. Then, when it seems that she is to be happy, white in in cannily picturesque lawn dresses with only a black cloak to remind you her fate is sealed; black again after her renunciation—shimmer mind you her fate is sealed; black again after her renunciation—shimmer mind you her fate is sealed; black again after her renunciation—shimmer mind you her fate is sealed; black again after her renunciation—shimmer in a mind th

at the end the whole serenity of her brow is revealed; there is something spiritual about this process too.

Lenore Ulric, new to pictures, shows Laura Hope Crews, who's been in ictures a lot, that an actress can register raucous vitality without becoming a noisy bore. Even Jessie Ralph is toned down in 'Camille,' which makes Miss Crews' violently discordant carryings-on the more singular makes Miss Cream and distressing.

Unadulterated 'Smart Girls'

Pure youth rarely gets on the screen. The chances of its coming to the studio at all are few—since pure youth is not itself concerned with making a profession of its youthfulness—but still it is possible for it to arrive at the studio in its natural state, whereupon the usual treatment it meets is a good lousing up. In the processes of making a icture, it's doomed to adulteration.

Too much make up. alsh and the state of the st

good lousing up. In the processes of making a letture, it's doomed to adulteration.

Too much make-up, elaborate coiffures, fancy clothes, unsuitable scripts, insensitive, direction—even glamour. Either Hollywood doesn't understand children, or just doesn't like them for themselves alone. Extraordinarily precolous things are thought up for Shirley Temple to do, and her mass of curls is relentlessly cultivated. Bobby Breen is terribly emotional for a boy of his age, and his deep marcel waves are burnished to a blinding shine. Therefore the sympathetic and simple handling awarded Deanna Durbin in Three Smart Girls' is all the more remarkable, and the picture's good taste virtually sensational.

No attempt is made to make Miss Durbin look or act his Joan Crawford, nor read her lines like Myrna Loy. She is asked only to behave like what she is—a nice girl of 14. Realizing that she can't sing all the time, and seeking something with which to fill in the garg, her picture's producers have hit upon the daring scheme of letting her natural bloom of youth suffice.

And so Miss Durbin's eyelashes are of a normal length and her lip rouge unobstrusive. She is given opportunity to be sweet and spirited; she is quarded from being cute. Her clothes are simple and suitable for her age; they have none of the strident salesmanship of a wardrobe selected by a stage mother.

they have none of the strident salesmans. On a western stage mother.

Of course, Three Smart Girls' has its glamour get-ups, all right, but such is the iconoclasm of the piece that they are all assigned to the villainesses. The nice girls dress like nice girls—it is the dames who dress like picture actresses, who wear leopard-skin tunies with turbans to match, innie Barnes has, too, a pale tawny short fox jacket, which she wears over a dark cloth dress with a dark Oriental toque mystic with a beige vell; also an exotic coiffure built on Tudor headdress lines. Alice Brady as well looks very expensive in a deliberate way, but all it avails them is hisses and frustration. Three Smart Girls' goes for naivete and since with the contraction of the phoney.

Miriam and Gert

At least it can be said of Miriam Hopkins and Gertrude Lawrence in Men Are Not Gods, that they were never photographed more respectfully. Though what they are asked to do and feel does not make sense, they look as pretty as it is possible for Miriam Hopkins and Gertrude Lawrence to look. And also out of the shambles of Men Are Not Gods, it may be discovered that Miss Lawrence is a knockout at giving out a lady with Pearling; that an American actress wedged in an English cast sounds gauche even with a southern accent; that though she may be an understater in her own country, in an English studio she can become infected with over-emphasis even though many of the English members of the cast are no longer so afflicted; that the artificial eyelashes appended to stars for close-ups just as long and spidery as those used in Hollywood; that American store-bought clothes are very useful and are used.

O'CONNOR SPARS WITH **EXECS ON WARING PIC**

Hollywood, Jan. 26.

Johnny O'Connor, business rep for red Waring, trained eastward after starting negotiations for couple of icture detals.

Several studios are dickering to use the band leader and his ork in a musical, to be built around his activities.

VATORI BLOWS U

Hollywood, Jan.
Zeni Vatori, who worked in one
icture, 'Magnificent Brute,' under
Universal pact, asked for and
received his release.
He moves over to Warners for a
part in Public Wedding.'

Another Skater for Pix

William Morris office is bringing over Melitta runner, European figure skater, for exhibitions at the Saranac Winter Carnival,

Saranac Winter Carnival, Feb. 12-14.
Miss Brunner, originally prima ballerina of the Vienna Opera Co, won the world's champlonship professional figure skater in 1932. She sails from Europe, Jan. 27. Morris office is also negotiati icture contract.

PAR'S ADMAN ACTOR

John Patterson, former advertising man in N. Y., has been signed by the eastern talent department of Para-

eastern talent department of Para-mount and sent to the Coast. Patterson was spotted because of his record as an orator and thespian while at Williams College, from which he was graduated in 1832.

Keeping Up with Jones

Hollywood, Jan. 26. Grover Jones, telling all in the Satevepost, may never get around to his best one. Gag around to his best one. Gag concerns an offer of \$1,500 he got from a rival studio. He went to Par and asked them to match it. At the time he was gett it, 1000 so Par said the next step-up would be \$1,250. Jones held out for the \$1,500. when the was the way the word out for the \$1,500. The word was the way th

know, he , 'that I'm not worth more than \$100 a week, but I'm getting 10 times what I'm worth and I won't settle for anything less than 15."
He got it.

PAY BOOST FOR WB LABORERS

Pay for day laborers at Warners' Burbank studios has been voluntarily upped 15c. per hour, with some 400 workers, who do not come under labor union jurisdiction of the studio hasic agreement, sharing in the boost.

Under new scale, weekly wage for the laborers is boosted to 75c. per hour, or \$27 per six-day week, as compared to \$21.60 they have been drawing down for a six-hour,

drawing down for a six-hour, day week heretofore.

Group affected by raise, same that received a \$7 per man bonus last Christmas.

RODGERS AND HART'S **MUSICAL FOR LE ROY**

Hollywood, Jan. 28.
Rodgers and Lorenz Hart
have been ticketed by Mervyn LeRoy to write book, lyrics and music
for an original filmusical that he will,
produce for Warners,
Film is scheduled to go into production following completion of LeRoy's 'In the Deep South,' starting
this week. Hollywood, Jan. 26.

Lewis Seiler to Par For 'Moon' Pic Chore

Hollywood, Jan. 26.

Never having worked off the Fox and 20th-Fox lots for several years, Lewis Seiler has been signed by Paramount to direct Turn Off the Moon, from a story by Middred Harrington, which Fanchon (Fanchon and Marco) will direct.

With starti date set for Feb. 8, Mary Carlisle, Eleanore Whittey and Johnny Downs head the cast.

Steve Slick to Coast

Hollywood, Jan. 26.
Steve Slick has arrived here from
New York to sit in as assistant to
Julian Johnson, at 20th-Fox, and as editor and story scout for Sol Wurtzel units.

Slick was formerly assistant to Franklyn Underwood i company's N. Y. office.

F. T. P. Actor for Pix

Hollywood, Jan. Grant Richards, stage actor recent-ly appearing on the Coast in Purple Is as Purple Does, Federal Theatre Project, has been signed to a picture

contract. His two-way deal is between Emanuel Cohen and Paramount

4 Par Writers Assigned

Hollywood, Jan. 26.
Paramount set four writers last week to script forthcoming yarns.
Harlan Ware was given 'Turn Off the Moon,' rian Marlowe and Robert Wyler, new Sophie Lang story, and Garnett Weston, first of the 'Fu

Jean Arthur East

Hollywood, Jan. 26.
Jean Arthur has gone to New York
for three-week holiday with her hus-band, Frank J. Ross, Jr.
Actress washed up retakes in 'His-tory Is Made at Night' for Walter
Wanger last week.

Studios Backing Up New Color Roto Process in Winning Over the Dailies

U'S B'WAY COMICS

Signs Lahr and House, Both for DeSylva Musicals

Hollywood,
Following run of 'Show Is On' at
the Winter Garden in New York,
Bert Lahr will come here to fulfill
initial assignment under his Universal contract. He will go into a musical which will be produced by B. G.
DeSylva. Other films will follow his

DeSylva. Other films will follow his initial chore.

Billy House, comic, "White Horse Inn' on roadway, is another signed to termer by Universal, deal being set in New York. House reports to studio at close of the show and is tentatively slated for part in an untitled musical to be written and produced by B. G. DeSylva.

MIKE ROUNDUP FOR WB 'RADIO JAMBOREE'

Hollywood,
Warners will cast many io
many io
tion of 'Radio Jamboree' as an elaborate filmusical.

George Bricker is working on the screen treatment of his original.

Edwin Mayer Whipping Buccaneer' Into Shape

Hollywood,

Hollywood,
Edwin Justus Mayer is writing a story, 'The Buccaneer,' which will be C. B. DeMille's next production for Tearamount. It concerns the life of the pirate-patriol LaFitte.
Yarn will be contrived from material already compiled by Jeanie Macpherson and other DeMille writers. Mayer will accompany producer, camera crew and research staff to New Orleans around Feb. 15.

Rep. Adds Maestros

Hollywood, Jan. 26, Benny Goodman and Eddy Duchin have been added to cast of Repub-lic's 'The Hit Parade,' going into production Feb. 8,

Phil Regan and Frances Langford have top spots. Sammy Stept and Ned Washington are writing the tunes.

American Tobacco Co. (Lucky Strike eigarets) has voiced some ob-jection east to the film utilizing Lucky's 'Hit Parade' radio billing.

MG Tests Nitery Gal

Miami, Jan. 26. Muami, Jan. 26.

Vernie Cham, headlining the floorshow at the Deauville Club, has been tested for spot in Metro's 'Broadway Melody of 1937,'

Tests were arranged by Roy Del Ruth, director of pic, now vacati ing here.

Allan Scott's Legit

Hollywood, Jan. 26. RKO has released Allan Scott tem porarily so he may go to New York to write a play. He'll be gone until

His last assignment was in collab-oration with Ernest Pagano on script of 'Stepping Toes.'

Radio's 'Grand Gesture'

Hollywood, Jan.

Alec Rackowe, mag writer, has been put under term writing con-tract by Columbia.

His first assignment is to work on his own story, 'Grand Gesture, Ten Grand,' purchased by studio last fall.

Miss Farmer Back at Par

Hollywood, Jan. 26.

Frances Farmer is returning to Paramount to play femme lead op-posite Fred MacMurray in Exclu-sive, a newspaper yarn. Alexander Hall will direct from Jack Moffitt's story.

Color photography for all vari of still work has progressed to such an extent in workability and economy that most major picture studios now are attempting to convi

omy that most major picture studios now are attempting to convinewspapers of its feasibility, igure that this is essential if they are to cash in on the tinted photographs made and submitted to rote and Sunday magazine editors.

Studio chiefs are so thoroughly sold on all phases of color camera work (for star stills) that at least, one picture company now has a crew of men touring the country attempting to persuade hard-shelled rotogravure experts and old-line engravers that tinted photos are practical. They are convinced that color enhances the value of star publicity cuts in newspapers and now fighting to break the ice with publishers, and printers who are not so easily persuaded. Old bugaboo of attempting something, new, pointing out how easily the new methods can be adapted and definitely showing where the cost is nominal in view of added returns, is all a part of this missionary campai attempted by Meltywood exees.

missionary campai Hollywood execs.

Metro has a couple of scouts now visiting newspaper plants in all sections of the U. S. in an effort to get support of the color idea.

One color system, Dufay, now that major studies are swinging over to tinting in taking of still photographs, claims to have develoned a color

claims to have developed a color method for practical use up to 20-line portraits or shots, with expecta-tion that the 23-line job will be

tion that the 23-line job will be ready shortly.

In New York, Sunday Mirror, World-Telegram and Sunday News (at times) have used the Dufay system, along with other papers nationally.

Irene Castle Will Work on Life Story For Astaire-Rogers

Mrs. Irene Castle McLaughlin has been engaged by RKO to act as technical director and assist on the script of the life story of the Vernon Castles, which studio will produce.

It will serve as a starring vehicle-for Fred Astaire and Ginger Rogers, following completion of Astaire's solo pic for RKO, 'Damsel in Dis-tress.' Pandro Berman will produce.

H'WOOD HOTEL' SET FOR STARTING GUN AT WB

Hollywood, Jan. 28. 'Hollywood Hotel' goes into production at Warners, Thursday (28), Dick Powell, Joan Blondell, Hugh Herbert and Gloria Dickson are so

Jerry Wald and Maurice Leo con-cocted screen yarn.

WB After Montgomery For Davies' 'Since Eve'

Hollywood, Jan. 26. Robert Montgomery is being sought by Warners on loan from Metro for lead opposite Marion Davies Ever Since Eve, slated to go into production Feb. 15, with Lloyd Bacon directing.

Story is an original by Gene Baker and Margaret Lee, screen play by Lawrence Riley, Earl Baldwin, Lillie Hayward and Jerry Wald.

HAAD'S FIRST PIC CHORE

William Haad, iron worker, has left for Hollywood with a contract from Warner Bros. First assignment will be in support of Bette Davis and Edward G. Robi Ki Galahad.

rior to a role Norman Bel Geddes production of Iron Men, Haad had had no theatrical experi-ence. Performance in the role won him critical approbation and the WB ticket. N.Y. office of Zeppo Marx agented.

Film Reviews

SECRET VALLEY

(Continued from page 13)

cowbody who naturally triumphs single-handed.

Arlen's performance is unconvinc-

cowbody who naturally triumphs single-handed.

Arlen's performance is unconvincing, much below his par. He stalks through earlier scenes. Perhaps the director told him to, but Arlen overdoes it. Virginia Grey, purported to le 19 years old, shows rare promise as the city the second property of the second property in the west seeing the second property of the second

ACES WILD

Commodore Pictures release of Willia	ım
Berke production. Stars Harry Carey a	nđ
'Sonny,' Directed by Harry Fraser, Sto	ry
by Monroe Talbot; film editor, Arthur	Α.,
Brooks: camera, Robert Cline, At Arer	ıa,
N. Y., Jan. 17-19, '37, double bill. Ru	n-
ning time, 63 mins.	
ning time, 68 mins. Chevenne Harry	87
Martha Gertrude Messins	rer
Snowflake Hims	eif
Anson	m
BlacksmithEd Casel	dv
Heck Cbuck Morris	on
KeltonTed Lor	ch
Skarier William McC	٠11 م
Sheriff William McC Sitm Roger William	
The Horse Soring Hims	210

Harry Carey wrestles with arch-enemy on a frail suspen his



THEATRE GUILD'S"

'BUT FOR THE GRACE OF GOD'

AT THE **CUILD THEATRE** NEW YORK

The Critics

JOHN MASON BROWN, N. Y. Eve Post:

ROBERT COLEMAN, N. T. Dally Mirror: 'OUTSTANDING! DOUGLAS GILBERT,

TALENTED YOUTH. BROOKS ATKINSON, N. Y. Times:

PUNGENT ACTI ROBERT BENCHLEY, New Yorker:

JOHN ANDERSON,
N. Y. Eve Journal:
"AFFECTING, SHARP,
IMAGINATIVE."

BURNS MANTLE, Daily News:

REALIZES PART AS COM-PLETELY AS AUTHOR COULD DEMAND.

ARISTY:

SPLENDID JOB, ASSIGNMENT CARRIER KEEN
THROUGHOUT EVERY
PAGE OF THE ACTING
BOOK—HE TAKES EVERYTHING IN STRIDE.

IRECTION: WILLIAM MORRIS AGENCY

rope bridge high above a turgid stream as the climax to 'Aces Wild.' Otherwise, this is an unusually dull western bearing every mark of quickie production, hurried preparation and more hasserves plenty of praise for being able to survive the over-abundance of absurd situations, primary dialog and terrifying thespian efforts by his supporting cast. Film may be able to struggle along in some dual spots; that's all. It's a toss-up as to which is weak-ing. Director can be overlooked the cause the dialog, acting or story withing. Director can be overlooked the story at least keeps close to the tried and true oats opera formula, with the brutal outlaw, who was too easy on the trigger, the mysterious mine and the phoney money-in-the-vault gag. It is all put together in un-leated fashion.

Aside from Carey, a fave in these wide-open dramas, and his horse. Shory, support of the standard westerns. Certrude Messinger, who has been seen in some outdoor epics, is better than issual, but has little to do. Ted Lorch, as the outlaw leader, wears a trick moustache and otherwise disports himself as an old-time villain. Phil Dunham, from short comedies, is a newspaper editor, which is a tip-off as to the cast strongs it seems unbelievable. Such

snort comeanes, is a newspace curs, which is a tip-off as to the cast strength:

Dialog is so rudimentary that at times it steems unbelievable. Such both the me is a seem subbelievable. Such both the me; shame on you, 'You and I never did get along,' Yeh, I know we don't speak the same language,' 'It's you or me; there can't be both of us in this town,' 'The sun's in your eyes for the last time,' 'To your horses,' ane!' 'Come with me' and 'Get goin,' men,' dot the unfolding of his saga of the sagebrush country. Robert Cline does fair enough with its camera, considering, grabbing several neat outdoor shots. Wear,

MASKERADE

(Masquerade in Vlenna')
(WITH SONGS)
(AUSTRIAN MADE)
GOSTERAN MADE)
GOSTERAN MADE)
Production. Stare Paul. Wessely. Anton Walbrook. Directed by Willy Forst. Scenario, Walter Relack, music, Wills Schmidt-Genther: At Stin St. Pisyhouse. mine. Jan. 20, 97. Running time, 30 N. T. Jan 20, 33; Running immins.
Leopoldine Dur. Paulé Wessely
Raideneck. Anton Walbrook
Raideneck. Anton Walbrook
Raideneck. Hilde von Stole
Gerden. Hilde von Stole
Musical Walter Janssen
Anita lga Tachekowa
Countess M. Julia Serda
Zacharles. Hans Moser

interior in the continuation of the same roles. A little many content in the continuation of the makeup of the cast. Which is quite a compliment, from a U. S. view point, to 'Masquerade in Viennas' a beautifully balanced yarn, ingrediently beautifully beauti

distinguished to date, since this pic-ture was first produced two years ago. Photography and production are neat.

are neat.

Yarn is a beauty in the GermanAustrian sense, and the slight changes
in emphasis that MGM made still
leave the original in beaucoup esteem. Representing cross between
costume drama, farce, and mistaken
identity, it has what it takes in the
Continental method of reckoning.

Lang.

Edga.

Edga.

WITH SONGS)

Amhassadur release of Maurice Conn production. Stars Kernin Maynard. Directed Curveout. Supervised by Martin G. Conn. Screenplay. Go. O'Donnell; songe and editor, Richard G. Wrny. At the Arena, N. Y. on a double bill. Jan. 22, 23, 37, Rubridge time, 36 mina.

Ruth Williams.

Betty Dickle Williams.

Betty Pick.

Betty Martin Maynard Richell Maynard Robert Maynard Robert Williams. Dickle Jones
John Merton
Frank Hagney
Roger Williams
Dick Curtis
Bud Buster

Another of those westerns in which the hero rides a white horse and does a flying mount, but with a little more meat on its bones than the average, though the foundation is the rein of terror motif. Bad men want to get hold of a valley because a railroad is: to run through, and seek the win through, acts or on the rein of terror motif. Bad men want to get hold of a valley because a railroad is: to run through, and seek the win through, acts or on the rein of terror motif. Bad men want to get hold of a valley because a railroad is: to run through, and seek the win through, acts or on the rein of the persecuted heroine, who is led to mistrust him by the villain, but he comes through and the railroad goes through another valley, so they can live on the ranch in domestic biss. Also differs from the usual in that the girl gets a job of work now and then instead of merely passively posing as the self-term of the photography, which is almost uniformly bad. Locale is a horse ranch, with too many horse drives, and looking alike, and a brisk battle between wild stallions, partly hidden in the heavy dust kicked up, which tones it down for the women. One stall looking alike, and a brisk battle between wild stallions, partly hidden in the heavy dust kicked up, which tones it down for the women. One stall looking alike, and a brisk battle between wild stallions, partly hidden to the stall who want the get and the stall want of the same roles. A little want of the same roles. A little more work on the script might have made this stand out.

CALIFORNIA MAIL

CONFLICT

Universal release of Trem Carr production. Fastures John Warne, Jean Roger Directed by David Howard Screen pile. Charles Logue and Walter Warnes from Act Globe, N. Y., week Jan. 18, '37. Rur ning time, do mine. John Wayn Mavide Jean Roger Tommy Grown Spider & Edda Borde Sam Frank Sherida Sam Frank Sherida s. John Wayne
Jean Rogers
Tommy Bupp
Eddie Borden
Frank Sheridan
Ward Bond Ma Blan Kelly City Editor Malene

trace and male adventure rans on the double bills, but fernme interest in the matter will probably be very the male of the of

TAMING THE WILD

Victory release at Ed. W. Rete production. Features Rod LaRocque, Maxine
Doyle, Barbara Pepper, Brynnt Wasburn,
Reed Bowes. Directed by Bob Mill.
Reed Bowes. Directed by Bob Mill.
Reed Bowes. Bill Hyer; editor, Sam
Katzman; camera, Sam
K

Doomed to be the left-handed member of a dual bill, "Taming the Wild" a lame one. Dialog is stilted and most of the cast reads the lines as if, unsure of the footing. First time around in many a day for Rod LaRocque, who gives the best account of himself and which is as should be according to the billing. Camera was bad on about a third of the should be according to the billing. Camera was bad on about a third of the should be according to the billing. Story is a repeat on the head-strong heiress group. Maxing Doylestrong heiress group. Maxing Doyles

of the shots, faulty lighting fogging the film.

Story is a repeat on the head-strong heiress group, Maxine Doyle spends most of the film trying to outsprint the family lawyer, La-Rocque, who is attempting to protect her. It's foregone conclusion that the two will finally wind up the story of the first properties of

both, in sections assignments.

Film yarn is commendable for its shortness in actual running time, although it makes up by seeming langer.

Barn.

PINTO RUSTLERS

Reliable release of Bernard B. Ray-production. Features Tom Tyler, Al St. Johan Catherine Cotter, George Walah, Earl Dwire. Directed by Hearl Samuels. Original story, and continuity by Robert Tanasey. editor. Fred Bailm camean, William sey editor. Fred Bailm camean, William Producer, Barry S. Webb. At Liberty, Lincoln, Neb., week of Jan. 14, 37, dual bill. Running time, 80 mins. Tom Tyroup Dawson. Ceorge Walsh Mack. Al St. John Ann Walton. Catherine Cotten Bud Walton. Karl Dwire Inspector William Gould Engelow Communication of the Communication of t

More shooting than usual in this western, but otherwise it's of the usual formula, even to the 'boy meets girl' moment which involves the femme being saved in a rumaway. Will mostly have to take its chances as the weak half of a dual, or for the weekends where the kids will be free to dime the boxoffices. Opening on the pic would awaken almost any audience, however, since there's more gat-racket than in a war film. Yarn has Tom Tyler made father-

legs by a rustler band and setting out to get them as a deputy in disguise, being heralded in advance as an escaped con via the handbill method. Meets the girl and the gang at about the same time, so sets about catching one and winning the other, and the same time, so sets about catching one and winning the other, which side of the law the same time. Al St. John, 'law' sidekick of Tyour Al St. John, 'law' sidekick of Tyour during this search, is an old time yaude recruit; also a Mack Sennett slapstick alumnus. Bowlegs he won as unicycle peddler on various vaude stages come in handy making him look like a cow country habitue. His dramatics a bit feeble, Walsh, the heavy, is fair, but the femme lead, formatics a bit feeble, Walsh, the heavy, is fair, but the femme lead, come country said indeed. Outdoor sense of the same running sequences.

Orphan of the Wilderness (AUSTRALIAN-MADE)

Animal sequences in this produc-Animal sequences in this produc-tion should sell the pic in any part of the world. Ken Hall has turned in a fine job after being asked to handle so many imals at the one time, especially mob of kan-

watching these real fiatives of Australia, and it is kangaroos who steal

Addiences, abroad, enjoy, watching these real fatives of Australia, and it is kangaroos who steat the pic from human actors. Americans should get thrill of the production because of its complete simplicity. Orphan breaks entirely new ground, and that, in itself, should be sufficient to find a spot for it.

Story won considerable success when published some time ago in Cosmopolian mag and Cinesound produced an almost faithful translation in pictorial form. Additional the have been added to build up the hav

'Get Away from Me Boys, You Bother Me,' and 'That's All Brother,' Now Internationally Famous.

CLYDE HAGER

'Laughter Over London'.

Exclusive Direct : WILLIAM MORRIS AGENCY



Shea's Buffalo Theatre 43D WEEK "Overture has stirring finate with Arne winning great applause for his sele."—
Buffale Courier-Express.

Inside Stuff—Pictures

Cabart's State in Long Beach, F-WC descended on the L. A. eas many prints as possible for runs in nabes and nearby towns

Universal takes issue on a recent statement that an editorial on "The lack Legud the N.T. herant Induce was the last memory of the course in that sheet's editorial spaces. The Herald Trib gave considerable space to U's own You Can't Get Away with It," the J. Edgar Hoover-G-man short last November.

With Warners readying 'Marked Woman,' in which 'Lucky' Luciano girls are converted into 'night club hostesses,' most other studios have gone cold on idea of white-slave expose, which they feel is too hot, Par's 'Kid From Paradise,' ori intended as Luci cycler, has been toned down to read slot-machine instead of prostie.

Belated holiday greetings is an exploitation stunt on behalf of 'Champagne Waltz' (Par). It's in the form of a five-inch disk from the Frank Chapmans (Gladys Swarthout) of Beverly Hills, extending holiday salutations, topped off by two choruses of 'Du Liegst Mir Im Herzen,' sung by the diva. Wilma Goss, her p.a., rates the bends,

Pete Smith's newest Metro short, 'Flicker Flaws,' is based around the history of Christopher Columbus, with many errors purposely included. Idea is for exhibs to offer prizes to patrons noting and reporting the greatest number of flaws in the film, which studio figures may develop into a national fad. Short goes into production at Metro this week.

Insiders on the Coast are privy to the predicament of a major studio which has just put into production an A picture with star names that is similar in story tread and premise to an unimportant B picture recently turned out on the same lot. Boss of the studio is reported not to have as yet found out what has happened.

Under terms of a long term contract signed with 20th-Fox, Gracte Fields, ritish actress, will make films both in Hollywood and England, according to Joseph M. Schenck. Monty Banks will be associate producer on all of the Fields pictures, first of which will be made in England starting in

Wesley Ruggles, producer-director of 'I Met Him in Paris' at Paramount pulled a studio dress rehearsal of extras which were scheduled to appear in snow sequences. He wanted to see how his 60 skaters would look before he escorted them to Sun Valley, Idaho, for outdoor scenes.

Lou Brock and John Harkrider shot a Fifth avenue night scene for Top of the Town' (D' in miniature. Pair rigged up a replica of the thoroughfare and spotted it with 1,000 miniature autos, all of which operated and had headlights.

Maritime strike is holding the Hollywood contingent of tourists from tonoiulu. However, many of the picture folk are departing from Mexican and Canadian ports, while China Clipper is reported booked solid up to

Following her portrayal of a bit part in 'A Star Is Born' (S-I), Margaret Tallichet, former stenographer in Paramount's publicity department, was signed to a contract at Selznick-International and is being tested for more important parts.

Samuel Goldwyn has been brevetted for highest standards of film production in 1936 by the London Sunday Express, on his three pictures, Dodsworth, These Three and Come and Get It. News of the sward came in a letter from Stephen Watts, icture editor of the publication.

Alva Johnston, Satevepost staff writer, in Hollywood on two weeks assignment to dig up material concerning Samuel Goldwyn's earest as a producer for forthcomling yarn. Mag will also send special eameraman to Coast to bulb the producer.

For the past year Columbia has had a picture lying on the studio shelf similar in theme to 'Three Smart Girls.' Yarn titled 'Innocent-at-Large' is by Doris Piel and was published in Pictorial Review, Instead of three girls, however, Col's yarn concerns one youngster who chants.

Short titled 'There's Millions of Us' was filmed in Hollywood by Labor ilms, Inc., and shipped to Detroit for exhibition to striking automobile workers. Picture extols virtues of organized labor.

More than 15,000 replies were received by Mervyn LeRoy is a contest to determi a name and emblem for his Warner Bros. productions. Sketches were received from 42 countries and states.

IA's Cuts Off in Balto

Baltimore, Jan.

Downtown exhibs will meet late today (Tuesday) with reps of stage-hands and booth operators' unions for purpose of negotiating crafts' requests that salary cuts taken during depression years be restored.

Shortty after depression set in exhibs got the unions to take a small in scale, and three ago unions took another small nick. At that time unions exacted from theatres promises that when iz improved, cuts would be restored.

proved, cuts would be restored.

Theatre operators Theatre operators feel that season

Theatre operators feel that season so far has been generally better than recent ones. Hence, have agreed to sit in with union reps for discussion. Virtually assured that one the wage cuts will be scaled up agai; possibly both.

LORRE AS 'MR. MOTO'

Hollywood, Jan. 26.
is t for the starring
Century-Fox's 'Think Peter Lorre is t for the starring role in 20th Century-Fox's 'Think Fast, Mr. Moto,' from the Satevepost serial by J. P. Marquand.

Virgi ia Fields takes the femme Serial by J. P. Manager Virgi ia Fields takes the lemma lead next to Lorre, Norman Foster

TOM BAILY GOES N. S. S.

Tom Baily has resigned from Metro publicity staff to take charge of local branch of National Screen Service. Takes over Feb. 1.

Golf Pro Redmond Wants \$50,000 Damages from Col.

\$50,000 Damages from Col.

The request of Jack Redmond, golf pro, for an order directing the president and chief auditor of Columbia Pictures Corp., to appear for examination before trial was denied Thursday (21) by N. Y. Supreme Court Judge Lydon, who held the preliminary presence of the officials was not necessary.

Redmond suing Columbia for \$50,000 damages and an injunction to stop further exhibition of the picture corporation's film, "Golfing Rhythm." Plaintiff claims the sports short, was advertised by showing him doing trick shots without his consent. Films depicting him were Laken by Fox Movietone News in the spring of 1935. Defendants claim Fox gave them permission to use the shots. Redmond asks damages on ground that Columbia's action has depreciated the value of further picture rights for which he was negotiating.

'Short Haul' Under Way

"Short Haul! Under Way
Hollywood, Jan. 26.
Trem Carr has started production
of "Short Haul," his current John
Wayne picture for Universal. Arthur
Lubin is directing.
Supporting Wayne in the film are
Tully Marshall, Louise Latimer, Emerson Treacy, Grace Goodall, LeRoy
Mason, Theodore Von Eltz, Olaf Hytton, Harry Allen, Bruce Mitchell,
Henry Sylvester, Roger Imhof, Allan Gavin and Monte Vandergrift.

Indie Anney

Hollywood, Jan. 26.
Due to lack of space at one
of the indie studios, writers are
camping out in an auto court

They have few comforts, space for their typewriters.

U GOING TO TOWN ON TOP OF THE TOWN' ADS

Following its comprehensive na-tional publicity-advertising effort on Three Smart Girls, which the personality of Deanna Durbin was stressed, Universal has laid out one of most widespread national ad and exploitation drives in the history of organization for "Top of the Town," its new musical.

Home office plans to give picture a day-and-date: opening throughout most of country so as to cash on the nation-wide bally.

'Scoundrel' Suit Up

Request of randt & Brandt, agents, to have Siegbert Cohn, German author, submit to examination before trial of his suit for an accounting of the profits made on Noel Coward's picture, "The Scoundrel," was granted on consent terday (Tuesday) by N. Y. Supreme Court Judge McGeehan.

Cohn besides Brandt & Brandt is

terday (Tuesday) by N. Y. Supreme Court Judge McGeehan.
Cohn, besides Brandt & Brandt, is suing Ben Hecht, Charles MacArthur and Paramount Pictures, claiming that Hecht and MacArthur had induced him to surrender the rights of the story, Wer Weint um Juckenack,' (Who Weeps for Juckenack') for \$1,500, without informing him that it was to be made into the picture. The Scoundrel.' Besides a share in the profits Cohn asks for an injunction to storo further showing of the tion to stop further showing of film pending the outcome of the

Order Wm. Alexander's Exam in Film Suit

Exam in Film Suit
William Alexandes, picture distributor and exploiter, was directed
by N. Y. Supreme Court Judge
Richard Lydon, Friday (22) to submit to examination before trial of
the suit brought against him by
Earl Rossman and the B. C. R. Production, Inc. Date for the examination has not yet been set.
Plaintiffs are suing for an accounting of, the profits on the pictures, 'The Arctic Speaks' and
Dangers of the Arctic' Rossman
claims that he and the corporation
entered an agreement with Alexander in 1932 under which the latter was to exploit and distribute the
plaintiff's pictures. Under the agreement B. C. R. was to get 10% of the
profits, and Rossman and Alexander
were to split the remaining 90%.
Plaintiff's claim Alexander collected
profits in excess of \$20,000 and
neglected to pay titem their share,

Tommy Wonder's Solo

Hollywood, Jan. 26. Tommy Wonder, of the dance team of Tom and Betty Wonder, will do a solo in 'Dance, Charlie, Dance,'

Art Cinemas in Best Boom Period In U.S. Since 1933; Almost as Many Arties in B'way Sector as 1st Runs

Art theatres i the U.S. are currently undergoing one of their periodical booms, with more such sureseaters open and doing business at the moment than at any time since the crash of '33. In foreign film biz in America the egg-laying of biz the control of the crash o In America the egg-laying of the took place in that year, when Hitler's advent k.o.'d made in Germany films for the U.S. Up to then they had been the backbone of the biz

on is side.

In New York City alone there are at the present time more arties runni than at time before. In

CONTRACTS

Hollywood, 25.
Paramount cinched options on
Terry Ray and Benny Bartlett, actors, and Andre Setaro in the music

Republic re-tagged Samuel Ornitz

Betty Jaynes,

tagged by Metro.
Herman Boxer signed to contract at Metro and joins Jack Chertok's short subject writing staff.
Jule Styne, music arranger, termed at 20th-Fox.

at 20th-Fox.

Great ge Robinson, cameraman, terred at Universal.

Great ge Robinson, cameraman, terred at Universal.

William Beach, warbler, contracted by Hal Roach.

Lester Stoeffen, tennis player, given acting termer by Hal Roach.

Daniel B. Clark had his 20th-Fox lenser pact extended one year.

Richard Beach, member of Republic's talent ischool, had option lifted for six months.

Universal lifted opti

Cavanaugh.

Universal lifted opti
Cavanaugh:
Lou Brock termed as producer at
Universal on option pickup.
Philip MacDonald given writing
contract at Metro. Same studio renewed George Seaton and Robert
Pirosh, writing team.
Maxwell Shane signatured by RKO
under term writing deal.
Universal has picked up option of
Sylvan Simon, test director, in advance of expiration date.
Griffin Jay signed as a writer by
Republic.

Griffin Jay signed as a write. Republic.
Republic. Republic Mfted option of Carleton Young for another six months' stretch.
William Hopper, son of De Wolfe Hopper, signed to term acting contract at Warners.
Richard Macauley goes to RKO under term writing contract. He will work with the Jesse L. Lasky will work with the Jesse L. Lasky will.

will work with the Jesse L. Lasky unit.
Mary McCartby, who authored Theodora Goes Wild, ticketed to a writing pact at Columbia.
Cliff Smith, who stared at Universal 20 years ago, given directorial contract by that company.
Margaret Tallichet, former studio stenog, given acting contract by Selznick-International.

RYSKIND'S N. O. TREK

Hollywood, . Morrie Ryskind and a camera crew are pulling out shortly for New Or-leans to film background shots of

the Mardi Gras.

They will be used later in Univer-Varners.
sal's production, 'New sulette Lyons also has been cast. which Ryskind will direct.

Urges Pix and Radio Should Give 10,000,000 Deaf in U.S. More Co-op

Cleveland, Jan. 10.

Cleveland, Jan. 19.

Editor Variety:

Some 10,000,000 people the
United States are hard of hearing.
We have to take if. Could you? Or
could all the motion picture, radio
and theatre executives take it, if
over night they were to lose ir
hearing and contact with the outside world? They could not—not
without a struggle and an effort to
regain their loss—not without that
horrible hopeless feeling until they
themselves became convinced that
they must resort to an electrical
hearing aid substitute.

That is why I am writing you. For
a few years since I lost my hearing
at college I have been working to
better conditions for the deafence
With slow results must admit.

better conditions for the deafened. With slow results must admit. Somehow the radio men will not become convinced of the fact that they must sell earphones for those 10,000,000 people. They also do not realize that the radio programs

taunting the hard-of-hearing persons cut deeply and injure their sponsors. As far as the moving picture managers and legitimate theatre owners are concerned, they, too, do not realize that by wiring their theatres for a few hundred dollars they could bring pleasure, relaxation and diversion to so many millions of us who have been denied all this.

Have read Variety with interest for years, for it has kept me versed in that part of the world which we miss. Seeing your last number and noticing with a thrill the vast progress the fields of motion pictures, radi and theatres have made, I pause for a moment and pray that in the next new year's edition I will see an additional road of progressone that leads to the breaking down the wall of eternal silence and one that will bring a new hope and confidence to those of us who are hard of hearing.

Marie Hays

the Times Square sector alone there are almost as many first-run articles are the Cameo (Russian) Filmarle (any foreigns, except German). 55th (French and miscellaneous except German), Belmont (British), 47th (St., Clinema (Italian, Polish, misc.), Ambassador (Yiddish), Venice (Italian)

Ambassador (Yiddish), Venice (Italian).

German language films in New York are not breaking into the Times Square sector at the moment, except for an occasional one produced in other countri, such as Austria, Switzerland, Hungary, They are doing very well, however, in the Yorkville sector where three-theatres play them exclusively—the Garden, Casino and 79th St. In that sector also is the Tobis, playing instrum Hungarian pies. Up in the Bronx are the Ascot and Radio playing second-rum Foreigns of any character except German, and downloon is the Rooseveit, playing mostly second-rum Russians. On lower Fifth avenue the Cinema de Paris, specializing in French and Swedish pix and at 116th street, in the heart-off the Spanish section are the Campix and at 116th streest, in the heart-of the Spanish section are the Cam-poamor (now closed), and the Cerv-vantes playing all-Spanish programs. In Brooklyn, the People's Cinema opens Jan. 29 with Russian pix, but other language productions, outside of German, will be used as well.

of German, will be used as well.

Throughout the U. are quite
string of theatres playing everythingbut German pictures, with Russi
as the base. These are the Cinema,
Detroit; Art Cinema, Pittburgh;
Maytair, Cincinnatit, Europa, Philadelphi; Little, Baltimore; Fine
Arts, Boston; Clay International, Los
Angeles; Grand International, San
Francisco; Montlake, Seattle; World,
Chicago; Belasco, Washington (temporarily closed last week but expected to reopen); World, Mi
apolis; World, St. Paul; Penn Square,
Cleveland, and Little, Newark.

German Fix Up Tee

German Pix Up Too

Cleveland, and Little, Newark.

German Fix Up. Tee

Strictly German houses In the
U.S. are better now than they have
been in a long time, and claimed to
be improving. For a long time no
non could get anywhere with German pix but now the gates seem to
be opening, largely due to consistent
socking away at the gates by importers of these films with offers of films
for practically nothing,
guarantees, straight percentage, and sometimes no payoff at all for a month or
two to start things going. Thus there
are now the Pabst, Milwaukee; Hi
denburg, Baltimore; Library, Detroit;
Deutches Kino, Chicago; German
Picture House, Buffalo; Tart, Cinci
natti, and a string of six one-nighters
in New Jersey.

Russi and British pictures are
doing best, with former getting the
edge because the best of the British
product is nabbed by the regular run
of theatres. 'As You Like It' (Korda), however, and several films like
it have been released to a number
of the sure-seaters for first runs in
territories outside the U.S.

French films are not doing too
well largely due to the lack of or-

or the sure-seaters for first runs interritories outside the U. S.

French films are not doing too well, largely due to the lack of organized pushing and proper distribution. Few of them have come through nicely but they find themselves in trouble because of limited distribution facilities. Thus there are about 100 possible college dates are lable to prove a distinct problem for indie distribs. Paying from \$25 to \$50 for one-nighter showi means that the distrib must mall his print back and fro, frequently losing as much as week for the date. And generally these indi distribs must, of necessity, operate on a one-print basis.

print basis.

Also, very frequently the type of French film best for theatres is not suitable for colleges and vice versa. Extent of favor in which Russian pictures are found in the U. S. dicated by the fact that Russe pictures can play about 40 dates in New York City alone, some of these, obviously being at clubs and workers groups, but ith regulati

viously being at clubs and workers' groups, but ith regulati prints and on a constant basis. Also, while the theatres throughout the U. S. specializing in foregn films are frequently mixed, some playing French but not German, some playing Italian but not French; etc., all of them. Ill play Russian pix when and if available. Sole exception to this ing the few strictly German houses.

Radio and The Flood

Agai it's clear what radio means in an emergency. Again the expressions of awe at the new techniques in handling public disaster which broadcasting has made possible. And another example of radio stealing the show from the press. That is the 'trade' essence of the present over-abundance of water in

the 'trade' essence of the present over-abundance or water in the Ohio river valley.

Out of the days and the nights of worry and human suffering, the acts of heroism and the contrary sidelights (rescuers getting drunk on the job, hoodlums pillering, storekeepers refusing needed supplies, etc.), it is possible to see human nature at its worst and best, and human drama at its primitive peak.

While the flood continues it's doubtful how much value the ordinary sponsored program will have. That may cause individual losses, cancellations, failure of performance, etc. But radio itself gains fresh prestige and importance, which must of necessity be considered a net gain. Again speaking in a trade

WHAS, Louisville, may well count as one bright gleam in accumulation of trouble the immense publicity it has picked up. With WSM, Nashville, providing a mechanical lung for the patient, WHAS has kept up a steady service of warnings, instructions, pleas. Listening to these bulletins for a couple of hours—and millions in the nation are—the one descriptive adjective that seems to fit is 'heroic.' Listeners could feel the pertive that seems to fit is 'heroic.' Listeners could feel the fatigue the voices of the announcers and each succeeding bulletin was a separate and graphic drama in itself. Owner Bingham's simple dignity also must have made WHAS a lot of friends. That many stations are certain to emerge from the flood siege with glamour and personality of real commercial value is indubitable.

Stations such as WWJ and WJR, Detroit; WLW and WCKY, Cincinnati; WIRE and WFBM, Indianapolis; WSM, Nashville; WHIO, Dayton; WGAR and WTAM, Cleveland, have also shared with WHAS in the dramatic values.

Stress that phrase-dramatic values. Radio has been selling Stress that phrase—gramatic values. Radio has been sening markets and coverage maps, statistics on family, set-ownership. But in the end it's always the emotional appeal of the programs. Nature in this case is the super-dramatist. Try to think of any commercial program strong enough to compete with the sheer emotionalism of what's happening.

FLOODS THROW OUT AIR COMMERCIALS

AIR COMMERCIALS

Flood has thrown the traffic departments of the two big chains into complete confusion so far as the affected area is concerned. Boys manipulating the wire links through the Louisville-Cincinnati sector don't know from hour to hour what stations are carrying the commercial programs, or what stations are operating at all. Feeling is that there's no use bothering too much about whether the paid-for stuff is being broadcast, because the emergency certainly isn't breeding good customers down there anyhow, and the flood stuff has absolute precedence over anything.

CBS yesterday morning (Tuesday) figured that the following stations had virtually junked all web commerci, or were only using snatches on open spots:

WHAS, Louisville,

WKRC, Cincinnati.

WFBM, Indianapolis.

WHEC, Memphis.

NBC yesterday believed that the following outlets were for the mo-

NBC yesterday believed that the ollowing outlets were for the mo-tient commercially useless:

NBC yesterday believed must me following outlets were for the moment commercially useless:

WAVE, Louisville.

WLW. Cincinnati.

WSAI, Cincinnati.

NBC stations using only a partial list of commercials include:

WMC, Memphis.

WSM, Nashville.

WIRE, Indianapolis.

No reports are available as to when service will be resumed in full the flood-area stations. WAVE, Louisville, was reported at NBC New York headquarters to be out of commission almost entirely and the web was rush! a new generator from Chicago by plane. Some of the stations pigeon-holing commercials are not directly in the flood area, but are helping with relief work.

Mutual Broadcasting has not heard of any commercial casualities to date. Like CKLW, Mutual's regular Detroit outlet, WWJ, the Detroit ally of the NBC-red network, but in on Mutual's hookup out of WLW, Cincinnati, early Sunday morning (24) helps the Cincy station drum up contributions for flood sufferers.

In the middle of the half hour that WWJ was taking there came the broadcast amouncement out of WLW that WJR, CBS' Detroit release, had just wired in a contribution of \$500.

Washington, Jan. 26.
Gordon Hittenmark, WRC an-

who handles NBC Washington news bulletins, took off this morning (Tuesday) to fit over alood area in Kentucky, Pair will bring back eyewitness account for radio listeners. Around-the-clock broadcasts started, yesterday on WMAL, with Lee Everett broadcasting WHAS emergency flood news until 4 ayem. Station plans 24-hour service covering all angles of disaster. Hittenmark's wife accompanying sleepless NBC men.

LOWER INDIANA IS UNDER MARTIAL LAW

Indianapolis, Jan. 26.
Martial law has been declared by
Gov. Clifford M. Townsend of Indiana for the entire southern third
of Indiana, while Louisville is in
the hands of National Guardsmen.
Flood refugees are being carried in

of. Indiana, while Louisville is in the hands of National Guardsmen. Flood refugees are being carried in hox-cars to all points in southern and central Indiana not near the flooded sector. Out of Louisville, trains carry refugees as far south as Memphis. WIRE in Indianapoits is spending all tonight (Tuesday) in handling personal messages in efforts to locate flood reflegees for local relatives, while the three-station network is handling all official bulletius, messages and flood relief traffic. Radio stations again prove they're the best and only possible means of communication and co-ordination in emergencies. Raging and destruction-dealing flood waters of the White, Wabash, and Ohio rivers, and their swollen tributaries have poured a torrent of water over almost the entire mid-west. Dailies and all sources call it: the worst flood in history, with 1913 and 1884 records all passed; while some comparing it in dollar damage and property loss to San Francisco disaster by earth-quake and fire.

With power plants, water, and gas out in river towns, or else on for only brief periods, flood relief workers have depended radio stations outside the flood area, as much as those still able to operate within the flooded sector.

Here in Indianapolis, WFBM and WIRE, both breaking into any and all programs, either local or network, to broadcast bulletins, messages, and both stations plugging heavily for Red Cross drive to furnish funds for flooded families. WFBM on Sat. (23) until 2:45 a.m. Sunday (24) with flood plugs for funds, and so on.

anapolis to stay with relatives, up for personal eye-witness accounts of disaster, and to help out on appeal for funds. WLW, Cincinnati, carried swell eye-witness description as break-in on Magic, Key Sunday, by direct telephone from Arlington street studios, which were either on fire at time, or quite close to fire started by gasoline igniting on water, caused by bursting of gasoline tanks due to flood waters. Some 32 buildings were on fire at time of broadcast.

cast.

Pennsylvania R. R. in Indianapolls
running through Florida service by
way of Washington, D. C., from Chi-cago and on out of here.

WFBM and WIRE have no trouble

with power, and will probable tenter for transmission of mes if power goes out entirely in towns of Cincy, Louisville, Evansville, and

WLW STUDIOS ESCAPE FIRE IN SAME BLDG.

Cincinnati, Jan. 26,
Fire in the backwater district here
on Sunday destroyed one of the
warehouses of the Crosley Manufacturing Co. Two floors of the building containing WLW-WSAI main studios were burned, but the stations
themselves escaped and continued to
broadcast, although required to reduce wattage because of electrical
scarcity. Juice is being sent into area
from power plants in Indianapolis,
etc.

etc.
Stations WCKY and WSAI were
off the air Monday because of power
failure, but are back today (Tues-

No Place for Actors

Cincinnati, Jan. 26.

Harry Lang and Luise Squire are two Broadway hillbillies who couldn't take the moisture hereabouts. When a gaseous odor permeated into the eighth floor of the WLW studio building and the comedy team also heard that a crucial dam nearby was liable to give way, they did likewise and hied back pronto to N. Y.

Team had been brought outhere last summer by Don Becker for a studio buildup.

day). Town is under an emergency holiday. Only things operating are radio stations, banks, food stores, restaurants, druggists, the phone company and hotels. First regulation

restaurants, druggists, the phone company and hotels. First regulation stopped sale of liquor.

WLW gif one of its mobile units into the Mt. Washington zone just before that district was marconed by rising, waters. Hence this neighborhood is in 'radio couch. All of the radio stations' are practically 'clear of commercials and devoting full time to emergency bulletins. WCPO with the Scripps-Howard newspaper tie-up (Post) has been able to pull some scoops in terms of actual news. Estimates sent to Mutual Broadcasti by WLW, Cincy, the amount of relief coin collected by this web ranged around \$40,000 yesterday (Tuesday).

WLW on Monday night stayed on the air unit 4 a. m. with a pop musical show, asking for contributions and reading names of donors. Opened with a salute to Waiter J. Damm, chief of WTMJ, Milwaukee.

WSM, NASHVILLE, AIDS U. S. GOVT. ENGINEERS

Nashville, Jan. 26.

Doctor go to 1153 Soandso Roa
with serum. A hundred people sick
is and hundreds of other cal
like it came through is apå hundreds of other calls like it came through radio station WSM early this week as the Nash-ville 50,000-watt station opened its facilities to station WHAS in flood-stricken Louisville. It was not just stunt broadcasting but deadly serious.

WSM began to broadcast distress WSM began to broadcast distress calls shortly after WHAS: was dered to go off the air at 8,05 p.m. Sunday to save power for the scourged Kentucky city. Nashville station kept its facilities open until 3 a.m. Monday.

WSM also aided United States district agriculture of Norbille rate district agriculture.

within the flooded sector.

Here in Indianapolis, WFBM and WIRE, both breaking into any and all programs, either local or network, to broadcast bulletins, messages, and both stations plugging heavily for Red Cross drive to turnish funds for Red Cross drive to turnish fu

Inside Stuff—Radio

Possibility of a curtailment of the ether activities of Father Charles E. Coughlin, who returned to the air Sunday (24) over Mutual stations, and an independent setup, is seen here following the death last week of Bishop Michael J. Gallagher, priest's superior and 'backer' of his past ether talks. No definite action is expected, however, for some months when new bishop is appointed in Rome.

Considered unlikely that Pope will name any successor to Bishop Gallagher, who is likely to stand for Coughlin's utterances, in view of difficulties at Vatican over priest's activities prior to presidential election. Bishop Gallagher, who's been called Coughlin's god-father' because he refused to order him off the air despite severe criticism from higher officials of the Catholic Church in this country, is credited with having Coughlin return to the air. Now that he's dead, speculation is rife on what's to become of Fr. Coughlin.

Rt. Rev. Msgr. John M. Doyle, vicar-general of the Detroit diocese (a position which usually means bishop' in time), is now in charge of the diocese but has no bishopric powers. Although it's belleved Msgr. Doyle would not permit Coughlin on the air, if he had the power, final action must await the appointment by Rome of a Detroit bishop sometime in the spring.

Saskatchewan radio listeners are hopeful that conversations under way between Canada and the United States will result in Mexico dropping its role of maverick on the world's air waves. Two Saskatchewan stations are hampered by Mexican stations. Station CFGC, Saskatoon, 1,000-watter, shares kilocycle 840 with CRCT, Toronto 5,000-watter, Intruding on channel is Dr. John R. Brinkley's KERA with 180,000 watts of power.

Report persists in international broadcast circles that Columbia is intent on engaging some one to serve as general European rep. Network has had Caesar Searchinger over there for years in that capacity, and it is understood that the newcomer will take authority over Searchinger rather than replace him. In its quest for a foreign chief dignity CBS is known to have made at least two offers.

WSM, Nashville, has signed up with the International News Service, making this the last key city in the country to give way to a commercial news service. Deal between WSM and INS becomes effective in about two weeks. Others that competed in the intense bidding for the station's contract were the United Press and the Transradio News Service.

NBC's four of Radie City studios is setting a fast business pace thus far in the first month of the year.

Number of studio tour guests this month is running more than 62% need of January last year, being 10,250 ahead of same month in 1935.

A bill has been introduced in the Colorado legislature that would make dio stations public utilities subject to tax commission jurisdiction. radio stations public utilities subject to tax con

Staff at Hearst-owned WBAL, Baltimore, apparently got both the thrill and fright of their lives last week when Dave Hearst, 21-year-young (Continued on page 44)

UNCERTAINTY MARKS SPONSORED WLW SHOW

Example of the hubbub in trying to clear web commercials out of Cincinnati, when the stanzas originate there, shown in the Armco program. N. W. Ayer. yesterday morning (Tuesday) got the following wire: "Working out of Arlington studios (note: these are WLW studios) with lamps in readiness, should electric lights fail. Arlington studios are on the eighth floor, no elevators, no heat. Band and cast must pass police lines to enter area where gasoline.

heat. Hand and cast must pass police lines to enter area where gasoline fire raged Sunday. N. W. Ayer, yesterday noon had no idea as to whether the program would go out last night over the NBC Blue link.

ARKANSAS WATER UP: THREATENS STATION

ittle Rock, Jan. 28. Radio Station KARK, Little Rock, Radio Station KARK, Little Rock, officials today began readying the auxiliary transmitter in the event water now in the new transmitter house rises. For the past five days engineers have been commuting to and from work in a motor boat and water is lapping at the threshold of the transmitter room. A rise of five inches will affect transmission and materially damage the new equipment, installed and put into use on Jan.

Transmitter—about three miles from the city—on U. S. Highway 67 today (23) lies the center of a sudden lake three miles in diameter caused backwater from the Arkansas river. Only casualty thus far is the automobile belonging to Gladman Upohurch, station engineer, which was caught in the early ris of water. At present it is completely inundated.

Transmitter—about three miles from the city—on U. S. Highway 67 oday (23) lies the center of a udden lake three miles in diameter aused backwater from the Aransas river. Only casualty thus far si the automobile belonging to Gladnan Upchurch, station engineer, which was caught in the early ris of water. At present it is completely nundated, station KLRA transmitter nearly 7 station KLRA transmitter nearly 7 points above 1936-37 low price.

when they gave news to Eddyville's washed out inhabitants that government barges were on the way with skiffs and provisions. Operators were constantly in touch in code with the little crew on the launch. Fog reflected the lights so blindingly that several times they had to be put out, throwing into darkness some of the hazardous journey over the treacherous and swollen waters.

WSM has been on the air continuously since Sunday might there has been and since Sunday night there has been nothing but flood distress calls.

Memphis, Jan.

WREC has been on the air for 96 hours without a break, broadcasting flood news. Secured special emergency permission from Federal Communications Commission to establish two shortwave portable stations for tose in the flood area: Station WAEW, 2,190 kilocycles, and WAEX, 2,758 kilocycles. Permission was also granted to relay important flood messages from amateur phone stations, which include W5BKD, formerly at Blytheville, Ark.

Electric light, telephone and traiservice have been completely out in much of this territory, which increased the responsibility and importance of radio's service to the people. Staff of WREC, with the geople. Staff of WREC, with the ground of the stations portable, shortwave transmitting messages, while Chief Announcer Roy Wooten, with the stations portable, shortwave transmitter being moved from point to point throughout the stricken area.

WGRC, NEW ALBANY, IS **ENTIRELY IMMERSED**

oth WHAS and WAVE aired flood bulletins on 24-hour basis until power was discontinued at midnight Sunday. They then arranged hookup by metal circuit with WCKY, WSM, WLAP, Lexington, WFBM, Indianapolis. WGRC transmitter in New Albany was under water Thursday (21) and out of commission since rainfall. It's a brand-new station.

a brand-new station. Crest believed reached.

CROSLEY STOCK REACTS

Fire Felt on Market— Now

1936 DIVVY BY AGENCIES

NBC's 20 Top Spenders

Lord & Thomas returned during 1936 to the status of NBC's No. I time customer. J. Walter Thompson was second and Blackett-Sample-Hummert came third in the network's breakdown of gross sales by agencies.

Following is a list of NBC's first 20 agency customers for last year:

Lord & Thomas	4,492,370
T Walter Theman Co	4 151 050
J. waiter inompson Co	4.131.376
Blackett-Sample-Hummert, Inc	4,048,579
	2.018.344
Young & Rubicam	1.745.184
N. W. Aver	1.453,210
Wade	1.220.132
Wade Erwin, Wasey & Co.	1,057,286
Stack-Goble	933,251
Benton & Bowles	857,047
Roche, Williams & Cunnyngham	774.266
Campbell-Ewald	756.924
McCann-Erickson	532,952
Pedlar & Ryan	572,543
Lennen & Mitchell	532.G28
Federal	517.231
Sweeney & James	511.506
Cecil, Warwick & Cecil	505.923
Biow	483,624
Hutchins	476,130

BISCUIT SHOW TO CBS

Victor Moore - Helen Broderick-Buddy Rogers Change Networks

National Biscuit is quitting the NBC blue (WJZ) link for Columbia in April, taking over the half hour spot now held by Vicks Sunday nights (8 to 8:30). Cracker maker's program, with Victor Moore, Helen Broderick and Buddy Rogers, is currently on a Friday night schedule. McCant-Erickson is the agency and largely responsible for the shift is Don Shaw, former eastern sales mgr. for NBC.

CLARENCE LEICH

SIGNS WITH NBC

Also seeking last week to connect with NBC were Herb Hollister's KANS, Wichita, and John Kennedy's. WCHS, Charleston, and WPAR, Par-kersburg, W. Va. Latter was in-terested in a hookup with the blue link.

MUTUAL'S '36 AGENCY BIZ

Following, alphabetically listed, are the Mutual Network billi by

agencies for 1936:	БУ
Altkin Kynett Aubrey Moore & Wallace	\$9, 1
Aubrey Moore & Wallace	7,867
Baggely, Horton & Hoyt	27,601
В. В & О	21.403
Blackett-Sample-Hummert	282,976
Luckey, Bowman, Inc	37,042
Brooke, Smith & French	7,482
Franklin Bruck Co	3,487
Samuel C. Croot, Inc	4,032
DeGarmo Corporation	59,697
Donahue & Coe	21,936
Dorland International	20,500
Erwin, Wasey & Co	99,055
Wm. Esty & Co	118,589
James R. Flanagan	6,201
Chas. Daniel Frey	61,324
Geyer, Cornell & Newell	30,851
Guenther, Bradford & Co	3,536
Hanff-Metzger & Co	41,807
Henri, Hurst & MacDonald	14,277
Ralph H. Jones	14,697
H. W. Kastor & Sons	51,605
Kelly-Stuhlman, Inc	37.644
Kenyon & Eckhardt	84,909
H. M. Kiesewetter	60,737
Lennen & Mitchell	61,668
Lord & Thomas	40,496
Marschalk & Pratt	54,460
Neft-Rogow	1,503
	19,892
Newell, Emmett & Co	5,279
Newell, Emmett & Co Presba, Fellers & Presba	15,902
Reinecke, Ellis, Younggreen	*4. 4.4.
Find every services and the services and the services and the services are the services and the services are the services and the services are	30,950
Roche, Williams & Cunnyn	23,257
Rogers & Smith	8,652
Albert M. Ross	41,660 72,252
Ruthrauff & Ryan	72,252
Sehl Advertising	184,356
Stack Goble Adv. Agency	85,165
U. S. Advertising Corp	\$4,028
Vanderble & Rubens	7,631
Young & Rubicam	85.630

DON'T HAVE TO BREAK IN ON OPERA, TALK

NBC received word from its Washington offices last week that the Federal Communications Commission has waived the 30-minute station-identification announcement as far as it affects any program where the break would mar the contil the contil to the music, story speech. Webs had been Johkving on the measure. the music, story speech. Webs had been lobbying on the measure for some time.

for some time.

NBC's particular objection in this regard has been the Metropolitan Opera broadcasts for RCA Saturday mati

Network and its parent organization wanted to avoid the necessity of blanking out in the middle of an opera's sequence to permit the affiliated stations to announce their identities.

Rosenblum to Cruise

David Rosenblum, former NBC v.p. and treasurer, leaves two weeks for nd the world will be gone anywhere from ine months.

Benny Sends a Sample

Hollywood, Jan. 26.

Jack Benny and his Jello troupe
will do 15 minute broadcast Feb. 8,
for short wave to England.
iring is on special BBC request
to NBC for a top American comedy
show.

THOMPSON DROPS **DUT OF 1ST PLACE**

Sample mert Tallies Record \$8,-022,429 Between works and Spot-Several Ups and Down in Rank

MUTUAL

Blackett-Sample-Hummert replaced J. Walter Thompson in 1936 as the biggest buyer of time on NBC and Columbia jointly. Blackett at the same time retained its previous year's status of handling the largest amount of billings in the entire radio field. Drop in the NBC-CBS list for the Thompson agency was to the third slot, with Lord & Thomas serving as the No. 2 agency for '38.

Total billings for radio out of the Blackett -Sample - Hummert offices last year came to \$8,022.429, with \$44.
048.579 of it going to NBC, \$1,963,086 to Columbia, \$200,683 to Mutual, and \$1,810,081 for national spot. In 1935 this same agency spent \$6,014.246 through these four channels. The increase for 1936 figures 33%.

In 1935, Lord & Thomas rated, as the fourth largest buyer of network time. Including the \$51,128 worth of business it placed with Mutual, L & T in 1936 ran up total of \$5,624,060 in hookup billings. Outstanding advance made in network billings by any one agency last year was that of Batten, Barton, Durstine & Osborne. With \$23,635 spent on Mutual included, this agency's web billing for 1936 came to \$2,840,854, On the NBC-CBS list B.B.D.&O. rated a boost from 11th to fifth place on the year. Riggest drop was that taken by Mc-Cant-Erickson, which went from eighth to 21st place, while Benton & Bowles slipped from third to sixth rating.

Bowles slipped from third to sixth rating.
Though it increased its billings by a huge margin over the year, Young & Rubicam did not change slots, 12 remained in seventh place, with \$1,-745, 184 spent on NBC, \$499,184 on CBS and \$89,655 with Mutual, a total \$2,234,034. This agency is also one of the largest buyers of live spot programs, Y & R in 1935 spent \$1,530,873 with NBC and Columbia.

Harold Yale Rose Set

With Columbia also ing spiritedly for the alliance, Clarence Leich, operator of WGBF, Evansville, and WBOW. Terre Hante, last week agreed to put the two stations on the NBC list starting Feb. I. In the event flood conditions make line installation impossible by the end of this month the network connection will be postponed to, a later date. During his stay in New York last week Leich also talked terms with Herbert Akerberg, CBS vp. in charge of station relations. Leich had stipulated in the case of either web that WGBF could not be had unless provision were also made for WBOW on the rate eard. Columbia had consented to put both outlets in the supplementary group at an evening rate of \$150 an hour.

Also seeking last week to connect with NDC cares. Head McIlister's Harold Yale Rose joins American. Home Products as export manager. A former Cuba and Brazil advertising agency executive, he will headquarter in New Haven and concentrate on Anacin, Bisodol and Kolynos. Heavy users of radio in the U.S.A., the patent medici company will probably radio extensively in South America. Rose ran stations in San. Paulio. 1721. Couple of vessel.

CBS' 20 Top Spenders

Barton, Durstine & Osborne, turned out to be Columbia's iggest customer for replacing Blackett-Sample-Hummert, Inc., which had held that position for the two previous years. N. W. Ayer slipped from second to third place.

ist of CBS' first 20 agency customers for 1936 follows:

B. B. D. & O	\$2,360,292
	1,963,086
N. W. Aver	1,822,945
N. W. Ayer Benton & Bowles	1.562,135
F. Wallis Armstrong	1.256,154
Ruthrauff & Ryan	1.192.704
Newell-Emmett	1,095,810
Lord & Thomas	1,080,908
William Esty Co.	1.047.534
J. Walter Thompson	997,181
Hutchins	745,022
Stack-Goble	568.427
Paris & Peart	566,060
Young & Rubicam	499,300
Erwin, Wasey & Co	410,673
J. Stirling Getchell	344,437
Knox-Reeves	341,410
Francis Hooper	324,596
Arthur Kudner	321,390
Maxon	306,006

Auto Strike Jitters

Detroit Stations Torn Between Employer-Employe Sides of Strike—CKLW on Spot

EARMARK COIN FOR PHONE O.O.

Washington.

Allotment of \$350,000 to wind up the two-year probe of the American Telephone and Telegraph Co. was included in the \$900,000,000 deficiency appropriation bill presented to Con-gress Monday (25).

gress Monday (25).

If the money is dished out as recommended by the House Appropriations Committee, the Federal Communications Commission will have ample eash to conclude the inquiry by the summer of 1938. Most of the work will be done in the next few work will be done in the next few months, with 51 reports slated for publication in short order. One of the reports will deal with Electrical Research Products, Inc., while others will relate to Western Electric operations, toil and local rates, etc. So far 20 reports have been issued.

Radio Juvenile Killed

Detroit, Jan. 26.
Hoffman, 18, juve actor
i WXYZ dramatic productions, was killed last week when his
car was struck by another in süburban Highland Park.

kersburg, W. Va. Latter was interested in a hooking with the blue link.

Akerberg yesterday (Tuesday) outbid NBC on the WCHS situation and tied up the station as a CBS supplementary, starting Feb. 14. WCHS operates on 580 k.c. and at 1,000 watts.

The patent medic company will extensively in South America. Rose rar as tations in South America. Rose rar an stations in South America. Rose rar an stations in Tuesday outbid NBC on the WCHS situation and tied up the station as a CBS supplementary, starting Feb. 14. WCHS operates on 580 k.c. and at 1,000 watts.

Laura Satterwhite of Chi NBC in the first Lone Ranger Safety Club. Pow-Wow, which now numbers more than 500,000 members.

Detroit, Jan. 26.

Paralysis of bis generally in this Paralysis of his generally in this territory is one result of prelonged auto strike and is hurting lecal radio his. Cancellations range as high as 33% on local accounts and up to 20% of automat-advertising. Mest of tatter, however, heim held; up only temporarily pending settlement.

Battle of words between General Motors and United Auto Workers in motor strikes hereabouts is already giving local stations the sitters. To let union spokesmen air their grievance, without at same time having corporation present its views or refutations, and vice versa, has managers embarrassed. This is a laboring town with the majority of at audience of that class.

First bombshell in the controversy exploded last week, with refusal of CKLW to permit Wyndham Mortimer, UAW vice-president, to give the second of a series of six scheduled talks. Frank Ryan, managing director of CKLW, cancelled talk is a few hours prior to Mortimer's going on the air because he believed the nature of the address was too controversial to be broadest without first obtaining permission of the Canadian Broadcasting Corp.'

sion of the Canadian Broadcasting Corp.'
Union officials, thereafter cancelled the remainder of the series, and plans legal action 'defend their right use the air.' The union charged that outside pressure was being put on CKLW, but Ryan denied this. He explained:

I told Mr. Martin (Homer Martipres, of UAW, who delivered the first talk of the series previous night over CKLW) to turn the copies of all talks in early i the day so that I could have them approved by the CBC. Mr. Mortimer's speech did not come into my hands until 4 p.m. the day of the broadcast, which was too late to have officials at Ottawa approve the talk.'
Ryan said he allowed Martin to give the first talk, because his speech was more an outline of the union's policies and what they attempted to do.

Mortimer's address was slated to

Mortimer's address was slated to deal with some of the itions withi the General Motor plants, which brought about

which brought about national strike of its employes. Meanwhile, local stating off the strike controversies, except for comments by newscasters, which include both si the matter.

Morfit to N. Y. Spec
Ballimore, Jan.
Garry Morfit, 22-yr-young continuity chalker and staff air comic on
WBAL, has handed in resignation,
effective end of this week.
Going to N. Y. on spec to try to
wriggle into bi ue radio.

Comparative Agency Spending, 1934-5-6

(EXPENDITURES FOR	NB	C-CR2 LI	ME Or	ILX)		
AGENCY		1936		1935		1934
Blackett-Sample-Hummert	(1)	\$6,011,665		\$4,774,907	(1)	\$4,104,412
Lord & Thomas	(2)	5,573,278	(4)	3,335,372	(2)	4,101,685
J. Walter Thompson	(3)	5,148,557	(1)	4,990,644	(3)	2,930,851
	(4)	3,276,155	(5)	2,964,094	(6)	2,042,173
B. , D. &	(5)	2,716,819	(11)	1,111,618	(8)	1,439,748
Benton & Bowles	(6)	2,419,182	(3)	3,449,439	(4)	2,392,374
Young & Rubicam	(7)	2,244,484	(7)	1,530,673	(7)	1,796,832
Blackman	(8)	2,018,344	(10)	1,372,179	(20)	504,542
	(9)	1,501,678	(9)	1,386,274	(10)	1,367,254
Erwin, Wasey &	(10)		(6)	1,730,212	(5)	2,145,732
F. Wallis Armstrong	(11)		(16)	893,515	(35)	240,240
Ruthrauff & Ryan	(12)		(17)	886,640	(9)	1,409,984
	(13)	1,220,132	(18)	858,671	(24)	399,105
Newell-Emmett Roche, Williams & Cunnyngham	(14):	1,189,426	(21)	734,311	(11)	1,140,460
Roche, Williams & Cunnyngham	(15)	1,048,683	(15)	910,329	(16)	834,878
William Esty Co.	(16)	1,047,534	(13)	946,107	(15)	885,705
	(17)	854,279	(22)	285,895	(13)	970,952
Lennen & Mitchell	(18)	782,043	(14)	945,176	(14)	963,800
	(19)	745,020	(23)	556,989	(23)	405,481
	(20)	738,65	(30)	360,584	(41)	189,37
McCann-Erickson	(21)	700,520	(8)	1,445,915	(12)	1,052,393

LOOKS LIKE INDUSTRY WILL SHARE ODIUM IF CONGRESS GREENLIGHTS F. C. C. PROBE

Politicians Reported Readying to Kick Around Broadcasting in General and Networks Specifically-While Also Investigating F. C. C.

Washington, Jan. 26. Green light for investigation of the Federal Communications Commission will be flashed by House of Representatives bosses as result of compromise plan broadening contemplated inquiry.

While the proposition probably will refrigerate for several weeks, Democratic chieftains were described last week as willing to allow a select committee to go to work on

favoritism, disregard for the law and political influence. But only with the specific understanding that the snoopers at the same time stry, particularly the networks.

moustry, particularly the networks.

Long-agitated quizz of the F.C.C.
appeared just around the corner
when House bosses were represented
as favorably inclined toward the
resolution, sponsored by Rep. William P. Comnery of Massachusetts,
calling for a select committee probe
of allegations and charges that have
been or may be made relative to irregularities. in pertaining to the
monopoly which exists in radio and regularities in pertaining to the monopoly which exists in radio and the activities and functions carried on under the Communications Act of 1934 and all matters pertaining to radio or radio broadcasing.

radio or radio broadcasing.'

Resolution Revamped?

While none of the House czars would make a specific statement, it was understood that the strategy was discussed in advance by Connery and the Democratic lesdership. As a result of these talks, the character of the resolution was completely resone that The 1937 versions takes some of the sting out of the squawks about the Commish and puts the industry as well as the government agency on the spot.

In a long list of whereases setting

agency on the spot.

In a long list of whereases setting forth the broad charges which the committee should consider, Connery declares that despite, restrictions in the 1934 law a monopoly has been developed, which is 'profiting illegally at the expense and to the detriment of the people. Foreword says radio trust has grown up through the leasting of, the operation of, or through possession of contracts giving, to a select few the exclusive right to use broadcasting stations.

Committee would be cordered to

Committee would be ordered to look into alleged trafficking in li-censes and indecent programs, as well as the suspected trust. Connery well as the suspected trust. Connery (keep Connery on a side-track for noted that certain types of programs, which were not identified in any de-

They'll Never Prove According to 'Variety'

This radio thing is getting pretty serious. For the second time Vaniery been called upon to been called upon to pronunciation. Last year students of amazement may recall the tempest that raged in Vaniery's columns on whether it was 'derby' or 'darby' when you bet on it rather than wore it. Now up steps a guy from Greenville, S. C. and says positively and swears it's no rib. Vaniery should settle a big uproar over how to talk the English language, it seems. Anyhow here's the letter:

Editor Correct Pronunciation

Editor Correct Pronunciation Dept., VARIETY:

A dispute A dispute arisen here concerning tendency of South Carolina radio announcers to give the letter 'w' sound of 'double-you'. Some us feel that the 'double-you' is a bit more euphemistic, if perhaps a trifle less academic, than the plainer 'w.' On the other hand, there is a group that resists the suggestion that 'w' is, or should ever be, double-jointed. We have derived slight con-

We have derived slight conwe have cerved signi con-solation from Webster's Inter-national Dictionary and so we are asking Vantery to hand down a decision and settle this point.

tail, are said to be contrary to the intent, spirit and language of the Communications act, obviously referring to the Mexican broadcast about which he beefed two years ago and the output of an Italian language station which was investigated recently by the Commish.

cently by the Commish.

Speedy approval of the resolution is not expected. Connery has agreed not to be impatient on getting a hearing, necessary before the measure can reach the floor, since the bosses want to hold off a deluge of demands for special investigations until the session nears its end. If the radio probe is authorized too early, chief-tains fear they will experience trouble holding off other, thembers wanting to pay off political grudges or capture headlines. Rules Committee will keep Connery on a side-track for

BOWERS TO RAYMER

W. Ayer Time Buyer Join Station Sales Rep Firm

Chicago, Jan. 26.
Ed Bowers, radio department chief and time buyer for the N. W. Ayer agency-here, moves over to become manager of the local Paul Raymer station rep office. Bowers, who has had considerable experience in the spot broadcasting busiless, comes into the Raymer organization, to replace Harold Higgins who, Joins the new Chi sales office for WOR (Newark) under Bob Barrett.

Paul Raymer was in town last week to make the new setup following Higgins' resignation.

CAMERA NUTS WILL SPREAD AND MULTIPLY

Group of candid camera nuts among radio broadcasters got to-gether in Chicago last week at the Sales Mgrs. Sales meeting. They organized an informal, immaterial and impolite camera club under the name of Undertaker & Undertaker and expect to create quite a nuisance

value for themselves.

At the forthcoming N.A.B. convention this June, they expect to annoy everybody, run a practical joke particular and the property of the

Rascals include Bill Cline of WLS, Chicago, who is supreme potentate and Herb Hollister of KANS, Wichita, who is lord high next in order. Don Searle of WIBW, Topeka; Mallory Chamberlin, WNBR, Memphis; and Ellis Atterbury also founders.

Hecht-MacArthur's Radio Claim on 'Jumbo' at Bat

N. Y. Supreme Court Judge Mc-eehan yesterday (Tuesday) re-N. Y. Supreme Court Judge McGeehan yesterday (Tuesday) reserved decision on the motion of Ben Hecht and Charles MacArthur for an order directing Billy Rose to submit to examination before trial of the authors' breach of contract suit growing out of Rose's show, 'Jumbo'.

Hecht and MacArthur are seeking \$13,000 and \$1,000 interest which they \$13,000 and \$1,000 interest which they claim Rose owes them on a contract made in connection with the libretto they composed for the show. Plaintiffs claim Rose permitted the composition to be used for 13 weeks over the radio and neglected to pay them 25% of the profits.

Alexander Woollcott celebrated his 0th birthday last week, tabbing it

Network Chart

NBC NEW PROGRAMS

Lewis-Hewe Co. (Tums): Vocal Varieties chorus of 35 voices, Tues-days and Thursdays, 7:15 to 7:30 p.m., beginning Jan. 28; for 52 weeks, Basic Red and WLW.

NBC RENEWALS

Lady Esther Co.: 'Lady Esther Serenade' with Wayne King orches-tra, beginning Feb. 2; for 52 weeks Basic Red, NC, NW, SC, WJDX, SW KTHS, KTBS.

CBS NEW PROGRAMS

land, Detroit. Hartford, Kansas City, Louisville, New York City, Omaha-Lincoln, Philadelphia, Pittsburgh, Providence, St. Louis, Syracuse, Washington, Atlanta, Charlotte, Dallas. Oklahoma City. Minneapolis. Lady Esther: 'Wavne King's Orchestra', begimning Feb. 22; for 52 weeks. Basic 21 stations, plus Akron. Columbus: Dayton. Toledo (to May 3). Charlotte. Denver. Minneapolis, New Orleans, Salt Lake City. Topeka, and Pacific Coast Group.

(Note: New programs or renewals or more than 13 weeks are generfor more than 13 weeks are gener-ally cancellable in cycles of 13 weeks on 30 days' notice).

Clay Morgan's Title

Clay Morgan, who formerly was designated as assistant to the presi-dent of NBC, this week was named dent of NBC, this week was named as director of promotion. In new spot, he will report to NBC chief executive and will be responsible for promotion activities which are now officially listed as including publicity and advertising.

Wayne L. Randall retains his old title and position as publicity chief, only change being that he reports to Morgan rather than Lenox Lohr.

AIR TALENT'S SPECIAL TRIP TO D. C.

Flock of radio, stage and screen talent being banded together to ren-der gratis service at the President's Birthday Ball on Saturday (30) Washington. James E. Sauter is v.p. in charge of entertainment for the blowout. He's chief of Air Features,

blowout. He's chief of Air Features, Inc.
Roster skedded to leave New York by special train on Saturday morning includes. Abe Lyman's orchestra; Lucy Monroe; Benny Fields; Irving Caesar; Sid Gary; and Diana Ward. Will play at the Willard, Mayflower, Shoreham, Raileig h, Washington, Wardman Park and Hamilton hotels. Bicycle route for guesters is an innovation this year. Previously entertainers were allotted only to specified places where they stayed until the blowout was over. Squawks resulted from this policy, however, with merry-makers claiming that some hotels got more entertainment than others. So this year the she-hang goes on a tour to every hotel on the circuit.
Meanwhile virtually every major web program is giving pieces over to the Birthday Ball stuff, and Irene Rich together with the Columbi Transcription Service have cut a bunch of platters to plug the event. Proceeds of the fetes go to the Warm Springs Foundation.

Visiting

IN NEW YORK
Clarence Leich, WGBF, WEOA,
vansville.
Bill Behrman, WBOW,

Haute.

Mort Watters, WCHS, Charleston,
W. Va.

Herb Hollister, KANS, Wichita.
Gerard llis, Col. Phonograph, IN CHICAGO

IN CHICAGO
Paul Raymer, New York.
Al Cormier, WIP, Chicago.
Allen, Campbell, WXYZ, Detroit.
Tom Phelan, NBC, New York.
Henry Christian, WXYZ, Detroit.
In Washington
Herbert Hollister, KANS, Wichita,
David Sarnoff, RCA, New York.
Abe-Schecter, NBC, New York.
Boake Carter, CBS, New York.
Boake Carter, CBS, New York.
Bob Tout, CBS, New York.
Bob Tout, CBS, New York.
Craham McNamee, NBC, New York.

York. H. V. Kaltenborn, CBS, New York. Ben Grauer, NBC, New York. Bill Perry, CBS, New York.

Bill Hay who conti as the 'Amos 'n' Andy' announcer, has left the NBC network sales department in Chi, being replaced by E. K. Hartenbower of Chi NBC local sales, with Charles Hotchkiss coming in from agency biz to fill Hartenbower

Commercial Hours Analyzed Chicago

	e gr	WMA HOUI				WG	N	5	:	WIND HOURS			WJ.				WL:				WEN				WBB		*
	On Air	Cor	nmer	cial		Co	mmer	ci	P.	Commerc	ėi ,	On Air	Co	mmer	ci	On Air	Cor	nmerc	ial		Con	nmerc	1		Co	mmer	ci
, j gar		Local	Netwk	Total		Local	Netwk	Total		Netwk	Total		Local	Netwk	Total		Local	Netwk	Total				Total	·		Netwk	Total
Sunday	17	2	9.		151/2		2.		Š.,			111/4	81/4	٠, .	81/4		1/2	1/2			13/4	3¾	51/2	173/4	43/4	51/4	
Monday	18	31/4	73/4		17		3%	9%		6¾ •	63/4	121/2	61/4	•	61/4	101/2	31/4	2¾		81/2	1/2		11/2	191/4		73/4	143/4
Tuesday	18	31/4	81/4	111/2	17	51/4	21/4	71/2	22			121/2	63/4	4,	6%	10%	31/4	31/4	61/2	81/2	1/2	13/4	21/4	191/2	71/2	61/2	
Wednesday		31/4	83/4	12	1.		2%	83/4		61/4	61/4	121/2	63/4	•	63/4	101/2		23/4	53/4	81/2	.1/4	3/4	1	191/2	:	.4	14%
Thursday	18	31/4	81/2	11%		41/2		61/2	22		7	121/2				101/2		1-%	5	81/2	1/2	11/4	13/4	191/2	71/4	71/4	141/2
Friday,	18	31/4	7½	10¾	17	6%	23/4	91/2		63/4	6%	121/2	71/2	•	71/2	101/2		31/4	61/4	81/2		11/4	21/4	191/2			
Saturday	18	2	81/4	101/4	17	31/2	1/4	3%	à	7	6	121/2	51/4	4.0	51/4	14	51/4	1/4	51/2		1/2	1/2	1	19%	51/4	31/2	8¾
		4.4	 ,		-		 .		·	<u> </u>	· - '	() - 144		- 100			-21	_	_			<u> </u>		Ť			
Total	126	201/4		781/4	1171/2		15%	. 49%	151	47%	46¾		49%	•,,	49%	801/2	21½	141/2	36	581/2		1014	151/4	134%	45¾		921/4

Not affiliated with a network.

COAST IGNORES THE EAST

Consular Report from Pacific

Portland—Ore.

Since there's some sort of a theory that the West Coast is a radio deadgan, known only to its mother and a few relatives that live a mountain shack, some explanation ought to be given the boys and girls back east. Otherwise they'll still be holding gentle, childlike thoughts that the Far West is a lot of ether agitated now and then by KNX, Hollywood. And that's too simple to be true:

Actually the West Coast, 'lost horizon of broadcasting' (to quote Variety), is lousy with radio, and a lot of the radio is the same. This particular flag-stop must be a sort of Ancestor of the Industry, because it keeps feeding young talent down to the better pai San Francisco and Los Angeles mikes in a way that should arouse the Portland chamber of commerce from its lotus bed. For instance, it took three Portland, Ore., announcers to etherize the new San Francisco bay bridge, when it was officially opened by NBC.

A blurd hise that is warranted, just to show that the Pacific Northwest is a sort of radio 'dog.' Try out the talent here, and if it survives physical starvation while clicking, then it goes to KFO or KNX for eating money.

It takes a typical spot like this for a good analysis of what's what in 'lost horizon radio.' Leading local stations are mechanically excellent, fat with low pai talent, wallowing in good bisiness but generally pretty poor on production. Best, production, jobs are usually done by virtue of agency interference. Continuity writers practically on't exist. They can't on the dough offered.

Gun-toling and murder 'are still the highlights of the local ether. For dramatic stuff, members of a very creditable cast work for around \$2.50 as show. Union musicians who play a few bars in the interludes get more.

Very likely the picture of what happens in this dorp isn't very different from that in a good many other key points in the provinces, where radio is still a sort of band-tooting earnival undistinguished by many touches of showmanship.

Radio time is scarce in this neck of the woods. Few adv

Pacific Coast Radio Notes

Nat Shikret will baton the music the Coast NBC-Red web from San for Richard Crooks and Margaret Francisco. Boy was formerly heard Speaks on their two broadcasts from Hollywood, Feb. 1-8.

Carroll Nye, A. Times radio ed, grabbed a spot in the Fred Astaire-Ginger Rogers pic at Radio.

Judy Garland goes on the Ben Bernie airshow, Feb.

Bob Taplinger spending couple of weeks at his L. A. office.

Velma McCall getting things in order for Lum and Abner's broad-casts from Hollywood. Music and blurbs will be cut in from Chicago.

Danny Danker looking around for new Hollywood quarters for J. Wal-ter Thompson. Must vacate when NBC starts building addition.

Robert Mitchell at KEHE (Los Angeles) as staff organist.

Fred MacMurray's emceeing deal with Hollywood Hotel calls for 15 weeks at \$2,500 a shot.

Noreen Gammill authored and plays the lead in 'Sunny Valley,' on KFWB (Hollywood).

Tom Wallace, Chicago agency exec, and Sidney Garfinkel, Frisco 15 and 2'er, prowling the L. radio

Harry Maizlish has revamped his KFWB: (Hollywood) publicity personnel. Jean Armand is. charge of advertising and exploitation; Ray Buffum blurbing the Gus Edwards show, and Fred Dodge handling the dailies.

John Shea drew a Warner contract on the strength of his performance on Haven MacQuarri' amateur

Mickey Gillette has deserted the sax section of Meredith Willson's ork in Frisco for a change of residence to Hollywood.

KEHE (Los Angeles) last week sounded a dirge for recordings and will only transcriptions here-

rank Morgan bei Hollywood for

Wilbur Eickelberg, newly appointed manager of KFRC, San Francisco, met local radio scribes at a luncheon in the Hotel St. Francis last week Eickelberg at one time was manager of KHJ.

Darrell Francisco,
Examiner radio columnist and newscaster, resumes broadcasting Mar. 1.

M. Leonard Matt, columnist over WDAS, Philly, and employee in city solicitor's office, being groomed by Republicans for city controller's

Lee Sands and Robert Marco hatching comedy situations for Eddie Canton

Sheldon Hicock, of NBC's stations relations staff, is recovering from an appendix op performed in Post Graduate hospital, New York.

Shaw and Lee set for Camel Cara-yan. Gertrude Niessen will guest for same show on Feb. 2.

J. M. Selferth, spieling poetry and philosophy over WDSU, New Or-leans, has concluded 3,000 consecu-tive broadcasts, billing the run as 'a world's record.' Son now also on the

Sheldon Vinsonhaler, KLRA, ittle Rock, in New York and Washington on business. After weeks stay will continue with wife on pleasure jaunt to Toronto.

Ray Lang, member of the KLRA, Little Rock, commercial staff, turned this week from Wisconsin where he had been on leave of sence for several months.

John Bingham leaves the sales staff of WCOL, Columbus, this week to become a reporter-photographer on the Sunday Star, weekly tabloid sheet.

Coleman Wilson, former Canadian and WINS, New York City, an-nouncer, and Gardner Smith replace Bob Mahaney and Fred Demong, re-signed, as WSYR, Syracuse spielers.

Kenneth Garcia, wins the little rother role Janet Baird's new three major networks in spieling the hildren's programs over bands at the Palomar, has checked job after honeymoon.

WHY PACIFIC IS **'LOST HORIZON'**

California Reverses Rest of U.S.A. Division of Radio Time Sales-Local Retail Tops

GOOD RADIO AREA

which has been

called ing gets that way because of a condition that pre-dates radio. It concerns the floppo efforts of eastern advertising agencies complete the conquest of the far west with one-man offices and, coincidentally, the insistence of Pacific wholesalers and jobbers upon an advertising agency, with full staff and close to the Pacific centres of distribution.

Actually Pacific states are good radio listeners, have 10,000,000 people and nearly 3,000,000 radio families, but that the Pacific slope is almost like a foreign country in an eastern advertising sense cannot be denied. Many advertisers operate on the far western slope with a separate agency, a separate budget, often a separate factory, etc. This is similar to the arrangements typical of American operations in Canada.

California's Twist

California's Twist

ican operations in Canaua.

California's Twist

Continental divi of course, is a natural boundary that shuts the Pacific States in and the rest of the U.S.A. out, That together with the development of advertising agencies rooted in and confined to the Coast has reversed the usual percentage balance between local and regional or national spot placements. In Californi , second in gross station time volume for the country, local biz (U.S. Gov't figures, 1935) leads spot by \$600,000. New York state, in contrast, is \$300,000 the other way on an annual gross a million higher. Ohio, the third state nationally instation time (network compensation omitted) takes \$3,200,000 from national spot and regionals as against \$1,195,000 for local time, sales. In Illinois the same condition provides an \$800,000 annual differential in favor of spot, and regional against local station.

local station,

Pacific Coast stations irect most of their sales effort and promotional enterprise to San Francisco, Los Angeles, Portland and Seattle. So far there is no particular evidence that radio may force a change in eastern advertising agencies attitude. New York agencies have sent producers to Hollywood transcontinental programs but this is quite different.

out. He is also radio ed of L. A. Iilustrated Daily News.

Frank Whitbeck emcees 'Good Earth' premiere from Carthay Circle, L.A., Jan. 29 for a Mutual network

Ken Englund working with Don Prindle on the Joe Penner scripts. He is also negotiating for the pub-lication of two books.

Raymond Paige, Hollywood Hotel sestro, launched ight-meter maestro, launched racing sloop last week.

Jack von Nostrand has joined Jack Runyon's radio production staff at L. A. office of Lord & Thomas.

Frederick Stark's ork at KHJ (Los Angeles) now taking the Mutual network swing.

Dale Armstrong, A. imes radio writer, drew the announcer role in Paramount's Murder Goes to Col-

Donald Novis has the spot on Jack Oakie's collegi

'Can You Get KFSO on Your Set?' Quoted from Frisco Store Adv. As Rivals Needle Station

Radio Reaches 'Em

Seattle. Jan

Seattle, Jan.
To inspire listeners with confidence in the purity and quality of Pioneer beer, KOMO-KJR programs for the brewing company carried talks, ghosted in Germanic gutturals, by Brewmaster, Otto Hollander describmattle.

master Otto Hollander describing the care taken makin
the Pioneer product.
From an Oregon listener
came the letter: Dear Mr. Hollander: Would you please send
me the recipe for making home
brew? Thank you!

Discharged Salesman OK's Reduced Award; Stations Find Precedent Odious

Tacoma, Jan. 28.
Through his attorneys, Burkey & Burkey, Harold Porter who sued and secured judgment for \$500 from KMO; local radio station, from a jury, but was later revised by the trial judge and cut to \$229.43 as salesman's commissions due after his sicsharge, has acknowledged, final judgment and will accept this sum. Whether KMO will appeal this judgment to a higher court is problematical.

ical.

However, Teats & Teats, as attorneys for KMO, told Vaniery representative that from strictly a money standpoint they would advise paying the strength of the strength of the strength. standpoint they would advise paying it and not assume cost of transcript and filing fees, unless the Washington Broadcasters' Association desired to stand a share of such appeal. It now rests in the lap of the association whether it goes any further and the example of paying a radio salesman his commissions after his discharge shall prevail as a precedent in other actions that might arise.

Tacoma Kidnappings Aid To Radio: Chilled Extras

Tacoma,

Three major kidnapping cases originating in Tacoma in the past 18 months played a part in radio-press relations. Latest instance had stations KVI and KMO both scooping the press on the Willie Mattson kidnapping. Newspaper extras went-begging on stands 20 minutes after big break came via radio.

Tow it looks like the dailies here are willing to be more chummy with radio. Radio news getting better attention and program listings have been rescued from the classified section and moved forward for prominence.

minence

Benny, Burns and Allen Set for Lux Soap Show

Hollywood, Jan. 28.
Soap broadcasts will use top
radi names in guest spots. Jack
Benny and Mary Livingston will do
'Brewster's Millions' on Feb. 15 and
Burns and Allen have been signed

Burns and Allen have been signed for later date.

Danny Danker denies running out of picture names and says policy always has been to use toppers re-gardless of branch of show business.

Al Chance Assists Neff

Al Chance, Detroit, 26.
Al Chance, WXYZ's ief nouncer, was named this week as assistant to Russell Neff, newly appointed production manager of sta-

tion.

Chance, who came to WXYZ from WJSV, Washington, where he was a special events announcer, formerly was chief spieler at WCCO, Mi apolis.

Rated in commercial radio circles as tops for competitive needling is the use that rival stations and their sales reps have been making of a San Francisco department store ad involving KFSO. Copies of the ad, which is so phrased as to make the quality of KFSO's Signal strength a thing of doubt, have been distributed by the station's opposition among advertising agencies in New York and Chicago.

Columbia, which operates KFSO under a five-year lease, boiled over the ad and the unfavorable capital made of it, while Murray Grabhorn, New York mgr. for John Blair & Co., which still represents the statiom, addressed a letter to Philip Lasky, KFSO gen mgr. asking that a statement rettifying the matter be obtained from the department store. Grabhorn and his aids have had tearsheets of the ad flashed in their faces, during the past week while making their contracts around the agencies.

Display ad responsible for the row was used by the Emporium, major Frisco department store, in the local Heraid-Exami , and also in an Oakland. newspaper. Plugging the store's special sale of a General Electric receiving set, the ad whs captioned: 'Can You Get KFSO?' Copy under a cut of the set explained that the store appreciated the recent alliance of KFSO with CBS and expressed the thought that it would be to the listener's best interests and enjoyment to obtain a receiver which could unquestionably bring in the 'station.

Net Intentional

Not Intentional

In his letter to Lasky the head of Blair's New York office declared that it was obvious to him that the department store had intended no favorable inference but that it merely sought to ride in on the advertising which CBS had been doing around Frisco in connection with the KFSO alliance. Grabhorn also wrote that he regreted that fellow reps and competitive stations had seized the ad as an opportunity for undermining the coverage standing of KFSO.

It is the first time that a newspaper display has been used tearing-down purposes in the commercial broadcasting business.

San Francisco Sponsor Starts Plugging Expo

San Francisco, Jan. 26.

San Francisco, Jan. 26.

Owl Drug's new show, Treasure Island, which debuts over NBC's western Red network Feb. 7 at 8:15, mm. PST, will be handled by NBC announcer Cliff Engle in collaboration with Art Linkelter, in charge of radio activiti for the 1939 Golden Gate International Exposition here. The quarter-hour programs will be built around the many arts and sciences which will be represented at the expo. Engle will be the narrator and will also conduct interviews.

Contract provides that the name and date of the GGIE be mentioned once on every show during the first nine months. Remaining three months in the series will plug the vacation features, and other attractions of the western states participating in the expô. Account is serviced by D'Evelyn & Wadsworth.

Thompson Joins Agency

Griffith Thompson, now with the NBC sales department, becomes head of the radio department of the Birmingham, Castleman & Jerce agency Feb.

He was transferred to NBC's home office from Boston last June. Before becoming head of the web's New England sales division, Thompson was sales manager of WBZ, Boston.

AL PEARCE GANG Songs, Comedy, Mus

AL PEARCE GANG
Songs. Comedy, Music
38 Mins.
FORD
Tuesday, 9 p.m.

WABO, New York

(N. W. Ayer)

It's easy for sophisticates to elevate a snooty eyebrow at parts of this half hour. But in so doing it's not improbable the owners of the point; which that Ford wants program to strike the lever middle for the proper of the point; which that Ford wants program to strike the lever middle for that purpose what Al Pearce puts out and the way he puts if out is okay. It moves along snappily. No stage waits. No straining. Simple in its component parts, in its pattern and in its comedy notions.

Best of the individual bits on the night caught was Arline Harris, a femme monologist with lots of elicity and a brand of comedy that should they support the strained that wow way implications. There's an exaggerated come dy character mamed Lord Bilgewater who might be a focal point for sophisticated critics. He's middly funny. Yet not forced or raucous as with many fundual humor efforts on presentally programs. There's also an Elmer Blurp and Eb and, Zeb. It's all in the the results, minute by minute achieved by more spectacular half hours. Al Pearce himself presides in a homefolkey way. Has, rounded vocal quality.

Ilmusically the program is consistently pleasant in a light harmony way. Symphonettes, girl trio, excellent, Stuff is arranged in a slick their strings hum prettily.

Listeners in the metropolitan New York area are invited to write in for ducats to studio broadcasts. Otherwise the commercials are characteristics of Ford—never very Jong, mever very insistent on taking up the fine points or the unique features—content instead to punch, watch the Fords go by. Land.

LINA COVINGTON HARRELL

LINA COVINGTON HARRELL
News
10 Mins,
COCA-COLA
Bally, 1605 a.m.
WSGC, Charlette,
Bottled Coca-Cola is using this
medium for promoting the cartons
which they are now using to handle
bottled Coca-Colas for home use.
Frogram is directed primarily to
women, and contains items of local
as well as rational news, they, instimistage of the colar contains items of local
as well as rational news, instimistage details. Announcements are
made for local clubs, society events,
retc.
Mrs. Harrell does not confine her
riews to the things usually found on
The Woman's Page. If she hears of
a murder, she gets details not usually
published, and puts them on her program. A wreck may come in as a
flash with meager details, Lina covington. Harrell, goes to the spot in
seen overlooked in the usual chanriels of news reporting.
Period is interpersed with commercials tooting the merits of bottled
oca-cola, and recipes for using it on
menus, as well as in combinations
with foods, and especially introducing the convenient way of handling
the bottles in the home, with the
mew carton. Hard.

PAT FLANAGAN'S NOTEBOOK
TAIK
15 Mins.
NELSON STORAGE CO.
M.W.F. 4:39 p.m. CST
WBBM. Chlearo
Gloom hanging heavy over the
whole city seemed to have its effect
even in WBBM's new studios, for
this program of odd facts from odd
news and odd headlines, delivered
by Pat Flanagan, certainly lacked
the reputed cheery Flanagan manner.
Whole 15-minute period is devoted
to a hodde-podge of assorted facts,
some of them interesting and some
in the studies of the companion of the
the whole sounded as though a small
amount of material was being
stretched to fill in a 15-minute spot.
Sponsored by Nelson Bros. three
long blugs were given, and one extra
mention.

ORIGINAL TASTYEAST JESTERS
With Wamp Carlson, Guy Bobham,
Music
15 Mins.
TASTYEAST
Ta-W-Th, 6:15 p. m.
WEERS, Chicago
(J. M. Muller Co.)
Billing stresses 'Original' Tastyeast
Jesters, but nothing original about
them, especially when they're attempting comedy. One of the cast
does an Uncle Julius character.
When they're singing, they constitute a trio singing, nothing more,
nothing less, Did three numbers in
the episode caught and spaced them
so far apart with the uncomical comedy that the songs seemed better
than they actually were.

'GOOD WILL HOUR' With John J. Anthony Talk 60 Mins.

With John J. Anthony
Tall
With John J. Anthony
Tall
With John J. Anthony
Tall
Sun, 10 p.m.
WMCA brought back the Good
Will Court idea in a new dressing
the past weekend (24). It was a
quiet, easy-going version, devoid, for
instance, of the argumental flareups
between interlocutor and judge, as
often marked the stanza in its original form, wo hegalities participate
the control of the control of the control
and to the control of the control
and to the control of the control
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the co

services that this kind to give.

Good Will Hour, was to have been labeled Good Will Clinic but a legal hurdle on the 'clinic' tag accounted for the switch.

Odec.

for the switch: Odec.

BILL STERN
Thoing the Town'
IS Mins.

BARNEY'S CIECUS
B

replaces Jimmy Jemail, the Inquiring Reporter, now on WHN, New York.

West West.

Gus CLARK

With Myrtle Dyer Williams, Eccorts,
Benny Kye's archestra
Comedy, music, household hits
15 Mins.
NU-NUT-FOOD PRODUCTS

WXXZ, Detreit

Here is a curious setup for a supposedly frome economics program, but withat an entertaining quarter, hoursorist, not only writes antire show but is the program's hub. Formerly he conducted a Batting Practice program of witty comments about baseball players prior to Detroit Tiger game broadcasts last summer. He's stooged by John Slagle, one of station's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and cooking recipes (using sponsor's creamed nut prodiction's spielers, and the best of the cooking of the analysis of the doubles with the cooking of the da

DEXTER FELLOWS

WEAF, New York

(J. Walter Thompson)

His voice nicely suited air transference, Dexter Fellows would prove a welcome addition to the roster of guest personalities. He could probably spin a lot of engressing stories for the unseen audiences.

On the Joe Cook program, aside from his arrest in Evansville, which sounded like a gag, Fellows spoke of Buffalo Bill and cited the time when and the second program of the country of the property of the p

JOHN McMANUS News 15 Mins. Sustaining Friday, 8:45 p.m. KXBY, Kansas City

John McManus manages Low's McMany Kansa City

John McManus manages Low's McMand and the start of motions. He spiel is an M-C-M commercial, from start to finish and is the usual trivia of pi and personalities. Doesn't have to he talks MGM exclusively.

Script manages to hold interest but McManus is inclined to be overly careful with the pronunciation which we will be supported by the manages of the management of the managem

WALT DISNEY AWARD With Will Hays, Conrad Nagel, Jesse L. Lasky, J. P. McEvoy 30 Mins. Sustaining Friday, T. p. m. PST RECA, Los Angeles

Ryday, 19, m. PST

RECA, Los Angeles

Wait Disney, producer of the Mickey Mouse and other cartoon Mickey Mouse and other cartoon of the Mickey Mouse and other cartoon of the Mickey Mouse and other cartoon of the Mickey Mouse of the Mickey Mouse of the Mickey Mouse of Commerce in a 'coast-to-coast Hue Network broadcast originating in Rollywood. Simultaneously, in 380 other cities, local Junior Chamber of Commerce organizations made local awards.

Disney presentation was made for his distinguished service in the picture industry in 1936, this being first time the award has been made to anyone in pictures.

Conrad Nagel emesed, with the Amyone of Commerced, with the Junior C. of C., from Portland. Disney, he said, had been singled out because of unique service to the nation by giving the world the antics of Mickey Mouse and the three little pigs. His contributions to the library of screen classics, Holman said, had won approval everywhere. He then presented Disney with a diamond studded key, on behalt of the 60,000 Junior C of C members throughout the nation.

Disney responded, paying tribute Disney responded on the the

sented Disney with a manufacture ded key, on behalf of the 60,000 Junior C of C members throughout the nation.

Disney responded, paying tribute to the several hundred men of his organization as largely responsible attained, and told of a forthcoming feature length animated cartoon he is preparing that will cost upwards of \$1,000,000.

Will Hays spoke on behalf of the industry, while J. P. McEvoy chimed in that Disney was well deserving of the award because he made child the company of the season of the season of the company of the season of the season of the company of the co

with Arnold Johnson's orchestra, Ray Knight troupe, Joe Bolton, Eight Lovely Ladies 'arlety' BAY KNIGHT

Variety
30 Mins,
FEENAMINT, DILLARD'S ASPERGUM

Variety

38 Mins,
FEENAMINT, DILLARD'S ASPERGUM
Sunday, & p. m.
WOR, New Yok

WOR, New Yok

Work

Work

This suffer from coverworking an idea. Alore from the surface of the relative there were two in a row on the current hearing (17). Thread on which there were two in a row on the current hearing (17). Thread on which were the closing minutes. Which means that the gag business has to be repeated continually to keep from getting out of mind, and resultantly alters from over-buildup at the end Show at the present have and alled from the present have and alled from the present have and the present have an all the present have a saled out by Knight still and sa ladled out by Knight such as a ladled out by Knight still and sa la

duction would improve.

Johnson's work is okay. Commercials are pretty much hopped up.
One has a chorus of voices in recitative, while the final batch comes as a double-header in dramatization.

Edga.

JOE LOUIS EXHIBITION FIGHTS

JOE LOUIS EXHIBITION FIGHTS
With George Higgins
With George Higgins
SWIDER'S LIQUOR STORE
WITON, Minneapolis-St. Paul
Unustial from beaucoup angles
(program sponsored by a liquor store
was originally promoted by Minneapolis-St. Paul
Unustial from beaucoup angles
(program sponsored by a liquor store
was originally promoted by Minneapolis-St. Paul
apolis Tribune, co-owner of WTCN,
for benefit of Parent-Teacher-Association, which tiself bars likker ads
from its publications and programs),
this stint last Thursday (15) night
shaped up micely with the store of
his stint last Thursday (15) night
shaped up micely with store of
his stint last Thursday (15) night
shaped up micely with shaped
ing the blow-by-blow in nifty tempo.
Afternoon of the bouts Louis was
attroning the blow-by-blow in nifty tempo.
Afternoon of the bouts Louis was
attroduced to the Minnesota House of
Representatives, giving a spiel to the
law-makers from the House rostrum.
Said to be the first time in history of
the nation that a legislative body recessed to greet a pro pug. George
Jearton, Tribune sports ed, presented
Joe to the packed House assemblage
and then engaged in a microphone
ted a-tels.

Bauts at all, with Joe applying the
sleep-producer to Tiger Frank
Thompson in less than a round, ditto
with Jack Wright, then mopping up
with Tom Jones in about one round
and 10 seconds. All Joe's opponents
were Negroes.

Payoff was postponing regular
Tabernacle religious broadcast, ref-

were Negroes.

Payoff was postponing regular Tabernacle religious broadcast, regular 10:30 p.m. 15-minute affair, in favor of the fisticuffs description.

CASPER BEARDON
Saturday Night Swing Club
5 Mins.
(Saturday Night Swing Club)
WABC, New York
Swinging it on his harp, Casper
Reardon obtains novel results with
such selection as Washboard
sight (Site was spread Saturday
light (Site was spread once weekly,
other artists being Doris Kerr, swing
soloist, and the Raymond Scott
quintet. Paul Douglas is the swing
commentator.
Reardon's strumming at the harp.

Reardon's strumming at the harp n swing time brings uni effects nd it is quite entertai Char.

JIM BRITT Sports
15 Mins.
SOCONY VACUUM
M-S, 6:30 p.m.
WBEN, Buffalo

WBEN, Buffale
Newly imported from South Bend,
Jim Britt seems to be clicking with
Jim Britt seems to be clicking with
Jim Britt seems to be clicking with
Jim Britt seems to be clicking here,
Roger Baker (WGR) and Ralph Hubbell (WBNY).
Talks rapidly (which seems to be
what the fans order in their sports
announcers) and clearly, has enough
variety in vocabulary to keep from
sounding like a tabulation, and
draws on events he, himself, has seen
for much background, giving the
talk an air of authority. Reed.

AEMAND GIRARD
Songs
15 Mins.
LEWIS-HOWE MEDICINE
Friday, 9:30 p. m. PST
KPO, San Francisco
(H. W. Kastor)
Armand Girard, baritone, got his
new weekly song series for Tums off
to a neat start. Vocally in the pink,
Chard gawe diders a group of selecdiverse of the series of the series of the series
davantage his ability to sing spoul
both dramatic and lighter, more lyrical numbers. His songs included
Without a Song, 'Way You Look Tonight,' Empty Saddles,' and the new
Feter. de Rose tune, 'Half of Me.'
Quarter-hour was heavy on sales
chatter. Announcer Berton Bennett
delivering three spluse, in addition
to the series of the series of the series
Lou Tobin. A little trimming in his
end would improve the show considerably. John Ribbe produced,
Elbs.

HOUSE ON THE HILL'
With Jean. Hersholt, Robert Barrait,
Johnny Downs, Edith Fellows, Kay
Linaker, Derothy Whitney
Flood Relief Drama
36 Mins,
Sustaining
Monday, 11:36 p.m.
We Kork
We Kor
We K

FAMILY PARTY With Glenn Biggs, Paul Gannon, Dor-othy Bushey, Irene Cowan, Dale Jackson, Umberto Egisl's orch.

Jackson, Umberto Egial's orch.
30 Mins.
BIECR'S MILK
Mon, 7:30 p. m.
KDKA, Pittsburgh
First airing of Rieck's new local
series failed to impress. Idea is an
informal party, with Glenn Riggs
presiding as mc., at which guests are
supposed som sun, but who thing
is produced haphazardly, routined
poorly and lacks punch throughout.
Show never got started, and at halfway mark the egg-laying was complete.
Riggs, KDKA's No. 1 announcer, is

Snow hever got started, and at failty any mark the egg-laying was complying the started at the start of the s

TOMMY

TOMMY
Songs
15 Mins.
Tues., 5:45 p. m.
MOON GLOW.
KFL Los Angeles

Returning to the air after a long
absence due to self less. Romy Harand the self less. This voice,
is stronger and he uses the same
showmanship that made him a prime
fav in the bay region to the north
He has a way with the femmes and
should self nail polish.

With the aid of a piano and vi
harp accompaniment he put across
three numbers in nice style. His
themer, 'Moon Glow Lady,' has a
soft lilt and should have a long life
on the Coast lanes, Response to
the initialer has encouraged the
agency to bid for open transcontinential time, handles commertien in dissuming fashion and Don
Allen takes a detour from his production tasks to sign the show in
and out.

TOTO
Talk, Clowning
18 Mins.
SHELL OIL
Set, 9:39 p.m., EST.
WEAF, New York
Toto is hardly the type of attraction: the discount of the street would are yearn for. He is strictly eye and yeary little for the cr. having been a clown pentomimist for years on the stage. J. Walter Thompson with three Saturday programs, all alike, is desperate for guest stars.

Thompson and all alike, is desperate for guargrams, all alike, is desperate for grams, all alike, is desperate for guargrams, and a constant and a constant

DAN CUPID'S INTERVIEWS' with Jack Harding, Ken Ellington and invited newlyweds

and invited newlyweds
30 Mins.
RIRK FURNITURE
Sun, 11:30 a.m.
WEBM, Indianapolis
Nice idea for local station, ties in
with present vogue for listener-participation programs. First, stanza
caught had Jack Harding. local advertising agency head, as Dan Cupid'
shooting leading questions at three
sets of newlyweds, who had answered letter invitation of station to
appear on program. Also a neat
twist in contrast was the inclusion
of another set of long-weds, who
calcibrated golden wedding day by
pradeasting.

of another set on tone calebrated golden wedding day by broadcasting. Questions not all of stereotyped variety, such as: 'Should husband see wife in currer?', 'should husband be allowed night out?' etc., but some nyvel ones, part evidently impromptin, in case of one couple, where hubby was traveling salesman and only saw the madame on west-ends. All questions were in strict good tasket, though and the privilege of answering or and west-ends. All questions were an west-ends to the strength of the strength

counies were strictly on their own, with no rehearsal of show bei apparent.

Harding's voice registered fair, but any attempts at alleged wise-crack-ing in ad, ih fashion should be fout, especially, moted of either and the strict of the str

Program had lots of human in terest, and with rough spot smoothed out, should go places.

LOU STOREY'S ORCHESTRA

LOU STOREY'S ORCHESTRA
15 Mins.
MELBALINE
M.W.F. (630 p.m.,
WGN, Chicago
Spotted during the dinner hour,
this three-a-week 15-minute period
of smooth orchestral music, played
by an unannounced organization. is
istenable. Probably would triple its
audience by annexing a couple more
days so that the daily habit would
be stablished yon the ears, although
not outstanding in either arrangement or choice of numbers. Chorus
of band members could be used
more. Four commercial plugs, two
by the announcer, and two by
woman, are nicely placed and not
too long.
There was a plug for it on the preceding: program, Chuck Wagon
Time, also a Consolidated Drug
Trade sponsorship. Other wise,
nothing socko.

BILLY YATES ORCHESTRA

15 Mins. RDKA, Pittsburgh

15 Mins.

RDRA, Pittsburgh

For years a vocalist with Don

Bestor's crew, Billy Yates now has a

band of his own and is airing several nights weekly from Show Boat

on the Allegheny. Quith this the
air waves with a nicely-regulated
rhythm, is both listenable and
canceable and needs only a little
danceable and needs only a little
tacking in the brass section to

tack up in the brass section to

take up in the brass section to

take up in the brass section to

take up in the brass section to

so and brass to brass to

the brass to brass to brass to brass to

the brass to brass to brass to brass to

the brass to brass to brass to brass to brass to

the brass to brass to brass to brass t

KECA VARIETIES With George McManus, Marie Peralta, James Burroughs, John Hiestand, Charles Shepherd orc,

Hiestand, Charles Shepherd orc.

Variety
20 Mins.

Friday, 6:15 pm.

KFI, Les Angeles
For a number of years Earle C.

Anthony's Los Angeles radio outlet,

KECA, has been rated by Coast

listeners as a highbrow station, and

due to its unfortunate position of

lietted by Coast dialers. Recently, a

majority of the blue network pro
grams were shifted from KFI, the

main Anthony station in L. A., to

the associated transmitter and cur
rent series of broadcasts over the

latter outlet is to boost the KECA.

the associated transmitter and current series of broadcasts over the latter outlet is to boost the KECA airings.

Although both stations are owned by Earle C. Anthony, Inc., each is independently operated, so that it was necessary for KECA to buy time at regular rates from its associate station. This is believed to be first time an ether station has bought the continued weekly for time being until KECA exces figure they have swung dial twisters over to their band location.

Variety half-hour leans heavily on Mexican music and folk songs, with McManus, the Margie and Jiggs creator, sandwiched in for two spots for an interview by John Hiestand. Initial broadcast was devoted mainly to eliciting from McManus why he hated cornbeet and cabbage when he persistently praises the dish in his Preason when finary dragged out of the cartoonist was good for laffs.

Marie Feralta, soprano, and James Burroughs do the vocalizing, presenting below the border folk songs, while the Charles Shepherd Fiestark is both rhythmic and tuneful.

Plenty of KECA program plugs injected in the opener, but program above the ordinary type of variety broadcasts and should help materially in attracting attention to the classical programs for which KECA has long been noted.

HOUSE THAT JACK BHUT

HOUSE THAT JACK BUILT With Dick Leibert, Lois Miller and

HOUSE THAT JACK BUILT
With Dek Leibert, Lois Miller and
Arthur Davis
DUFF-NORTON MFG. CO.
30 Mins.
KNRA, Pitisburgh
Peculiar history connected with
this half-hour commercial. President
of Duff-or commercial president
of Duff-or company is W. A.
music, whose big home in swanky
suburban Sewickley, is equipped
with one of the finest pipe organs in
country. At his insistence, program
originates there and comes over
KDKA via remote control.
Naturally, period is devoted chiefly
to organ music, with Lois Miller
organist-vocalist, getting the biggest
play throughout session. Each Mondhis week when caught it was Dick
Leibert, Radio City organist who
used to entertain at a flock of private parties at McGinley home whenhe was in Pitisburgh at Penn theatre. Since Leibert was the big noise
on program caught, Miss Miller,
who, incidentally, was Leibert's assistant organist at Penn, confinedhe he was in general, but it's a wellknit, soothing 30 minutes of singing
and organ playing. Leibert gave out
a few old standbys, chucked over a
swell composition of his own and
used the Yule season to spring the
the McGinley bells needed tuning or
the control room fell asleep on this
one, because early portion of piece
Miss Miller showed over a couple
of songs in nice style

FORD RUSH

FORD RUSH
Songs, Talk
15 Mins.
Sustaining
WGY, Schenectady
Vintage performer of the air and
street and with Glenn Rowell at
WGS the Act with Glenn Rowell
Act with Glenn Rowell
Act with Glenn Rowell
Act with Glenn Rowell
WGS the Act with Glenn Rowell
WGS t

style. His is the type of turn which builds.

Songs, stories (usually sugar-coating a moral or a lesson), jokes, ohatter and poetry, topped by a prayer to be unisoned by young dialers, comprise material for 'Lullaby Time'.

Possessed of a pleasing and resonant, though apparently not a trained, baritone, Rush vocals effectively. Comedy bits—listeners are asked to send in clips from print or jests from their own storehouses of experience or memory—are not likely to produce abdominal paroxysms, but they will pass for 9 am. purposes. Rush's fine-timbered speaking volce, engaging Southern accent, and musical chuckle fit into the big brother background. Young guitarist, addressed as Silent Slim, accompanies.

Follow-Up Comment

Al Joisen and Eddie Cantor got together Tuesday on Joison's Rinso program. Results were socko. And one way to fix the Rinso show, which has needed fixing, plenty, might be to take a cue from the lesson. Get Joison somebody to work with—another personality—and then let the two of them get going. Joison as the stooge mc. for the uncertain and unpunchy comedy of Sid Silvers obviously isn't jelling. It subordinates are stolling as he stong the subordinates of the subordinates are politically as a feet and a lateral programment of the subordinates of the subordinat

Fred Allen continues to throw out darts of cerebral humor which sail past many of his studio listeners, but which must be caught by more knowing dialers, including professionals. On last week's Town Hall broadcast over NBC, Allen cracked: They laughed when I invited every-body to a taproom—they did not know I had tickets for a spiritual seance. The bon mot drew hardly a snicker from the seat warmers, until the comedian inquired: "Shall. I wait any longer." By then, it had penetrated into the consciousness of some, and they laughed. The shall have been been some shall be the shall be the shall have been shall be the shall have been shall be the shall be Fred Allen continues to throw out

Walter O'Keefe hit the laugh Water O'Keefe hit the laugh tar-get pretty consistently on the Nash program over CBS. Saturday night as he had recently as guest on sev-eral other networkers. A noticeable thing about studio and the service of the gibo-tongued Notre Damer is the way women giggle.

Damer is the way women giggle.

Malcolm LaPrade with Lew White thematically setting the motif at the organ with Beyond the Blue Horizon—a very apropos theme song for travel talks—does a neat job on CBS. Sunday afternoons on behalf of Thomas Cook's Tours. It's not only informative, but entertaining as LaPrade spiels it.

Ballyhoo for the winter cruises and travel excursion: is only inferential, but by no means obscure-ential, but by no means obscure-showmanship in LaPrade's talks manifests itself with every one, pointing up some unusual aspect, and then, it ening it for his control of the control of

Burns and Allen kiddingly-on-the-square razooed Los Angeles in its hokum 'salute' to that metropolis, Chamber of Commerce will probably mail 'em both a set of mickeys. Gracie and George ran the gamut in razzing the 'heavy dew,' the climate, the 'native' Californians (all from Iowa), etc.

Tony Martin-Henry King hokum with Alice Faye is certainly gonna develop that film femme into a household word. And if the Martin-Faye 'romance' idea is one of 20th Century-Fox publicity ideas, as is not above suspicion, the air buildup with the fans may perhaps, see some peculiar reactions when the Cupid bubble bursts.

Buddy Clark is a slick song salesman. He has a worthy 6 p.m. sustaining on WABC, New York, and an occasional commercial shot. He does a lot of disk recording and transcription work and, in the trade, is highly regarded as a pop song interpreter. His 'Hittin' the Bottle' when caught, with a 'Stompin' at the Savoy' obligato, was a highlight rendition.

gato, was a highlight rendition.

Kathrya, Cravens, who looks at News Through a Woman's Eyes' over CBS ment upon tagge to and film stars. On a broadcast last week she high-lighted the Actors' Fund show at the New Amsterdam, with a tribute to the absent director, Daniel Frohman, and spoke of Ann Harding's London marriage and Richard Boleslawski's death in Holywood. Miss Cravens close-upped Boake Carter, Burns and Allen, Gladys George and others on previous programs, the focusing in each case being sympathetic.

Miss Cravens, who speaks in a low-toned, slightly throaty voice that usually strikes the ears pleasantly and unaffectedly, is not given much to analyses or personal opinions. However, she has recently teem by the control of t

THE GOOD SAMARITAN'
With Arthur Peterson, Mercedes
McCambridge, Ray Johnson 15 Mins. P&G WHITE NAPTHA

McCambridge, Ray Johnson
15 Mins.
PAG WHITE NAPTHA
Daily, 445 p.m.
WEAF, New York
(Blackman)
Another daytime strip across the
Monday-Friday board by Procter &
Gamble. This one may qualify as
unique in several mine the punction of the process of the several mine the punction of the punch of the punch

SKY RIDERS With Bill Anson, Peggy Duncan, Harry Babbitt, Allen Anthony, Johnny Neblett, Roger Fox orc.

Johnny Neblett, Hoger Fox ort.
60 Mins.
SLACK FURNITURE CO.
Saturday, II p.m.
KWK, St. Louis
This 30 min, compartment of a
min compartment
min com

and villages superior metropolis are saluted during program.

Roger Fox and his ork deliver nice had power for an analysis of the salute had program do satisfactory jobs. A cleaning item of program is a seven min. butlesk of Tamous Mishappenings in History such as the historicide of Paul Revere being all mixed up. Sound effects are good and program moves at a pace that enables, and the salute of the program has enough and the four this program has enough and the salute of the program is a salute of the program energials. Bankroller, one of most liberal users of air time in this neck of woods, insists on being mentioned early and often in all of his programs.

early and often in all of his brograms.

Saltu.

STUFF SMITH'S BAND
With Ella Fitsgerald, Jonah Jones
Jam Music, Songs
15 Mins.

LUCIDIN
Mon., Wed., Frl., 6:45 p. m.
WMCA, New Yew!

Lucidin is a new eyewash which
goes on sale 186;21 Acceptations local
station show includes Stuff Smith's
jam music of the West 52d street hot
spot brand; Ella Fitzgerald's sultry
chanting and Jonah Jones wild
trumpeteering. Commercials are
few, with Smith's outfit given the
growe in a generous manner.

Closing seconds are different, with
the various performers sending out
samples of the specialties which will
be heard in the next broadeast,
the punchily constructed, and it is due
mostly to Smith's own detailed flair
for presenting the backroom noise.

Thrice weekly series has a good
listening audience at 6:45. Don Kerr
spiels.

listeni spiels.

on the news and advertising like one of her Pontiacs, exhibiting unusual lung power and breath control for a woman.

on her Pontiacs, extiniting unusual jump power and breath control for a woman.

George Cukor, film director, Lyon Mearson and Burnet Hershey, heading for Italy to picturize The Life of Enrico Caruso, George Kirks, and the Control of England's aviation speed winner of England's aviation speed contest and fiving reporter for the 'Daily Mail,' broadcast from the S. Rex. nearing Gibraltar, their reactions to the airing of President Roosevelt's inauguration ceremonies, in one of the lightning-fast pickups NBC made as its engineers switched points in a telephone circuit style last week (Wednesday). John B. Kennedy was the central spot announcer, as he had been on a 'Magic Key' round-the-world roving. Paris, London and Honolulu were among the other points from which notables to the control of the control of the control of the linauguration program.

Announced that NBC engineers, over a five-day period, had strung more than 1,200 miles of wire in Washington, with 26 coultets established and with 32 announcers assigned to posts.

RUSH HUGHES Sport Comment 15 Mins. KELLOGG CEREALS

15 Mins.

KELLOGG CEREALS

Fri., 9 p. m.

KNX, Hollywood

(N. W. Ayer)

Nothing in the way of topical sport is overlooked by the Kellogg reviewer. He took a fall out of rasslind and explained the various holds and grunts. Over the net he leaped for the tennis rankings and sized up their tennis rankings and sized up their tenstorming tour. Plea racing on the Riviera drew his comment and gave him a chance to toss in plug for Eddie Cantor's lost Oscar.

Hughes is at his best when he points up highlights and personal dramatic incidents. Glenn Cunningham was sketched as a seemingly hopeless cripple who achieved top honors as a distance runner. Timely hopeless cripple who achieved top to him was the L. A. open golf tourney, availing him the opportuilty to prate of the leaders and gave out the progress of local gold tourners. A consideration of the college basketball games. This is an extra chore for Hughes who is also announcer on the Camel-Oakies how with Hughes also taking a whack at

It's a one-man show all the way with Hughes also taking a whack at the commercials.

'MUSIC YOU LOVE' Transcription 15 Mins. TUMS 15 Main.
Tues., 6:45 p. m.
WMAQ, Chicago
(H. W. Kastor)
to get 'em t

WMAQ, Chleage (R. W. Kastor)

Problem is to get 'em to listen to listmitute transcription made up of music dubbed before of the control of th

used.

Program like this will probably
make sponsor decide that radio is no
good for product, but radio isn't ever
good for any product if it stands or;
falls by cheaply and carelessly madeprograms.

JOSE HERNANDEZ Race Track Gossip 30 Mins. Men.-Fri., 8 p. m. KFWB, Hollywood

Mem.-Fit., 8 p. m.

KFWB, Hollywood

Too much for the lad. Try as he does he can't keep up a line of chatter for a half hour fave days a week and hold interest. Quarter hour might be solution. Smart on part of station to give him his head as this man's town is plumb daffy about the bangtails. And Kernander and Antic, which gives him an air of authority. Hernandez knows hosses and writes about them in the Examinar Annough and at the state of the control of the severage lay mind, he turns in a good job despite the handicap of the long route.

To help him ride the rail, Hernandez calls in an occasional guester. To help him ride the rail, Hernandez calls in an occasional guester, racing secretary of Western Fairs Association, on the quiz end. Dragged pretty bad due to Lessinger's unfamiliarity with mike technique. It was one of those interviews that after it was oyer with one felt like saying that was Frank he was talking to.

PEABODY CONCERT 30 Mins. MARYLAND TRUST CO. Sundays, 4:30 p.m. WFBR, Baltimore

MARYLAND TRUST CO.
Sundays, 4:30 p.m.
WFBE, Baltimore
Best of all the Balto class programs.
Sponsor has shaped up slick stunt i using talent being tuored at Peabody Conservatory, an important of the conservatory and important of the conservatory slide each broadcast to help swell scholarship fund. First time Peabody ever permitted its label to be slapped on a commercial. Small symph ore and flock of vocalists, plus duos and trios of instrumentalists, are used. They're still studes, actually, but in post-grad musical work and an post-grad musical work and an post-grad musical studies. Brank that bankrolls uses institutional copy only, and but sprinkling of that. All in impoccable taste. Nicely spotted time for such a period, and from looks of program as slanted of last Sunday (24). click with public.

Franz dons che used. Bert Hannouncing inaugural program, did definitely swell.



FANEUIL HALL

"More thrills than the Boston Tea Party."

> 160 101 --to Buston on a Hallywood Ribban

"The most exciting thing since Paul Revere's ride."

OLDVALEN

Splendid Picture Has Its World Premiere in Hub Theatre

BY PRUNELLA HALL

Th awai Liv And once

Mr. Lloyd, who he delved

by the period 17th screen—the

HOME CLOSE

INCMURRAY

COLB



Witcheroft!—Salem Co

"Maid of Salem is the most p tentious and authentic film according to the Salem witchcraft hyster of the Salem witchcraft, and it also Frauldow production—the same Llow who directed "Cavalcade." Muting the Bounty, and "The Salem Salem to the Bounty, and "The Salem Salem to the Bounty, and "The Salem excellent actors

LEM" BEWITCHES BOSTON

BUNKER HILL MONUMENT

MIERE

BOSTON STATE HOUSE

"It's got more kick than Boston baked beans."

Early Day

History

MAID OF SALEM' MASTERPII Bared A FILM OPENS STORY VIVIDLY Hear ye! Hear ye!

OLD SALEM

Tis Silver Jubilee Time in Boston Town! Frank Lloyd's "Maid of Salem" starring Claudette Colbert and Fred MacMurray doth have the whole Boston town wacky. Ye scribes claim Paramount hath one whale of a winner. Ye public do mob ye Met Theatre to get a load of thrills. Ye exhibitors do wail for bookings. Ye Paramount Jubilee swingeth merrily on!

A STATE OF THE PARTY OF THE PAR

CLAUDETTE COLBERT and FRED MacMURRAY

BOSTON AMERICAN

When Witchcraft Held Its Evil Sway

in Frank Lloyd's

Harvey Stephens, Gale Sondergaard, Louise Dresser dward Ellis, Virginia Weidler, Bonita Granville

ANNUAL SALARY INSTEAD OF COMMISH, NEW STATION SLANT ON REP PROBLEM

Size of Gravy Bowl Displeases Some Broadcasters-Matter Got Unofficial Going Over Last Week at Sales Mgrs. Pow-Wow

Breakaway in big stations from their reps this year is antici-pated as the coming upheaval in the letters of assurance to this effect are being penned from irections. completely new old

completely new old
threat is talk among some of the
smaller station reps that they would
gladly junk their current straight
rep setup and go to work for one or
two big stations on a retainer fee.
One of the smaller boys claims to
icker actually pending,

icker actually pending.
Prosperity of the big stations is
viewed as the lubricant of the potential new trend. Big boys at the
end of last year reckoned up what
they paid their reps and found that
it was plenty. WOR, New York, accentuated the feeling by opening its
own offices at just about the time
Revenue Bureau revealed that
station had paid Rambeau
around \$43,000 in 1935. Virtually all
the small reps in New York together
don't gross that much.
Historic parallel with the news-

the small reps. In New York together don't gross that much.

Historic parallel with the newspaper rep biz is cited as arising in this respect. In the paper field, the reps were cut down to 10% and even 5% as their profits increased, and some of the bigger papers opened offices of their own, albeit the newspaper rep biz was by no means thrown into the background or wiped out, Looks like radio may be in for an era of this, too. Big stations, many of which already are paying cut commissions, will either chop these further, start out on their own. Probably both methods of cutting the rep's take will be employed. Smaller stations meantime will continue with their sellers as ployed. Smaller stations in will continue with their sellers as

before.

Several big rep houses, wise to this situation, are starting to mend fences, as well as hut small stations which will be safer material to deal with. While the threat of caning reps in favor of station-operated selling offices was rife for a while last summer without amounting to any great shakes, a new and stronger impetus to the trend is now provided as a result of totalling up 1936's ledgers. Also, the sudden burst in spot biz this month is not an un-

mitigated blessing for the big station

Midwest

icago, Jan. 26.

Not included in the open floor discussion at the Sales Managers Division meeting last week here, but the most discussed topic when the

boys got down to serious heart-to-heart confabbing by themselves, was the growing conviction that sooner or later many of the major stations of the country will set up their own sales offices. Sales managers of many stations are convinced that the stations them-selves are more responsible for ob-taining business than some of the reps in that the reps can only sub-mit stations, but that it's up to the station itself to create good will and build a sales reputation among the advertisers.

mit stations, but that it's up to the station itself to create good will and build a sales reputation among the advertigers.

After unsuccessful trials with several representatives, Ralph Atlass has just about decided that the only solution for his WIND and WJJD. Stations for New York repping will be an office owned and operated by and for WIND and WJJD.

Arthur Church has been mulling the establishment of his own offices in Chicago and New York, but has stalled the move from time to time. At first didn't think it particularly worth while for just KMBC, but with KXBY now a full-fledged station, Church is understood practically set on opening his own sales offices; for the two Kansas City Stat, which is adding WREN. Lawrence, to fits own WDAF outlet. Another station group reported interested in their own offices is the third of KOIL in Omaha, KFAB-KFOR in lincoln. Also WHO, Des Moines; WXYZ, Dekroit, and the Michigan network; the Don Lee web, WGR-WKBW. Buffalo; KSD, St. Louis; WCAU, Philadelphia; WFAA. Dallas; the Okalhoman group headed by WKY, Oklahoma City.

Arthur Church, if not going through on his own, has been talking seriously of a three-way tieup to include his own two stations, the KOIL, KFAB-KFOR stations, and KOIN in the northwest in a single office. Church will go further into

Angle on a Taboo

Philadelphia, Jan. 26. Philadelphia, Jan. 28.
Use of radio advertisi by products which American sentiment and government frowns usually bars from the air has been worked out here. Gay, a product for women, cannot advertise over WIP, but the newspapers take the copy.

Sponsor as a circumvention buys announcements WIP which simply read:

"See advertisement on page soandso of the Evening

soandso of the Evening

this subject upon his return from his present month's vacation along the West Coast with C. W. Myers of

Won't Destroy Wild West Illusion of WXYZ Serial by **Admitting Studio Audience**

Detroit, Jan 26 Demands to broadcasts, from WXYZ's studios here, continue to mount despite fact western serial has never been visualized in its four-year history—and never will be.

Requests for chance to 'sit in' on broadcast, which considerably on

Requests for chance to sit in on a broadcast, which consistently average around 100 weekly, are met with an assortment of fibs' that make a Baron Munchausen look like a piker. Nor are the demands limited to kids alone; in fact, at least half of the persons applying are adults.

limited to kids alone; in fact, at least half of the persons applying are adults.

Although the chief reason for barring audiences is to avoid destroying the illusion of the Ranger ri ing across the plains astride his horse, Silver, mention of this excuse is taboo, especially to kid applicants. Another drawback to admittance of air audience is, lack, of space, in WXXZ's main studios in the Maccabes building. Latter excuse a bona fide one, but it's pretty tough convincing rabid listeners why broadcasts aren't moved to larger quarters. Other fibs used include audience interferes with proper excution of drama', horse is shy' (this to young kids only); 'against studio policy', 'no visitors allowed by order of front office,' etc. 'Very little of late has been done to bring 'Ranger' face to face with problic. Several years ago, when serial was still young, the 'Ranger' and his horse appeared at kids' field day on Belle Isle and drew the largest crowd ever on the island. Year or so ago 'Ranger's pic was given away with purchases of Silvercup bread, sponsor's product.

RADIO ANGLES ON THE **DUTCH ROYAL WEDDING**

The Hague, 15.
Announcers, who had to broadcast from various points at The Hague progress by royal procession from palace to town hall, then to church, then via the route through The Hague back to Palace, made several boners. One posted at Town Hall said that entrance there was decorated by rows of white burgundy (instead of white begonia's). Another at church announced the departure from the church quarter of other at church announced the departure from the church quarter of an hour too early and said, he was opening the window of his booth so that listeners could hear the cheering of the crowd, but all regained quiet and his successor at next; post had to fill in time with ad lib as procession was nowhere in sight when he took over.

Public, also puzzled that against custom (all advertising over wireless is taboo in Holland) the nouncers broadcasted that a certain firm at Hague had made the wedding dress, who supplied silk for bridesmaid's dresses, shoes, etc.

Josephine Currier, secretary to E. H. Gager, plant manager of KYW, Philly, and Russell Walker, former news commentator for New York World-Telegram over WHN, anounced their engagement last week. Miss Currier was formerly secretary.

Guest List

AMERICAN CAN (Tu. 8-WJZ)
Feb. 2-Judy Garland, Fred Lauence.

(Th. 8-WABC)
Jan. 28-Henry Youngma
AXTON-FISHER

(Spuds) (Sa. 8-WJZ) Jan. 30-Kitty Carlisle. Feb. 6-Hildegarde. BRISTOL-MYERS

(Wed. 9—WEAF)

Jan. 27—Frank Bessenger & His
inging Waiters, Jean O'Neill, Joe Singing Soldier. CAMPBELL

(Fri. 9-WABC)
Jan. 29-Anita Louise, rrol

Flynn. Feb. 5—Dick PERFSTONE

(Mon. 8:30-WEAF)
Feb. 1-Richard Crooks, Margaret

(Su. 9—WABC) Jan., 31—Lucrezia Bori. Feb. 7—Richard Bonelli.

GENERAL MOTORS
(Su. 10—WEAF)
Jan. 31—Joseph Iturbi, Kirsten
Flagsfadt, Rochester Philharmonic. HEINZ

HEINZ

(M-W-F. 11 a.m.—WABC)

Jan. 27—Gelett Burgess.

Jan. 29—Achmed Abdullah, Greta

Palmer.

Feb. 1—Louise Thaden.

KRAFT

(Th. 10—WEAF)

Jan. 28—Victor McLaglen, Rosalind Marquis, Josephine Tumminia. KOLYNOS

(Tu. 8-WABC) 2-Erin O'Brien Moore LOCAL DEP'T STORE (Th. 9 a.m.—WOR)
Jan. 28—Eddie Duchin, Frank Al-

bertson. Feb. 4—Abe Lyman, Sam Jaffee Rosamond Pinchot.

Rosamond Pinchot.

(Mon. 9-WABC)
Feb. 1-Jean Arthur, Gary Cooper,
MAXWELL HOUSE
(Th. 9-WEAF)
Jun. 28-Mary Small's Juvenile Reuue, Trumpet Twins, De Marco Sisters, Stuart Camin, The Mexican
Loria Brothers, W right Cramer,
Jimmy and Andy Donneller,
(Alka Selfeer)

MILES LABS.

(Alka Seiteer)
(Sa. 9—WIZ)

Jan. 30—Minnie, the Singing
Mouse; George O'Brien.

NATL DAIRY
(Sat. 8—WEAF)

Jan. 30—Waiter Hampden, Waldo
Mayo, Mischa Levitzki.

NASH
(Sat. 9—WABC)

Jan. 30—Lupe Velez.

ROYAL GELATINE
(Th. 8—WEAF)

Jan. 28—Percy Grainger,
Aherne, Men of Gotham.

ROA

RCA
(Su. 2-WJZ)

Jan. 31-Giovanni Martinelli, Fray
and Braggiotti, Tommy Dorsey, Rufe

Davis.

R. J. REYNOLDS
(Th. 9:30—WABC)
2—Gertrude Niessen.
SHELL

SHELL

Jan. 30—MF. Sarah Delano Roosevelt, Clyde Beatty, Nick Lucas,
Evelyn Tyner, Three Marshalls,
SHERWIN-WILLIAMS
(Su. 3—WEAF)

Jan. 31—Genevieve Rowe, Gerard
Gelinas, Sylvia Cyve.

OFF PROGRAM

'Goodwill Clinic,' marital peppe upper stanza, planned as success the junked Goodwill Court the junked 'Goodwill Court,' he been re-titled to keep from running afoul of the state medical authorities. Word 'Hour' instead of 'Cli ie' we be used after state authorities to the station that all cli ics are subject to supervision of a special state medical division. It premiered Suday night (24).

WMCA felt that this interpretation of terms was pretity facilitations.

medical division. It premiered Su day night (24).

WMCA felt that this interpretatio of terms was pretty far-fetched, ar might not be supported by any cout but that the medical authorities he been very fair in pointing, the twi out, so why get into any troub with "em. John J. Anthony, chief of the Marital Relations Institute, is chargifafiaires of the new stanza. Intelocutor is a femme—Florence Lyn Latter used to be Diok Fishell secretary and steno (he's sports ar special events chief at WMCA. Shorthand gal beat 10 regult actresses to the job in an audition. "Radio Clinic," which WBNX, Ne York, had skedded for last Sunda (24) to give medical advice on mai dies from asthmat to insanity," did n materialize, and is in the doghou for at least a month to come. Rolar Ht. Berg described as a medical tecl niclan, was to have conducted, wi visiting medicos helping, him go ov the assorted ailments of guests." Cause for cancellation of the stan is figured to be the whamming ti deag out in newspaper radio column before the program started. Scriblers hauled out a liberal array adjectives about the proposed serit and apparently got the medical friently into a dilither. WBNX ther upon stated that its aims had be "misconstrued" and that the "Rad Clinic" was not to have been a bo fide clinic at all, but simply, a rad program.

fide clinic at all, but, simply, a rad program. Currently the station is, angling, t an okay, and possibly sponsorshi of a responsible medical associatic so that the slanza can be put on wi the necessary protection guarantee May take a month or longer to g this set.

Canada Ejects Rennie

Winnipeg, Jan. 26 New batch of faces around the A Canada head office. Jeames Renn recently imported from the Stat-had to bow out due to custom reg lations. George Titus, recent had to bow out due to custom reg lations. George Titus, recent head of classified advertising depar ment for Free Press, in as manag of city sales, with Bert Jones, e band booker, and Walker la added to the sales staff. Additions the city office staff include, Ju Osborne, Betty Ostrender, Blair Ma Dougall, Fred Pidgeon and Jol

Gordon Kerr, formerly of co Gordon Kerr, formerly of co-tinuity department in Winnipeg, h-been transferred to the Regins offic with Bill Wright is a new addition to the Toronto office, coming fro the Northern Broadcasting Co. that city.

London Radio Promotions

Leslie Bailey has been assistant to Eric Maschwitz in pr paring the variety programs for the British Broadcasting Corporation. C. A. Cliff, who has been with the B.B.C. for the past two years, heen promoted to post of assistant detector of empire broadcasting.

THE YANKEE NETWORK

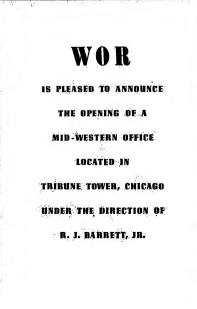
has an opening for an experienced

Script Writer

who can do original dramatizations, adaptations of stories or straight copy

Address Written Application: Linus Travers

THE YANKEE NETWORK, BOSTON



COPS IN RADIO RED TAI

Affiliated Regional Suspends

Founded by Samuel Insull, Losses Ran Around \$350,000 in Less Than Year

Chicago,
Affiliated regional network folded
last Thursday (21), announcing that
it had stopped broadcasting only
temporarily. Employees were paid
off in full for the week ending Saturday (23) with notice that a skeletion staff would be hired from their
number the next day, in hopes of a
reopening. Next day, however,
after a board meeting, employees
were advised that none would be
retained.
Closing came after several days of

retained.

Closing came after several days of hectic board and station managers' meetings, and following letters from Lloyd Thomas of WROK, Rockford member of net to individual station owners, offering a 30-day option on lines and organization, providing that ABC ceased operations last week. Letters coming from Lloyd Thomas represent Hannah McOrmick, owner of WROK and two Rockford newspapers.

New Contracts

New contracts

New contracts were sent to stations immediately by ABC, in hope of reopening, changing the policy of the net toward the stations should it start up again, which seems impossible. New contracts are for a period of a year, and the principal difference is that each station must agree to pay a set sum per month to the network for. program service, whereas originally 16 hours a day of programs were given stations in exchange for three half-hours of time. As contracts stand now, one hour a day is still given to the net, and a graduated scale of payment is made to the stations in accordance with

the number sold, the first si, per week, netting the stations 25% of the card rate, and so on, up 50% for everything above-13 commercial hours a week.

About \$350,000 has already been poured into the 22 station regional since it opened last April, through the combined enthusiasm of Ota Gygl and Sam Insull. Got practically nothing in the way of commercials. When Insull split with the chain, T. E. Quisenberry took over active interest in the outfit as vice-president, but Quisenberry also ran up against a complete stone wall and was unable to straighten the situation.

Ireene Wicker Misses 5

Illness making inroads into the N. W. Ayer radio staff within the past week. Fred Pflugfelder, head of the department, is out with flu and not expected back for a couple more days.

Ireene Wicker inging Lady) is laid up with larvngitis and has skipped a week (five broadcasts) of Kellogg programs. Three juves—Ronald Liss, Audrey Eagan, and Charita Bauer—are pinchitting for her.

INTERNATIONAL LNDIGESTION

CKLW, Detroit - Windsor, Has Unique Difficulties-Customs, Unions, Rival Stations, Double - Check **Every Move**

RUMORS, TOO

Station CKLW, Windsor, Ontario (across the river from Detroit), looks like radio's most persistently im-peded and pushed around station. An

like radio's most persistently impeded and pushed around station. An almost unbelievable series of, unique and special di iculties daily beset the station management. Some of these headaches are due to the natural red tape of international relations. Others are due to the competitive animus of other stations in the Detroit market.

One example of the CKLW problem is that it took months to get permission to move Transradio pressequipment across the river to the Windsor studio. Another is the agreement between A. T. & T. and Canadian Pacific Telegraph, which keeps the teletype equipment out altogether. These nuisaness are typical of many others. Hook-up across the international boundry makes traffic clearance a never-ending problem. Constantly in touch with line companies, station runs into many extra charges for loops, etc.

Both Detroit and Windsor musi-

Uniform Radio Discount Rates Favored by Sales Managers But Some Owners Nix 'Regimentation'

tandardization of station time contracts, which has been the hope and dream of agencies and radio buyers for years, seems a couple of steps nearer following the meeting last week of the Sales Managers Division of the National Association of Broadcasters in Chicago.

Division of the National Association of Broadcasters in Chicago.

And the particular step forward was the resolution to set up a uniform schedule of iscounts for all stations. Whether this will go through course, up to the individual owners of the stations, but indications are that a majority of the owners will agree with the sales managers the agencies that there is a need for a standard discount form, if not of contract form throughout the radio business. Many station owners against regimentation or agreeing with anybody else in the business, claiming that they are strict individualists and they! I run their stations to suit themselves, if anybody desn't like it, they know what they can do. Sales managers passed a resolution

like it, they know what they can do. Sales managers passed a resolution calling for the setting up of a uniform discount table for all stations; the schedule to be a discount of 52, for 13 times; 10% for 26 times, 15% and 25% for 300 times. This is generally agreed on as the fairest of the discount arrangements.

Similar in tone was the second resolution passed by the assemblage in regard to announcements, the

managers resolving that there should be no discounts whatever for volume in announcements, which means for time under five-minute periods.

Other Discussions

Other Discussions

Besides, standard business practices, the managers had a lot of fun discussing station representation, World Broadcasting and its brokerage business, Transamerican and its chai, department store and public utility local business.

But what looks to be most important outcome of the meeting is the growing trend towards the standardization of rates, which is believed will generally facilitate the handling of business for advertisers, agencies and stations. At present radio time buyers spend the great, bulk of their time trying to figure out just what rate cards mean, and working with pencil and comptometer to find out just what the actual rate

Leonard Bush Upped

OUR CALL LETTERS

"Philadelphia's

WCAU

Philadelphia owned, managed and operated

ROBERT A. STREET · Commercial Manager

ROSS-FEDERAL SURVEY RADIO SITUATION IN BALTIMORE

Making 6121 telephone calls, of which 4188 terminated in interviews, during the week of Nov. 29th to Dec. 5th, 1936, ROSS-FEDERAL sums up the radio situation in Baltimore.

> ASKED --"What station are you listening to?"

37.65%

28.32% said WCAO

18.39% said WBAL

5.96% sald WCBM



Interested? Write for details of the Ross-Federal Survey. ADDRESS WIBE, BALTIMORE

Prall, Privately, Thinks Might Be Smart For Business to Curb Chain Breaks; Officially—Won't Touch 'Censorship'

Washington,
Unlikely that Federal Communications Commission will take any action to curb chain break advertising
which Henry Ford complained about
to N. W. Ayer last week. Government's hands-off policy is dictated by
fear that any attempt to tell networks and individual stations how
much advertising they may carry beworks and individual stations how much advertising they may carry be-fore, after, or during a program would be denounced as censorship. Matter of advertising regulation, in the opinion of the Commish, is one of network, policy, and must be straightened out by negotiations be-tween sponsors, agencies, chains and member stations. ember stations

member stations.

Ford position interested members of the Commish but officially none comment or take sides.

member stations.
Ford position interested members of the Commish but officially none was willing to comment or take sides. Chairman Anning S. Prall and Commissioner Eugene O. Sykes, broadcast section chairman, said no formal protest has been filed, indicating they are doubtful the Commish has any authority to interfere.

Prall's Private Idea.
Speaking as an individual, Prall took the slant that curtailment of spot announcements would be preciated by listeners and a smart step by both advertisers and broadcasters. He did not feel, however, that he could take any cognizance of the situation in his official capacity. Judge Sykes declined to comment at all, explaining he is not familiar with Ford-Ayer attitude and has not pondered the desirability of restricting advertising volume.

Local network people were of the opinion that nothing can be done by the Commish. Pointed out that stations are compelled under present regulations to break programs for identification announcements and the government has no control over the nature of puffs which are ired in conjunction with the breaks. One web official said many stations have endeavored to discourage local distributors of any product from buying time immediately before or after programs sponsored by makers of the article they sell or by rival manufacturers. This course has been effective in some cases, execs remarked, but is by no means the solution of the problem.

BINGHAMTON STATION

BINGHAMTON STATION OKAYS ROUNDTABLE

irst station to adopt the rate-card recommendations worked out by the Roundtable Group (rep asso-ciation) in conjunction with agency advice is WNFB, Binghamton, N. Y. New schedule, effective March I, uses the hour rate as base, from which the half-hour rate figures to 60%, the quarter-hour to 40%, a five-minute period 20%, and a one-minute spot 10%. Similarly discounts stack up to 5% for 26 times, 10% for 52 times, 15% for 26 times, 10% for 52 times, 15% for 100 times and 20% for 300 times

Similarly discounts stack up to 5% for 26 times, 10% for 52 times, 15% for 100 times, and 20% for 300 times if used within a year. There is no discount for 13 times. All announcements take the one-minute rate, although blurbs of 35 words or less will be given chainbreak position. WNBF is upping its asking price from \$100 to \$125 on eve hours, and from \$65 to \$75 daytime.

Sally Sage Divorces Gene (and Glenn) Carroll

Des Moines, Jan. 26.

Sally Sage, who was married to Gene Carroll of the Gene and Glenn radio team at the Wisconsin Dells last July 10, secured a divorce in Des Moines last week. Papers were filed in November, She charged cruel and inhuman treatment. Was given permission to resume her maiden name innuman treatment. Was given per-mission to resume her maiden name, and left here, reportedly to sing with Ted Weems' orchestra. Carroll, who is under contract to WHO, Des Moines, temporarily broadcasting from Minneapolis.

Lebhar on the Hoof

Bert Lebhar, Jr., sales director of WMCA, New York, out in Chicago hypoing. Midwest biz. Has signed United Remedies for a stanza beginning Feb. 1, consuming an eve half hour daily except Sunday.

Talent is Zeke Manners and His Gang. (currently in Hollywood). Are

\$300,000 IN SPOT

Nelson's First Spread for B-S-H Hits 60 Markets

B-S-H HHs 60 Markets

Chicago, Jan. 26.
One of the first jobs to be tackled by Pete Nelson as new radio time buyers for the Blackett-Sample-Hummert agency here will be the arrangement of one of the largest raniouncement campaigns in recent radio history. Will signature some \$300,000 worth of contracts for four announcements ily in round 60 markets, to start on Feb. 15 for Lava Soap (Procter & Gamble).

These announcements will be run off, in 13 weeks, three in the afternoons and one at night. In Chicago and New York two or three stations will be used, Announcements, which will be one-minute affairs, will be disked, and it's likely that World here will do the recording job. Announcement campaign will not affect in any way the present program series by Lava Soap.

The Smoothies' on WLW Unacceptable to WWJ Which Has Similar Act

Detroit, Jan. 26.

WWJ has put off for at least four weeks taking the new Vocal Varieties' starza, which hits NBC Red.

Thursday (28). Reason is a controversy over The Smoothies' tag, worn by both an act on the new show and by a WWJ group.

Detroit warblers, who've been on.

WWJ almost two years and have

by a WWJ group.

Detroit warblers, who've been on.

WWJ almost two years and have
appeared on several NBC programs,
at various times, claim priority to
title, pointing out that WLW act
adopted the label only about 18
weeks ago. WLW group, which
gained considerable buildup several
years ago. while with Fred Waring
under Babs and Her Two Brothers'
title, broke up coupla times. Finally,
with replacement of Babs Ryan by
Bab Perrone, they adopted the
'Smoothies' title about five months
ago when 'Wocal Varieties' first hit
the air over WLW, it is claimed.

NBC show starting Thursday (28)
would fill the same spot, 7:15 to 7:30
p.m., now held by the Detroit
'Smoothies' on WWJ so WWJ decided it was about time something
was done. Figured that settlement
can be reached whereby WLW
'Smoothies' can adopt another name,
since local group, apparently has
seniority rights and has built up a
hig following heresbouts.

Smoothies' can adopt another name, since local group, apparently has seniority rights and has built up a big following hereabouts.

Reports that 'Varieties' may be moved to Chicago, with substitution of Chicago talent, is seen as a possible solution to the present mixup,

Only 3 Detroit Visuals

Detroit, Jan.

Expiration of the R. G. Dun 'ig
Broadcast,' aired from the Broadway theatre stage over WXYZ,
leaves this nearly-two-million poptown with three visual shows,
spread out over six stations. Lack
of facilities (WWJ has the only radio
theatre in this vici ity) and scarcity
of shows that lend themselves to
audiences.

Biggest visual

audiences.

Biggest visual present is the Ford Sunday evening symph, which originates weekly from the 5,000-seat Masonic Temple aude, and fed by WJR to CBS. That interest in visuals hereabouts is at a high pitch is shown by the hefty demand weekly for the 5,000 free tickets to these broadcasts. Ducats, handled by Ford broadcasts. Ducats, handled l Motor Co., are gobbled up w advance for concerts.

Revive Coast Favs

Los Angeles, Jan. 26.
Two old Coast favs are being revived. Gilmore Circus, petrol sponsored, goes back on National road-casting basic Coast red network

United Remedies for a stanza begin-ning Feb. 1, consuming an eve half hurd aily except Sunday, Talent is Zeke Manners and His Gang (currently in Hollywood). Ar-tive in New York by transport liner on Sunday (31).

That Transcription Tag

Movement is under way to bring about a lifting of the announcement, This is an electrical transcription, in the case of programs recorded on film and used but once on a stipulated broadcast. Those behind the idea have not as yet petitioned the Federal Communications Commission, figuring that it would be best to wait until several programs have been photoelectroed for FCC demonstration.

photoelectroed for FCC demonstration.

Proponents of movement see no reason why the ruling should be made to persist if the film process is mechanically equal to the live broadcast and there ino intention of using the celluloid program, more than once. CBS and NBC are the only sources from which they expect receive strong opposition.

Small Town Station Had \$25,000 in Contracts Set Ere Transmitter Peened

Mason City, Ia.

One of those local-station-makesgood success yarns is being turned
out here by the Lee. Syndicate of
newspapers, which has just opened
KGLO, full-time 100-watter. Boys
really went to town with their
smalle, and mostly in the future
tense. Before the station ever hit
the air, it had signed up \$25,000
worth of local biz. Represents 35%
of all available commercial time.

Another cute trick was a listener
survey before KGLO was as yet in
operation. it of research showed
to which outsiders the local populace
was tuning in before they had a station of their own. Looks like these
statistics — which, incidentally,
showed certain web reception as
pretty meager—can be used later on
in angling for web affiliation.

Debut had all the local bigwigs
on hand for wining and dining. Joe
Weed, station rep, also in attendance
from New York, while his partnerbrother. Nelli ambled in from Chicago.

Lohr to San Francisco

San Francisco. 26.

President Lenox R. Lohr of NBC pays his first visit to the Western Division headquarters here next Friday and Saturday (29-30). He will discuss Television' Friday at a Commonwealth Club of California luncheon in the Palace Hotel, following which he will meet local radio scribes.

Before returning east Lohr will spend several days at NBC affiliate stations in the Pacific Northwest and also o.o. the web's studios and offices in Hollywood.

Roy C. Witmer_NBC vice-prexy in charges of sales, was in San Francisco last week for his annual powwow with the local sales force. He's in Hollywood this week.

Don E. Gilman, NBC vice-prexy in charge of the Western Division, is the new prexy of the San Francisco Commercial Club. Elected last

the new prexy of the San Francisco Commercial Club. Elected last Thursday following his return from Salt Lake City.

Aces West Via Wax

Easy Aces' programs for Anacin will in three weeks be heard on the west coast over CBS outlets, Series has reached this region over the regular NBC hookup. Tomorrow's (28) broadcast will be the last under that arrangement.

For the next three weeks the program will not be heard west of and including Denver but instead will be taken off the air on waxings. Latter will start clearing on CBS Pacific stations three weeks hence, instead.

New Tops in San Jose

New Tops in San Jose
San Francisco, Jan.
Chales S. Harper becomes manager of KQW, San Jose, and Gene
Emmet Clark becomes assistant
manager under Ralph Brunton, gm.
of KQW and KJBS here. Harper's
predecessor, H. O. Feibig, is now
special representative in charge of
national advertising for the Northern
California Broadcasting System
(KJBS-KQW), with headquarters in
San Francisco.
Harper formerly was KQW sales
manager and Clark was continuity
editor. E. L. Barker of the local
staff has been transferred to KQW
to succeed Harper.

GET ACQUAINTED DINNERS

Pulliam Staria Dinner Forums for

Indianapolis, Jan.

Indianapolis, Jan.

Eugene C. Pulliam, newspaper, publisher who recently entered radio biz with purchase of WIRE here, is adopting a dinner forum as a means of knowing his staff and encouraging progressive discussions will repeat once a month.

Owner takes 28 members of station staff to dinner at his club and atterwards the chinfest has every-body privileged to make suggestions, criticisms or squawks.

First session developed a of suggestions from more towels i the wash room to alterations in programs.

Naturals are

First Campaign of **National Firm** on WOW

Showmanshi wins agai Fine local talent; plus typical WOW showmanship gram-building, recently sold the Northern Natural Gas Company its first big radi show—a half-hour program every Sunday afternoon,

Plans are under way stations The Northern Naturals, with soloists Eleanor Thatcher and Tommy Eleanor Thatcher and Tommy Ports and a swing string or chestra, may soon create network! The Northern Natu-rals are "WOW!

590 KC—5,000 WATTS ON THE NBC RED NETWORK

, JR., MGR.

OMAHA, NEBRASKA

• The immensely wealthy trade territory of eastern NEBRaska and western IOWA, Its business capital is Omaha. Its radio capital is W O W!

COVERS THE NATION'S MARKET BASKET



UNITED PRESS NEWS

On the Sports Station Ke listeners turn to KXBY for news because U. P. gives latest and most complete re-ports and because they prefer KXBY newcasters, Walt Lochiman and Ivan

lanners, whit Localinal and Aller anners, mart advertisers turn to KXBY for exults. Sponsorship of 15 or 5 ainute newscasts will do the job.

WIRE FOR RATES





by the Companies it Keeps

Automotive
Firestone Tire & Rubber Co.
Ford Motor Co. Dealers
General Motors Corp.
Olds Motor Works

Packard Motor Car Co. Pontiac Motor Co. Studebaker Corp.

Building Materials
American Radiator Co.
American Rolling Mill Co.
Duff-Norton Mfg. Co.

Cigars, Cigarettes, Tobacco American Tobacco Co. Axton-Fisher Tobacco Co. Brown & Williamson Tobacco Corp. Philip Morris & Co., Ltd.

Clothing and Dry Goods Real Silk Hosiery Mills, Inc.

Confectionery and Soft Drinks Cardinet Candy Co. Tastyeast, Inc. Welch Grape Juice Co.

Drugs and Toilet Goods
American Home Products Co.
Bristol-Myers Co.
Campana Sales Co.
Duart Mfg. Co., Ltd.
Fitch, F. W., Co.
Humphreys Homeopathic Medicine Co.
International Cellucotton Products Co.
Iodent Chemical Co.
Jergens. Woodbury Sales Corp.
Lady Esther Co.
Lamont, Corliss & Co.

Manhattan Soap Co.
Martow, J. W. Mig. Co.
Maybelline Co.
Miles Laboratories, Inc.
Molle Co. (Consumer Products Co.)
Moon Glow Cosmetic Co., Ltd.
Owl Drug Co., The
Packer Tar Soap, Inc.
Pepsodent Co., The
Princess Pat, Ltd.
Procter & Gamble Co.
Smith Bros., Inc.
Sterling Products, Inc.
Dr. Lyon's Products
Baver Co., Inc.

Phillips Products

Wm. R. Warner Co.

Wasey Products Co.

Luden's, Inc.

Financial and Insurance Bank of America Nat'l Trust & Savings Assn. Household Finance Corp.

Occidental Life Ins. Co.

Foods and Food Beverages
Albers Bros. Milling Co.
Best Foods, Inc.
Bowey's, Inc.
California Conserving Co.
Carnation Co.
Caswell & Co., Geo. W.
General Foods Corp.
Maxwell House & Sanka
Jello
Log Cabi

Log Cabi
Minute Tapioca
Calumet
Diamond Crystal Salt
General Mills, Inc.

Horlick's Malted Milk Corp. Jel-Sert Co. Kellogg Company Kraft-Phenix Cheese Corp. Langendorf United Bakeries, Inc. Loose Wiles Biscuit Co. National Biscuit Co. Pillsbury Flour Mills Co. Procter & Gamble Co. Quaker Oats Co. Ralston Purina Co. Sealtest System Laboratories, Inc. Sperry Flour Co. Standard Brands, Inc. Chase & Sanborn Fleischmann Royal Gelati Tender Leaf Tea

Tillamook County Creamery Assn. Wander Co., The Washington, G. Coffee Refining Co. Wesson Oil & Snowdrift Sales Co.

Garden Ferry-Morse Seed Co. Pacific Guano Co.

House Furniture and Furnishings Allegheny Steel Co. General Electric Co. National Ice Advertising, Inc.

Jewelry and Silverware International Silver Co.

Lubricants, Petroleum Products and Fuel Cities Service Co. Hudson Coal Co. Regional Advertisers, Inc. Richfield Oil Co. of Calif. Shell Union Oil Corp. Signal Oil Co. Standard Oil of Calif. Sun Oil Co. Union Oil Co. of Calif.

Paints and Hardware Acme White Lead and Color Works Benjamin Moore & Co. Sherwin-Williams Co.

Radios, Phonographs, Musical Instruments Radio Corporation of America

Schools, Camps and Correspondence Courses Better Speech Institute of America

Laundry Soaps,
Housekeeper's Supplies
Babbitt, B. T., Inc.
Johnson, S. C., & Son, Inc.
Pacific Coast Borax Co.
Procter & Gamble Co.
Scott Paper Co.

Stationery and Publishers Macfadden Publications, Inc. Modern Magazines, Inc.

Wines, Beer and Liquors Krueger Brewing Co.

Miscellaneous American Can Co, California Chain Store Association Modern Food Process Co. Morrell, John & Co.

AS OF JANUARY 1, 1937

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

NEW YORK

WASHINGTON

CHICAGO

SAN FRANCISCO

RCA presents the Metropolitan Opera every Saturday afternoon. Ana "Magic Key of RCA" every Sunday
2 to 3 P. M., E.S.T. Both on NBC Blue Network

RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

Outstanding Stunts:

38

HELPING UNEMPLOYED

Job-Getter Commercial

Carrying title of Help Thy Neigh-bor, Hal Styles launched a 13-week series over KHJ last Sunday (24) to help jobless find employment. Pro-grams are sponsored by local credit

help jobless find employment. Frograms are sponsored by local credit house.

Styles will surround himself with unemployed, who have been interviewed previously, and, point out their qualifications. At his side before the mike will be a girl at a phone to eceive incoming calls from those who have employment for the subjects.

Station, as a good ill gesture, will absorb reverse charges. Styles recently, resigned as special events head at KMTR.

Humpty Dumpty, the clown: Parker Eberle does the animal noises and Fred Joyner and Bob French, pro-ducer. handle the rest of the sound.

WBOW'S High School Series

WBOW'S High School Serles
Terre Haute.
Series of radio clinic broadcasts will air beginning Feb. 13th over WBOW here, with educators of Indiana State. Teachers College in charge. Dr. Clarence Morgan overseeing the series, with college prexy Ralph N. Tirey for opening spiel. W. W. Behrman, station head, on subject: What the High School Series Means to Radio Stations; with Luke Walton, of the station staff, to discuss 'Mike Technic.'
Out of town guest will be Blanche Young, radio supervisor of Indianapolis schools, for another mike spiel. Number of high schools in Wabash Valley are to take part in series.

pansion of departments and branches and detailed the functions of the ma-jority of persons in the Rockwell-O'Keefe personnel,

romotion-Minded

Hollywood boulevard shop windows have been well spotted with CBS -artists pouring their artistry can be shown to b

Radio and an Experiment

syles will surround himself with unemployed, who have been interviewed previously, and point out their qualifications. At his side before the mike will be a girl at a phone to ecceive incoming calls from the stations and the first properties. The program is produced by the program is produced by the program is produced by the program. It is shown the program is produced by the program is produced

experiment and apt to be too speedy to be kept apace by public opinion radio in league with the newspapers will probably have a marked effect on its acceptance.

Roving Reporter Really Does

Roving reporter Really Does

Roving reporter idea worked into
Wolf & Dessauer's Magazine of the
Air program over WOWO has
Dorothea Wright covering a 45 mile
radius. She travels via auto, making
personal contacts with hamlet officials, church and social leaders,
getting intimate slants for the thrice
weekly airings which follow.

June Bradley edits ether copy,
with Mary Berghoff, added for singing chores.

Jimmy Allen Memberhins

Jimmy Allea Memberhips
Indianapolis,
Transcription 'Adventures of
Jimmie Allen' (World) as carried
locally over WIRE, and under sponsorship of T and T Baking Co.
Colonial Bread) pulled 7,280 requests for membership in 'Jimmie
Allen Flying Club' as plugged in
series, Above number by actual
count received in only four days.
Kids are asked to go be grocer; get
paid by sponsor, fill same out, have
papa and mama sign, and mail. In
return, youngsters get membership
card, with name typed thereon of
member, and letter to parents extolling virtues of club. Bread company
handles the mailing of above, as requests are addressed to them direct.
Frogram, of course, usual serial
terms of the serial course, the course
stife, whose job is learning to fly at
present stage of transcriptions, with
appreciation of youths for program
shown by results of membership
plugs.

Crawl ight In, Mr. C.—

auguration was the introduction, on the air, of H. V. Kaltenborn to William Crutchfield, of the chai Charlotte station. The pair, mobiling with mobile transmitters i the parade, had not met that morning when Kaltenborn checked in at the parade, had not met that morning when Kaltenborn checked in at Washington. They carried on a conversation while the procession was moving:

It was announced that Columbia It was announced that Columbia planned to use a bilmp for overhead broadcasting, but was forced to abandous the washing to the washing the washing to the washing the washi

Street Car Signs For KARK
Little Rock, Ark.

KARK Now on NBU—In the Center of the Dial.

This brief sign on the front of every Little Rock street car and trackless trolley informs the general public that radio station KARK had become affiliated with the NBC. Signs will adorn car fronts for entiremonth.

month.

Jim Healey's Helpful Hand
Schenectady, N. Y.
Jim Healey, Sunoco newstaster on
WGY, is promoting Big Brother and
Big Sister Clubs of the Air, ur's to
formed in area communities by
adults who give a small amount of
time each week to juvenile deliquents. No financial outlay is necessary, three or more adults organizing
a local club and working with the
courts and police on boys or girls
who require supervision. Albany was
the first city to join in the movement
and Schenectady came in last week
after a meeting held at police headquesteran of 30 years m. H. Funston,
a plea for support of the team at
guest on Healey's evening program.
Big Brothers and Sisters have children report weekly, take the youngsters to their homes for dinner, etc.

Radio's Pot of Gold

Radio's Pot of Gold

Radio's Pet of Gold
Des Moines.

Mary Little, radio editor for the
Des Moines Register-Tribune, owners
of KSO and KRNT, is using a new
corner in the column called "Time
Was," combining photos and cartoons
of air personalities, recording highlights in the early experiences of the
artists before reaching stardom.
Column is also using a box called
'Radio's Pot of Gold,' which lists the
radio contests now on the air, and
ties this in with names of localites
getting in on prize money.

Tomorrow's News Today
Des Moines
Tomorrow's Headlines Today' is
the slogan being blueged by the news
department of WHO, Des Moines,
headed by H. R. Gross.
Station now has nine daily news
broadcasts and two weekly
feature programs.

Ballyhooing the Fregram Detroit.

Following a huge campaign bally-hooling 'Adventures of the Green Hornet,' through newspapers, street car cards, posters and throwaways, Detroit Creamery is now distributing mugg of 'Britt Reid' (hero of mystery serial over WXYZ) painted on glasses of cottage cheese.

All for a dime.

'Romeo and Juliet' In 3 Parts Buffalo.

Romeo and Juli in three installments, is latest experiment in Herbert Colin Rice's WGR-WKBW distance of the Colin Rice's WGR-WKBW distance of the Colin Rice plays Romeo with his with Continued on page 44)

CERTIFIED SUCCESS STORY

Sports Results!

Adams Clothes bought nightly sports program at beginning of baseball season, intending to run only until World Series. Show pulled so successfully sponsor renewed thru football

, then thru basketball season. Now o.k. for 52 week contract! Football contest held for ten weeks pulled weekly average of 4,800 entries!

NEW N. Y PARAMOUNT RECORD!

WEEK BEGINNING JANUARY 13th

BIGGEST GROSS SINCE THE INCEPTION OF THE PARAMOUNT'S BAND POLICY

BY

RAY NOBLE AND HIS ORCHESTRA

CO-MANAGEMENT

WILLIAM MORRIS

AGENCY
RISTS' REPRESENTATIVES ROCKWELKER INC.
K. O. BUILDING

R. K. O. BUILDING . ROCKEFELLER CENTER, N. Y. AND HOLLYWOOD



Watch for those STREAMLINED Rhythms!

JIMMIE LUNCEFORD

andhis Orchestra

EMBARKING ON A COMPREHENSIVE CONCERT TOUR OF:

NORWAY SWEDEN HOLLAND DENMARK LONDON BELGIUM PARIS

LEAVING NEW YORK FEBRUARY 14, 1937

Using
C. G. CONN
Instruments Exclusively

DECCA RECORD ARTISTS

Week January 29th LOEW'S STATE

New York City

Personal
Management
HAROLD
OXLEY
17 East 49th Street
New York, N Y

WPA's 'Professional Parade' on NBC May Be Commercially Sponsored

With 'Professional Parade' over BC Blue network bringing favorable reaction and Pioneer of Science, aired locally in New York, attracting interest, the Works Progress Admi istration is entertal ing schemes for setting up additional radio projects in various spots as part of the actor-relief program. Details are still being ironed, out, but it looks as though most metropolitan areas will be the locale for Federal



MARIO BRACCIOTTI

WITH HIS ORCHESTRA
Recently Headlined at
Paramount Theatre, New
York, and Featured at Corinthian Room, Hotel Pierre (HEARD ON NEC NETWORK) Met. CONSOLIDATED RADIO ARTISTS, IRE.

Fred Allen

Portland Hoffa

in "Town Hall Tonight" SAL HEPATICA IPANA WEAF-Wednesdays 9-10 P.M. EST Dir.: WALTER BATCHELOR

"The Musical Toast of the Southlan " Francis CRAIG

AND HIS OBCHESTRA

NBC RED NETWORK WSM
Mondays, 11:30 p.m., CST

One of the top salesmen in Los Angeles area with 8 years radio experience covering every branch wants to dissolve his small agency and connect with Eastern station. Newspaper and the atrical publicity background. Age 33. Address: Box 36, Variety, New York.

roadcasti rogram nder WPA

Expansion of relief radio activities, as well as sale of Federal ir plans to commercial sponsor, is in the wind. But the government has no present thought of entering the business on its own.

With 'Professional Parade' over

Sponsors Curlous

cutto time if the programs are right.

Spensors Curlous

Feeling their initial ventures compare well with many sustainings,
WPA exects have been propositioned
by some commercial advertisers and
agents about taking over the shows.

Frofessional Parade' has attracted
feelers from two potential sponsors,
headquarters says. Names are being
kept secret, however, for fear of upsetting the applecart.

Proposed expansion probably will
be worked out along the same-lines
as the legit phase of the Theatre
Frogram. Scripts will be used several times in different sectors, with
the government laying off the idea
of traveling units or transcription
programs. The originators of the
venture may take the road,
though, help plan the local settupe.

WHO's 1-Acters for Cash

Des Moines, Jan. 26.
WHO, Des Moines, has a new Sunday sustaining program called the WHO Playhouse, in which 30-minute dramas are produced under direction of Donald Thompson. The station pays \$10 for each manuscript selected for production and all players are paid performers, WHO has a record of using only paid talent on all programs originating in the tation, whether commercial or sustaining, the only exception being in the case of public service programs. First play used was written by Tom Duncan, formerly of Chauteuu. Second was by Sid. Levine, Drake U student, and the third to be used was written by Robert Blaylock, a stock actor.

WBT's Long-Runner

w MT's Long-Bunner Charlotte, N. C., Jan. 26. Longest running show in WBT is that of the Duke Fower Company, currently called 'Duke Melodiers.' Same personnel was first on the air for Duke Power as 'Rosewood and Ivory.' Name of the act was recently changed.

changed.

Program has Margaret Chesick, soprano, against a piano and xylophone background supplied by George Fraser and Pete Partin. Clair Shadwell has been recently added to the period as 'Reddy Kilowatt.'

From Hearst to Hearst

From Hearst to Hearst
Hollywood, Jan. 28.
Station KFWB has severed its
news agreement with the Hearst's
Los Angeles Examiner and has
switched to Hearst's International
News Service and Universal as its
new headline markets.
Examiner has struck up a deal
with station KMTR instead.

iesa on Carnation

iesa on Carnattien
Chicago, Jan. 26.
Vivian della Chiesa starts on the
Carnation Milk program over NBC
on Feb. 1. Warbler is set for a 31week ride.
On Feb. 1 the Carnation coverage
jumps from 55 to 58 stations on the
NBC red, adding KSTP, Minneapolis-St. Paul, WTMJ, Milyaukee and WIBA, Madison (Wis.).

THE O'NEILLS'

NOW RADIO'S MOST POPULAR FAMILY BRINGS' YOU MORE

JAMTER TEARS AND MEART-THROBE er Sed by Ivory Soap - 99 th ten 1 - pure

LISTEN TWICE DAILY NBC Blue Network, Mon. to Fri. 11 a.m. EST NBC Red Network, Mon. to Fri. 31 a.m. EST
NBC Red Network, Mon. to Fri. 345 p.m. EST
COAST TO COAST
Dir., BLACKMAN ADVERTINING, INC.
MGT., ED WOLF-RKO BLDG, NEW YORK CITY

Sing for Their Rival

Tulsa, Jan. 28.

Fact they work for other oil companies during the week doesn't prevent the majority of those composing the Tulsans Male Chorus of 60 from broad-casting on the Barnsdall Refining show over KTUL, Tulsa, Saturday nights.

Among the oil companies represented in this choral organization of local business men are Texas, Shell, Mid-Continent and Standard.

Sponsors—Agencies

William W. Baby Remedy) is sponsoring a

test 'Musical Clock.' weekly, over WNBX. Springfield, Vt., through Leighton & Nelson of Schenectady. Started Monday of Schenectady. Started Monday (Jan. 24) with a Dionne doll contest

(Jan. 24) with a Dionne doll contest the Concern, through same agency, will air a second half-hour evening broadcast over WGY. Schenectady, Jan. 26, with Bradley Kincaid, Annettee McCullouch, and the Banjoleers (Don and Lee Hancox). irst one with that lineup hooked good results on a doll-naming bait. Lee Company has a regular breakfast breeze over WGY.

rocter & Gamble on a five-a-week afternoon shot on the NBC red with new Irna Phillips show out of Chicago tagged Good Samaritan, Starting this week; title will be changed to avoi confusion with eastern show of same name.

lackett-Sample-Hummert agency, Chicago, auditioning inalities' show, swing organization in the Chi-cago NBC studios.

Harry Conn again drawing his pay check from Ruthrauff & Ryan. This time as scriper for Al Jolson show. He used to dish up the Joe Penner sillies.

Ben Larson heading for the Coast to produce Gillette Community Sing, Hal Finberg comes west to aid Cecil Underwood on the Jolson airer.

Roger Baker's Fun Quiz, which began yesterday (25) will run daily except Sunday at 11:30 a.m. on WGR, Buffalo. Ontario biscuit is the sponsor, program set by Addison Vars agency.

Instrumental i selection of the announcer was the natural tie-in with the biscuit company of the name Paker."

Automatic Voting Machine Co. of Jamestown, N. Y., which sponsored a four-week pre-election series over WGY, Schenectady, with Clarence H. Knapp's 'Sob Ballads' is reported to be considering a return soon with same program. First one, an experiment, produced good results. Next one will aim particularly at territory outside New York State, company having latter market in its exclusive range. Leighton & Nelson agency handled i itial stanza.

Larus Tobacco account (Edgeworth, Domino) has shifted the bulk of its biz from Marschalk & Pratt to Blackett - Sample - Hummert, New York. M & P agency, however, is conti ing to place an extensive spot radio campaign utilizing wax and seemingly will keep this end of the account for at least 13 more weeks inasmuch as renewals have just ben issued on a number of stations. Stanza, cut by World, labeled Moments You Never Forget. Was originally skedded 10 stations. Two weeks ago 11 more were added, while last week another four were appended—KPPY, Sopkane; KGIR, Butte; WGY, Schenectady, and WDRC, Hartford. On the original 10 outlets; renewals for 13 weeks were issued.

Duff-Norton of Pittsburgh returns to air Feb. 26 for mi imum of 13 weeks in new House That Jacks Builf series. Instead of going through only KDKA here, as in past, program will have a three-station line-up, with WEAF, New York, and WMAQ, Chicago, also added.

Show will continue go out by remote from Sewickley masion of T. McGinley, president of company. Will agai Lois Miller, singer-organist, with a weekly guest star in additi and short drama-

HERE AND THERE

Wilby Goff is back at WGH, Newport News, mike after tour with Polk
ork.

Also auditioned Morton Downey
for an NBC commersh.

Bill Irwin, commercial manager of WSOC, Charlotte, N. C., is on a two-weeks trip to New York city and Chicago.

William Morris Chicago office last week booked 10 guest shots in radio. Acts booked are Sophie Tucker, Ed-gar Rice Burroughs, Frank Buck, Reginald Gardiner, Morton Downey, Borrah Minevich. Lupe Velez,

Changes at KFAB-KFOR

Lincoln, Jan. 26.
John Shafer, head announcer, now assistant program director under Lyle DeMoss at KFAB-KFOR. J. B.

Lake becomes senior announcer.

John Henry, Bob Cunningham and
Harry Harvey were in Washington,
D. C., last week for the FCC hearing on the establishment of a new
100-watter in Council Bluffs, la., as a
fourth station for CSBC.

Frank Throng, whileher of the

Frank Throop, publisher of the Lincoln tar, which has 25% of the CSBC, principal speaker at the opening of the new Lee-Syndicate station, KGLO, Mason City, Ia.

Murray's Talking Tour

Vancouver, Jan. 28.
Gladstone Murray, head of the
Canadian Broadcasting Corp., ended
a hectic two weeks in western British Columbia Saturday (23). Between
two and three addresses day he
sandwiched in conferences with commercial broadcasters, CBC officials
and varied delegations. He visits
Kamloops, Kelowna and Trail, all
taking CBC programs, after leaving
his city and is working his way back
to Ottawa gradually.

Horace Stovin, western regional
director of CBC, is still lining up the
big program to inaugurate the new
CRCV studios here. Program will
be shortwaved to the BBC and will
also be taken by some CBS, NBC
and Mutual stations in the south.
Studi opening is set for Feb. 18.
Station's new 5,000 watt transmitter
swings into operation Sunday (24), Vancouver, Jan. 26.

Ban on Booze Adv.

Charlotte, N. C., Jan. 26.
Advertising will be prohibited for county liquor stores in North Carolina if recommendations of the state liquor study commission are enacted into law by the 1937 General Assembly.

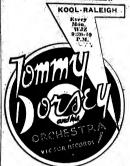
Radio advertising of beverages of more than 5% alcoholic content will not be permitted.

Winnipeg Stations Perk Up
Winnipeg, Jan. 26.
Local stations are going in for
heavy cases of face lifting. Government owned CKV's new edifice is
nearing completion and CJRC, Winnipeg, the James Richardson station,
has been completely rejuvenated
with new studio set-up, enlarged
control rooms, a new audition room,
etc.

Latter is eastern end of the Grain Belt network, operated by Richard-

Milton Ponder, former WFBC, Greenville, S. C., mikeman recently of WSM, Nashville, out of radio to go into other biz.

Vera McCorquodale of the WSOC, Charlotte, N. C. rogram depart-ment, servi in secretarial ca-(Continued on page 44)



Per. Rep.—ARTHUR T. MICHAUD 1775 BROADWAY, N. Y. C. Mgt.—M.C.A.



ASSOCIATED RADIO WRITERS,

137 Newbury Street BOSTON, MASS.

GIOVANNI BENEDETTO

Guest Artist SHELL SHOW PROGRAM

WEAF - NBC
Exclusion Management
LILLIAN M. QUENLAN
Jarvis Piace, Lynbrook, L. I.
Tel.: Lynbrook 5823

The NATIONAL BROADCASTING COMPANY and WALTER BATCHELOR

HILDEGARDE

PARAMOUNT, NEW YORK

Week Beginning January 27 WILLIAM WIRGES

Conductor and Arrange

GUEST APPEARANCE with ED WYNN

:00 P.M.

Time Brokers Arbitrate WBNX Strike

Reps for Bronx Station's Advertisers Sit In -ARTA Wins Year's Contract

After bei hours over two-day period last week because of the strike of panel hours over men brought on by the American Radio Telegraphists Association, sta-

WBNX, Bronx, N. Y., signed a one year contract with the union. Resumed operations Jan. 19 with its original

With time brokers of several com-With time brokers of several commercial sponsors acting as the arbitration board both sides came to agreement governing working conditions of the men. Points gained by the engineers were a 40-hour week, aveation with pay, time and a half for overtime, sick leave benefits, four weeks on discharge, agreement that none but the five authorized engineers will handle mechanical equipment and wage increases from \$27.50 to a minimum of \$35 weekly for the technicians.

ARTA's next move is to unionize the four Brooklyn stations, WBBC.

WVFW, WARD and WI.TH. Association, has already made overtures which were rejected. Further negotiations will be attempted this week before action is taken.

Fracas at WBNX was the Association's first strike call in N. Y. station has been off the air for that length of time.

Arbitration group, comprised of time brokers representing sponsors of largest portions of stations' revenue, included B. F. De Gil, Abe (not orchestra leader) Lyman, Benjamin J. De Avella, Jacob Schatter, Lido Belli, K. Jarzebowski and Walter Ochromicz. mercial sponsors acting as the arbi-

Raiph Rose, has replaced George C. Baum as batonist on Barnsdall Refining's Saturday hight show over KTUL, Tulsa. Baum stepped out to allow himself more time for the preparation of a sym-phony concert series.

the air for 14 BUFFALO MIKE CRASHES PRO TENNIS, 1ST TIME

Buffalo, Jan. 26.

Buffalo, Jan. 26.
Charley Murray, local sports promoter, finally broke down and let all the boys tote their mikes into the Perry-Vines tennis exhib Wednesday (20). Ralph Hubbell handled the assignment for WBNY, Roger Baker for WGR-WKBW and Jim Britt for WEBR.

In the past Murray has been wary of letting in the mike men for tear of effect on the gate. Despite the broadcasts, the match drew 3,161, which is very good for tennis here. Sporteasters now hope to get on the air with some oro boxing and other events.

Babe Ruth's Oil Acct.

Babe Ruth has been put under contract by the Federal agency to work in the contest series which Sinciair Oil wants to do over Co-lumbia starting April 7. Ex-slugger would serve the personality around which program idea would serve around which would revolve.

would revolve.

Account is still awaiting an okay from Washington on the lottery angle of the show. Program calls for a 15-minute spot on Wednesdays and Fridays.

Russ Morgan's Ciggie

Russ Morgan has been signatured for Philip Morris cigarets by the Biow agency, with the starting period to be around the middle of February. Morgan Leo Reisman.

It will be a half hour on NBC and Columbi Consolidated Radio Art-ists, Inc., agented the Morgan book-

Radio's Influence

Charlotte, N. C., Jan. 26.
Charlotte's anti-noise campaign, aimed especially at automobile horn-blowers, received a momentary setback recently when Lee Kirby, WBT announcer, went on the air with his 'Side walk Sideshow.'

All who are listening to this program by automobile radio please toot your horn when you pass the Wilder building.'
Kirby requested. In two min-

pass the Wilder building Kirby requested. In two mir utes, couple of dozen cars plied with obli ing toots.

AUSTRALIAN LABOR SEEKING STATIONS

Sydney,

is anxious to secure additional radio stations for the iring of political propaganda. Hope during the year that a small chain of B-class commercials can be gotten under the control of Labor. Part iterest has already been secured in a station out in the stick, and dicters are now on to secure at least three other spots possible.

Radio buys sought to give John T. Lang, present Labor leader and opposition to the current Nationalist government, independence over the A-class radio units during election battles. Labor Party is keen to eminate the New Zealand Labor Party as regards control of radio, and it

as regards control of radio, and it is considered more than likely, were Labor to come into control again that sweeping changes would be made in the entire Australian radio field, especially in respect to the big A-class uni

A-class uni
Radio men in general view with
alarm the possi ility of radio as a
whole coming under any political
control, esocially the 'B' stations, or
commercials, whose very existence
depends upon the goodwill of advertisers.

Jack Stillwell, of WIRE, Indi Jack Stillwell, of WIRE, Indi-apolis staff, in rushing to studio for local break on NBC program, broke right through the glass door to the studio. "Resulted, in no injury to Jack, except cracks by staff.

Government Is Champion Free Publicity Grabber Through Govt.-Licensed Radio

Baltimore

America's user, No. 1 free publiciorganized press agentdirected basis, is the American government. There are at least 14

directed basis, is the American government. There are at least 14 government. There are at least 14 government services sending out and getting cuffo publicity from in stations. It's the ideal set-up for a press agent and from the latter's viewpoint. Stations, always insecure because of the six months license under which they operate, are ga-ga to oblige Uncle Sam.

Services using the air are CCC. WPA. Department of Commerce Office of Education (in conjunction with Smithsonian Institute), Indian Bureau, REA, SEC, RA, Congressional Library, Agriculture, Home Owners Loan, Federal Housing and Children's Bureau. In the past the AAA used the air till the Supreme Court syung ax, and National Park Service had a series which stopped after that agency seemed to run shallow of material.

Many of radio programs representing and turned out by the Federal agencies can be classified as education and info public appreciates having; but there is also the propaganda element threaded into most of them. As an instance, splels on WPA musicales always directly seek to lught the WPA and its work, and to win public support to overcome antipathy.

There are not many known is stances of individual stations inxing overtures if the bids are made insistently. Policy in this matter of accepting programs for free airing as a goodwill gesture toward government has pretty well grooved along regular line. Naturally, there are agencies each individual station boss ardently approves of, and consequently these and their releases are quently these and their releases are agencies each individual station boss ardently approves of, and consequently these and their releases are favored. The disliked are avoided and nixed if at all feasible. Then there are certain agencies accredited with popularity in different areas, and stations usually carry handouts from those Fed offices as Olsen orchestra.

■ ■ of radio advertising lies

smart stunt in view of their listen-ers' likes. Stations studded with commercials

Stations studded with commercials and little time for sustainers try to pare down program-time given to government. Just a request or overture is ducked: if personal contact is made and followed up, station will be found not too ready to carry an agency's propaganda over too lengthy a time. Tougher stations will often refuse cannel stuff. or mere a time. Tougher stations will or refuse canned stuff, or mere sent up for an announcer to then if government bureau wants to hit the broadcasters, resentative sent direct to chore will have no trouble getti

Light on Showmanship

On the whole, there much entertainment embodied in average government show. Probably tops the Office of Education-Smithsonian weekly half-hour "The World Is Yours' shot over NBC red-web on Sunday mornings. About all the others offer interest to but narrowed audiences, what with their distinctly localized themes.

Turning out the scripts, transcri tions and live-talent shows is done in mill form. And the coverage the government seeks is so vast that one could never check its actual magnitude.

As example, the Indian Bureau sends out weekly stuff to 165 indi-vidual stations. Originally got these broadcasters Its list as ones vidual stations. Originally got these broadcasters its list as ones agreeable to carrying the handouts. Bureau knows that stations offtlimes find them can't fit the scripts in, and quietly slough 'em. So with just about all of the other agencies' turnouts. It's take 'em or leave 'em, They're for the asking, and the quantity is endless.

THE BASIC VALUE

in its effectiveness in increasing sales of the advertised product within the station area.

The effectiveness of WLW has been so proved over and over again.

RADIO'S SIGH OF RELIEF: NO NEW TAXES FALL

ina, Sask.,

Radio station executives are happy in, since finding the Jacoby report on possible sources for new taxation in Saskatchewan contained

taxation in Saskatchewan contained no suggestion that stations should be subjected to a special tax. "We thought of radio stations, but decided we would run into trouble with the Dominion government over any special tax" a member '0, the Jacoby commission told, Variery rep.

Wax Co.'s Canadian Rep

Winnipeg, 26. All-Canada Broadcasti System All-Canada Broadcasti System, Winnipeg, has set deal to represent Standard Transcriptions Library and the Earnshaw Radio Productions. Both are wax houses o Los Angeles. Pan-Canada will handle their busi-



"Your Hit Parade"

WARC Network



KRUEGER BEER Mondays at 10:30 PM. WEAF - NBC

DRENE SHAMPOO Wednesdays at 7:45 P.M. WEAF - NBC Thursdays at 7:45 P.M. WJZ - NBC

Management
COLUMBIA ARTISTS
BUREAU





COAST-TO-COAST Red Network NBC

JACK PEARI

RALEIGH and KOOL CIGARETTES JZ-9:30 P. M. E.S.T.— Mondays NBC Network

S. LYONS

GRACIE

THE SHOW IS ON"

WINTER GARDEN, NEW Excl. Mgt. HERMAN BERNIE, 1619 Breadway, New York

F.C.C.'S WASHINGTON DOCKET

DECISIONS

Washington,

Alabama: Montgomery roadcasti Co., Montgomery, denied in toto petition asking examiner's report be rewritten in the light of depositions excluded by the examiner, or to allow reopening of hearing on application for a new daytime station to operate on 1210 kg with 100 watts.

with 100 watts.

Colorade: H. Patterson, Denver, application for new station to be operated on 1570 kc with 1 kw dismissed with prejudice; commish denying requests for reinstatement and dismissal without prejudice.

Georgia: North Georgia Broadcasting Co., Rossville, denied petition asking commish to reconsider and grant without hearing application for new station to operate days on 1200 kc with 100 watts.

Michigan: Lenawee Broadcasting Co., Adrian, denied petition asking commish dismissal of application for new daytime transmitter—to be operated on 1440 kc with 250 watts—and cancellation of order for the taking of depositions in Adrian pursuant to such application.

Nebraska: KOIL, Omaha, granted daytime increase

Nebraska: KOLL, Omana, granted daytime increase from 2½ to 5 kw.
New York: WMCA, New York ity, commishrected power boost to 1 kw. night and day be issued in
conformity with action of the Broadcast Division last
September, since transmitter has complied with rules
regardi installation of directional antenna.

SET FOR HEARING

California: Anne Jay Levine, Palm Springs, new station to operate on 1200 kc with 100 watts nights. 250 watts days; KROW, Oakland, juice-jump from 1 to 5 kw; KDON, Monterey Peninsula Broadcasting Co., Del Monte, change frequency from 1210 to 1230 kc, boost night power from 100 to 250 watts, day power from 100 watts fo 1 kw.

Massachusetts: WEEI, Boston, increase ni power from 10 to 5 kw.

from 1 to 5 kw.

Michigan: Ann Arbor roadcasti

Arbor, new special broadcast station operated on 1550 kc with 1 kw.

Missouri: Fields McCarthy Poplar Bluff, new daytime station to be operated on 1310 kc with 100

fontana: KFBB, Great Falls, change frequency from 1280 to 950 kc and increase power from 1 kw nights, 2½ kw days, to 5 kw; KGHL, Northwestern Auto Supply Co., Inc., Billings, night power boost from 1 to

5 kw. nc., nc., Hillings, night power boost from 1 to 5 kw. New Mexico; W. E. Whitmore, Hobbs, new to be operated days on 1500 kc with 100 watts. New York: WBNX, New York City, increase power from 1 kw to 5 kw, continuing to share with WAWZ, Zarepath, N. J.; WSAY, Brown Radio Service and Laboratory, increase power and time of operation from 100 watts daytimes only, to 100 watts nights, 250 days, unlimited.

Ohio: Springfield Newspaners

Ohio: Springfield Newspapers, Inc., Springfield, new station to be operated daytimes on 1120 kc with 250

watts.
Oklahoma: Record Publishing , Okmulgee, new station to be operated on 1210 kc with 100 watts, days

only.

Pennsylvania: Pottsville News & Radio Corp., Pottsville, new station to be operated on 580 kc with 250 watts, days only; Lou Poller, Scranton, new daytime station to be operated on 1370 kc with 250 watts.

Rhode. Island: Geraldine Alberghane. Pawtucket, new station to be operated on 720 kc with 1 kw, day-times only.

nes only.

South Carolina: WSPA, Spartanburg, change fre-ency from 920 to 880 kc and boost day power from

1 to 5 kw. Washington: WFPY, Symons roadcasting Co., Spo-kane, night power boost from 1 to 5 kw, Vancouver Radio Corp., Vancouver, new station to be operated on 890 kc with 250 watts, days only.

EXAMINERS' REPORTS

Luther Gibson, godfather of a proposed 250-wait daytime station to be operated on the 132d kc rijbon at Vallejo, Cal., was found to be adequately heeled to erect a \$20,000 transmitter. Radio station at Vallejo, Examiner John P. Bramhall decided, would be of great value to the agricultural and borticultural districts of the near-San Francisco territory. Huge vineyards and wineries need advance into on the weather in the district, Bramhall pointed out, and graperies would be grateful for weather reports which, at present are transmitted only through distant stations, telephone and newspapers. and newspapers.

and newspapers.
ibson, prospective owner of the new transmitter, is a community big-shot and publisher of two rags, the Vallejo Morning Times-Herald and ing

KGU Gets Edge

KGU Gets Edge

Scramble between the Advertiser Publishing Co.
Ltd., and Fred J. Hart, both of Honolulu, as to which
would receive permit for a new station, was tel
porarily settled when Examiner Robert L. Irwi
held the arguments of the former.
Advertising Publisher Co., whose president and general manager has been closely associated with another
Honolulu Iransmitter, KGU, and publisher of
the Honolulu Advertiser, was favored in the report
because of legal, technical and financi qualifications.
Applicant, Lorri P. Thurston, smallie
on 1370 kc.

Applicant, Lorri P. Inurston,
on 1370 Ke.
Other outift, sponsored by Fred J. Hart, looked for a station on the 600 Ke ribbon with 250 watts, unlimited. Hart, however, resides in Salinas, Calif., and already is licensee for KGMB, and KHBC, both located in Honolulu. He managed KQW at San Jose for a period of nine years, quitting in 1934 to take over KGMB. Total assets of Hart total \$89,708, wher Thurston flashes \$770,575. In handing down his conclusions, Examiner Ir disapproved Hart's apparent intentions to hand over control to 'parties who are not applicants and who di not appear in this proceeding.'

Examiner George Hill. Dallas Broadcasting Company, a corporation with each in the bank, asked for a reservation on the 1500 kc line.

33 Texas Applicants

33 Texas Applicants

Plenty of time was promised by members of the corporation to the Dallas Parent-Teachers Association and the Southern Methodist Association. But report showed 14 business concerns already signed up and that 'many more could be had.' Fact that 33 other applications are pending from the state of Texas failed to upset Examiner Hill's decision that granting of the application would serve public interests, convenience and necessity. d necessity. Herman and Harmon Leroy Stevens, father and

of Port Huron, Mich., received encouraging news when Examiner Bramhall upheld their plea for a 250 water daytime transmitter. Father Herman Leroy Stevens, with a seat on the New York Stock Exchange, showed plenty of what it takes to put in his son, Harmon Leroy Stevens, partner, and assistant station

with a seat on the New York Stock Extractive, and plenty of what it takes to put in his son, Harmon Leroy Stevens, partner, and assistant station manager.

Transmitter will cost considerably over \$10,260, if deal goes through, and will be used principally to bring a variety of programs to the thriving population of the Great Lakes industrial center. Proposed program calls for 50% commercial and 50% sustaining. Bramhall found everything in order, except a pending application for the same facilities, filed last November by William W. Ottaway, Port Huron.

Desires of KHSL, Golden Empire Broadcasting Co. of Chico, Calif., to jump down from 1260 to 950 kilocycles and take on an unlimited assignment instead of days only, were smiled on by Examiner R. H. Hyde, when applicants showed intentions to further serve the north central Sacramento Valley region.

Accompanied by bleats from seven transmitters, hopes of WMAS, Springheld, Mass., to snaffle a new assignment raising its power from 100 watts nights, 250 watts days, to 1 kw and to change frequency from 1420 to 500 kc, were dashed by Examiner Melvin H. Daiberg.

Winding that operation of WMAS, under the new Vinding that operation of WMAS, under the new

1420 to 560 kc, were used to Dalberg.
Finding that operation of WMAS, under the new assignment, would collide with WDEV, Waterbury, Vt, in the late afternoon hours and that the much larger service area which would result for WMAS through granting of the application might interfere with WFIL, Philadelphi, Dalberg advised the commish to nix the change.

change.
Transmitters which registered screams with the
F. C. C. included WYSU-WSVR, Syracuse, N. Y.
WTAG, Worcester, Mass.; WEEI, Boston; WBZA, Boston; WSZA; Spartanburg, S.
and WMCA, New

NEW PETITIONS

Arkansas: KUOA, Siloam Springs, change frequency om 1260 kc to 620 kc, increase power from 2½ to 5

from 1260 ke to 620 ke, increase power from 2% to a kw.

Arizona: Earl A. Nielson, Phoenix, new station to be operated on 1210 ke with 100 watts.

California: KYOS, Merced Star Publishing Co., Inc, Merced, change frequency from 120 to 1250 ke; KIBS, Julius Brunton and Sons, Co., San Francisco, change frequency from 1070 to 1080 ke; KFXM, Lee Brothers Broadcasting Co., San Bernardino, boost day power, from 100 to 250 watts.

Connecticut: WBRY, Waterbury, day boost from 1 to 5 kw; WDRC, Hartford, special experimental authorization for booster station at New Haven, Conn., to be operated on 1330 ke with 250 wat to synchronize with WDRC.

Fiorlida: WJNO, West Palm Beach, boost power from 100 to 250 watts.

Georgia: Athens Times, Inc., Athens, new station to be operated on 1210 ke with 100 watts ights, 250 watts days.

atts days.

Kansas: KANS, Charles C. Theis, Wichita, voluntary
ssignment of license to the KANS Broadcasting Co.
Louisiana: WSMB, New Orleans, new station to be
perated on 1500 kc with 100 watts nights. 250 watts assignment of

days.

Maryland: WFBR, Baltimore, juice-jump from 500 watts nights, I kw days, to 5 kw day and night; Frank M. Stearns, Salisbury, new station to be operated on 1200 kc with 250 watts, days only.

Massachusetts: Fall River Herald News Publishing Co., Fall River, new station to be operated on 1240 kc with one 1 kw.

with one 1 kw.
Mississippi: WMFN, Grenada, voluntary assignment
of construction permit from Attala Broadcasting

to P. K. Ewing

Missouri: KFEQ, change hours of opera-tion from days to unlimited, using 2½ kw.

Nebraska: Clark Standiford and L.

Fre-mont, new station to be operated ith 100

mont, new station to be operated.

New Jersey: Press-Union Publishing Co., Atlantic ity, new station to be operated on 1200 kc with 100 watts, days only.

New York: WESG, Cornell University, extension of special experimental authorization to operate 850 kc, daylight to sunset, at New Orleans, La, National Broadcasting Co., Inc., New York city, extension of authority transmit recorded programs to all broadcast stations in Canada licensed to operate by the Canadian Government, which may be heard consistently in the United States (also to transmit programs to stations CFCF and CRCT and the Canadian Radio Broadcasting Commission): WJZ, New York city, reduce, operating power of auxiliary/transmitter from 30 kw to 25 kw.

Oklahoma: KGFF, Shawnee, change frequency from 1420 to 1430 kc, power from 100 watts nights, 250 watts

Oklahoma: KGFF, Snawnee, change trequency from 120 to 1430 kc, power from 100 watts nights, 250 watts days, to 250 watts all times; WKY, Oklahoma City, increase night power from I to 5 kw.

Pennsylvania: Philadelphia Radio roadcasting Corp., Philadelphia, new special broadcast station to be operated on 1570 kc with 1 kw.

Rhode Island: WEAN, Providence, day power boost from 1 to 5 kw.

Rhode Island: WEAN, Providence, day power boost from 1 to 5 kw.

South Dakota: KABR, Aberdeen, increase power from 100 watts to 500 watts, nights, 1 kw days.

Texas: Faith Broadcasting Co., Inc., Wichita Falls, new station to be operated on 1330 with 1 kw nights, 5 kw days; KNEL, G. Burns, rady, powerboost from 100 to 250 watts.

'MAN ON STREET' HITS RADIO IN CANADA

Winnipeg, Jan.

Local lads of radio have been badly bitten by man in the street and traveling microphone idea. D. R. P. Coats, recently appointed publicity director for government owned CKY. Winnipeg, has been going for few weeks now with a traveling microphone, Trots around town each week taking mike into unusual spots, last spot being the barrack rooms of the Royal Canadian Naval Volunteer Reserve, this particular job iving him plenty of headaches. CJRC, Winnipeg, is to shortly inaugurate a man in the street' series. CJRC, Winnipeg, is to shortly inaugurate a man in the street' series. Will originate from the rotunda of the downtown Marlborough hotel with Charley O'Brien and Neil Le Roy, production man for All-Canada Braadcasting System on the mike. Series will plug the hotel. tarted Jan. 23, at 7 p. m.



S. K. KUSHNER Presents

Jon Bestor

LEON

And His Warner Bros. KFWB Orchestra

CHASE and SANBORN Coffee Hour

phil baker

GUETAN AMERICAN R
GULF REFINING
COMPANY
SUNDAYS
7:80-8 F.M., EST
WABO
COBS

THE

THREE MARSHALLS

SHELL CHATEAU
30 P.M., EST, SAT., JAN. NBC ARTIST SERVIC

SIT-DOWN LAYS OFF BANDS

Recorders Forsee Union Rule: Petrillo's Chi Test Balloon Suggests Anti-Wax Campaign

Members of the New York Musicians Union, Local 802, have been eaked to attend a general meeting this Friday (29) to discuss the recording situation and decide on what steps they want to take with regard to imposing to born similar to that prevailing in Chicago. One plaint that is expected to be aired involves the charge that 80% of the recording done in transcription circles in New York is restricted to 5% of the local's membership. From American Federation of Musicians sources it was learned that the subject of recordings will come up at the meeting which thenational executive board is scheduled to hold in Miami, Feb. 22, Indications are that the AFM will move to put the recording industry under the same licensing arrangements which prevail, for board bookers. In this way the AFM hopes to be able to control the making of phonograph records, program libraries, commercial transcriptions and the discs taken of the interstood that the major recording companies are not adverse to this licensing plan.

With the American Federation of With the American Federation of Musicians declining to pass on the protests made to it against the action of James C. Petrillo, head of the Chicago local, by recording companies, the impression is gaining that the ban on playing for discs which can be used for sustai ing program purposes will become a national one by the end of the coming summer. Belief which is current among both

can be used for sustal ing program purposes will become a national one by the end of the coming summer. Belief which is current among both disc makers and union musicians is that the restriction might be put into effect even before the June convention of the AFM. It may be passed as an emergency measure by the national union's executive board, of which Petrillo is a member.

Music Publishers Protective Association last week took official gnizance of the situation which has been created by Petrillo's taboo. John G. Paine, MPPA chairman, declared that it was the publishers' belief that the whole mechanical reproduction situation should be rectified so that an artist before making a record will definitely know in what field the stencilling will be used, and thereby be in a position to make an intelligent contract for his services. As the pubs see it, the basic reason for Petrillo's action is that the recordings' sources of use. They make a phonograph record for what is presumed to be strictly home use and they find it being played on most radio stations and in thousands of cafes, barrooms, barbecue stands and whatnot. Artist, unaware of this situation, has made contracts which do not adequately remunerate him for his services, while the recording companies have by their lack of opposition to these extraneous uses allowed unlimited competition with every orchestra the country. While one station with a live studio orchestra is faced with a substantial payroll, another outlet in the same community is allowed to get away with the investment of a few dollars in phonograph records.

N. Y. Back Up Chi

N. Y. Back Up Chi

It is understood that the New York musicians local is ready to side with the Chicago branch in enforcing a regulation against any form of disc making. Indications are that strong bressure will be brought from both Chicago and the New York divisions of the AFM to extend this prohibition to commercial transcriptions. If the ban goes through as an emergency measure it will be on the ground that use of recorded music on the air has been rapidly adding recruits to the ranks of unemployed musicians, and that time to touth this situation is before it gets out of control completely.

Union musicians in New York point that Petrillo must have been sure of a sympathetic response

Most Played on Air

To familiarize the trade with To jumitarize the trade with the tunes most the around New York; the following songs were most played on the networks last week. Combined plays. WEAF, WJZ and WABC are computed for the week from Sunday through Saturday night, Jan. 17-23.

*With Plenty Money and You When My Dreamboat Comes When My Dreamboat Comes
"There's Semething in the Air
I'l's De-Lovely
Keep Me in Your Dreams
May I Have the Next Romance?
"Goodnight, My Love
Can't Less That Longing
"Pennies From Heaven
Love and Learn
Chapel in the Moonlight
"Yee Get You Under My
'Night Is Young
Gone †Night is Young
Gone
H My Heart Could Talk
Trust in Me
*Summer Night
Frost on the Moon
Gee, You're Swell
Twinkle, Twinkle, Little Star
Love You from Coast to Coast
Tea on the Terrace
*One in a Million
*This Year's Kisses
Timber

*Indicates filmusical song. †Indicates stage production song. The others are pops.

Irving Mills Suing Peer and Fishman **Over Carlos Molina**

Ralph S. Peer, president of the Radio Orchestra Corp., and Edward Fishman, business agent, were or-dered yesterday (Tuesday), by N. Y.

dered yesterday (Tuesday), by N. Y. Supreme Court Judge Lydon, to appear Feb. 3 for examination before trial of the suit filed against them by Mills Artists, Inc.

Irving Mills, head of the plaintiff corporation, claims the defendants violated the Civil Practice Act by inducing Carlos Molina, orch leader, to break his contract with the Mills corporation. Plaintiff seeks \$100,000 damages from each defendant.

Buckner's Bad Condition

Guckner's Bad Condition
Charles J. Buckner, band salesman
and Dallas, Tex., branch office manager for Consolidated Radio Artists,
was taken from Polyclinic hospital,
N. Y., this week and removed to
Bellevue hospital suffering from a
clot on his brain that caused his
mental collapse.
Buckner was first stricken with
neumonia and taken to Polyclinic,
where he burst a blood vessel while
undergoing treatment for the lobar
disease. His wife rushed to N. Y.
from her home in Texas. He is reported very critical.

from International body before exercising the ban on recordings. It is recalluled that it was Petrillo who took the initiative in forcing the networks out of the band booking business and that the AFM backed him up by making the restriction apply not only to the webs nationally but to every station in the country.

AUTO DATES GET THE STALL

Reported That Around \$150,000 Special Orchestra Engagements Chilled Capitol-Labor Square Off. Michigan

EXCEPTIONS

day it becomes more clear how closely it are the various business enterprises i this country And the most peculiar example of the strange ramifications of big business is seen in the effect of the General Motors stri Some machine operators i an auto factory go into

operators i an auto factory go into a sit-down stri and musicians throughout the country lose employment because of it.

Because of the General Motors jam-up the CM deal for \$150,000 worth of band and vocal talent for their auto shows has been completely stalled. Only one date on list of 24 auto shows which were to have been booked through the Music Corporation of America will go through on schedule: the one starting in Miami on Feb. 1. This show will have the Jan Garber orchestra and Morton Downey.

Downey.

Rest of the shows have been idefinitely postponed for the time being, and there is plenty of possibility that they will be cancelled entirely. It isn't that General Motors isn't ready and willing to go through with the MCA deal, but there's a scarcity of new models to parade in front of the public.

GM mix-up also affects Morton Downey, who had some eight weeks of GM auto shows lined up for a tour through the southern territory.

TRADE CODE **OBJECT OF** PAINE

John G. ine, chairman of the Music Publishers Protective Association, will go to Washington within the next three days to arrange the final details for general trade conference of the popular and standard music publishing industries. Present plans are to have the meeting held in New York, with the objective being the devising of a code of fair trade practices along the lines of the NRA. This code would come under the authority of the Federal Trade Commission.

Invitation to come to Washington on the conference plans mission was extended last week by Judge J. R. McCorkle, who has charge of the fair trade agreements in the FTC. Pain trade agreements in the FTC. Pain has been negotiating for the general conference for almost ine months.

Disc Biz Gets Worse In South American Cap

Buenos Aires, 15.
Record business done here has fallen off to such a degree that local Odeon office has taken to selling radios, refrigerators, etc., as an economic measure to make both ends

meet.

Disc peddlers made a deal with
Borg-Warner of Detroit to represent them and sell Norge electrical
products. Same stunt was started
last year in London to stall off the
wolf.

Salesmen, beefing about their cur-tailed incomes, brought, pressure from within to expand their selling activities, which resulted in the change to an all-around emporium.

Spitzer, Schirmer, Santly Named Committee to Seek a 'Scientific' Computation on Availability

Point-Holders

Following the availab	ility
the American Society of C	
posers, Authors and Publish	
	oints
Harms,	
Irving Berlin, Inc.	500
A. P. C. Music Co.	4
subsid.)	100
Carl Fischer, Inc.	:500
G. Schirmer, Inc	. 500
Robbins Music Corp	475
Shapiro, Bernstei	450
Leo Feist, Inc	425
E. B. Marks	425
M. Witmark & Sons, Inc	425
Mills Music. Inc.	400
Chappell	. 375
Crawford Music Co.	375
Donaldson, Douglas &	P. 1 - 1
Gumble	. 225
T. B. Harms Co	. 200
Ager, Yellen & Bornstein.	
Boston Music Co	
Sam Fox	60
Santly Eros	
Joe Morris	30
New World (Gershwin)	
Words & Music	30
Handy	30

Radio Salutes Berlin On 30th Anniversary As a Pop Songwriter

Hollywood

Hollywood,
Irving Berlin's 30th anniversary as a songwriter will be celebrated Feb. 5 with a cavalcade of his music on Hollywood Hotel. Producer Bill Bacher will devote the show's full hour to songs commemorating each milestone in the tunesmith's career dating from 'Alexander's 'Ragtime Band.'

Broadcast will be climaxed with Berlin's latest musicalized icture, 'On the Avenue,' with numbers from that film to be sung by Dick Powell making his first guest appearance on the show since he departed as emcee. Old timers identified with the period of Berlin's song hits also will I spotted in the guest section.

Last year, the 25th anniversary of 'Alexander's Ragtime Band,' was also made a general show by celebration.

All German Musicians Must Be Up in Anthem

Must be Up in Anthem
Berlin, Jan. 17.
Leader of the People's Music in the
Reich Music Chamber has issued a
decree that every musical group in
Germany playing in public must be
up on the German National anthem
and the Horst-Wessel song. Those
not complying with this demand
leave themselves liable to prosecution i accordance with para. 10 of
the Reich's Culture Chamber —
laws.

What more annoying than the revelation at a recent demonstration of the Winter Helpers' organization that a group of accordeonists was called upon for the German National anthem—and found wanting. Embarrassing moment—number 10.

Feld Vice Roth, KMOX

St. Louis, Jan. 26.
Al Roth, for past two years musical director at CBS's St. Louis outlet, KMOX, resigned to go to New York. After trying out scores of band leaders from all over country CBS execs. chose Ben Feld, a St. Louisan, as Roth's successor. Feld, a violinist and band leader for past 10. years, formerly with St. Loui Symphony Ork and late Gene Rodemich's band before heading his own band at Hollywood, Fla.
Feld takes over new duti

issatisfaction over the allocation of ilability points which months has been agitating a goodly

portion of the publisher membership of the American Society of Composers, Authors and Publishers was

of the American Society of Composers; Authors and Publishers was imporarily silenced iast week. At a general meeting of this membership three publishers were appointed to work out a mathematical formula for measuring the availability rating, or catalog value, of the various firms in the Society.

While a truce was reached on the receiver on ASCAP front, the publisher coursel for aid in solving the headache which the demands of the Warner Bros, publishing group the same issue of availability had readed. After two days of lengthy hearings, the publisher directors voted to have Warners' lawyer on music, A M. Wattenberg, confer with ASCAP counsel, Frohlich & Schwartz, on the contents of the brief which the former had presented in support of his client's case. This brief, which caused much jitteriness among several members of the board, disclosed the total number of uses made of various catalogs over a period of years. It was the first mathematical setup of its ki and, because of the increased agitation it mush provoke among the lower ranking publishers if the contents got out, ASCAP Tresident Gene Buck ordered all copies of the brief kept under lock and key in the Society's files.

brief kept under lock and key in the Scicety's files.

Warner Centention:

Warner Centention:

In presenting its case WB charged that the ratings given drong the second of the second of the ratings given drong which include Harms, Inc., T. B. Harms Co., Remick, Witmark and New World, were widely out of line with the value of their catologs to the Society. As proof of this contention Warner statistically compared the uses made of these catalogs with the uses made to the Society while others, not in the WB group, were being unfairly treated. Warner publishing feels that lots of good for the general membership should come out of this data, since it proves the present method of determining availability shalling and the catelong anything but equitable and that something must be done to rectify this situation. Meeting of the ceneral publisher membership, which was held in the Astor Wednesday 420, developed at the outset into a snarp attack on the work of the Society's availability committee in apportioning points; sometime was concentrated among 13 publishing firms.

When it came to a vote on whether to return to the old system of div-vying among ASCAP royalties the return to the old system of div-vying among ASCAP royalties the return to the old system of div-vying among ASCAP royalties the return to the old system of div-vying among ASCAP royalties the return to the old system of div-vying among ASCAP royalties the return to the old system of div-vying among ASCAP royalties the return to the old system of div-vying among ASCAP royalties the return to the old system of div-vying among ASCAP royalties the return of op

S-8-S Committee appointed to the task of devising a formula for measuring catalog values consists of Henry Spitzer, chairman, Gintav Schirmer and Lester Sanity. They will make a survey of all availability methods already proposed by individual nublishers and submit their findings and recommendations to the publisher, section of the ASCAP board. Followine his designation. Soitzer declared that the committee proposed to hold a number of lengthy medings each week and he home through the intensive activity to be in a join to present consider and workable with

Here and There

(Continued from page 40) pacity for some months, has been given a program of her own. The period is for women and covers the entire field of foods, styles, etc. Miss McCorquodale came to WSOC from WDAE, Tampa.

Wallen Players, drama group over WDAS, Philadelphia, are preparing series Farnsworth Television for airing over its newly licensed transmitter.

Art Gillham, 'the Whispering ist,' has located in Atlanta to iano studio.

Anthony Paterne, radi actor and producer of the 'Angel Face,' adven-ture programs over WWL, New Or-

VISIT OR WRITE MARKS MUSIC

BLAZI

LONESOME GUITAR IT'S STILL BEING DONE

YOU'RE JUST A

NIGHT OH, SAY, CAN YOU SWING?

IN YOUR EMBRACE RUMBAS SPIC AND SPANISH

MY SOMBRERO

Orchestrations 50c each

RADIO CITY, N.Y.

SOVIETONE TOPICS

CURRENT FAVORITES OF THE HEADLINERS YOU DO THE DARN'DEST

THINGS, BABY' · UNDER YOUR SPELL

"Your Slightly Terri "It's Love I'm
"The Balbea"

MOVIETONE MUSIC CORPORATION

TOX PUBLISHING CO. SUR AV NEW YORK

leans, iven a screen test last week.

William F. Moore, chief engineer of WBNX, Springfield, Vt., working on new equipment for WJTN, James-town, N. Y.

ed Barber, sportscaster for Cros-ley's WLW and WSAI, is filling in the winter lull by turning director for several shows on both stations.

Alan Fort, formerly with WGPC, Albany, Ga., has joined the announc-ing staff at WATL, Atlanta.

Bill McCain, new newscaster at WBRC, Birmingham, replacing Melvin Israel.

Bill ivens, head mike man WFBC, Greenville, S. C., has re-vived his 'Kup O'Koffee Club' at 7 each morni

Graham Gladwyn, formerly with WTIC, later with the Hammer Ad-vertising, now with the Yankee Net-

Walter Haase, production manager of WDRC, Hartford, in Flor-

III Male, commercial manager of WDRC, having completed his home in Madison, Conn., commutes more than 80 miles daily between his residence and the station.

WFIL, Philly, adds Ed Scatterday, formerly of WCAE, Pittsburgh, to engineering post, and Newton Rorbaugh, formerly program director of WIBG, Philly, to continuity spot.

Basketball games will be aired starting this week over WJBK, Detroit with Nagler at the mike.

Hagman has joined the com-mercial staff of WNBR. Previously with KTSA, San Antonio and WIND, Gary, Ind.

Winder . Harrls, WTAR, Nor-folk spieler for D. Pender and Nat'l Bank of Commerce, back on ether after more layup due to bad leg.

Frank Barton, N. W. Ayer sec and oot time an amateur

First Federal Savings & Loan Assn. of Columbus has Dr. Roy Burkhart, pastor of Community Church, on air five days a week as "The Family Counselor," over WBNS.

Rose Kay handling a society and woman's column on WHKC, Columbus. R. F. Borland of Cleveland has joined the business staff as accounters.

Lanse McCurley, Daily News sports ed, set for nightly sports broadcasts over WDAS, Philadelphia

Esty Agency's Gesture

William Esty agency, which gave its employees a holiday bonus consisting of one month's salary, is now iving a second

Firm is paying all Social Se-curity expenses for its hirelings.

Sponsor is Morton's Jewelry.

Norman Farrell added as man to the staff of Weed & Co., tion reps, in New York. Newcomer previously was in the magazine field.

Charlle Borrelli, Philly song scribbler and Italian announcer, launching 'Song Shop' show over WDAS, Philly.

'Chuck' Myers of KOIN and Arthur Church of KMBC and their fraus off on an extended motor trip down the west coast.

Louise Fitch, femme lead on the Wrigley 'Mortimer Gooch' show, has also nabbed new role in the Chicago 'Mary Marlin' program.

Peggy Wall added to the House-hold Finance, 'Welcome Valley' show by Henry Klein the Chicago BBD&O office.

New Disc Proviso

Revised standard contract for the manufacture of phonograph records will be made available by the Music Publishers' Protective Association with the Manufacture of the Music Protective Association with the Parks of the Music Protective Association with the Parks of the Music Protective Office of the Parks of the Parks of the Parks of the Music Protection of the Parks of the Parks

Buffalo's Swing Spot

Buffalo, Jan. 26.
Bill Toplan is installing a WGR-WKBW remote in the Silver Grill, hoping to popularize spot as a Buffalo Onyx club or Hickory House: Silver Grill alumnus is Stuff. Smith who first popularized 'Tse A-muggi'

Toplan now has Mrs. Louis Arm strong fronting Peanuts Holland's band. Musicians are giving the place a play but Toplan expects wire a play but Toplan expecto bring in the non-pros.

Music Notes

Sam Serwer, sales and exploitation director for Harms, Inc., left Monday (25) on a four or five-week trade contacting tour. He is training direct to Los Angeles. After swinging among the clites along the Coast, he will return by way of Denver, visiting Kansas City, St. Louis, Detroit, Cleveland and other midwest keys.

Don Ferdl, formerly Angelo Ferdinando, and orchestra have switched from Cocoanut Grove, Bridgeport, to same city's Hotel Stratfield, with skedded feeds by WICC to NBC-Blue

Harry Bernie has replaced Merrill Schwarz as branch manager for Harms, Inc., in the Cleveland terri-

Louis Bernstein, head of Bernstein & Co., had a minor opera-tion performed on himself in a New York hospital last Friday (22). He was back at his desk Monday.

John Mercer and Richard A. Whit-ing are writing six tunes for Rudy Vallee's Warner starrer, 'Varsity

Clarence . Stout, vet songsmith, has set three new songs with as many

Showmanship

(Continued from page 38)

Lorraine Pankow, as Juliet. Also in cast are David Day, Radcliffe Hall, Homer Sibley, Malcolm Barney, Robert McIntyre, Paul Harris, Clifford Jones, Aaron Levine, Rita Shaw, Ethel Hinton and Fred Dampier.

Juliet was formerly Aunt il in CBS. Bobby Benson.

A Lot of Kate Smiths

A Let of Kate Smiths
Buffalo.
Bit of showmanship displayed by
WGR in connection with the nomination of H. Katherine Smith, blind
columnist of the Buffalo CourierExpress, for this week's Kate Smith
heroism award.
Immediately following the Kate
Smith hour Thursday (21) in which
the nomination was made, WGR had
Smith hour Thursday (22) in which
the nomination was made, WGR had
the control of the courier that
the control of the courier that
the start weed by
Kate Smith being nominated
by Kate Smith was written by Kate
Smith, Real tag of Joyce Raleigh,
Times radio editor, is Kathryn
Smith.

pubs. 'Harlem in the Jungles' taken by Will Rossiter, Chicago; 'When Ol King Cole Married Mother Goosa,' sold to Mills Music, and 'Ridin' the Reds' and 'Cannibal King Can Swing' to Clarence Williams.

Marion Sunshine and Eliseo Grenet collabed on new tune 'Havana's Calling Me,' to be pub-lished by Marks.

Harry Paul appointed New England rep. for Irving Berli Paul was formerly personal for Rudy Vallee.

Lew Conrad will remain at Cocoa-nut Grove, Boston, for balance of season. Contract just renewed.

Remick

I'LL SING A THOUSAND LOVE SONGS

New, Terrific it!
GEE! BUT YOU'RE SWELL

from "SING ME A LOVE SONG"
A Cosmopolitum Production THE LITTLE HOUSE THAT LOVE

YOUR EYES HAVE TOLD ME SO

SUMMER NIGHT

REMICK MUSIC 1250 Sixth Ave., RCA Bidg., Y. CHARLIE WARREN, Prof. Mgr.

HOLLYWOOM

"ONE IN A MILLION" "WHO'S AFRAID OF LOVE?"
"THE MOONLIT WALTZ"

"WE'RE BACK IN CIRCULATION AGAI " eatured in the 20th Cen-tury-Fox Picture—"One in a Million"

HOLLYWOOD SONGS-

RCA BUILDING-RADIO CITY-NEW YORK PHIL KORNHEIJER, Gen Mgr



THE BALLAD SENSATION

THE WORLD IS MINE

(TONIGHT)

NOW THRILLING THE WORLD

SAM FOX
PUBLISHING COMPANY
1230 SIXTH AVENUE
CA BUILDING RADIO CITY
NEW YORK

Exclusive PUBLICATIONS, INC.

MR. GHOST GOES TO TOWN

ORGAN GRINDER'S SWING

SENTIMENTAL MOOD

SOLITUDE

EXCLUSIVE PUBLICATIONS

IRVING BERLIN'S GREATEST SCORE

THE 4 0 N AVENUE

(20th Century-Fox Release)

THIS YEAR'S KISSES

YOU'RE LAUGHING AT ME

TO KEEP ME WARM THE GIRL ON

THE POLICE GAZETTE SLUMMING ON PARK AVENUE

he ain't got rhythm

3 CURRENT POPULAR HITS
I Love You From Coast to Coast

There's Frost on the Moon

There sa Silver Moon on the Colden Gate

IRVING BERLIN, Inc.

790 Seventh Ave., N. Y. C. HARRY LINK, Gen. Prof. Mgr.

Inside Stuff—Radio

(Continued from page 26)

(Continued from page 26)
son of publisher, dropped i at studies for an o.o. is in Baltimore working for papa's News-Post, getting baptized in newspaper work by running a police beat on burg's southside. One afternoon last week he slipped up to WBAL and announced name to receptionist, saying he'd, like to give the joint the glim. When receptionist had youth repeat his label and made sure name was Hearst, she almost swooned.

When she got herself together and had him announced, the word wig-gled out to all employees, and when station officials were walking the boy around the premises and introling him, there was a hushed, reverent air pervading entire layout. It was first time anyone with that magic name ever prowled WBAL.

Philco Radio & Television Corp. has begun publication of a weekly house paper, called Philco World. Of interest particularly because it's written, edited and printed strictly along lines of metropolitan dailies. Staff is composed of former newspaper men, several of whom are employed in company's publicity department. What makes publication unique among house organs is that it shuns puffs for company execs and employees, sticking strictly to straight news of interest to Philco workers. Staff has regular city desk, reporters and a photographer. Sheet is made up by regular Philco World makeup editor and, is printed by Philadelphia Daily News in tabloid form. Published Tuesdays with claimed circulation of 22,700 copies distributed free.

Networks were in a frenzy Inauguration Day (20) ishing up novel broadcasts of the rain-soaked ceremonies but the screwiest program idea never was carried out.

never was carried out.

Cracki under the strain of airing descriptions of proceedings from manholes, gun caissons and a dozen intermediate pick-up points, Abe Schecter, NBC special events manager, was on the verge of giving dial-twisters a real novelty. During the height of excitement, Schecter screamed a command to a centrol operator for 'two more minutes of silent music.'

De Pauw University (NBC) centennial program led to discovery of most rabid radio fan for 1937. Wilbur Pelham, New Harmony (Ind.) and De Pauw grad of 1912 wanted to hear his school's broadcast, but a sleet storm which cut off the power lines made his regular receiver of no value. That didn't daunt Pelham, who is an electrical engineer. He went to work and built a battery set, completing it in time to hear last 15 minutes of program, which ran half-hour.

vouched for by school icials.

Radio played a big part in getting salary boosts for rural school teachers of Saskatchewan recently. Radio addresses by teachers yelping about getting less than \$400 a year and of resulting ill-health brought such response that provincial government boosted school grants and established a sort of minimum for teachers at \$600 per.

Asher izemore on WSM, Nashville, is a distant cousi; not a brother of Gordon Sizemore on WHAS, Louisville, the former points out. oth are doing a hillbilly radio turn using a child as feeder.

Inside Stuff—Music

Emil Coleman, leader at the Iridium Room of the Hotel St. Regis, Y.Y., rote to President Roosevelt again this year, requesting his favorite ness of that he could play them in tribute to FDR on his birthday, Jan., both for the Iridium Room clientele and the radio audience. Coleman on the air over the NBC Blue network Saturday at 11:05 p. m. Stephen rily, secretary to the President, replied his favorite songs are Yellow se of Texas, 'Home on the Range,' Anchors Aweigh and the Fire usic from Wagner's Die Walkure.' The President's selections indicate taste for martial music, though 'Home on the Range' has a nostalgic over. Last year, when the same query was put to the White House, ome on the Range' was is top favorite. He also liked 'My Wild Irish 1861 and 'Halls of Montezuma.'

Arthur Schwartz, composer of 'That Girl From Paris' (RKO), credits mmy Dorsey for improvising that swing version of the 'Blue Danube altz' which Lily Pons does in the picture. Originally Schwartz and tward Heyman, his lyricist, were to write something for similar treatent until the quite accidental swingo of Strauss came about. By coincidence, Gladys Swarthout's forthcoming 'Champagne Waltz' ar) is said to have a similar hoke version of the Johann Strauss classic.

When the Poppies Bloom, tune which Shapiro, Bernstei & Co. took er from frwin Dash Music Co., Ltd., has already sold 350,000 copies ash thinks it's a cinch for 400,000 copies and may even do half a million. return for "Poppies Shapiro-Bernstein gave Dash the English rights to the Chapel in the Moonlight."

A man identifying himself as Phi ip Murray, 31-year-old musician and titve of Mobile, Ala., was arrested in a Glens Falls, N. Y., rooming house id committed to Washington County jail at Lake George on a charge of personating a Federal officer at Great Barrington, Mass, June 19, 1935.

Leonard Jay Freeman has sold song rights novelty Sing-A-Gram and nile idea to Mills Music, Inc. Freeman may go on the road with his welty idea; visiting radio stations in all sections of the country.

17,000 MUSICIANS ON WPA

Harry Hopkins Tells Congress of Relief in Profession

Washington, Jan. 26.

Jack Kapp Goes West

Jack Kapp, Decca Records presimt, en route to Hollywood for a rtnight's recording record tri Bing Crosby is finishing up 'Waikiki edding for Par and these, along exclusive Decca artists.

Pollock's Cafe Tunes

Hollywood.

Lew Pollock planes east Jan. 29 r a conference with operators of e French Casino, N Y.

There's a deal in the making for pilock to concoct special music low for the double-decked nitery.

Mills Renews Smith

Jack Mills has obtained right renewal rights to a group of the tunes which Chris Smith, who was among the tops in his genre a score years ago, wrote with others Mills acquisiti , and their collab-orators, include 'You're in the Right Church But the Wrong Pew' (Cecil Mack), 'Down Among the Sugar Cane' (Mack), 'He's a Cousin of Mine

(Silvo Hein, Mack) and 'All In Down and Out (. McPherson. Mille has one by Smith for publication, It's 'I'm

Mad at You for What You've Done to Me, Walter Hil-

MUZAK CHIDED BY NEW YORK LOCAL

Muzak, wired radio service which caters to hotels, restaurants and barrooms, got itself jammed with the New York Musicians Union last week as the result of the former's hookup with the ice skating rink in Rockefeller Center. The local demanded that Muzak withdraw its service from the rink and also insisted that the same thing be done in the of the Victoria hotel.

Understood that there had been an agreement between Muzak and the union in which the former had pledged itself not to go into any spot where musicians were employed or had a chance of being employed or had a chance of being employed or had a chance of being employed or had been using three musicians who, with a singer, were engaged in making the rounds of the dining room and bar, playing to individual tables. Washington, Jan. 26.

More than 17,000 musicians were aided by the Works Program during 1938, while audiences estimated to exceed 50,000,000 have been entertained by government sponsored singers and instrumentalists, according to estimates given Congress Monday (25).

With 13,000 musicians and music teachers on the rolls last March, the Federal Music Project has helped out a large number of persons and given them 'measure of economic rehabilitation,' Administrator Harry Hopkins reported. The payroll Jan. I contained 14,108 musicians' names.

individual

Last Week's 25 Best Sellers

[The trade will be interested in comparing the selling relativity to the most-played-on-the-air tabulations, shown elsewhere in this department. Song title and publisher of the best selling 25 are included; only the title of the song is recorded in the air plugs.]

	Chapel in the Moonlight	
	*Pennies From HeavenSelect	
	*Coodnight My Love Robbins	
	When My Dreamboat Comes Home	
	With Plenty Money and You Harms	
	Tone Tring Builton Vous Shoe	
	One, I wo, Button I out Shoe Foot	
	*Rainbow on the River Feist (Night is Young Words & Music (It's De-Lovely Chappell	
	Night is Young	
	ilt's De-Lovely	
	*There's Something in the Air Robbins	
	*I've Got You Under My Ski	
ï	Serenade in the Night	
	TimberShapiro	
ľ	*I'm i Dancing MoodCrawford	
٠	Let's Grow Old TogetherRobbi	
ŀ	Trust in Me	
l	Someone to Care For Me Feist	
l	Someone to Care For MeFeist One in a MillionHollywood	
ı	*This Year's KissesBerli	
ŀ	*Summer Night	
ŀ	Tomous	
۱	*Moonlight and Shadows	
ŀ	*Who's Afraid of Love	
ľ	Tve Love to Keep Me Warm	
ı	*One Never Knows Does One?	
ľ	*Easy to Love	
	*Indicates filmusical song. †Indicates stage production song. The others are pops.	2 -

Geo. Simon Buys Pub. Co.

George Simon last week bough the Lincoln Music Co. outright from Joe Davis, Latter has another pub lishing firm under his own name.

Simon has been general manager for Select Music, sales manager of Harms, Inc., and before that mechanical manager for Irving Berlin, Inc.

Pendarvis in Frisco San Francisco, Jan.

San Francisco, Jan.
Paul Pendarvis opens in Rose
Room Bowl of the Palace Hotel,
Frisco, Feb. Lois Clark, warber,
and King Harvey, electrical guitarist,
are additions. Pendarvis has been
given screen contract by Warner
Brock.

His contract with the Palace Hotel is such that he will be on call for

M.C.A. Orchestras Walk

Jack Denny and Maurice Spitalny

Jack Denny and Maurice Spitalny orchestras left the Music Corp. America this week to Join Consolidated Radio Artists.

Gus Edwards' Kennaway, Inc., has been completely taken over by CRA. Irving Mills' Mills Artists, while not out of the band picture, was relieved of all-but three of its attractions. Mills retained Ina Ray Hutton, Cab Calloway and Duke Ellington.

Meyer Pitching Yodelers

Hollywood, Jan. 26.

Abe Meyer will supervise musi on next Jed Buell western, 'Song of the Prairie, 'featuring Fred Scott. Meyer has also been authorized by Buelt to negotiate several original western tunes for Scott to warble,

WE are happy to announce that, effective immediately, all orchestras under the management of MILLS ARTISTS, INC., will hereafter be booked for dance engagements, including hotels, cafes and ballrooms by CONSOLIDATED RADIO ARTISTS, INC., exclusively.

The coast-to-coast facilities of the CONSOLIDATED organization guarantee our clients the utmost in service. We are certain that the fine relations enjoyed in the past between MILLS ARTISTS, INC., and the bookers of the country will be even further cemented under this new policy.

We believe that this is a great stride forward to

BETTER BAND BOOKING

IRVING MILLS Mills Artists, Inc.

Hotel Mgrs. Chisel In On Bands?

That's What Musicians' Union Hears and Wants to Find Out About

Investigation is being made by the New York musicians union of the practice by a couple New York hotel managers of cutting themselves in on the future earnings of the bands and agers take the position that it is their, hotels which make the bands and that such connections-etitlic, them to participation in the orphestras income for at least year after the latter vamoose. Cuts stipulated by the hotel men in either case is 5%.

Union's inquiry so far has is-closed that the managers are not personally profiting from the ar-rangement. They use it to save on the hotels' own music costs: 'As the sees' the managers could in time be collecting enough in out-

side commissions to more than cover the expense of the band currently

Nacio Herb rown and Arthur Freed have turned new song, Follow in My Footsteps, which will be used in Metro's 'Broadway Mel-ody of 1937.'

Witnark Presents

When My

Dream Boat Comes Home

"CHEROKEE STRIP" arring Dick Foran te Singing Cowboy"

My Little Buckaroo

M. WITMARK & SONS 1250 Sixth Ave., ECA Bidg., N. Y. CHARLIE WARBEN, Prof.

Cohn Off Forster

Cohn Off Forster

After two years as N. Y. rep of
F. J. Forster, the Chicago music
publisher, Solly Cohn is leaving the
outfit at the end of February. Forster already has given up his N. Y.
office, utilizing part of the space
sublet from Isham Jones Music Co,
and at the same time taking Cohn
over from Jones outfit as the
metropolitan general representative.
Forster has been easing off on pop
song exploitation and this, combined
with other interests, is causing him
to do away with the N. Y. exploitation end, concentrating everything
out of Chi.

PARENTI'S BANKRUPTCY

PARENTI'S BANKAUPTOY
William Schellang (Anthony Parenti), musician at Radio City Music
Hall, filed a petition in bankruptoy
Thursday (21) in Federal Court.
Liabilities listed at \$4,225.
Schellang lists among unattachable
assets saxophones and other musical
instruments worth \$735. His address
is 140 West 58th street, N. Y.

Consolidated's Dallas Office

Consolidated Radio Artists has taken over the Dallas, Tex., office of Mills Artists; along with its purchase of the Mills bands.

Office will remain in charge of C. J. Buckner and Jenks Bryan, who managed it for Millon Roemer, formerly manager of Ozzie. Nelson, named manager of N. Y. office under Charles Green, prez.

To paraphrase the saying—"Good Things Come in 4s" For example, here are 4 big songs from 4 big pictures: A THOUSAND DREAMS OF YOU, from the Walter Wanger production, "You Only Live Once"

SMOKE DREAMS, from the Metro-Goldwyn-Mayer pro-duction, "After The Thin Man"

GOODNIGHT MY LOVE, from the 20th Century-Fox pro-duction, "Stowaway"

THERE'S SOMETHING IN THE AIR, from the 20th Century-Fox production, "Banjo On My Knee"

ROBBINS MUSIC CORP. . 799 7th AVE. NEW YORK

Most Requested

(Reported by Leo Reisman, Waldorf-Astoria Hotel, N. Y.) Good Night, My Love. Organ Grinder Swing. I've Got You Under My Skin. It's De Lovely. Twinkle, Twinkle Little Star. The Way You Look Yonight, Love, What Are You Doing? I'm Riding High.
Tea on the Terrace. So Do I.

(Reported by Enoch McAlpin Hotel, N. Y.) I'm Riding High. One, Two, Button Your Let's Put Our Heads gether.

gether.
There's Frost on the Moon.
Night is Young.
When My Dream Boat Comes
Home.
Pennies From Heaven.
I've Got Kou Under My Ski

I'm in a Dancing Mood.

(Reported by Xavier Cugat, Hollywood Country Clu, Hol-lywood, Fla.) Good 13th, My ywood, Fla.)

Good. 1ght, My
Riding High.

R's De Lovely.

Easy, to Love.

Basin Street Blues.

La Curaracha.

My Shawl.

Chanel in the Moonlight. I'm in a Dancing Mood. For Sentimental Reasons.

VBC.)
Good Night, My Love.
Night is Young.
When My Dream Boat.
Fennies From Heaven.
Chapel in the Moonlight.
Its De Loveiy.
Inner's Something in the Air.
You Do the Darnedest Thin
Love and Learn. ove and Learn. Riding High.

(Reported by Hal Kemp)
Good Night, My Love
Pennies from Heaven
Got You Under My Skin
Easy to Love
I'm in a Dancing Mood
De Lovely Love and Learn
Plenty of Money and You
Gee, But You're Swell
Chapel in the Moonlight

(Reported by Al Goodman) Plenty of Money and You Easy to Love Pennies from Heaven I'm in a Dancing Mood Got You Under My Skin De-Lovely You Do the Darndest Things Chapel in the Moonlight
May I Have the Next Romance
Dreamboat Comes Home

Sponsors—Agencies

(Continued from page 40) tizations of incidents in Duff-Norton

history.

New time, however, will be Fridays instead of Monday nights.

Walker-Downi of Pittsburgh handli

Duart Sales Co., Ltd., of San Francisco, has renewed 'The Passing Parade' with John Nesbitt, effective Feb. 2, over the basic Coast NBC-Red network plus KOA, KDYL, WOW and WMAQ, latter two being added on that date and WEAF and KXW joining the web March 2. Howard E. Williams agency handles the account. Quarter-hour programs originate in NBC's Francisco studios.

Union Railroad, through Caples Company, Los Angeles, has signed for 12 monthly quarter-hour disc shows, 'Romance of Transpor-tation,' over KGO, San Francisco, starting Feb. 7.

Mutual Benefit Health & Accident Assn. of Oakland, Cal., is using five-minute discs over KGO, San Fran-cisco, Friday evening for 13 weeks, National Advertising, Inc., is agency.

Benrus watches buying more time signals through Brown & Tarcher.

Gruen watches interested in spot

Vick's picking up announcement schedules in areas where flu has hit

Paris & Peart opening a branch office in Detroit, with Melville Smith

Dodge buying spots to plug sale of sed cars. Through Ruthrauff &

Liberty magazine has bought a five-minute news service on WABC, New York, taking the 11 p.m. period Monday, Tuesday, Wednesday and Friday. Thursday is skipped because the period would follow the 'March of Time' show.

Abe Lyman quits the New Yorker hotel, New York, for the Biscayne Dog Racing Club, Miami, March 12.

Vera Brodsky Broke

Vera Brodsky Broke
Vera Hrodsky, musician, 315 West
57th street, N. Y., has filed a petition
in bankruptcy listing her liabilities
at \$4,605 and no assets.
Among creditors are: Rosali
Genet, \$250; Bertrand Leslie, of Los
Angelea, \$250; Rosina Lhevinne, \$100;
Max Shapiro and A. T. Thomson,
both of 1441 Broadway, \$475 each,
All are personal loans.
Planiste has appeared
City Music Hall.

Horms Presents

With Plenty of Money and You

(Gold Diggers Lullaby)
All's Fair in Love and War
Let's Put Our Heads Together
Speaking of the Weather
From "Gold Diggers of 1937"

Cafe Continental

When Old Friends **Meet Again**

Vienna Dreams

Trouble Don't Like Music

From "White Horse Inu" Blue Eves

White Horse Inn I Cannot Live Without Your Love

HARMS, INC., RCA Bidg., N. Y. MACK GOLDNAN, Prof. Mer.

Gordon & Revel's Greatest Score . . . From 'Head Over Heels' A Caumont-British Picture

'May I Have the Next Dance With You' **Looking Around Corners For You'** 'There's That Look In Your Eyes Again' 'Head Over Heels In Love'

LEO FEIST, Inc.

1629 BROADWAY

NEW YORK

With Pleasure and Pride

Jack Mills Announces the Appointment of

MAURICE STAUB

who comes up from the ranks of our own organization to climax a successful career of fruitful service to Mills Music, Inc. as

PROFESSIONAL MANAGER

From the finest and most diversified catalogue we have offered in years—the season's outstanding song hits!

The Song Sensation of Europe Captures The Imagination of America!

From the Cotton Club Parade of Hits

COPPER COLORED GAL DOIN' THE SUZI-Q ALABAMA BARBECUE THAT'S WHAT YOU MEAN TO ME

Just Released | England's Newest Favorite!

SUPPOSING

From Will Hudson, The Sophistocrat of Rhythm! I'LL NEVER TELL YOU I LOVE YOU THE MOON IS GRINNING AT ME

MILLS MUSIC, INC.

Jack Mills, Pres.

1619 Broadway, New York, N. Y.

LARGE AWARD **FOR LOST** LUGGAGE

N. Y. municipal court has awarded The Ashburns, dance team, damages \$500 against the Hotel Victoria N. Y., for loss of luggage containing valuable clothing and curios which team brought back from China.

Bag was checked at the hotel after pair returned to U. S. from year tour of China and India. When the hotel could not produce the bag, Harris Ashburn filed suit and noti-

fied police. Bag was picked up in a local pawn shop—empty.

Inns are ordinarily liable only for \$100 unless negligence can be proven and contents of luggage ascertained. Marks single instance when local hotel has been nicked for so much. Lou Randell was attorney for plaintiffs.

Liquor for Night Clubs Illegal in Utah; Hope to Liberalize Regulations

Salt Lake ity, Jan. 26.
Salt Lake hotelmen, ight club and dance-hall owners reportedly lobbying with legislators, convening here, to modify Utah liquor laws by taking control from hands of state liquor commission and place, it under jurisdiction of commission, cities and counties. Liquor sales, long a controversial subject, is presently vested in hands of a commission, which supervises sales in state owned-operated stores. In less than year, state stores reaped a net profit of about \$700,000. Proposed measure would authorize state tax commission to grant itenses to brewers for the manufacture of light beer, and cities and towns would have full power, within corporate limits, to license, tax, ulate or prohibit sales of drink. It also seeks sale by drink in legitimate eating places, which includes hotels and night spots with a kitchen. Salt Lake ity, Jan. 26.

cludes hotels and night spots with a kitchen.

At present, hard drinks and in some instances, 3.2 beer, are prohibited in hotel dining rooms, night clubs or dance halls. Modification of liquor bill is, however, not in line with suggestions made by Governor Henry H. Blood in his message to legislature.

VIEW BALLET ESPAGNOL FOR FILM HOUSE DATES

Picture house bookers have been reviewing the Ballet Espagnol during its concert dates at the Bayes, N. Y.,

this past week. Spanish ballet, first time in America, is being piloted by Ed Perkins, who contracted their U. S. itinerary. Ballet may be tabloidized for picture

Stanley, Pitt, Back to Straight Picts Jan. 29 ittsburgh, Jan.

Stanley, WB deluxer, goes back to straight picture policy this Friday (29) and, while management is insisting change will be only for few weeks, it may last until after Easter. With elimination of presentations, theatre's top will go from 60c to 50c, matching that of Penn, but 10c higher than other downtown first-run houses.

houses.

Under terms of new two-year agreements signed between theatres and musicians last November, theatre has to guarantee pit boys only 25 weeks of work a year. Big pix are plining up for both the Penn and Blanley under Loew-WB pooling deal and if product keeps rolling, there's no telling when house will resume fiesh.

Randalls' New Spot

Hollywood, Fla., Jan. 26.
The Randalls, Marion and Mar-tinez, reunited, open here tomorrow (Wednesday) at the Hollywood Beach hotel.

They closed today at the Macfadden Deauville, Miami Beach.

Broudy, Pitt. Pit Leader. Into Hotel Restaurant

With stage shows going out of Stanley Friday (29) for straight films, Dave Broudy, veteran conductor at house, has been signed by William Penn hotel to lead six-piece string ensemble for luncheon and dinner music. Maestro will use men from his nit crew.

music. Maestro will use men from his pit crew.

It's a break for roudy, in-as-much as hotel has usually used in dining room same ork that's been in Chatterbox for night dancing. However, william Penn is break all precedents by bringing i sepia outfit. Count Basie for night spot and figures they wouldn't do for eating salon. In addition, Broudy will review William Penn's little symphony concerts every Sunday night in hotel lobby with augmented outfit.

Basie opens at Chatterbox Thursday night (28), replacing Emerson

Basic opens at Chatterbox Thursday night (28), replacing Emerson Gill, who moves on to Arcadia Cafe in Philly after two-month stay here

WARING AVERTS FIRE PANIC

Camden, N. J. Jan. 26.

Waring averted possibly serious panic in Stanley theatre here Sunday (24) night by reassuring audience from stage as smoke was discovered issuing from projection booth in rear of house. Two women patrons of theatre were treated for slight injuries received in brief stampede when boy patron on balcony cried 'Frie'.

Smoke understood to have been caused by grinding of one gear with another in projection room just as feature film was concluded. Projection room employees phoned theatre office and Waring, just preparing to open stage show, was notified backstage. Curtain was hurriedly run up and it ndleader calmed audience just as rush for exits was starting.

Warner Bros, which operates house, made effort to muzzle dailies on story and most of them played it down as matter of policy. Waring was doing one-nighter here, as live shows in Philly, where he's on Earle stage this week, are taboo on Sundays.

Ethel Shutta Stalls Chi Congress Opening

Chicago, Jan. 26. Chicago, Jan. 26.
Congress opened with a new show Friday (22), but without Ethel Shutta, she being unprepared to leave New York. Expects to Join the show in a week. Readying more new material.
Bernhardt and Graham, dance team, were held over, and Bob Hawk is in as emcee, with the rest of the show composed of Edith Gri ith and Stan Kavanaugh.

F&M Quits Stern's B'klyn Merry-Go-Round

Fanchon & Marco has severed its connection ith Harold Stern's Merry-Go-Round nitery in Brooklyn, Understanding is that F. & M. shows

Understanding is that F. & M. shows were too costly for the spot.

Nitery opened about six weeks ago, ostensibly under maestro Stern's ownership. It was converted over from a Chinese restaurant, but with the original Oriental owners still holding the purse stri . Was F. & M.'s first nitery venture in N. Y.

Burt's New Spot

Chicago, Jan.
Chicago, Jan.
Glen Burt is handling the vaude
bookings for the Palace, Ft. Wayne.
Burt is setting the talent in through
the Sligh & Tyrrell office. At present
Palace is operating, ith a presentation policy.

Chicago, Jan. 26.

June McCloy, nitery and picture actress, has filed a bankruptcy petition listing her assets at \$50, liabilities, \$2,000.

Her \$500

Dave Ferguson Recovered

S. A. with Chow

Baltimore, Jan. 26.
Girl waitresses seem to be
fast supplanting men in niteries
here. Three spots last week replaced trousered platter-packers
for skirted ones, and couple
more sites are planni to do
same.

same.

In Batto colored waiters have more or less been the traditional food servers since back in colonial days. Looks as though after all these years tradition takes rear seat to sa.

RITZ BROS. ASK \$3,250 RAISE

Deal is on for the Mt2 Bros. to do a vaude return for Loew's. They are asking \$5,500 weekly. Last vaude salary paid the comic trio at Loew's State, N. Y., was \$2,250. New figure, an increase of \$3,250, is accountable to their icture appearances in 'Sing, Baby, ing' and 'One in a Million, for 20th Century-Fox.

itz Bros.' Loew dates will include the three weeks in Washington, Bal-timore and N. Y. Lou Irwin is agent-

Ted Lewis Settles \$82,500 Auto Crash Lawsuits for \$3,500

accident suit to recover damages aggregating \$82,500 from Ted Lewis, band leader, ended Thursday (21) when attorneys announced the matter had been settled for \$3,500 as the action was about to go to trial before N. Y. Supreme Cart Justice Edgar J. Lauer.

The plaintiffs, Mrs. Rose Pressman, sued for \$50,000, her daughter, Harriette, for \$25,000, and her husband, Benjamin Pressman, asked \$7,500 for loss of his wife's services due to injuries. The two Pressman women were passengers in Lewis car when it crashed with another auto near Pontiae, Ill., i September, 1933. Lewis was not in the auto at the time. The car was being driven by his press agent, Milton Pickman. Another daughter of the Pressmans, Esther, was a member of the Lewis troupe which was playing at 8t. Louis at the time of the crash.

Harry Foster to Wed Flo Chumbecos in Lond.

London,
Harry Foster confirms the report
of his marrying Florence Chumbecos
immediately on arrival here. Miss
Chumbecos, now on the water, is
w.k. here through appearances in
cabarets and as a featured dancer in
Clifford Whitley's revue,

Mobile, Jan 26.
Florence Chumbecos is a Mobile
girl. Formal announcement of the
engagement and approaching mariage was made here by her parents,
Mr. and Mrs. James Chumbecos, of
Mobile.

Mobile.

The couple ill honeymoon in Paris at the George V. hotel and will go to Cannes for Easter.

Miss Chumbecos has recently been dancing in the French Casino, N. Y. She made her debut in London a few seasons ago. Miss Chumbecos will continue in motion pictures in England.

Hostess Appeals Conviction In Killing of Nitery Op

Marie Morrison, 20-year-old hostess was convicted of manslaughter
by jury in Circuit Court Wednesday
(20) in connection with fatal shooting, of Harry Anastas, prop. of
Golden Dragon, downtown nitery.
last June 15.
Sentenced to care

Sentenced to one year in City Jail, but she filed motion for new trial and was released on \$2,000 bond.

0. & J. FOR BOSTON

Dave Ferguson Recovered
Dave Ferguson at Jewish
Theatrical Guild office after serious operation.

Was confined ital seven weeks.

N. Y. 18

Olsen and Johnson set for a week of the first properties of the preceded by Louise Beavers on Feb. 3.

She then Apollo, N. Y. 18

Cincy Vaude, of Course, Affected By Floods; Dayton May Be Also

To Ease Wash. Curfew

To Ease Wash. Curfew
Baltimore, Jan. 26.
Representative Dirksen, of Illinois, representing the Repub minority on the District of Columbia committee in the House of Representatives, plans to shortly intro a bill in Congress licensing D. C. niteries and barrooms to peddle likker till 2 a. m. on Sunday mornings. Curfew currently is midnight.
Operators of niteries in Washington have lately been squawking aplenty about that early close-down hour on Saturday nights. Objection is that great many Washingtonians have got in habit of commuting to Balto, where they may tipple till 2 a. m.

MIAMI NITERY OPS IN PANIC

Miami, Jan. 26.

With season here not hot and biz way off, nitery operators, as well as other amusement enterprises, have the jitters. One spot, the Town Casi, has already closed, and rumors fly hick and fast that others are soon to follow. The French Casino, last year's top money-maker, has reduced tariff in effort to stimulate biz, which has been very sluggish to date. Gambling with the exception of the Royal Palm Club and two Hollywood spots, is taboo and will remain so.

wood spots, is taboo and will remain so.

To prove gambling is needed in Miami's night life, the Royal Palm is the only spot doing biz. The slot machine angle in the operation of the wheels has proven fool-proof, but other spots are unable to cash in on this because they were not far-sighted enough to get their slot machine licenses before last ber's deadline.

Unless things perk up here soon, there'll be many a busted bankroll ere the season is over.

Miami Beach City Commission, which has heretofore limited the issuance of hitery licenses, has broken down and decided to raise the number of snots that will, be allowed to

suance of hitery licenses, has broken down and decided to raise the number of spots that will, be allowed to operate on an all-night basis. Under the old ruling, spots that didn't have night club licenses were forced to discontinue music and dancing at 2

a. m.
An appeal by Jack Dempsey and his attorney, G. A. Worley, resulted in the commission letting down the bars. Spots which have been running under the 2 o'clock close-up license and which will now be able to run all night are: Dempsey's bar, Riptide Club, Carter's Restaurant and the Roney Plaza Dining Room.

Roberts \$18,000 Award Against R.R. Set Aside

Albany, Jan. 28.
The \$18,000 judgments against the Rutland Railroad Co., obtained in N. Y. Supreme Court as the result of the death of Virginia Roberts and injuries to her mother, Mrs. Bertha Roberts, and her brother and spiter. Dorothy and Jack. Roberts, have been set aside by the Appellate Division.

vision. The family of vaudeville performers was driving toward Rutland, Easter Sunday of 1936, when their car was hit by a train. The court, by a 3 to 2 decision, declared the verdicts against the weight of the evidence, and ordered a new trial.

Dario, Diane to Hollyw'd

Dario and Diane, dancers, just re-turned from the Grosvenor House, London, are slated for the Troca-dero, Hollywood, Feb. 3. They also have a picture offer to double. Team leaves for the Coast end of this week.

N ment in Miami due to iane missing the boat from Paris. Dario sailed from London and Diane was to have hey will livers on the missing the liner, the team lost out on the fortnight they could have crowded in between departing for Hollywood.

fected vaude theatres and performspot, Cinci

where all theatres were closed Sun-

where all theatres were closed Sun-day (24) at 1. p.m. Show at the RKO Shubert, Cincy, at that time was Major Bowes all-girl unit. Bowes' office in New York Mon-day night (25) was informed by the unit's manager that he expected to get the troupe out the following day. get the troupe out the following day, Rall jumps were hazardous and long, it was explained, while it was almost impossible to hire a bus or truck. All-girl unit is expected to open Fri-day (29) the Ambassador, St.

day (287)
Louis.
RKO's booking office in New York
has cancelled all shows scheduled for
Cincinnati. Deyton is another town
RKO expects it may have to shut
down. Circuit operates the vauddown. Circuit operates the vaud-filmer Keith's there. Unreported till yesterday (Tues-

Unreported till yesterday (rues-day) are numerous indie vaudfilm stands through the Ohio River vål-ley. Most of these play \$150-a-day-units, which make their jumps by private autos and buses. Roads and bridges throughout the territory have-been affected waters, many of them being com-

Memphis, Jan. 26, Orpheum theatre's current stage, show is A. B. Marcus Revue, Marconed between St. Louis and Memphis by bridge washout, company opened Sunday (24), a day late.

Balto Negro Nitery Ops Told to Treat Patrons Gently; Blackjacks Out

Baltimore, Jan.

Cops have had to warn operators of Negro niteries and saloons they'll have to stop practice of shooting and blackjacking patrons who grow disorderly in their establishments. Number of bartenders, bouncers and operators arraigned in courts here lately has reached staggering total. The colored spots, presided over by Negroes almost entirely in Baltoseem to have got out of habit of calling in police if customers get tought or frisky; spots just get a couple of muggs payrolled on the premises. Generally bouncers use blackjacks, and the partenders the shooti 'irons.

CAN'T EAT FIRE, COURT **GIVES PERFORMER \$50**

Detroit, Jan. 28.

For loss of his 'appetite' for two weeks, George W. Croak, who, under plume of Curry Clark, eats fire for entertainment of local nitery patrons, last week wa. awarded \$50 damages in his \$5,000 suit against the Checker Cab Co.

Croak, who formerly was a clown with carnivals, claimed his fire-eating apparatus (chest) was crushed in a taxicab accident in 1,925, and subsequently lost two weeks' work because he could not properly blow a mouthful of naphtha gas at a lighted match.

Father's Death Prostrates Yukona Cameron in Hub

Boston, Jan. 28.
Yukona Cameron, partner-wife of
Al Trahan, currently ing the
Keith-Boston here, missed three
shows Saturday (23) and all shows
Sunday when she was prostrated
with grief over death of her father,
Clement J, Wall (non-pro) in Chicago. She returned to the act today

Marie Healey stepped in to assist Trahan during Miss Cameron's ab-

Sam Rheiner Out of Par

Sam Rheiner, contact between the Paramount, N. Y., and the Artists' Booking Office of the Par organization, is out. Future plans unknown. Rheiner has been with Par for 11 years and was formerly.

Odds and Ends

By Joe Laurie, Jr.

A Page Out of Old Vaudeville

The Acrobatic Act (Stop music

(Stop music finish of act and stand center stage.)

'Ladies and Gentlemen, my partner will now do a double complete somersault from the floor, and is the only man alive ever to attempt this trick. (This can be said with a German dialect.)

'The Dog Act

'Ladies and Gentlemen, little Trixic here will now pick out the different flags of all the different countries, just by hearing the orchestra play the national anthems of the different countries. This is done by Trixie countries. This is done by Trixie herself and is not worked through any cues of mine. This is all done by kindness! (that the dogs by kindness.' (that the dogs don't bark loudly when you whip them off-stage, the audience may think you are cruel.)

Female Impersonator

(At finish of act remove wig and lift shoulders to make them look big and in as mannish a voice asyou possibly can, say): 'So long fellers'.

lers. Juggler

(When you are dropping balls, clubs any objects you may be juggling) 'This is the only act in the world that gets paid for practisi '(When woman assistant gives you the different objects) 'I carry her so she can hand me things, last night she handed me a black eye.' (Look at her legs) 'I wish someone would look at me once in a while.

(Before doing a trick) 'I did this trick before the crowned heads of Europe and the bald heads of (local town)'.

(When missing a trick) 'If I did it the first time you wouldn't think it was a good trick.'

(Try putting hat on stick while balancing stick on head. After missing it a dozen times, place hat on stick and say): Well anyway, this is the way it looks if I di it.

Dancing Act
(Stop music) My partner will do

Show People All the World Over Will Be Inferested to Know That SIDNEY FISHER THEIR TAILOR Fermerly at 29, Wardour Street)
Now Located at More Commodious
Aremises at
75/77, Shartesbury Avenue
PICCADILLY, LONDON, ENG. Street)

AGENTS

Write for particulars
DOROTHEA ANTEL

triples and wings. She is the only lady in the world doing this style of dancing, and we have \$1,000 posted with the management of this heatre as a challenge to any lady dancer.' (At finish of dance or the last four bars, yell to leader) 'Let's go.

Magician

Magician
have here an ordinary deck of playing cards.

I will now prove to you that the hand is quicker than the eye.
I did this trick before President Roosevelt—was elected.
Has anybody in the audience got a stiff gentleman's hat? mean a gentleman's stiff hat?
(Taking rabbit out of hat) ways use a rabbit because you know rabbits are smart; they can multiply.

rabbits are smart; they can multiply in the control of the control

Cartoonist

If the lady in the upper box will take her hand away from her face I will try and make a drawing of her.

Tonce drew a chicken so well that when I threw it in the waste paper basket, it lai there.

I showed my teacher a picture of an apple that I drew and she said it was rotten.

Singer

It was rotten. Singer

'Ladies and gentlemen, I have a special request this evening to sing (pick out any song you sing best). Composer.

will now play you a medley of my compositions, (Play part of chorus, and between each one say) And then I wrote. Violinist

'Ladies and gentlemen, I will try and give you a series of imitations on my fiddle. My first will be that of a man speaking to a lady and the lady answering him back. If you will pay particular attention I am sure you will distinctly hear what they, have to say. First he meets the girl and flirts with her (play 'Oh You Kiddo,' on' G string). And this is what she answered him (play 'Go to Hell' E string.)

Hypnotist

It also and gentlemen I am about

Hypnotist
'Ladies and gentlemen, I am about to show you a few interesting experiments in the science of hypnotism. I would like for a committee of about a dozen gentlemen to step up here on the stage and see that I do not use any confederates or (Continued on page 56)



NOVELLO ENRICA and

Distinctive Dancers

HELD OVER SECOND WEEK (JAN. 28) ROXY, NEW YORK

VIOLETA and ROSITA

VELERO

XOUTHFUL EXPONENTS OF REFRESHINGLY DIFFERENT LATI

ROXY, NEW YORK (This week, January 22)

IOR and

NOW - - - COLONY CLUB

PALM BEACH, FLORIDA

Gaston and Alphonse

Chleago, Jan. 26.

Billy Diamond was thinking of using a certain act at the State-Lake, which started a quabble between agents Jack Kalcheim and Danny Graham as-to why had the right to submit the act, both claiming representation authorization. Noresentation authorization. No-body had seen the act at the

That night, all three of 'em That night, all three or em went to a cafe to see the act. When it was over, Kalcheim was claiming that it was Graham's act, and Graham insisted to Diamond that Kalcheim had full rights to it.

Nitery Placements

Mickey Rooney is putting an eight-piece band into the Lido Room of the Hollywood Knickerbocker hotel Feb. 5.
Max Perrin and Ethel Howe have been set for Hollywood (Cal.) Knickerbocker hotel's new Lido

Knickerbocker notes new and Room.
Gus Van fills a Hollywood (Cal.)
date after six weeks at the Bal Tabarin in Frisco.
Bert Frohman, current at Paradise, N. Y., goes into Chez. Paree, Chicago, Feb. 12. Booked by Irving Mills.
Gertrude Niesen goes into the Chez Paree, Chicago, in mid-February.

Gerrude Niesen goes into the Cheż Parec, Chicago, in mid-February.
Paul Pendarvis' band set into the Palace, San Francisco, Feb. 2. Crew has been on eastern tour.
Patricia Kent, from films, has gone night club in New York, having opened to the control of the co

• 15 YEARS AGO • (From VARIETY and Clipper)

N. Y. ordinance prohibiting more than 5,000 feet of film in a theatre at one time replaced by a measure al-lowing one complete show. Film was up to around 10 reels.

Flora Finch, long a Vitagraph comedienne, tried out vaude, and vaude no like. Poor sketch hurt, but she didn't have the vaudeville

George Jessel, out of his revue, tried a two-act, doing most of the turn himself. Got over, but no knockout. Girl was little help.

Gallagher and Shean were packing the Palace, N. Y. New verses for their trick song, and they had to sing them all. Valeska Surratt was down from the verside with her first from the iverside with her B'way showing of her new act.

Jean Bédi i's last year's burley, cut to 80 minutes and built up with added acts, was a big draw at the Winter Garden. Showed here for \$4,500, but mostly played on percent-

Harry Jolson, then regarded as a better singer than Al, at the Colonial. Commented that his habit of singing with his eyes shut did not help much.

Dolly sisters signed for 10 weeks on the Keith time to be played in five weeks. Got \$2,500 at each house, playing two a week.

Dealer estimates set 100,000,000 phonograph records as the sales quota for 1922. There were 6,000,000 phonographs in use and a sale of another 1,500,000 anticipated. Then

At last theatre busi showed some signs icking up. B'way grosses were up as much as \$1,000, and that was news.

Nat Nazarro had Buck and Bubbles in an act ifth hi , and they were putti the turn over in Frisco. Playing the Orpheum where Eddie Buzzell, was making a good first-time

Unit Reviews

KING'S VARIETIES

KING'S VARIETIES

(FOX. DETROIT)

If Harry Gourfain keeps renovating his unit, which he has done almost from cover to cover since its last stage appearance, "King's Varieties" (which it's now tagged) may some day revolve into a sock show. At present, it's not bad, neither is it good, except in spots.

First of all, he oughta remember that an audience knows it's being hoked when a show appears under one title and then shows with another title embliazoned all over the scenery. If 'Ring's Scandals' (unit's original tag) had to be ditched for a less sensational title, the sense of the original cast have been supplanted. No longer around are Olin Landick, femme imponologist; George Downey, comic bycylist; Joe Godfrey, solo hooker, George King, tenor, and Barry Murkin.

Replacing these are the Manginis,

monologisto George Downey, comer, George King, tenor, and Barry Murkin.

Replacing these are the Manginis, two muscular fellas who perform some of the best feats of strength stwo muscular fellas who perform some of the best feats of strength seen here in moons; Ruth. Barnes, loose-jointed tapper; Paul Robinson, nice hairmonica player; Freddie Carter, acro. and the Maple Leaf Trio (2 lads and a femmer), who have one fault: they stay on too long. They stoppy post the country of the stay of the s

a femme, who seems the seems of the seems of

TEXAS FOLLIES

(STATE-LAKE, CHI)
Chicago, Jan. 23.
Color and speed are i this unit right from the overture, with the opening done by Paul Bachelor sing a la tough Western hombre, in front of the line of 20 girls and six boys, all young and well dressed. Novelty comes when they all climb

lup the steps against the backdrop and enter the airplane pictured there. Before they're hardly or. Sydney Del Dees is in front singing and pantomiming with the six boys. Line is out again to wind up the opener in a jambore of color against a 'Centennial' backdrop, which seems alive because of lighting novelty. Only trouble with opening is Miss Del Dees fading in and out of miss and the state of the pace with their tapping and comedy. The are clean and the falls convincing, which didn't make the number two spot a stage wait for the campfire and which showed more production number spotted third, and which showed more production than usually found in unit shows. Three Byrons top everything preceding them with a lot of fast acrobatic work, dancing, and comedy. There's no stalling here. Sex appeal shot opens with blonde Del Dees girl shot opens with blonde Del Dees girl shot opens with blonde Del Dees girl spotting the semi-nudes posing upstage with semi-nudes posing upstage with semi-nudes posing though not convent the finale, and scores agaithough not as heavily. Only let-down in the unit comes with the Ray Hughes-Ruth Clayton act, she being new and not helping him too much. Works hard though, and team gets biggest: laughs of show when they come, but they don't one of the production of the

Saranac Lake

By Happy Benway

Last year's headlines were, 'South and Mid-West Pray for Rain.' Here, right now, it's 'Saranac and Lake Placid Pray for Snow.'

Placid Pray for Snow.'
Kate Smith now weeknew Camp at Lake Placi
weekly event.
Harry Gordon, hoofer, after a twoyear siege of bedding it up here, left
for Newark, N. J.
Tommy Kerns, who tried to master
a little of the Broadway air, is back
at the lodge.

at the lodge.

Saranac Sports Club putting on a mess of fights during the balance of

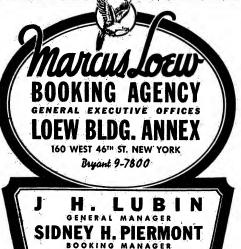
the winter.

Are you writing to those who are sick in Saranac or elsewhere?



AUTOCRUISER COMPANY OF AMERICA INC. 4410 YORK BOAD BALTIMORE, MD.

The THEATRE of the STARS



Night Club Reviews

SERT ROOM

(WALDORF-ASTORIA, N. Y.)

(WALDORF-ASTORIA, N. Y.)
With Lee Reisman's showmanily
dansapation installed in the WaldorfAstoria belief Sert. Room, with
care upport by Eve. Symington
(Senstor Wadsworth's socialite songtoria (New Acts), the Waldorf has
been doing bangup business this season. In a smart surrounding, the
spacious Sert is a restful interior,
with ample room between tables to
meet the somewhat more formal demands of its patronage, plus, also.
mple dancing room.
In the line of music, while sub-

ample dancing room.

In the line of music, while sub-featured, the Waldorf has a nifty band in LeBaron's tange-rhumba combo which is distinguished (1) by an extraordinarily effective brand of Latin dansapation, and (2) by maestro Le Baron's own personable self at the helm. He's a somewhat peripatetic battoneer who executes rhumba and tango steps to fit his music which he gives out in smooth, suave style.

Reisman's showmanship is standard. He gives full vent to his eccentric virtuoso mop, his changes of the tures of the ture of ture of the ture of ture of the ture of ture of the ture of ture of the ture of ture of the ture of ture of the ture of ture of the ture of ture of the ture of ture of the ture of t

servative hinterlander's style of ballroomology.

Night caught, ve Symington was
out with the flu and Edgar Bergen
substituted. He's the clever ventriloquist who came to sudden 'discovery'
at the Rainbow Room, after having
been around for some time, and he
did another of his inexhaustible
oroutines with Charlie McCarthy, the
demon dummy. This time they
reminisced of Paris, the rue Blondel,
etc. For an encore Bergen resurrected Opheli the old maid, again
to the credit of his strong material.
This explains why a ventriloquist,
of all comedians, whose vocal calisthenics and deceptions of the
larynx and oseophagus constitute
much of the appeals. But of the
larynx and oseophagus constitute
much of the appeals Rudy Trently
click of the speals. But of the
larynx and oseophagus constitute
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his object of the larynx and the l



The One and Only-The Original

CARL ROSINI

Master Magician NOW AT THE

HOTEL NEW YORKER

Just completed a successful engagement at the Arcadia in Philadelphia. Acclaimed by press and public for the marvelous feats of magic performed directly before the average of the control of the c the eyes.

BOOKERS BEWARE . . other mystifiers trading on the name and reputation of

The One and Only The Original CARL ROSINI Master Magician HOTEL NEW YORKER

NEW YORK
Direction
MUSIC CORPORATION
OF AMERICA
In Association with THOMAS MARTIN of Rockwell-O'Keefe, Inc.

as well have as his foil another visa-vis, in the flesh, proving that the comedy material is basically there, one of the Waldorf; the Empire room of the Waldorf; the Empire room across the Park avenue lobby entrance, is the informal boite. Last year it was the reverse. Only supper sessions for the entire show, two shows nightly, 11:45 and midnight, For dinner just the two dance bands officiate. Prix fixe dinner \$3.50 and \$4.00 (Sati.), with a nifty prix fixe supper at \$1.50.

Abel:

RAINBOW ROOM, N.Y.

Last summer it was table tennis-ters; now it's roller skaters in niteries. John Roy, managing director of the Rainbow Room, seems to have started a new vogue with the Olym-pic Trio, long a vaude standard, but as presented on a cafe floor they're quite sensational. They work on a table; that the visibility element is immediately in their lavor, and close-up view, take on extra values denied them across the footlights in a vaudiliner.

a vaudfilmer.
Paul Gerrits id a roller skating specialty at the Hotel St. Regis last season, but he's more talking comedian on rollers than an athletic exhibitionist. While both Gerrits and the Olympics work in formal the threesome really extend themselves physically in their gymnastic exhibition.
The Olympics

exhibition.

The Olympics are equally personable, dressing, quite smartly for an energetic act of this type, and already, as result of the Rainbow Room date, are being set for Hollywood, filmusicals plus a number of private parties around N. Y.—latter product to acts, in the smarter cafes.

Otherwise the new dence music

in the smarter cafes.

Otherwise, the new dance music is Glen Gray and his Casa Loma orchestra, featuring Pee Wee Hunt and Kenny Sargent, succeeding Ray Noble: The Casa Lomaites, of course, are surefire for the hoof, ditto the roly-poly Pee Wee' Hunt and Kenny Sargent's vocal specialties. They're returners.

Sargent's vocal specialties. Aney rereturners.

Another repeat engagement includes Maurice and Cordoba, sveltelooking ballroomologists whose four
numbers are socko. They don't
overstay. Impecably attired, in
itself a natural perequisite of exhibition dance teams, they have the
basic advantage of clean-cut smartness without overstressing the
pseudo-Latin stuff as their billing
would suggest. They register hand,
somely, despite the tough assignment
of opening the show.

Still another added starter to augment the Glen Gray dansapation dispensers is Don Azpiazu and his
Cuban-American orchestra. Azpiazu
is a pioneer in the rhumba-son fox-

Cuban-American orchestra. Azpiazu is a pioneer in the rhumba-son foxtrot school. Häils from the Casino Nacional, Havana, some years back, and while this is a newish team of musicians, his band sounds plenty okation the ear and the hoof. Output whipped into shape. In view of the current vogue for the daiquiri flavor in drinks and dancing. Don Azpiazu should become something of an attraction here. He succeeds Nino Rodrigo as the tango-rhumba dispenser.

penser.
therwise, the Rainbow Room is
the same sky-high nitery, 65 floors,
up, but conversely more conservative
in its wine card and general tariffs
than many a third-rate spot in tour
Aresi at the door knows how to do
his stuff as chief greeter and Evelyn
Tyner and Dr. Sydney Ross round
it out with their pianologistic and
palming specialties.

Abel.

Hollywood Yacht Club. (HOLLYWOOD, FLA.)

Hollywood,

Hollywood,
This swank, intimate room, just a pleasant auto jaunt from Miami, upholds it's high standards again this year, offering the same quality divertisement that characterized it as one of the outstanding spots in the area last season. The show, featuring Sheila Barrett, a swell performer, is presented without fanfare in a quiet, dignified manner that proves a welcome change from the girly revues offered the larger spots.
Only three acts comparing the standard provided the seasons and the seasons with the

Hollywood,
This swank intimate room just a pleasant auto jaunt from Miami, upholds it's high standards again this year, offering the same quality divertisement that characterized it as one of the outstanding spots in the area last season. The show, featuring Shella Barrett, a swell performer, is presented without fanfare in a quiet, dignified manner that proves a welcome change from the girly revues offered the larger that the grows. Only three acts comprise the larger spots.

Only three acts comprise the bill, all of fine quality. Lorain Mannors (Mrs. Georgie Price) opens with a dance routine gracefully executed. Away from show bix for quite sometime, Miss Manubility Gall-Gall, a drawing room sleight-of-hand artist, does a class act with a rapid fire line of chatter. His pleasing personality greatly enhances the value of his offering. Miss Barrett, one of the op artists of characterization in the country today, scores high. Her satirical offerings are done without the aid of any kind of accompaniment. Her knowledge of human nature in all its moods is true art.

Howard Lally and his orchestra play smooth rhythms to Peggy
Tucker's vocalizing.

Weeks in and out to break things up, wonstitutes something of a hotel recHeld's emphasis on the basic musicianship is due to his Alemite and the timpaction of the impaction of the musicianship is due to his Alemite and the timpaction of the impaction of the impaction of the impaction of the musicianship is due to his Alemite and Held's emphasis on the basic musicianship is due to his Alemite and Held's emphasis on the distinct Held's emphasis on the distinct Held's emphasis on the distinct Held's emphasis on the slick sayer that Alemite musicianship is due to his Alemite and Held's emphasis on the distinct Held's emphasis on the light and the distinct of the musicianship is due to his Alemite Held's emphasis on the Held's emphasis on the light and the distinct held's experienc

Hollywood Restaurant

(NEW YORK)

Adding new talent to a holdover show which retains Jack Waldron, Iris Adrian, Jean Landis, Del Casino and the girls, Joe Moss' upstairs retreat on Broadway, an establishment that weathered the prohibish years and since repeal. has managed to meadling the prohibish years and since repeal has managed to meadling to seephner Histon Mose Huston (New Acts) opened Wedness Huston (New Acts) opened Wedness Huston (New Acts) opened Wedness Huston (20) on a four weeks' engagement, but might or should be held loinger than that.

Miss Huston cut some ice at the swank Verseilles and has filled picture house, stage dates here and there. A soprano who is not only giften with a well, trained voice and there. A soprano who is not only giften with a well, trained voice and continuous to the soprano to high notes to fit the requirements, but unlike the average prima donna, she gives out a world of personality as she performs. Among other things, Miss Huston, who was to have gone into the Schumann-Heinke picture, which was called off due to the operation of the season of the sopranous of the season of the season

BOWMAN ROOM (HOTEL BILTMORE,

HOTEL BILTMORE,

Horace Heidt's orchestra is unique in band annals through its general showmanship, long-reputed versatility, but now, with: recent radio trends, it shows acumen and progressiveness in that Heidt hasn't permitted the parade to pass him by. That he's fully conscious of this the maestro-mc. frankly voices by recalling that where handmen, cameradi and he found that he had to also have musicians basically. The dramatis personae of the following specialists looks more like an Equity than an A.F.M. outfit: Bob McCoy, basso; Lysbeth Hughes, so-prano and singing harpist; King Sisters (4), vocalists; Alyce King and Yvonne King in solos; Larry Cotton, tenor; Art Thorsen, vocal comedian; Jerry Bowne and Dick Morgan, more comedy specialists; the Giele Childron Rey, electrical guitar specialist; a trumpeting trio for solo interludes; Erine Posoja, trombone virtuoso; Bernie Mättinson, traps specialist; Burton Fierce, dancer.

In between the dance sets each, some or all of 'em de ontre-acte solos so that there's nary a lull. That's been the keynote of Heidt's coutine since opening at the Hotel Billmore's Bowman Room (the old grill or Supper Room as it was called when Pauls been the keynote of Heidt's coutine since opening at the Hotel Billmore's for Heidt, running until April, 1938, almost-consecutively, save for a few weeks in and out to break things up, constitutes something of a hotel record.

Heidt's emphasis on the basic musicianship is due to his Alemite

NEW ACTS

JOSEPHINE HUSTON

JOSEPHINE HUSTON
Singing
15 Mins.
Hollywood Rest.,
Josephine Huston, who has played
various picture house dates, and less
than a year ago appeared at the
East Side Versailles, comes to the
Hollywood Restaurant on a fourweeks engagement well equipped to
meet the demands made upon her.
While not going in for the rowdier
type of stuff, she has a voice and
personality, plus showmanship, that
commands plenty of attention and
respect.

personality, plus showmansun, macommands plenty of attention and respect.

Miss Huston has a better-trained soprano of high range than the ordinates. The second state of the second state

RUFE DAVIS
Hillbilly Singi
8 Mins.
Hollywood Rest., N. Y.
Rufe Davis is a familiar hillbilly
personality and probably has been
around for a while, but up to now
has escaped the New Act files.
Working alone and at a mike,
Davis does songs and amitations of
rural flavor, but no barnyard flowis
or beasts are among his imitations.
He specializes rather in how an air
plane sounds and does a stubborn
outly on the state of the state of the state
Old Dixieland Again' and Mamma
Don't Allow No Music In Here' suitably, but when caught either Davis
wasn't putting enough steam behind
his voice or the P. A. system here
wasn't picking it up right. He's a
novelty for a floor show.

Char,

band instruments; the Building a Band routine (one of Heidt's best production numbers) and the others are surefire sight and sound stuff. Considering the a la carte dinner scale, by no means pop priced, Heidt's bullish biz, when caught Thursday night, evidences beaucoup b.o. for Bowman.

JACK DEMPSEY'S

(MIAMI)

Minni, Jan. 25.

Minni,

better to work without the aid of a mike.

Her selection of numbers is good and her voice faultless, and if she'd toss the contrivance away her effort would be much more effective.

Another vocalist, Ruth Terry, capitalizes on a sweet personality and does okay with her warbling. Beck, Melton and Beck, a trio of hard-working funsters, sing and clown in a madeap manner that bangs over to the trade. Howard Brooks, a talkative exponent of legerdermain, does a neat turn. Music is by Gus Steck and his orchestra.

MARIO and FLORIO

10 Mins. Walderf-Asteria, N. (Sert Room)

Waldorf-Astoria, N. (Sert Koom)
Mario and Florio have been, around, but are first acquiring that big league polish and sayoir faire which distinguishes the top terp teams of the country. Sole short-coming is a predilection for overdoing it. Six numbers (three regular, a routine encore, and two extra recalls) are too much.

Team reminds a bit of the Veloz and Volanda style of smoothness and finish. Florio, however, is a brick-top and Mario of the Latin vintage. Make a dandy appearance, dress meticulously and work in the ultra manner.

manner.

With the string band (LeBaron's) for the backup, it makes for a good presentation. Their No. 2 number, the tango, is outstanding; ditto Make Believe', the fox (third) number, with 'Alexander's Regime Band' for the encore. Then follow the extra two sessions, slower-tempoed, of course, and perforce anti-climattic. In toto, Mario and Florio are going places.

EDDIE and MARIUN Dancing 6 Mins. Hollywood Rest.,

The Nolans, possibly brothersister act, are both very youthful and
zestful, but as yet their danci
hasn't reached the peak. Their material is best fitted for floor shows of
the Hollywood 'eallber,' but with
work and expansion it is possible the
Nolans will develop nicely.

Noians will develop nicely.

Two numbers comprise the sti
at the Hollywood, a high-kicki
ballroom type of exhibition and a
fast, fiashy one-step. No adagio is
attempted, but the impression prevalis that both the Nolans have had
aerobatic schooling.

Appearances are all that may desired. Char.

ADA LEONARD Strip-Tease 5 Mins.

5 Mins. Hollywood Rest.,

Ada Leonard is the first stripper per se to come into the Hollywood which is getting on the burlesk bandwagon along with other niteries. A looker, Miss Leonard quickens the pulse of the visiting firemen with her striptease, offered subtly, but in front of it her effort at song, aided by a mike, is nothing much. Her diction is rather bad.

Miss Leonard doesn't go so far in her peeling as to contrast sharply with the policy of keeping the clothing low on the girls, something that has obtained here for years. Thus it's no shocker to the club's fans, though a novelty.

Char.

ALWAYS WORKI

WHITEY ROBERTS

IRVING CHARINOFF - HARRY FLAMM THOS. BURCHILL - FRED ROSENTHAL

LARRY THORNTON

Star of "Revenge with Music"

ROSITA ORTEGA

AMERICA'S FOREMOST SPANISH DANCER HELD OVER SECOND WEEK (January 21) RADIO CITY MUSIC HALL, NEW YORK

id: "SURE-FIRE MATERIAL." -

ROSITA ORTEGA Dancing Dancing 6 Mins. Music Hall,

Music Hall,

Rosita Ortega, recently on the floor at the Rainbow Room, appears in her first theatre engagement of the No. 1 stage show house of the world as part of presentation which, being Spanish motif, is right deep the first spanish and the stage of the world as part of the spanish dancing, and the spanish of the spanish and spanish part of the spanish of the spanish and spanish part of the spanish spanish and spanish part of the spanish spanish spanish spanish, but there, appearing at two different points in solos, backed by production displays, her numbers are similarly Spanish, but distinguished by good technique. Miss Ortega makes an impressive appearance and injects into her dancing much of the vivaciousness that goes with Hispanic hoofery. She is surefire material. Chdr.

irecti TOM O'CONNELL, Theatre Bidg., N. Y. C.

VARIETY

ROXY, N. Y.

ROAT, N. T.

The Rosy has a big show this—
and next; and probably a thirdweek, but size and
Franchon & Marco justly figured that
with the meritorious feature, '3
Smart Girls' (U), and its holdover
potentialities, no need to cheat—that
it would be wiser to pile up the
values in both departments.
Screen feature at 86 minutes; stage
presentation's 50 minutes, plus the
usual celluloid hors d'ouvres and
trailers, it's the usual three-hour
marathon again, but okay in every
respect.

trailers, its the usual interementariation again, but okay in every respects the many again, but okay in every respects the many again, but okay in every respects the many again, and the less of the many again and interest of the many against the many agai

Rascals probably never enjoyed beforment Roxy is show biz-noteworthy, also, along the lines of
where has waudeville gone? It's
certainly gone into pictures (filmusicals) and niteries, so much so that
all are interchangeable more than
ever.

Thus, one sees Enrica and Novello,
ballroumologists from the Hollywood
estaurant and the hotels and cafes
of the land, now doing their terps;
in tails and Maggyrouffs, on the
Roxy rostrum. Acrobats like Park
and Clifford are equally at home on
the Roxy stage and like park
and Clifford are equally at home to
the Loxy stage and like of
the control (N.Y.) Crystal Gardens. Minevice goes from here to the Club
versailles, N.Y., starting Thursday (28).
The F&M-Jack Partington-Gae

ton's (N.Y.) expail gardens, same vitch goese from here to the Club dersailles, Mr., starting Thursders (N.Y.) starting Thursders (N.Y.) starting Thursders (N.Y.) starting Thursder (N.Y.) starting Thursder (N.Y.) starting the season of the

STANLEY, PITTS.

STANLEY, PITTS.

Pittsburgh, Jan. 22.

It's Fats Waller who bows out flesh at WB's deluxer for few weeks, house going back to straight films are this straction fades. Arroyers the straction fades. Arroyers for the straction fades. The following the first films are the first films are the first films for the incongruity of waller on the stage and Lily Pons on screen in 'Girl From Paris' (RKO) is the sort of thing that produces bo, yodels, From the looks of things this afternoon, that's going to be particularly so, for despite heavy rain, flood threat and a few other disburgh and the stands when the first show and balcomy had its share.

First time for Waller on stage here, although ne's played one-might dance stands here at sepia ballroom and has always packed them, What's more, he's always attracted crowds of white onlookers and that fact, as much as anything else, resulted in the Stanley data set to the stage with the stage of the stage waller, up on a few of the stage miceties. That business of drying his armpits with a kerrhlef at the end of his first solo is bad taste of the worst sort and he should eliminate most of his torso swinging. That's okay, with some of the boys, but Waller isn't they and makes it took light from these personal shortcombuses the Waller time and the should select the solution of the stage.

That's okay, with some of the boys, but Waller isn't the type and makes it look ugly.

But saide from these personal shortcomings, the Waller turn goes to town, and the Steinwayist chops off a lion's share of the palm stuff for himself. Has his plano well-spotted near front center of stage and the spotlight smartly catches those oudgy fingers of his flving over the keyboard. Fellow has so much on the ball it's a shame he gets off on-wrong foot.

Band itself is a crack outfit and their black and blue swing rhythms are sharply defined, with Waller emplasting the corking brass section, when he isn't planologing on his 'swn. Only two members of ork he features are Al Washington and he features are Al Washington and Fr. net' Batthews. Former is a first the work of the control of t

his blood vessels are ready to burst, while Matthews is the drummer who juggles the sticks in the whirlwind fashion common to the drummer boy specialities. Nothing particularly original, but he does it with a lot of showmanship.

For specialities, Waller has only two acts—one more, by the way, might not hirt—and both cracker-jack. Sole femme in unit. Myra Johnson, a first the state of the sta

EARLE, PHILLY

Philadelphia, Jan. 22.
Appearance of Fred Waring's Pennsylvanians on Earle stage: this week offers nothing new to Philly audiences, but it serves to demonstrate-once more that Waring's outfit is plenty okay.

From opening note to last lingering toot, the show aking along withing the property of the pr

AMBASSADOR, ST. L.

AMBASSADOR, ST. L.

St. Louis, Jan. 22.

AMBASSADOR, ST. L.

St. Louis, Jan. 22.

AMBASSADOR, St. Louis, Jan. 24.

Lee, radigeongster and George By
ron, newsatior and singer, constitute

a four-star show that almost filled

house Friday night despite bad

weather.

It has been three years since Perkins appeared here, but still a strong

click. In and out of the show all the

rection of the show all the

rection of the show all the

constitute of the show all the

Wintergarten, Berlin

With the Berlin, Jan. 14.
No after-the-holiday slump big, with the Polish National Ballet from Warsaw headlining. With accent on the eccentric and comic, their numbers are especially well adapted to vaude. Laurels are carried off by Zizi Halama, solo dancer at the Warsaw Opera, and her partner, Fell Parnell, who is also director of the troupe.

parnell, who is also director of the froupe.

Opening number begins with an extract from the film, Abschleds, and the control of the film, Abschleds, and the cortain of the film, Abschleds, and the cortain of the film, Abschleds, and the cortain of the film, as seen a la traditional ballet.

Hanka Ordon, billed as a discuss, tries to keep the audience from falling as seen between numbers, but falls flat in the first two attempts, the cortain of the cor

EMBASSY, N. Y.

(NEWSEELS)

Matters of state and things, which, directly or indirectly, are of governmental concern, feature the week's grist from the newgreel mills as culled for display by the Embass' crist from the newgreel mills as culled for display by the Embass' control of the state of

ington a little disturbed. All that came through was a few feet from Pathe photographing arrival of guardsmen in Flint and a shot of men attending a conference on the matter. In Lansing. Current floods are also sparsely covered, there being in evidence here only a couple shot of an inundated town in Missouri of Washinton about such problems as floods because of the relief problem, Secretary of State Hull this week briefly bears on efforts that are being made in connection with the Spanish war.

Par comes through with a good clip on Spain, sending in some excellent shots of ruins and dead as well as building of barricades in Madrid with children helping. Bert Acosta, who enlisted in Spain's loyal few words, but nothing of any importance. Trotsky reaches Mexico and is photographed at close range, but; for once, the Emb has nothing from the reels on the Orient. Foreign affairs, bunched by Fox, include wist to North Africa of a French notable, Cardinal Daugherty in Rome, thueral of Archduke Frederick of Hungary and work on a new English battleship. Russian tank and other war manetuvers in Russia are were beautifully shot. Princess Juliana's wedding in Holland was looked upon by Pathe cameras, announcer saying this is the first royal splicing of any importance to ever be filmed. There are some minor sports items and two short sessions with Lew Lehr. In the doghouse club clip than the state of the relative on the large Italian family has him doing Rayan. Note a single News of the January issue of March of Time (RKO) fills out the show.

Business Friday night fair.

HIPP, BALTIMORE

Baltimore, Jan. 22. Third trot on the Hipp's hickory planks in nine months for N. T. G. (Nils T. Granlund) revue. Currently N. T. G. has a new lineup. First house opening day had 'emistanding upstairs and down. Pie is More Than. Secretary' (Col). Research of the highest highest

madhouse.
This is the best of the three Gran-lund exhibits. Played with pit orc ensconced on rostrum; set supposed to approximate a nite club. Bert.

FRESH BANKROLL

Al Stewart, wealthy sportsman, has gone into the nitery business a a partner in the Chesapeake House on Park avenue, N.Y.

He has purchased a 50% interest in the establishment.

ETHEL WATERS TO FRISCO

San Francisco, Jan. 26.
Ethel Waters will bring her allcolored unit to the Golden Gate
theatre here early in February.
Golden Gate is the only picturehouse in San Francisco using stage
shows.

STATE, N. Y.

Major Bowes was not the first, nor will he he'the last, to exploit up. Innown talenet. There have been a number of others who have made, a comfortable living from that in the period of the service of the control of t

film chores.

Picture is 'Pennies from Heaven'
(Col) and biz, last show, Friday
night, meant the use of ropes. Kauf.

TOWER, K. C.

TOWER, K. C.

Kansas City, Jan. 22.

Wiee bill this week, with Rex Weber, ventriloquist-singer, doing the high scoring. Show runs 50 minutes and could stand a 10-minute clip. There's plenty of variety, with a production number adding the one south of the content of the conten

Variety Bills

NEXT WEEK, Feb. 1 THIS WEEK, Jan. 25

Numerals in connection with bills below indicate.

RKO

ALBANY
KAITHA (29)
Glorified Follies
Easton & Oddette
Kaithre (28)
Carrolles Mardi Gr
Georgia Hayes
Walter Nilsson
Bredwins
Rachel Carlay
Al CHECAGO
Falace (28)
Elida Bailet
Stavens Sis
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Loew

NEW YORK CITY. WASHINGTON Capitel (29)
Jack Seymour Rev Fraces Sis
5 Bredwins
F Lightner & Ross Wyse Jr Co
Holm & Jarrett
Harry Burns Co

Keith's. (28-30)
Barney Rapp Orc
Ross & Bennett
Ford Marshall
TROY
Keith's (29-1)
Duthers Jean & J
Embassy Boys
Sid Marion
Salleci Puppets

Paramount

NEW YORK CITY Paramount (27) Nat Brandwynne Hildegarde Duffins

Bleanor Sherry
7 Loria Bros
Callgary Bros
6 Colleg Bros
6 Colleg Bros
7

Warner

PHILADELPHIA Allesheny (1-3)
2 Deweys
Millard & Marlin
Arthur Boran
Don Alvin Rev
(28-30)
Murand & Girton
Anthony & Roger
Virginla Bacon Ce
Earle (29)
Shooting High
(22)
Pred Warlng's Co

Oxford (4-6)

Oxford (4-6)

Oxford (4-6)

Oxford (4-6)

Oxford (4-6)

Oxford (4-6)

Woland (4-6)

Formal (4-6)

Formal (4-6)

Formal (4-6)

Formal (4-6)

Woland (4-6)

Wo Shooting High
(22)
Fred Waring's Co
Fox (29)
Jázzed Arabs
Buster Shaver
Paul Draper
(22)
lek Don & D
Steve Evans
Sallel Puppeta
Nixon (28-30)
Ann Suter Co
Wells & 4 F
(Two to fill)

Independent

CHICAGO
State Lake (23)
5 Tip Top Girls
White & Stanley
Rex Weber
Edith Murray
Stroud 2.

Picard Seal
Bill Huggins
Urban Models
American Rocke
KANSAS CITY
Tower (29)
Allen & Kent Edith Murray Stroud 2 INDIANAPOLIS Lyric (29) Your Hit Parade' Helené Denizon Stewart & Martin Maldie & Ray Tower (29)
Allen & Kent 4
Paul Duke
Croel & Allen
Ted Cook
MEMPHIS
Orpheum (23)
A B Marcus Co

London

Week of Jan. 25

Week
Canicebury M
Lat half (25-27)
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Bild & Tubby 40
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EAST HAY Granada 2 Percellys Cathie's Bd 4 Brilliant Blond Cloude Lester A Brilliant Blondes

Cloude Lester

EDMONTON
Sam Grandes

Cachies Tod
Cachies

LEYTONSTONE Blatto

LETTONSTONE
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Mino: 3 laute
Dickie Denton: 3
NEW CROSS
Michel Denton: 3
NEW CROSS
Michel Denton: 3
NEW CROSS
Michel Denton: 4
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Childer & Higher
Mino: 4
Harry Freyer Bd
2 New Yorkers
Childer & Higher
Michel & Hero
Michel & Hero
Michel & Hero
Neuman, W & Y
REGEXT'S PARK
Gaumont
Gumont Jame Withouts
Great Grecome
CinculnxATI
Kelth's (29)
Comique Contient'l
Major Bowes. Co
Watson Sis
CLeit's (20)
G White's Scandais
Mardon Grecome
COLLMES
Kelth's (22)
G White's Scandais
Kelth's (23-50)
Barney Rapp Orc

Cinument
Dagenham Girl Co
STREATHAM
Astoria
Harry Freyer Bd

Chilton & Thomas
Joe Petersen
Palace
Vine, Moore & N
Delfont & Toko
On Wah 3.

TOTTENHAM
COURT ROAD
Paramount
Anton Bd
Browning & Stary
Fred Bamberger
Blue Tootting

Provincial

BECKENHAM
Reyal
Lucan & McShane
3 Australian Boys
Pat O'Brien,
K & J Winnen
BELFAST
Rits Rits Sonella's Georgi Loose Screws 3 Loose Screws Harry Moore CAMBRIDGE

CAMBRIDGE
CIncens
Sanger's Circum
Sanger's Circum
Capitol
Capitam
Capitol
Clapham & Dwyer
Beryl Orde
Beryl Orde
Step Sis
EASTBOURNE
EASTBOURNE
Bower & Rutherf'rd
Dalcy 3
Jack Daley
EDINBURGH
In half (28-27)
Jack half (28-27)
Jac

Palizer's Midgels
Raymond Bennett
Maodonald & Gr'h's
GLASGOW
Paramount
Ohayo 3
HASTINGS
Regal
Pickard's Co
2 Lindners

WALTHAMSTOW
Granada
4. Hermand
Dickie Denton 3
Co as booked

Week of Jan. 25

Merion Navarre
Brent & Layne
KINGS LYNN
Majestle
Tony Gerrard Co
Bert Weston
Jose & Juanita
Arconas

Jone & Juanita
Arconas
LUTON
B. Alma
B. D. Waters
Harrische
LEKTH
Capitol
1st half (25-21)
lack's Dancers
2d hair (28-30)
Jack Lang
LYVERPOOL
LEGE
Donsepeare
LOUIS & Cowley
Jay & Cullen
Hope & Ray
MAIDENNHEAD

Jay & Cullen
Hope & Ray
MAIDENHEAD
KIHLAIN
KIH

Cabaret Bills

NEW YORK CITY

Bertoletti's Rita Renaud Carol Vance Fran Craven Jimmy Whalen Or Ill's Gay 80's

Rudy Madison.
Joseph E. Howard
Ted Beyer.
Ethel Glibert
Yvette Rugel Black Cat

Black Cat Kitten Korus Blondle Scott Evelyn Oliver Amanda Randolph Jimmy Thomas Maxle Arnstrong Amy Spetter Billy Darlels Cora La Redd Jack & Jill Lonny Slnimons Orc

Dick Mansfield Cafe Ball Yanyego Voodoo Virginia Valley Jack Arnold Gus Howard Pamela Cilfior Phylis Avery Violet Carson Nati Bilz

Roger Steele
Cullente
Jean Gordon
Dorothy Maxine
Johnny Powell's Bd
Cluteau Moderne
Maryon Dale
F McFarlane Orc

Dimitri & Virgii Sylvia St. Ciair Ynez La Vali Ramon Carrosco Gauchos Club Yn

Cluh Yu
Felipe de Flores
Consuelo Moreno
Eliseo Grenet Orc
Rosta Ortega
Rene & Estela
Roldán
Don Hilberto Orc

Coq Rong Irwin Gilbert Cisdale 3

rvin Gloert
(Isdale 2

Cotton Cliph
Ayls Andrews
Berry Bros
Kaloali
Henri Wessels
Katherine Perry
Anne Lewis
Dynamite Hook
Tramp Bd
Whyte. Miniace
Broadway Jone

Wen Talbert's Choir Bahama Dancers Arthur Davy Ore Cab Calloway Ore

Jack Dempsey's Phil Romano Orc Eddle Elkins Orc El Chico

El Chice
Chita
Lion Rancheros 3
Adelina Duran
Matchella Chican
Matchella C

French

French
Adalet
Feral Benga
Betty Bruce
Betty Bruce
Florence Chumber
Florence Chumber
Roff Holbeln
Johnny Co
Xavler Lemeroler
Amaravillas
Rhoenrads
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Clyrde Lucas Orc
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Letty Kemble
Josephine Houston
Paul Barry
Rbythm Kings
Ada Leonard
Demitri
Karele & Andre
Paul Remos
2 Daveys
Lennie Hayton Orc Geo, Hall Oro Dolly Dawn Emperors of R'yt'm Hotel Vamlerbilt

Hotel. Taft

otel Weylin

Kelly's Mary Barton 1 Montmartre Boys Unior Costello Chlorit

Junior Costello
Chiquita
Inga Borg
Pengy LaPiante
Tanya
Mary Lane
Joe Cappello Oro

Joe Cappello Oreretchina
Simeon Karaveeff.
Dorla Bliso
Filena Gabrielle
Michael Michon
Nadi
A Stoyanovsky
Mischa
S Bartnovsky
Nicholas Mattley Or
Elisha Tutle Ore
Ed Furman

Larue

Ed Furman

Billy Lorraine

D & S Nordstrom

Pergy Strickland

Sid Tuscher

Hugo Pedulio

Eddie Davis Oro

4 Dandles

Laurel-in-Pines (Lakewood, N. J.)

Alex Fogarty

Lennie Hayton Orc

Hotel Ambassader
Dick Gasparre Or
Cobina Wright
Jack & June Blair
Heather Hailday
Robert Bard
June Sillman
Robt Reinhart Mario & Floria Eve Symington Eddie LeBaron Leo Reisman C Michael Zarin

Astor
Vincent Lopez Ore
Fred Lowery
Melba Melsing
Emily Van Luese
Chas Hoffman
Stanley Worth
Robert Lytell
Florenzos

Hutel Blitmore Horace Heldt Orc Lysbeth Hughes Bob McCoy A & Y King Larry Cotton Art Thorsen Jerry Bowne Dick Morgan Burton Pierce

Hotel Co Mai Hailett Collette & Teddy Grace

dison
Bobby Hayes Ore
Gypsy Lee
Muriel Byr
Bob Berry
Hatel Essex Hou

Hatel Fasex House N Brandsewynne Or Maxine Tappin Hutel Fifth Ave Roy Strum Hotel Governor Clinton Stuart Jules Ray O'Hara Oro, Hotel Lexingto

Hotel Lesingto
Ozele Nathery Lioyd
Motel Lincole,
Hatel Lincole,
Isham Jones Oro
Hotel Melliph.
Enoch Light OreA Gonzales Ers
Murial Sherman
ottel MontchiltCorin! Islanders
Juanita Wayns
Clay Bryson
Happy Powers
Nick Pinher
Happ Happy Hotel
Hall Hope Ore
Motel Murray Mill
Motel Murray Mill
Motel Murray Mill

Hotel Murray Hill (Fountain Room) Koustain Room)
Dolorer Farris
Ruth, Kider
Frank McCormick
Will, Oaklor
Hotel New Yorker
Abe Lyman Ore
Arthur Ravel Ore
Tegs Gardeil
Marlon Wilkins
Jack Walters
Roy Wolf
Sonny Schuyler
Carl Rosini

Sonny Schuyler
Carl Rosini
Hotel Park Central
Tlo Too Girls
Jerry Blaine Orc
Marlon Melton
Kajar
Ruth Wynn
Stuart & Lea
Robin 2
Dell Arden
Claude Ringwal
Hotel Park Laue
Pancho Orc
Junior Ruphael Oro
Hotel Pengylvania

Trent Patterson Arno & Zola Jerry Stewart Dave Schooler Orc

Hotel Plaza Eddy Duchin Orc De Marcos Will McCune Orc Hal Atkinson

Hotel Rousevelt

3 Esquires
Guy Lombardo Oro
Hotel Eliz-Carlion

4 Kraddocks
Zoska
Senor-Wences
Durelle
Afrique
Basil Fomeen Orc
Rugo Miniani Orc
Arman Veccey Orc
Hotel Savo, Phira
Endor & Farrell
Emile Petti Orc
Habanerss Orc
Hotel Shelton
Logar Dalan

Ell Dantzig Orc Allen Leufer Orc LeRoy & Rogers Ruth Ford Beth Reybur

Notinerland

Netherland
Tania & Kirsoff
Gen Lodiljensky
Raphael
Lubov. Doublago
Nicholas Zorin
Serge Sergey
Catherine Grey
Alex Bunchuk Orc
Merlis
Chan Weight

Chas Wright Roger tearns èlex Botkin E Jack Sherr Ore

Merry-Go-Round' Heratle Zite Ore Boris Koretzky is Luise Renec

Emil Coleman Or Mr. Williams Co Readinger, 2 Jack Powell

Onyx Club

Benny Goodman Bd Bernbard & Grah'm Frances Hunt Hotel Piccadilly

Dr Sydney Ross
Rainbew Meem
Glea Grayma Oro
Glea Grayma Oro
Pee Wee Hunt
Kenny Sargent
Maurice & Crdba
Olympic 3
Evalyn Tymer
Don Boylar Hox
Joe Zell
Rachei Carlay
Peart 2
Russian Art
Dora Bosheer
Jenya Pobedina
Antony, Grosheft
Yasha Datake Oro
Sapphire
Sapphire

Sapphire
Nick Vouzen Bd
Barry Winton Ore
Stork Club
Sully Kendls Ore
Gua Martel Ore

Gus Martel Orc
Tokay
Mme Lockay
Mme Lockay
Mme Lockay
Mme Lockay
Mare Lockay
M

Eddle Ashman Orc
Ubangi
Gladys Bentley Red
Broomfield & G
Avon Long
Evelyn Robinson
Edna Holly
Oble Austin Orc

Valhalla Dorls Reed Peter & Cont'l's Versaliles Vermilles Glen Ope 13 Minevitch Co Sylvia Froos Manya & Drigo Mandowbrook Hot Hawalian Sern'd

Fiorla Vestoft
Larry McManon
Milt Mann Oro
Serrannos
Heleno Milier
Ruskin & Norma
Wayne Kennon

Zeb Carver Co Yacht Club

Terry Green Frances Fuye

LOS ANGELES

Beverly Wilshire Ruth Robin Larry Lee Oro Art Tatum Omar's

Biltmore Bowl
Fritz & J Hübert
Eddle Rio Co
Kanazawa Tr
Dick Webster
Joy Hodges
J Rhythm Rascals
Harry Stockwell
Enrice Riba Oro
Jimmy Grier Oro

lue Room Kearney Walton Marjorle Raymo Jack Pettls Orc

Mary Martin B Grey & J Bergen Henry Santrey Orc King, King & King Cafe In Maze Park Ave Boya Stan Clair Ore Clover Club

Cafe

Cafe
Dorothy Roberts
Duval & Tregg
Jack Allen Orc
Ceccumin Grove
4 Playboys
Ray Hendricks
Dawn Roland
Billy Wilson
Col: Manny Prage
Ben Bernie Orc
El Miroder El Mirades

(Lakewood, N. J.
Terry Green
Mona & Marina
Fred Berhens Ore
Leon & Eddie's
Eddie Davis
Vivian Ray
Tachi
Zeer Kon El Altrader
Lurline
Wally Vernon
Dan & H. Roberts
Marjorle Lane
Silm Alartin Orc.
Club
Joe Frisco.
Lynn Hayes,
Wicki Joyce
Ben Light
4 Esquires
Famous Door.
Bob Lang
Louis Prima Orc.

Le Irage
Billy Heywood
Cliff Allen
Ginger Sutton
Yanyego Bancers
Jery Mirkland
Heywood
Wante Fair
Wante Golf
Marie Almonte
Grace Briskin
Elisia, Tuttle Orc.

Avon Johnson Don Lambert 6 Spirits of Rhythm Stuff Smith Bd

Milliam Core
Blackstone Hoc Nove Cor
Blackstone Hoc Nove Core
George & Jal
Corrina Muse Core
Core Core
Al Ches:
George & Jal
Ch

Colosimos
Ada Leonard
Tracy, Gale & L
Robinson 2
Mildred Rock
Bernice Bucans
Bobby Dunders
Bankoff & Cannor

Congress Hotel (Casino) Stan Kavanagh Bernhardt & Gr'i Bob Hail Gus Arnhel

Gay 90's Jules Novitt's Ord Colleen Geo De Costa Lew King

rand Terrac Fle'te'r Hend'so Fleter Hend'son C.

Bairry's N. T.

Caharet
Buddy Walker
Melba Brian
Jane Ruhy
Buddy & Selma
Jorothy Johnson
HisWille Shore
Phelps 2
Mildred Tolle
Frances McCoy
ltyter SisHotel Jamarck
Hotel Jamarck

yder Sis Hotel ismarck (Wulnut Room) (Wulnet, Room)
Phil eVant Ore
George Wald,
Medican Signature Signa

(Silver Forrest)
Shella Barrett
Blhel Dixon
Paul Florenz
Pat O'Malley
Gower & Gone
Dick Jürgens Orcotel Edgewater
(Marlus Room)
Gno Olsen Orc

PHILADELPHIA

Anchorage In Don Nichols Ore Whitling Walkers Wanda Roberti Maria Willini Clifford Wayne

Lillian Lovey
Wilkins & James
3 Dipiomats
Dan Prine's Bd

Little Club Jane Jones Paul Kendall Helen Warner Rose Valyda Melody Grill

Omer's

Bobby Blyler

Maria Monterez

Dorothy Roberts

Gagnon & Br'ught'n

George Redman Orc

Pacillo Sunset Club

Sugar Cane

Frank Farrell

Gypby Glenn

Carolina Mason

Luclile Lehman

Ray Hall Orc

Palman

Patsy Oxden
Kathleen Quinn
Ches Michaud
John Gear Ore
John Gear Ore
Charles of Ore
Market Drummond
Mille Joyce
Market Mingston
Ann Morgai
Mint Monet
Harry Adn. 3
Continental Reom
Continental Reom
Continentals
Leonard Cooke
Ann. Stevens,
Dorin, Field
Dorin, Field
Embassy Club
Embassy Club

Doris Field.
Embassy Club
Aristocrats
Sally Warven
Milly Warwick
Elaine May
Jill Reese
Billy Richmond
Cliff Hall

1523 Locust

Linda Ray
3 Kings
Little Ernie,
Bubbles Shelby
Grace Mannerg
Billie Lee
Kay Lavery
Jean Farrat
LaGrange & R

Fronk Palur Bobby Morro Orc Eddie White Hob Ridley Marco & Marie Gay Sis George & Jerry Hotel Adelphia

Hotel Adelphia (Cafe Marguery) Harold Knight Ore Harold Knight Ore Kossai Klazo Avila & Niles Halliday & Clark Albernice Co John Tio Walter Nilson Evan B Fontaine Evan B Fontaine Harold Philidelphian (Mitror Roum)

(Mirror Roem)
J Frasetto Orcs (2)
Walter Donahue
Sanami & Michi

rtay Hall Orc
Palem
Jackson & Nedra
Gonzales Co
Stanley Hickman
Muzzy Jarcellino
3 Debutantes
Hudson Metzger Gia
Ted Florito

Hudson Metzger Gis-red Florito

Judy Lane
Gandre Gandlen
Gabrie Jarchett
Thora Malthalson
Carmela Montero
Peggy Stanford Rich
Marguerita del Rio
Fete Contrellin
Seven Seas
Ray Kinney
Lily Gibson
Lonnie Mcintire Or
Somerset

Somerset
Bill Zerker
William Markowite
Tappy's
Pat O'Shea
Arnold Sis
Arnold S

U-Gene's Barbara Back Frank Gallagher Tommy Howard

CHICAGO

Perry 2 Cariton Emmys Pets Marque & Marqette Edith Caldwell Leighton Noble Harriett Smith's Gis

Harriett Smitti's Gis
Hotel Lassie
(Blue Fountain
Room)
Bob McGrew Ord
Hotel Morrison
(Tetrace Roum)
(Casino Farisien)
A Robbins
Rudi Grasi
Bana Ann McCabe
Ana Ann McCabe
Mary Raye
Geo Campo
Elleen O'Connor

Mary Kaye
Geo Campo
Elleen O'Connor
Grace & Nico
Naldl
Carmen Romero
Jack Whitney
Jerome Andrews
Jimmy Garret Or
Lou Breess Orc

Jimmy Garret Orc.
Lou. Breese Grant
Empire Recent
File Control Recent
Louis Press
Louis Pr

Maurine & Norva Carman Castillo Lorraine Sis Ina Scott Frankle Masters Paredy Club

Parody Club
Phil Kaye
Molly Manors,
Charlyne Baker
Eadle Fahrnier
Henry Simmons
Freddy Janis Ore

Freddy Janis Ore
Royale Froites
Dolly Kay
Sid Tomack
Hill Anson
Byrnes: & Swanson
Jan & N. Bell
Vivienne Newell
Peggy Moore
Jack Hilliard
Henri Lishon Ore
Chas Engels Ore
Troccalera Casino Trocadero Casino Francisco & Mario 4 McNailles Violet Love Pat Chandler Don Fernando's

Vanity Fair
Edith Murray Ore
Via Lage
Jackle Hamili
Jokk Hughes
Sally Keith
Wallace & Latisha
Stan Carter
Yacht Citb
John Carter
Free Hards or
Sunny Shaw
Satch & Satchell
Lee Purdy
885 Club,

885 Club Carroll & Gorman Paul Keebler Orc Belva White.

Loper & Hayes Diane Denise Lew Hoffman Virg MacNaughton Tony Gionetti 3 Bellevne-Stratford (Planet Room) Meyer Davis Oro

Ben Franklin Hotel (Georgian Room)
Moe Jaffe Orne Holmando & Verditte Moe Jaffe Orne Hotel Hotel Hotel Hotel Georgian Room Hotel Hot

Ritz-Carlton (Crystal Room) Van Levis Orc Sansom House Irwin Leonard 3

banbon. House
Silver Lake In
(Clementon)
Mickay Faujulant Or
Mildred Tolle
Olna & Gian
Mildred Tolle
Olna & Gian
Mildred Tolle
Olna & Gian
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July Byruce
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Mildred Mildred
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21 Club
Tommy Lyman
Sally LaMarr
Ann Rush
Mary Lee
4 Ambassadors
Helen Heath

Helen Heath
Ubangi Club
Doc Hyder Orc
Victoria Vigal
Bobby Evans
Sonia
Molret & Dene
2 Bits of Rhythm.
Charlle Banks
Fay Banks
Johnny Hudgins
Walton Roof

any Hudging
Walton Reof
Leo Zollo Orc
Pat Rooney & P 3d
Marion Bent
Janet Read
Digitano
Waltonett Warwick Hotel (Cocktall Room) funesmiths

Tunesmiths
Weber's Hofbrea
(Camden)
Louis Chaikin Oro
Eidoradinns
Gregory Quinn
Rodell & Raynor
Syd Golden
Bob Allen
Uncle Ezra-

Radio Red Tape

(Continued from page 35)

cians union assert jurisdiction over CKLW and the station is the ob-ject of extremely close scrutiny by the unions, immigration authorities and rival stations on all matters hav-ing an international talent aspect.

Inlomacy.

Elaborate preparations have to be made by CKLW to bring celebrities from Detroit across the river to broadcast. Both Canadian (coming) broadcast. Both Canadian (coming) customs and American customs fre-turning) have to be considered to avoid embarrassments. Government rules are very rigid and officials must and do follow them to the

There is also the matter of build-There is also the matter or building good will. Owners have tried to offset the implied ill will of the phrase, "that Canadian station," which is exploited by some rivals. Rumors also circulate with some encouragement concerning possible radical or sudden changes in Canadian broad-certing conditions. All such rumoditions and is such rumon to the conditions and is such rumon. casting conditions. All such rumors have to be elaborately answered and killed by the station, else they prevent the si ing of advertisers.

WMCA SETTLES SONG SUIT

WMCA SETTLES SONG SUIT
The infringement suit of the Associated Music Publishers, Inc., against the Knickerbocker Broadcasting Co. (WMCA) for an injunction and damages was discontinued Monday (25) through the filing in Federal Court. N. Y., of a stipulation by attorneys for both sides, Plaintiff- brought the action on the ground that copyrighted songs were being used by Knickerbocker artists without consent.

Indianapolis, Jan. Indianapolis, Jan.

Jerry Daniels, formerly one of the
Four Ink Spots on NBC, and Albert
and William Jennings, two other
sepi string-swing and scat-singing
locals, teamed up in combo billed
Three Blotters, with first airing over
WIRE, last Wednesday (20th).

Will sustain for a time, with records made of broadcast for sponsorhearing.

oras hearing.

Tom La Brum Injured Philadelphia.

Philadelphia, Tom LaBrum, of Crowley-LaBrum, agency, received severe injury to his leg and bruises of the body last week in auto collision. Expected to be confined to his home for at least oe conned to his home for at least a week. Before forming advertising agency, LaBrum was theatrical man-ager and press agent. Gave up house managers ip of Er-langer here to go into advertising.

Hopkins Tells Congress FTP Is **Major Contribution to Progress**

Washington, Jan.
Defense of the Federal Theatre
Program as a major contribution to
American progress was given to
Congress Monday (25),

Congress Monday (25).
Releasing detailed reports on the work relief program, the Heuse Appropriations, Committee published a lengthy statement by Works Progress Admi istrator Harry Hopkins covering drama activities. In the first year, citing statistics on employment and patronage, and claiming the FTP

ering assumption of the part o

This federal theatre aud note is for the most part new audience, the WPA boss sai It represents rural communities, isolated camps, small towns, even cities that had long been isolated from the living theatre. At the beginning of the project a survey of the high schools in New York city disclosed, for instance, that only one high school pupil in 30, had ever seen play with living actors. An audience survey conducted at federal theatre productions in Cincinnati during November and December recorded 30% of the late fall audiences as being entirely new to audiences as being entirely new to the theatre and indicated that 50% of the others were financially unable to attend theatrical performances.

Declaring the program has been eneficial in providing a rich and aried community service, Hopkins varied community service, Hopkins draised many aspects of the drama venture.

Productions federal theatre stages are as diverse as their regions and the imagination of their directors, he said: 'Audiences, new or long, absent from the theatre, have seen Aeschylus, Aristophanes, Euripides, Shakaspeare, Moltere, Ibsen, Shaw, T. S. Eliot, yare Americana, circus, marjonette, and vaudeville-newformances. Productions federal theatre

'New Native Drama'

New Native Drama.

'Activities of the federal theatre have included the development of native American drama, built from regional folk lore. New American playwrights have been encouraged, their dramatic work brought to the stage in a notable list of new plays. It is to be noted that 5% of federal theatre productions have been American.

Ican.

"Service of entertainment and recreation to the nation's C.C.C. camps is also noteworthy. Federal theatre has furnished the camps 140 resident instructors in the drama. Traveling vaudeville and drama companies have appeared in more than 700 camps. Federal theatre is now conducting a playwriting contest among the enrollees. For the boy's own dramatic efforts, the federal theatre has furnished 6,800 ies of one act plays, readapted to camp life and facilities.

facilities.

There is no way to measure the significant value of federal theatre in its work of bringing drama, comedy and vaudeville to children's homes, orphanages, hospitals, schools, saylums, veterans' homes, old-age homes, state and county prisonsevery type and kind of public and semi-public institutions, colleges, etc. These performances, in which manionettes have had a large part, constitute the majority of the federal theatre's 28,000 performances.

Such shows are all free, of course.

theatre's 28,000 performances.

Such shows are all free, of course. There is no unit of federal theatre that can keep up with the demands from crippled children, the underprivileged of all ages, the sick in hospitals, the 'friendless in a thousand 'institutions, all clamoring for the magic of the theatre.'

Current Road Shows

(WEEK OF JAN. 25) 'And New mouth, Boston, Ballet, Russo Auditorium, Opera House, San Francisco, 28-31.

Meets Girl, Biltmore, Los

Angeles. 'Cocktail'

Francisco.

'Dead End,' Cass, Detroit.

D'Oyly Carie Repertory, Na-

Just Being Nice

Number of Broadway agen-Number of Broadway agen-cies are handling tickets for Dr. Faustus, WPA revival at the Elliott, but are not charging a premium. Top prices for the show is 55c, same rate as for other relief project attractions N.

Brokers say they merely handle 'Faustus' as an accordation for their customers.

Only 600 Were Dropped by FTP In Relief Purge

With full effect of the pruning still unknown preliminary year-end figures show that employment on Program has

declined materially during 1936, As det led reports dribble in from

the field, Works Progress Administration executives estimated that the tration executives estimated that the number of FTP job-holders, both relief and non-relief, was approxi-mately 12,000 on Dec. 26, when the final count was made. This is about 500 below the peak established last

winter.

Results of the October-November purge, which was halted by orders from higher-up, have not been completely reported to headquarters, but officials declared, on the basis of partial figures, that the non-relief job-holder quota has been reduced in accordance with instructions. Execs are confident that not more than the permissible 10% of the administrative and production employees and talent are persons who did not come from the jobless lists. Previously, the proportion was upwards of 20%.

Campaign to reduce non-relief peronnel was not a complete suc although drastic measures were em ployed. Good part of those ousted as superfluous scooted around to loca as superfluous scooted around to local relief outflits and were certified immediately as in need of help. Armed with such credentials, they promptly went back to work in the relief category. Just how many used this dodge effectively cannot be told until a comprehensive check of names is made, however. cooted around to local

tional, Washington.
'First Lady,' (Jane Cowl), Har-

ris, Chicago,
'Follies,' Grand, Chicago,
'Frederika,' Forrest, Philadel-

'Fulton of Oak Falls' (Geo. M.

'Futton et Oak Falls' (Geo. M. Cohan), Ford's, Baltimore.
'Great Walts,' Memorial Aude, Sacramento, 24,' travel 25-26, Shrine-Aude, Des Moines, 27, travel, 28, Auditorium, Chicago, 90-20

travel, 28; Auditorium, Chicago, 29-30.

"Hamlet' (Leslie Howard), Auditorium, Kansas City, 25-27; Forum, Wichita; ; Auditorium, Denver, 29-30, 'Jane Eyre' (K. Hepburn), Erlanger, Chicago.

'Lady Chatterly's Locust, Philadelphia.

'Leaning Letty' (Post Road'), Selwyn, Chicago.

'Misaque of Kings,' Shubert, Boston.

Boston.

Nazimova Repertory, Memorial
Aude, Louisville, 25; English,
Indianapolis, 26; American, St.
Louis, 27-30.

. Shubert,

Newark.

'On Your Toes,' Nixon, itts-burgh.

'Petrified Forest,' Capitan,

Point of Honor, McCarter, Princeton, 30. 'Pride and Prejudice,' ial,

Boston,
Reflected Glory' (Tallulah
Bankhead), Chestnut, Philadelnia. 'Stevedore,' Brighton, Brighton

"Tobacco Road,' Shubert, New-

Dress Mfr.-Impresario's Suit Vs. Geo. S. Kaufman Over Flop Play Dismissed

George S. Kaufman sat in N. Y supreme court yesterday (Tuesday) and, without a blush, heard a itness describe 'terrible, terrible.'

The incident occurred before Judge Ferdinand Pecora and a jury during the trial of the suit of Isidor Polisuk dress manufacturer, to recover \$15,dress manufacturer, to recover \$15,000 from Kaulman, whom he blames for the failure of the play Eldorado' in 1931. Polisuk had invested that amount in the production, and claims Kaulman failed to carry out agreement under which the author was to rewrite the play.

After plaintiff completed his testimony, Kaulman's counsel moved for dismissal of the case. Judge Pecora

After plaintiff completed his testimony, Kaufman's counsel moved for dismissal of the case. Judge Pecora reserved decision and Kaufman took the stand. The author told in detail of the many weeks of work he and Laurence Stallings put in on the production. They not only rewrote the original play three times, but held nany bedroom conferences concerning it at Kaufman's Sands Point summer home and in his New York apartment.

summer home and in his New York apartment:

He testified he spent nearly four weeks casting and rehearsing the show. It finally opened at New Haven, splitting the week with Hartford. He was convinced that it was impossible to turn the production into a hit. Its reception at Newark, where it finally closed, strengthened this conviction. Sam H. Harris, he said, then posted the closing notice. After Kaufman and Harris testified to the many weeks of work put in on the production and that Harris had lost as thuch on the production as

lost as much on the production as the plaintiff, Judge Pecora directed the jury to bring in a verdict in favor of Kaufman.

favor of Kaufman.

The plaintiff testified that in 1928 he bought from an-author named Eustace the right to have the latter's play. 'Hard Pan,' then thowing at the Provincetown Playhouse, N. Y, rewritten by a playwright with more experience. For this right he gave Eustace \$100.

Polisuk testified he conferred with

Polisuk testified he conferred with Kaufman, who, after looking over the script, opined that about 25% of it was O.K., but that to make it into a worthwhile piece it would have to be entirely rewritten.

Polisuk agreed, and Kaufman suggested that Stallings be brought in to help. A contract was drawn up, under which Harris was to produce the new play, Eldorado. Manager and dress man were to stand the expenses and Kaufman and Stallings was to produce the new play.

if any.

Polisuk admitted Kaufman had to rewrite the drama three times, and that even then the third act, he said, was 'terrible.' He informed his said, was 'terrible'. He informed his partners that he would rather lose the money he had already invested tather than put the play on, because to him it looked 'very bad'. But Kaufman and Harris insisted that the play be presented as planned.

Let's try it out, and we'll see what it needs,' Kaufman insisted.

'Let the critics tell Kaufman it's no (Continued on page 54)

Shuberts Give Up Fight on 40c Ducats, Order Them to Be Dropped

Criticism?

Critics composed of New York show reviewers, held a dinner at the Algonqui last week. It was supposed to bean orderly affair with not even specches, but the gathering was upset when a box sent to the table was opened and disclosed a live snake. It was somebody's idea of a viper but proved to be merely a harmless garfer or garden reptile.

Joseph Wood Krutch of The Nation took it home. Says he

Nation took it home. Says he likes 'em.

CONGRESSMAN ASKS COAST FTP PROBE

Washington, Jan. 26.
Demands for an investigation into operation of the Federal Theatre Project at Los Angeles and ousting of present officials were laid before Works Progress Administrator Hopkins last week by Congressman Thomas F. Ford of Los Angeles.
Relaying bleats, from, actors in Southern Californi, Ford urged Hopkins to launch a comprehensive independent probe into affairs in the Los Angeles drams set-up, by implication, criticized Hallie Flanagan, director of the FTP. California Democrat explained in a letter to the WPA boss that a committee of actors had asked him to intercede with officials other than the Vassar faculty member, who is running the

had asked him to interrede with officials other than the Vassar faculty member, who is running the relief program.

Ford told Hopkins that, while home last fall, he picked up more beefs about the theatre outfit than all other WPA activities combined. He described J. Howard Miller, gional director, as 'unpopular' and said he was convinced a change of management is 'urgently needed,' even considering 'all due allowances for temperament' on the part of Miller's critics.

Letter to Hopkins also contained the Congressman's protest against any move to change the FTP into a national theatre. Ford said, 'I feel that the definite effort to build up a national theatre, rather than to relieve destitute actors, is jeopardizing the whole project, in California and elsewhere.

Collection of 40c. per person on gratis admissions has been ordered discontinued in Shubert theatres other houses not having pass taxes. It was indicated that a firal ruling from Washington led to the service charge coin stoppage and that the government intends seeking three-fourths of all such monies collected by the Shuberts over a period of vears.

years.
Some time ago the Internal Revenue Department ruled that tickets sold at cut rates must be accompanied by 16% of the established value of the tickets. That is the strict interpretation of the admissions tax law. It was pointed out that such levy is inequitable because \$3.30 tickets actually cold at hold the

strict interpretation of the admissions tax law. It was pointed out that such levy is inequitable because \$3.30 tickets actually sold at half the price means that the buyer pays 20%, instead of the stipulated 10%, because forced to pay \$1.80, of which 30c, goes to the government. Attempts to correct that fault have not been availing. Further ruled that if they are free admissions in the \$3.30 section of theatres and \$40c, (60c, per pair) is collected as a fac, or service, charge, 10% of the full value of the admissions is payable to the government. This means that out of every \$40c. collected, \$30c. would go to the government. Shuberts are reported having tried unsuccessfully to upset that ruling.

When the firm first started collecting tax on passes, \$40c. each was fixed because the tax law applies on all admissions above that figure. During the time the Shuberts were in bankruptcy, the receiver ordered all such collections placed in the general tund. Previously that money was supposed to be devoted to a Shubert beneficial fund for employees who might become III. During the boom seasons the pass taxes were reported totalling several hundred thousands yearly.

How much of the money was ever devoted to aid employees was never reported to the trial givers hundred thousands yearly.

How much of the money was ever devoted to aid employees was never reported to the trial givers hundred; a check for royalities from the beneficial account.

Understood that a new system for \$40c. admissions would be for the last three rows of the lower floor.

Four Shows Leave

'Hamlet,' with John Gielgud, cludes a 15 and one-half week's engagement, a record for this play on Broadway, Saturday night (30) at the St. James, N. Y., where it was moved from the Empire when the date was originally extended. There will be 132 performances in all. 'Idiot's Delighf' will depart from the Shubert after Saturday, at which time it will have played 37 weeks to remarkable grosses. Run was interrupted during the summer and resumed on Labor Day. Last season the show hit a pace of \$24,000 weekly and its closing pace will be \$18,000 or better,

and its closing pace will be \$18,000 or better.

'Holmeses of Baker Street' expired at the Masque last Saturday, atterplaying seven weeks to small money. The Country Wife' will interawn from the Miller Saturday, at which time it will have played nine weeks. Reviva of old comedy did well enough, but understood back stage expense was too heavy.

Shows in Rehearsal

'Glory for All'—George Jessel.
'The Meal Ticket'—Aldrich

Thirsty Soil'—Bliss and Hayden. 'In a Nutshell'—Charles Stewart.

'London Assurance' (revival)—
Barbara Robbins.

' rother Rat' (road)—George Ab-

bott.

bott.

You Can't Take With You'
(road)—Sam H Harris.

Having a Wonderful ime—
Marc Connelly.

'An Enemy of the People' (revival)
—Walter Hampden.

'All About Love—Alfred
Liagre.

'A Point oner—Luther

Liag

Greene.
In Gold We Trust - Lawder

"Richard H'—Dowling and Smith." Marching Song!—Theatre Union. "Call Me Ziggy!—Michael Todd,

Al Woods Turns Down Job as Coast Director of FTP; Miller Under Fire

Los Angeles,

Pressure being brought bear to have Al H. Woods named western regional director for the Federal Theatre Project, to replace J. Howard Miller, incumbent, who is under fire on charges of mismanagement fizzled with his nix of the job, if and when

zled with his hix of the job, it am when;
Woods, currently the coast, was approached by various persons opposed to the Miller regime, but explained that eastern production activities would keep him too busy. Representative Thomas F. Ford, Los Angeles Democratic member of the house, presently i Washington, had been urged to recommend Woods to Harry L. Hopkins, Relief Administrator, and Public Works director.
WPA investigation is being conducted here by Clayton Triggs, of the Salt Lake City WPA, and Agents W. H. Kinler, Jr., Goranson and Smith of the San rancisco offices. It was brought about following the plea of George Gerwing, California

state director of the FTP, for an impartial inquiry into the handling of the local project.

Miller has been under fire for some months. Prominent in the campaign to have him ousted are Maude Fealy, former supervisor-director of the project, William S. Perlman, who for some time headed its play department; Gareth Hughes, writer, and others. Following their appearance before the government investigators, several of the complainants are reported to have received threatening telephone calls.

Telegrams protesting the continued regime of Miller, and urging his removal as regional director, were dispatched to President Roosevelt during the week, and to Congressman Ford, who being strongly backed by a faction of the local project in his attempt to the director back.

ins attempt to the director ousted.

Ford also urged Hopkins to have an impartial investigation made, ignoring the WPA probe launched here last week.

CENTRAL FTP PLAY BUREAU

'Waltz,' After Much Healthy Touring, Finds It's Rapidly Getting Nowhere

its second Great Waltz' has earned back the added production investment required when the operetta started out early is fall. 'Waltz' will begin a repeat date in is week, after jump-

ing from the Coast. Show played Sacramento, Monday (25) and will show in Des Moines for one and will show in Des Moines for one ight en route to the loop. After the Chicago date it will continue touring the mid-west, with its operating nut somewhat revised.

Waltz is a seven-car show, the largest on tour. An idea of how it journeyed may be had from the fact that it played 39 stands in 11 weeks, company.

continuously

company continuously on sleepers.

Average cost of transportation was in excess of \$4,000 weekly. So high has the railroading been, plus around \$2,400 for baggage haulage, that one week, during which four cities were visited, there was a loss of \$1,100 although the gross was \$31,000.

Best business was drawn in Los Angeles, where the takings bettered \$51,000 in eight performances. San Francisco date was disappointment. City authorities refused to permit the attraction into the auditorium and the Curran theatre was played instead. Appears that the \$3.30 top here for the lower floor was too high.

Show was spotted in all sorts of houses and under conditions which not infrequently affected the manner of presentation. Eight crystal chanceliers were often not hung, because

not infrequently affected the manner of presentation. Eight crystal chandeliers were often not hung, because of limited stage space. One alert reporter in an Oklahoma stand wrote that putting 'Waltz' into the local opera house was li trying to float the Normandie in a bathtub. Finally several chandellers' were sent back to New York.

During its long run at the Center.

to New York.

During its long run at the Center,

N. Y., "Waltz' averaged \$34,000 over
a 40-week period. There are now
it is expected that the complement
will be reduced for the smaller
stands to be visited henceforth.

Nat'l Drama Week May Be Sponsored By WPA This Year

rama Week, which is National , may be conducted Works Progress Administra-At least that is th

proposal of Sue Wilson, who was in charge of the movement but who is now with the WPA in New York.

now with the WPA in New York.

Equity rejected a further suggestion that the actors' association join with WPA to further the idea.

Matter was given some consideration, but Equity leaders arrived at the conclusion that, by so doing, the commercial aspects of relief project shows might be furthered. Recently the Federal Theatre Project announced it would seek to establish its shows along more commercial lines.

Its shows along more commercial lines.

Drama Week was furthered by the Mational Drama League to promote interest in the stage and bolster attendance. During the depression, the League virtually passed out, but there are still some attempts to keep the movement alive, although managers have given but scant attention. Equity worked with the League at first, and made concessions whereby it could secure effective publicity. Actors were permitted to go on the ir in scenes from shows without the ir in scenes from shows without the usual stipulation of getting an eighth of aweek's salary. Last season, however, Equity withdrew that permission because it was realized that the radio people were setting programs without cost. It was doubted, too, whether the movement was actually of benefit to the theatre.

Although it has toured extensively KINGSLEY AND CURRAN TO PRODUCE ON COAST

San Francisco, Jan. 26.

Homer Curran and Sidney Kingsley have formed an alliance which calls for the production of several new plays here in the near future. First of the plays to be tried out is Napoleon! To by Ferdinand Bruckner, German dramatist: Peter Lorre is set for the title role, drama to be staged in the Curran theatre. Play will be rehearsed in Los Angeles, where Curran will maintain offices for the new concern.

Kingsley, who will he is absented.

for the new concern.

Kingsley, who will be in charge of eastern activities, will come west this spring as production adviser. He first intended to do the play on his own in New York early this season.

2 LEGIT SHOWS HIT BY OHIO **FLOOD**

Two legit shows were affected by the flood catastrophe along the Ohio River, though only one—Nazimoya with 'Ghosts' 'Hedda Gabler' with Ghosts' Hedda Gabler—
was actually in the high water zone.
Attraction played Cincinnati last
week, but forced to suspend Saturday. (23). It was booked in Louisville Monday (25), but went on to
Indianapolis for a Tuesday date and
now heading west.
Nazimova had an advance sale of
\$1,100 for Friday night's performance in Cincinnati. Patrons refunded
tickets for almost the entire advance
and the show played to \$100 on that
night. Equity permitted a salary deduction because the missed performances were caused by an emergency.

gency.

Dead End, current in Detroit, was booked into Cincinnati next week, but the date was called off. There is a possibility of the drama remai ing in Detroit a second week, with such chances possibly affected, however, by the General Motors strike. Show would otherwise lay off, senting

Line Forms to the Right

London managers cabling frantically to Sam Harris for the English rights to You Can't Take it With You.

All replies are courteous, but saying that applications are being considered and that first call goes to Gilbert Miller and second to John C, Wilson.

'Clitterhouse' Feb. 22

Baltimore, Jan. 26.
Next ilbert Miller production,
Next and Miller production,
The Amazing Dr. Clitterhouse, featuring Sir Cedric Hardwicke, will
debut at the ie Maryland hereweek of Feb.
Play was first set to bow prior to
Broadway on Feb. 15, but "Idiot's
Delight' is carded for that stanza at
Ford's and Miller figured the LuntFortanne starrer too formidable opposish.

Lee Shubert Recuping

Shibert, who has in Miami for several weeks to recuperate from an attack of pneumonia, is reported a daily visitor at the race track, where his luck has been bad. Showman may remain South until the first of March.

"William Klei, the Shuberts' attorney, is with him.

BULL MARKET FOR SCRIBBLERS

300-400 Plays Purchased Last Year by WPA—New York Headquarters to Buy Scripts for Entire Country

\$1.150 LEWIS ROYALTY

Washington, Jan. 26. Washington, Jan. 26.
Bull market for play scribblers has been created by the Government's theatre program, which now is operating 100% with paid-for scripts and is setting a central purchasing agency in New York to handle puragency in New York to handle pur-

is setting a central purchasing agency in New York to handle purchases.

While definite figures are unavailable, guesses of local Works Progress Administration executives are that between 300 and 400 plays have been bought during the past year. Aggregate outlay is a matter of conjecture, since negotiations have been conducted until recently by individual project bosses and local and regional chiefs, but disbursements run into five figures: iggest royalty sum was \$1,150 paid inclair Lewister at for 'It Can't Happen Here, which went 23 citti simultaneously.

Central purchasing office, which will operate under general supervision of Washington and the advisory board, is expected to improve the prospect for playwrights as well as benefit the Government. Will climinate red tape, delay, lack of uniform rates, and much clerical work, as well as provide a more orderly supply of scripts, exces figure.

Centralization of script, negotitions is an aftermath of confusion throughout the country and desire to work out some convenient arrangement whereby plots may be swapped among different FTP units. Idea is to rotate the buys and put the drama ventures in most metropolitan sectors on the same basis as stock. General use of scripts bought in New York will simplify planning for the entire country, inasmuch as

stock. General use of scripts bought in New York will simplify planning for the entire country, inasmuch as Washington wants to keep closer tabs on activities and cook up advance programs for as long as three months at a time.

New system will result in a stand-

New system will result in a standard price for all scripts used by WPA. Rate will be \$50 per week, amount which has been the average during the last year, but which has not been strictly adhered to. Fixing of uniform rates will eliminate one of the principal defects in obtaining a dependable supply of shows. In the past, with local people doing their own, purchasing, Washington found out that some projects were paying twice as much washington found out that some projects were paying twice as much for a particular play as other com-panies. Likewise scribblers en-gaged in haggling, with the thought of getting the most that traffic would

gage in nagging, with the thought beat.

In Rotation

While the scripts will be used in rotation by projects in various cities, the system does not mean the WPA, is going in on lavish scale for more simultaneous productions, such as the Lewis stunt. If anything good enough is picked up, and conditions are right, some plays may get multiple presentations at the same time, but 'that will be the exception rather than the general rule.

With slight exceptions, all scripts currently in use by the FTP are bought, yet headquarters disclaims any intention of competing with commercial producers for scribblers new mork. Standardized price will protect regular showmen from encuntering insurmountable Federal rivalry, while cancellation provisions in Federal contracts will leave fabricators free to accept a better offer, if it should come along.

Arrangement is regarded here as especially favorable to playwrights. Besides being sure of a market and the right to tear up the contract to make a better deal, scribblers are free to retain all secondary rights, including film and radio sale privileges.

Eternal Road in Red Again—Tho B.O. Is Up; 15% Royalty Figures In Headaches; 382 on the Payroll

VALLEE SOUARED AT **EOUITY ON BENEFIT**

Charges at Equity agai Rudy Vallee for appearing in a benefit not sanctioned by the Theatre Authority were dropped last week when the council was informed that the TA had been satisfied by the payment to it of 15% of the show's gross. That is the requirement of the TA on all benefit which are not devoted fully to theatrical charity. Show was in aid of the tuberculosis fund of the Triangle Association. Amount paid by the latter was \$101, indicating that the benefit was not largely attended Hyman Bushel, attorney, arranged the payment, which squared Vallee.

1ST FILM SALE **UNDER GUILD** CONTRACT

First film sale of it play under the terms of the new and bitterly fought Dramatists Guild contract was made last week when Max Gordon and Harry M. Goetz (Reliance Pictures) bought The Women, which they also financed and produced, for \$125,000.

Further details on the sale and the issues involved the film section of this issue.

CROUSE'S FAREWELLS

Press-Agent Partied All Around On Quitting Guild

Russell (Buck) Crouse resigned as press agent for the Theatre Guild so that he could have more time to, write plays and librettos, was given so many farewell parties last week that he was dizzy. First soirce was held in his honor by Alfred Lunt and Lynn Fontanne, whom he publicized in 'Idiot's Delight.'

What was claimed to be the final party was tossed Sunday (25) by Mr. and Mrs. G. R. Thomas at their photographic studio, which they operate under the name of Van Damm. Crouse's current royalty-getter is.

Crouse's current royalty-getter is 'Red Hot and Blue,' Alvi , N. Y.

No. 2 'Take' for Chi

No. 2 'Take' for Chi
Number two company of 'You Can't
Take It With You' will open for Sam
H. Harris at the Harris theatre. Chicago, Feb. 27.
Cast assembled for the mid-west
carbon includes Charlotte Walker,
Reginald Mason, Bert Gardner, Ross
Hertz, Emma Bunting, Francis Willlams, Daisy Atherton, Bobbe Arnst,
Margaret Callahan, Aldrich Bowker,
Frederick Forrester, Henry Richards,
Walter Vonnegut Ulla Kazanova,
Hamtree Harrington, Eddie Conrad,
Arthur Villars, Wuwane McKenny,
Mel Bostwick, Licien Self.

New Frisco Smallie

New Frisco Smallie
San Francisco, 26.
Baldwin McGaw and Emma Knox
will appear an invitational performance of Laurence Houseman's
Victoria Regina' when the Golden
Bough Playhouse, is to be directed by
Edward Gerhard Kuster, founder
and director of the Theatre of the
Golden Bough at Carmel-by-the-Sea,
which was destroyed by fire several
years ago.

There is a maze of figures surrounding The Eternal Road' at the Manhattan Opera House, N. Y., but, while there was a 20% increase in business last week, the big spectacle again played in the red and the problem of its financing is still to be solved. Little progress has been made in readjusting the weekly operating our tables aronymingtes \$30. ating cost, which approximates \$30,-

ating cost, which approximates \$30,000 weekly.
Despite claims of the management, Road' has not reached such a gross mark. Press release to the effect that the spec's takings for the first full week had topped \$46,000 reached publication in one dally, but that figure was more than double the actual take. Another managerial claim of a \$29,000 gross was also an exaggeration. That mark was almost reached last week, however.

One of the largest of the weekly expenditures of the show is its royalty. Four persons are receiving royalties, recipients being Max Reinhardt, the director; Norman Bel Geddes, who designed the setti; Franz Werfel, original author, and Kurt Weill, the composer. Understood that the total royalties about 15% of the gross.

Players' \$9,500

about 15% of the gross.

Players' \$9,500

Payroll for the players is \$9,500

weekly. Stage crew of 69 has a weekly total wage of \$4,800. Cost of the unseen orchestra is \$1,900 weekly and there are two conductors. There are large technical and house staffs, with the cost of administration, frent and advertising amounting to almost that of the back-stage cost. There are eight stage managers and 16 people in the wardrobe department.

Royalties of shows rarely exceed 10%, which percentage applies on straight plays after certai grosses are attained. Musical shows usually total about 6%, but sometimes that slice is exceeded. White Horse Inn,' Center, N. Y., is said to have a royalty total about 6%, but sometimes that sice is exceeded. White Horse Inn,' Center, N. Y., is said to have a royalty total allout 6%, but sometimes that sice is exceeded. White Horse Inn,' There are 382 persons on the Road' payroll in all, inclusive of the house crew, technical and office staffs. Of that total 229 are connected with the show itself, figure taking in extra people used i

Sir Cedric Okaved by Equity for One More Show. Livesey Nixed

Equity last week acted on two applications for exemptions on the six month lapse stipulation, required of alien actors who are not of resident alien standing, making the concession in one instance and nixing the other. Gilbert Miller, who brought Sir Cedric Hardwicke over from London to appear in 'Promise' (closed), will be permitted to use him in is 'The Amazing Dr. Clitterhouse' because of Equity's action.

Theatre Guild' on the other hand.

Theatre Guild, on the other hand, was not successful in getting an exemption for Roger Livesey.

was not successful in getting an exemption for Roger Livesey.

British player, who is appearing in The Country Wite. Miller, N. Y., was sought for the Guild's 'Storm in a Teacup,' which will be the fifth production on its schedule for the season. It was stated that Livesey appeared in the London cast of Teacup' but left the show before the end of the engagement, Understood that this point was a factor in the ruling not to grant an exemption.

Teacup' was to have Guild's final production is season, but 'Jane Eyre' will not come in until next season and a sixth play will next season and a sixth play will be chosen to complete the schedule. Kathrine Hepburn in 'Jane' will tour until April and then go to Hollywood to do two pictures during summer.

Plays Out of Town

Most certain thing about this commost certain thing about this comdety by the author of The Racketis that it'll be known as another
Boy Meets Girl. Can't miss that
label—and the inevitable comparisons are likely to be its toughest
hurdle for success on Broadway. For
not only is this one too much like
the Spewack comedy for comfort,
but the Spewack comedy for comfort,
Bartlett Cormack has laid is
single scene in a duplex apartment
in Hollywood and his theme (as suggested by the title) is crack-brain
antics of the film colony. But the
dizzy doings of his characters is
sedateness. itself compared to the
gooty monkeyshines of the two
maniacs in Boy Meets Carla Moreoskittish, but the characters themselves are not nearly so attractive.
One can occasionally laugh at thepeople Cormack has put on his stage,
but one can rarely laugh with them,
in this case the distinction is important.
Story concerns three extra girls

people Cormach has put on his stage, but one, can rarely laugh with them. In this case the distinction is important.

Story concerns three extra girls living in a duplex apartment which is director is renting for one of them. It's immediately and persistently beinded out that the director's girl has never technically had an affair heapt by him when she's discouraged of crashing pictures, but, as she explains, just after she moved in he'd begun a picture and he never had time for sex when he was creating.

Rest of the plot deals with the romance of the technically nice girl with a young doctor who just wan common the rough of the extra girls and combative romance of the assistant director, and the associate producer by the dumb and willing one of the extra girls and combative romance of the assistant director with the wisecracking one of the work of the server of the substant director with the wisecracking one of the work of the server of the ser mest of the plot deals with the romance of the technically nice girly the a young doctor who just wanders in and is never sufficiently explained, intermittent, but the between the director, and the associate prometic never calls it that? of the associate producer by the dumb and combative romance of the assistant director with the wisecracking one of the extra girls.

Whole yarn has a machine-made appearance that's against it. Never gives the impression of spontaneity which farce should have, and when Cormack frequently reaches way down in the trunk paind, and the entire script unwinds more like a series of blackouts than a play. First two acts (particularly the first) are thoo long.

Of all the similarities between Hey Diddie Diddle and Boy Meets Girl, the most pointed is the frequent mention of the offstage studio bigshot, referred to in both plays only by his mitials. In Hey Diddle Diddle and Boy Meets Girl, the most pointed is the frequent mention of the offstage studio bigshot, referred to in both plays only by his mitials. In Hey Diddle Diddle and the play is the part in case the soliloquies. When the 'nice girl falls out with her medico boy-friend she walks up and down the stage talking it over with herself, just as if the audience couldn't figure it out for itself. That's startling Hamletish for these days.

An the wisecracking extra girl.

Laze Bag. ranking hee first stage almost walks off with the play. She outlines a consistent character and combations and almost walks off with the play she in the play that the play she in the play is the part in case the bag talking it over with herself, just as if the audience couldn't figure it out for itself. That's startling Hamletish for these days.

An the wisecracking extra girl.

Laze Bag. ranking hee first stage and the producer she will be a stage talking it over the part in case the soliton that the country of the part in case the following in the play. The sample of the mention of the offstage studies and the producer of the mention of the offstage studi

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persuasive as the hair-clutching director. In his early scenes he has a tendency to chew his lines, but quiets down effectively.

Alice White is disappointing as the dumb extra. Character she may be a considered to the control of t

of that.

Single set by Cirker and Robbins is effective.

SUSANNE

Clarence Dearborne	Jack Carson
Gilbert Dennis	Richard Paxton
Douglas Platt	Huntley Robertson-
Alden Keith	Bobra McHenry
Mildred Osborne	Celeste DeBellia
Susanne Langdon	Dickie Moore
Natalie	Eva McVeagh
Evelyn Hart	Jane Ellen Follette
Clyde Gilmore	Julian Madison
Clara Compton	Doctor Pennock
Mark Ilsley	Alan Ladd.
Mrs. Todd	Lucy Payne
Ernest	Cosmo Sardo
Erneat	Daide

Models formerly 1175 to 1375

1275 to 1675

Alan Ladd. Jack Carson, a yokel author who falls into good fortune, has a standout role. Others who appear to advantage include Jeanette Burke, Eva McVeagh, Jane Ellen Follette, Lucy Payne, and Cosmo Sardo.

Modern in thought, dialog and situations, Author Eloise Keeler has contrived an enjoyable comedy, but it is the enthusiastic work of the players that makes the offering really interesting.

LEGITIMATE

Lady Chatterley's Lover

Drama in three acts by Vincent ari from novel of same name by D. H. Law-ence; presented by Jack Linder; directed of William Muln; at Brighton theates, brookly N. X., week Jan. 10, '37; \$1.40

the good hausfraus of Brighton Beach, mornasting till the summer beach season starts again, figured to let their hair down in a welter of smut, they must have been sadly disapointed by this adaptation of the D. H. Lawrence novel. It actually recis with comparative cleanliness, along with its deadening baredom. Vincent Marr, unknown as a dram- (Continued on page

PLAYS ON BROADWAY

TIDE RISING

Melodrama in three acts presented at Ly-ceum, N. Y., Jan. 25, '37, by Richard Aldrich and Richardson Myers; written by George Brewer, Jr.; Grant Mitchell started, Tamara featured; staged by Arthur Sircom;

An an the	
	1
Joe Peabody	Oliver Barbour
Mrs. TannerJe	Mines Wouldness
Panti	STHOT HOUSEH
Tony,,,,,,,,,,,,,,,,,,,,,,,,,	nn Guy Sampsel
Sam	Charles Howard
Jim Cogswell	Grant Mitchell i
Mary CogawellF	Alice Ann Baker
Pete	rancis Cleveland
Graham Hay	Clyde Fillmore
Terry	Howard Miller
Graham Hay Terry Fred MacKay	Edward More
Spike Webb. Mrs. Perkins. Dan.	Charles Touten
Mrs. Porking	Trope Coft all
Dan	Irene Catten
Calada William	Larry Jonns
Galout Wilson	Tom Fadden
Tom Stevens Came	eron Prud'homme
Eric	Jack Harling
David Cogswell	ii D. Seymour
David Cogawell	Tamere
Judge Choate Bill Hank Jack Edgar Lawrence	Iruing Tooks
Rill	Canda Charles
Wank	saulty Strouse.
Tools	Freu Sears
Jack	Whitfield Cook
Edgar Lawrence	.Joaquin Souther.
Chief-of-Police Olson	Scott Moore

Jewess with ideas about the working class, and the tyranny of the employer and the mill workers, whose average pay is \$12 weekly. She succeeds in getting the men to strike, with Graham Hay, the mill owner, retaliating by having the sheriff swear in armed deputies. Most of the action concerning the strife is off-stage but, at times, the Jaborers flock to the Cogswell store, since Ruth and Dava are living in the house.

Blood is shed and several deeds of reported violence clear Jim Cogswell's head on the answer to the town malor problem. He gets hims the police to the mill sherif takes the strike to have been a failure, with new wage scale bestitled by arbitration. This is to uphold his ideas of democracy, as opnosed to violence.

But tragedy creeps into the house, Jim's son having been drilled through the head. Jim imself is narrowlly saved from being killed Ruth realizes she can no longer remain in the town, but leaves still determined to stir up workers.

Author has written in some com-

Inside Stuff-Legit

Morris Green is not managerially in on 'Hey, Diddle, iddle,' which comes to the Vanderbilt, N. Y., next week. Anne Nichols, who staged the Bartlett Cormack sattre, will have Martin Jones and Henry, Olmstead associated with her in the presentation.

Latter due took over the Vanderbilt last season. Jones produced with the many of the season of the seas

Former Helen Bonfils, daughter of the late Frederick G. Bonfils, publisher of the Denyer Post, is associated with her husband, George Somnes, in the production of 'Sunkist,' due on Broadway soon.

She is active in the offices of the Denyer daily and will not participate in the presentation of the play other than its financing. Somnes was formerly a stage manager.

Robert Milford, who is supervising 'Glory for All,' presented by George Jessel, is also manager of 'The Great Waltz,' which is on tour, Comedy, which is being staged by Frank Craven, may be spotted in the Fulton. Jessel will remain on the Coast, but is due in for the premiere, Milford will jump to Chicago late this week for the purpose of reducing the operating cost of Waltz' prior to its further road dates.

Juliana Morgan, who presented the short lived 'All Editi , is reported planning another production. She is the wife of Oscar W. Ehrhorn, federal referee in bankruptcy.

They have an estate in New Jersey and are represented by

Theatre Guild, at suggestion of the Lunts, toyed around with the idea of having the incidental music for the new S. N. Behrmann play. 'Amphitryon,' written by Stravinsky. Fell through, however, with negotiations being called off by the Guild before any deal was set.

Harvey Zimmerman, son of Matty immerman of Leblangs, is in the Jersey City Medical Center with a broken neck. He was injured when struck by a hit and run driver. While not in danger, he will be in a plaster cast for several months.

edy scenes to lighten the seriousness of the play, but how successful he was is questionable. Character is introduced in the person of a Mr. Kelly sent a drug firm to take the seriousness of the seriousn

Naughty Naught '00 Melodrama with music presented at

	Jerrold Krimsky; written by John Van
	Jerroid Arimsky, written by John Van
	Antwerp; lyrics Ted Fetter: music Rich-
	ard Lewine: numbers staged by Morgan
	Lewis: \$3.30 · top.
	P. De Quincy Devereux Alexander Clark
	C. De Quincy Develoux
1	SpunkyPercy Helton
J	Frank Plover Bartlett Robinson
ı	Jack Granville Leslie Litomy
	StubPhil Eppens
1	Fred
1	Claire Granville Eleanor Phelps
	Claire Givillie
ı	Jim PawlingAlan Handley
	Joe
	TomDouglas Rowland
ı	Bartender
ı	ToughIsham Kelth
Н	Cathleen
	Cathleen Worthing
ı	Pugsy
	Student
٦	
1	

Malloy on the rings and trapeze and Harry Mechan, billed as 'The Irish' Thrush.' He is a former single blackface act, possessed of a strong falsetto and giving out such o.k members as 'Only a Bird in a Gilded Cage' and 'Wild Irish Rose.'

Eleanor Phelps as Claire looks girlish and handles her vocal assignments with Bartlett Robinson, who is Frank. Best is their 'Love Makes the World Go Round. Gerry Working with Bartlett Robinson, who is Frank. Best is their 'Love Makes the World Go Round. Gerry Working with the Cander Cander Cander Strong and Mildred Kent Ill in another olio spot.

'Naughty Naught' (60) is as good, if not better diversion, as its predecessors here and, ever since Christopher Morley street reviving sevident that this type of show can be supported.

Play Flop Suit

(Continued from page 52)

good and he'll begin to really wor on it, 'Harris advised. 'Did you ever have anything to do with plays before?' asked Judge

'Not in the production end,' the witness admitted, 'but I studied playwriting for 20 years. I can't write hokum. I am only interested serious plays.'

'Do you find that hokum plays make good?' asked the court. 'Every time, every time.'

ENGAGEMENTS

ENGAGEMENTS
Charles King, James
'Meal Ticket',
Peggy Conkin, 'All About Love',
Frank Wilson, 'Dark Corner',
Leon Ames, Greta Granstedt,
Maude Allen, Ann Merrill, Cynthi
Arden, George Makinson, 'Thirsty'
Cecilia Loftus, Kate Warriner,
James Clement, Theodore Hecht,
James Waters, Ed Hodges, Roy Gordon, Thomas P. Dillon, Harry Bellaver, Jack Irwin, William Valentine,
Hayden Rorke, 'Glory For All,'
Clarence Derwent, Matthew
ton, 'Amazing Dr. Clitterhouse,
Mildred Anderson, Doris Jenkius,
Geraldine, Fitzgerald, John Beht,
Andrew Vykonsky, Stewart Robb,
She Passed Thru Lorrai



All Four Chi Shows Big; 'Follies' \$28,000, 'Eyre' \$19,000, 'Lady' \$14,000

Chicago, Jan. 26.
Four shows in town and all doing beautiful business. Sell-outs at the Grand for, Follies continued lass week, as at the Brianger for Jare Spre', while Letty at the Selwyn seals, while Letty at the Selwyn Jane Eyre' has extended its local stay to Feb. 6 and may stick to Feb. 31. Letty is now figured to last until spring without any trouble. Follies' is here for many weeks. And Lady' could stay, but is going out on Feb. 6, with the second company of You Can't Take It with You' replacing.

of You Can't Take It with You' replacing.

Great Waltz' comes back to Chicago at the Auditorium on Friday (29) and will stick at least three weeks. Had an excellent stay last season and is figured to make considerable coin this time.

Federal Theatre Project dropped It Can't Happen Here on Saturday and will replace at the Blackstone on Thursday (28) with a new play, within These Walls.

Estimates for Last Week

First Lady,' Harris (1,000; \$2,75) (5th week). Getting great carriage trade and coin; over \$14,000 again stawes.

'Jame Eyre,' Erlanger (1,400; \$3.30) (36 weeh). With subscription off, money by \$19,000. Katherine Hepburn getting and the stay of the stay of the property of the property of the property of the property.

tough handling of reporters, however the state of the sta

FRIKA' FAIR \$16,000, PHILLY

Nothing particularly sizzling in legit last week, but the boys are licking their chops at the prospective takings for the next few weeks. Series of sure-fire shows are booked in for several consecutive weeks and there'll be smiles all around town.

Frederika' led the field of three shows last week, pulling in a fair \$16,000 at the Forrest. Shuberts went the works on advance bally, but moist and warm weather, plus

but moist and warm weather, plus the familiar ifficulty of selling a show ithout a New York reputation held down attendance. Reviews were generally favorable and word of mouth has been okay, so indications are for a tilt this week. George M. Cohan's big personal following was almost entirely responsible for the gate at Fulton of Oak Falls' at the Chestnut. Reviews lauded George M., as usual, but the play dign't draw any huzzahs Looked like some profit at \$9,000, however.

play didn't draw any huzzahs.
Looked like some profit at \$5,000.
however.

Oliter offeri last week was the population of the oliter oliter of the oliter of the oliter o

'She Passed Thru Lorrai , play about Joan of Arc, by Lionel Hale, set for production by Miss Lee Marion for late February

GUILD 'MASQUE' OKAY \$10,200, 4 DAYS, BALTO

Baltimore, Jan.

Masque of Kings' rolled up a sock \$10,200 four performances last half of last week at Ford's at \$2.78 top. Only the Sat. matinee was swollen beyond capacity, but biz was aces right through, other perform-ances going clean save for a few rear lower-level seats. Had newspaper

lower-level seats. Had newspaper notices been jubilant, show, would undoubtedly have played to standees. This week Ford's has George M. Cohan in 'Fulton of Falls,' which started a week's stand last (Monday) night at \$2,78 top; advance is week's with the Opensing Cohan is (Monday) night at \$2.78 top; advance is pretty light. Opposing Cohan is the new Anne ichols' production, 'Hey Diddle Diddle,' at the indie Auditorium at \$2.20 top. Advance is not actually strong, but bigger than usual for a tryout here.

To date this season more shows have been here than all of last season. Outlook continues bright, though the town is dark next week.

Estimate for Last Week.

Masque of Kings, 'Ford's (1,986; \$2.78). In four performances, last half, bagged a hotsy \$10,200; author and cast names did the selling.

'HAMLET' OKAY \$18,500, PITTS.

Pittsburgh, Jan. 28.
Pittsburgh reviewers reversed
Broadway critics' thumbs-down on
Leslie Howard's 'Hamlet' and the
piece bit off a juicy \$18,500 here last
week at the Nixon. Notices were all
enthusiastic, one local drama ed, who
had seen the show in East and joined
the anvil chorus there, coming
through this time with a complete
reversal of opi ion, insisting that
both the star and the production
have improved since leaving ManHoward got the season's top for
drama, \$3.42, same as 'Wingless Victory,' but didn't match the Cornell
fugures, and the season's top for
drama, \$3.42, same as 'Wingless Victory,' but didn't match the Cornell
fugures, and the season's top for
drama, \$4.52, same as 'Wingless Victory,' but didn't match the Cornell
fugures, and the season's top for
the season's top for
the season's top for
drama, \$4.52, same as 'Wingless Victory,' but didn't match the Cornell
fugures, and the balcony and
gallery were at a premium, filled by
students and teachers. Originally
Gielgud had planned to do 'Hamlet'
here for only three days, inasmuch
as Katharine Cornell had previously
done the same with 'Romeo and
Juliet,' and Howard might have been
wise had he made it a split week,
too.

Nixon has 'On Your Toes' cur-

Junet, and Howard hight have been wise had he made it a split week, too your Toes' currently and is gradually filling in its February dates, with a strong chance that the house will go right through without a dark session until Holy Week, a record here recent years.

Estimate for Last Week

*Hamlet' (Nixon; 2,100; \$3.42).

Great ovation for Leslie Howard here, by the local cricks. Tragedy took away nice enough \$18,500, with enormous rush for balcony and gallery seats counting. Hasn't been a full week of a single Shakespearian play here in years.

'Night' Fair 6G's, Newark

Newark, Jan. 26.

Night of January 18th' did fair business at the Shubert last week, hitting around \$6,000, with two-for-ones used the first two nights of the week only. Better business was expected because of the long Broad way run and the local notices, which was the second read the inevitable slump that follows are attraction with a star in it. Ina Clair in 'End of more' having preceded 'Night'. Current attraction is Tobacco Road' with Taylor Holmes, second engagement at this house this season and fifth in the immediate territory in the gast two seasons week. Night of Jan. 18th, Shubert (1.970, 50-150). Fair week at around \$6,000; not up to expectations.

N. Y. to See 'Deadline'

Los Angeles, Jan. 26.
'Deadline,' newspaper play by Bobthie Gerald Burtnett, has
been purchased by Anthony Laudati,
who plans to give it a N. Y. produc-

Opus was tried the Pasadena Community Players several months ago. White is Sunday editor of the L. A. imes.

'END' \$8,500, BECAUSE BAD WEATHER, CLEVE

Cleveland, Jan. 28.

Hanna got the best of the miserable weather the first half of last week with Dead End, which downed such factors as heavy snow on opening by pulling in \$8,500. That's a fair figure for eight performances, and have added possibly another \$2,500 to the gross.

Sudden coid spell and nearby, flood threat caused plenty of cancellations at the last mcment. Still, the balcony was nearly full at every performances. Top \$2.75 ducats failed to be a considered biz. Hanna's next one is the initial musical of the new year, 'On Your Toes,' week of Feb. 1.

Deather of the sure of the control of the property o

'PRIDE,' 'GLORY,' \$15,000 EACH, **BOSTON**

Boston, Jan. 26.

'Reflected Glory' and 'Pride and Prejudice' ran neck-and-neck last week, with 'And Now Goodbye,' new play starring Philip Merivale, taking

play starring Philip Merivale, taking third money.

WPA opened up again—this time at the Copley with Help Yourself. Masque of Kings' opened Monday (25) at the Shubert after a premiere in Montclair, N. J. Gleigud in Ham-let' is skedded for one-week at the Shubert starting Feb. 8. Advance is terrific on this one.

Estimates for Last Week

Pride and Prejudice (Colonial; \$2.75; 2nd week). Held up nicely to about \$15,000 and was extended one extra week, to make it four, instead of three frames.

*Reflected Glory' (Subert; \$2.75; 2nd week). Final week built over initial week's take to very good \$15,000.

'And Now Goodbye' (Plymouth; \$2.75; 1st week). Tepid notices greeted this adaptation of the James Hilton novel. Openi stanza dis-couraging at \$8,500.

'WALTZ' \$20,000, NSG IN FRISCO

Legits took it on the chin here last week. 'Cocktail Bar,' new operetta, failed to bring them in. Run of 'Great Waltz' was cut from four to three weeks because of disappointing

Estimates for Last Week

'Great Waltz' (Curran) (3d week)
(100; \$3). Did approximately \$20,100 (30) in growing the announcement of sudden closing. Company is said to sudden closing. Company is said to company the companity of t

'Devil Passes' (Columbia) (4th week) (1,800; 50c.). FTP made a big mistake in extending the run a fourth week. Very bad at less than \$500.

D'OYLY CARTE MERELY \$20,000 IN WASHINGTON

Inauguration made money for the film but iled to up the town's only Most of

town's only

the cheap seats were sold anyway, and carriage trade was busy with the reception. Which was probably the reason that the first of the two-week stand of the D'Oyly Carte Opera Co. here was content with approximately \$20,000 at \$3.30 top.

Next on the docket is the Gielgud-Hamlet, which has been tentatively scheduled for two months and has the local theatregoers all excited. Tallulah Bankhead's 'Reflected Glory' follows:

Rains Don't Dampen B'way Legits; 'Women' Goes Capacity at \$21,000

New York was doused with rain lor continuation through all last week but, despite the dismal weather, grosses of legit shows were upped last week. Even some of the lowly rated newcomers fared better than indicated, and there was more production activity. Early this week I Schould activity. Early this week I Schould activity. Early this week I Shows were in rehearsal, inclusive of several.

Six holiday hits are now definitely in success column, with "The Show topping all at \$40,000, "You The Women built to capacity and takings were close to \$21,000; "You can't Take It With You' is riding."

Six holiday hits are now definitely in success column, with 'The Show topping all at \$40,000. The Women' built to capacity and takings were close to \$21,000; 'You Can't Take it With You' is riding than the success of \$15,000. The Top was reditted with slightly more than that figure.

went over \$17,500; Brother Rat's lumped to \$14,500. High Tor' was credited with slightly more than that June and the state of the state

Estimates Last Week

Boy Meets Girl, Cort (62d week)

C-1,059-83.00. Indications are that
holdover comedy hit will last infot
spring; business continuously profiable, with pace around \$8,500 last
week.

spring; business continuously profit-able, with pace around \$8,500 last week.

But for the Grace of God, Guild (3d week) (D-914-\$3,30). Slated for five weeks, subscription period; rated around \$11,000, but little demand for ickets other than subscribers.

Behind Red Lights, Mansfeld (3d week) (D-1,037-\$3,30). Perked up and the some cut-rate aid, the week) (D-1,037-\$3,30). Perked up and the some cut-rate aid, the symptomic of the late autumn clicks, though not up to money leaders; jumped to over \$14, 500.

'Dead End,' Belasco (66th week)

money leaders; jumped to over \$14,500.

"Dead End." Belasco (68th week)
(D-1,000-\$3.30) Turning profit right;
lates, with moderate grosses, and sweek, up.
"High Tor." Beck (3d week)
(D-1,214-\$3.30). Looks like fantasy week, up.
"High Tor." Beck (3d week)
(D-1,214-\$3.30). Looks like fantasy weeks gross improved to nearly \$15,000.

"Holmesses of Baker Street," Masque, Closed last Saturday, after playing seven weeks to tepid takings. "Howdy Stranger," Longacre (3d week) (C-1,019-\$3.30). Claimed to favore the street, and the

under the \$18,000 mark and indications are for continuance through the season.

White Horse Inn. Center (18th week) (M-3,321-43,85) Climbed further and gross approximated \$55,000 marks through April 1900 marks the with You! 1900 marks the with You! 1900 marks the week (C-704-43,30). Final week; record N. Y. run of the Shakespearean drama; around \$16,000 last week (The Country Wife, Miller (8th week) (C-944-43,30). Again topped \$9,000 but will close Saturday (30).

**Farstus, Elicit drawing best among relief shows.

"Sweet Land,' Lafayette, Harlem, mixed cast drama.

"It Can't Happen Here,' Adelphi.

Another \$13.000 For 'Boy' in L. A., **Tomorrow' Out**

Bitter cold and the flu epidemic failed to cut into legit trade the past week, with 'Boy Meets Girl' now in its third and final stanza at the Bittmore, more than holding its own. Henry Dufy folded 'Tomorrow We Live' after five weeks at the El Capitan Saturday (23) and replaced it with 'The Petrified Forest' the next day.

Latter was produced by Duffy some months ago in San Francisco, with Conrad Nagel featured, but was never brought to Hollywood, due to the Warner picture of that title being in first runs at the fine.

Estimates for Lass Week

Boy Meets Girl' Biltmore, Los

ing in first runs at the time.

Estimates for Last Week

Boy Meets Girl, Biltmore, Los
Angeles (C-1,856; \$3.30) (2d week).
Despite in and Gold weather held
stongs on second week for another
\$13,000, plenty nifty.

Tomorrow We Live, El Capitan,
Hollywood (C-1,571; \$1.85) (5th-final
week). Trade good in spite of the
elements and final stanza oke at
around \$4,000.

WPA

Revue Reviews, Hollywood
Playhouse Continuing to garner
fair trade. Sticks until Jan. 31.

'Ladles of the Jury, Mason. Held
for another week, despite slow biz.

'Help Yourself, Musart. Also goes
until Jan. 31.

'Green Grow the Lilacs,' Mayan.
Holding for third stanza.

'The Jewel Tree' (mais) and 'Marionette
theatre. Engagement indefinite.

Final week; going on extended tour after having cleaned up; \$18.000 last week (Prinal week) (M-1,355-\$4.40). MultarTO' \$8,000, DETROIT week) (M-1,355-\$4.40). MultarTO' \$8,000, DETROIT week) (M-1,355-\$4.40). MultarTO' \$8,000, DETROIT week) (R-1,671-\$4.40). Topping everything in town, with capacity the rule and gross quoted around \$40,000 mark.

"Shaw is On," Music Box (15th week) (C-1,013-\$3.30). Came back (15th week) (C-1,013-\$3.30). Holds (15th week) (D-1,099-\$3.30). Holds (15th week) (D-1,099-\$3.30). Holds to excellent money, with attendance not far from capacity and gross again over \$17,500. Hitting capacity, with standees at most performances; real standout, this gross (15th week) (C-1,046-\$3.30). Hitting capacity, with standees at most performances; real standout, this gross (15th week) (15-1,046-\$3.00). Hitting capacity, with standees at most performances; real standout, this gross (15th week) (15-1,046-\$3.00). Hitting capacity, with standees at most performances; real standout, this gross (15th week) (15-1,046-\$3.00). Hitting capacity, with standees at most performances; real standout, this gross (15th week) (15-1,046-\$3.00). Hitting capacity, with standees at most performances; real standout, this gross (15th week) (15-1,046-\$3.00). Hitting capacity, with standees at most performances; real standout, this gross (15th week) (15-1,046-\$3.00). Hitting capacity, with standees at most performances; real standout, this gross (15th week) (15-1,046-\$3.00). Hitting capacity, with standees at most performances; real standout, this gross (15th week) (15-1,046-\$3.00). Hitting capacity, with standees at most performances; real standout, this gross (15th week) (15-1,046-\$3.00). Hitting capacity, with standees at most performances; real standout, thi

'Boy David,' Bergner-Barrie's Costly **Legit Flop in London, Despite Buys**

of the costliest flops of the Davi here James Barrie's biblical play starring Elisabeth Bergner, which folds at

His Majesty (30) after

Postponed number of times because of Miss Bergner's illness last

year and film commitments, show finally opened amid a blowing of trumpets

ibraries looked it over in Manches-ter and closed for a \$12,000 buy for ight weeks, but the customers were

still not interested. Cochran compromised specs on the fold-up, crying so hard.

OUTDOOR LEGIT PLANS IN ITALY

Rome

Series outdoor performances by Italian theatrical enter-will start this year with the presentation of 'Oedipus' in the restored Roman theatre of Sabratha in Libya. Guido Salvini will be the director; he is now busy getting a cast fogether and it is almost certain that Annibale Ninchi will play the

First two acts of Luigi Pirandel-lo's 'Giganti Della Montagna' ('Giants of the Mountain') will be given duri 'Florentine May' Glants of the Mountain') will be given duri Florentine May performances, which take place, oddly enough during the first days fune. It is not yet certain whether the play will be presented in completed form, or whether it will be iven incomplete, as it was at Pirandello's death.

In July there will be open-air per-ormances of Goldoni's classic comeformances of Goldoni's classic come-dies at Venice; this revival of the classic Venetian theatre was begun with outdoor productions at Venice last summer and proved very popu-lar. Renato Simoni will direct this

Italian-British Legit **Tours on Exchange Base**

Theodore Kommissargevsky, who recently staged James Barrie's 'David' with Elisabeth Bergner in London, has come to Italy to study the possi litty of taking an Italian legit company to England and bringing an English company here in exchange.

Kominisargevsky knows the Italian theatre well. Years ago he translated Carlo Goldoni's 'La Locandiera' ('The Innkeeper') for production by the Stanislavski theatre in Russi

'Rose-Marie' Vienna Sock

Friml's Rose Marie having a successful run in the Stadttheatre here with Rita Georg, Sonja Lew-kowa, Ernst V. Naderer, Fritz Steiner, Hans Fleitschmann, Ines Casovini, Maria West and rwin Frim in the cast, Libretto was adapted the German stage by Lengsfelder and Tisch.

It is a sock operetta success; since Emmerich Kalman's 'Countess Maritza' there has been no better box office show than 'Rose Marie'—and that was eight years ago.

'Life Begins' in Vienna

'Life Begins,' American drama by Mary MacDougal Axelson, trans-lated into German by Heinrich B. ntz, was produced in the tsche Volkstheatre with Schultz-

Deutsche Volkstheatre with Schultz-Breiden directing.
Cast consists of Margot Weiler,
Maria Czamska, Friedl Nowak, Dora Seifert, Theodor Grieg and Karl Eh-mann. Play was well received at the premiere, staging and acting be-ing excellent.

'New York Idea?'

Vienna, Jan

Vienna, Jan.
Vienna has followed the example of Gentleman to Hire' set by New York. Ladies in need of escorts may now good-looking Viennese by the hour. Three dollars for the evening, and rules a la Broadway. Gentlemen may only accompany a lady twice. Then there must be a switch.

REICH LEGIT'S COIN TROUBLE

Berlin, Jan. 17.

Berlin, Jan. 17.

Reports on 100 German theatres show financial difficulties. And this in spite of the fact that the civic and state subsidies for '36 amounted to about \$8,000,000.

Bo. receipts, including subscriptions, took care of an average of only around 30% of the needs. More than half of the total receipts—58%—consists of civic subsi', with the state adding 6%. Before the Nazi regime the subsidy from the state totaled only 2%:

the subsidy from the state totaled only 2%.

So much rebuilding is either under way or in the offing, thus serving the Workers' Relief, that the percentage set aside for such purposes has with in a year risen from 11% to 20%. But instead of raising salaries, as could be done with the increase in

Odds and Ends

(Continued from page 48)

plants and to also see that there is no trickery whatsoever in my experiments. I will be very grateful to you gentlemen if you will volunteer for the committee. You will find steps on both sides of the stage and I assure you I will not do or say anything that will offend or emberrass you. (As the committee comes up, greet everyone with a handshake). (Now gentlemen, will you please tell the ladies and gentlemen in the audience that you have never seen me before. These mare all strangers to me. Allright we shall now proceed with my first experiment. For my first experiment I shall try suspended cirplants and to also see that there is right we shall now proceed with my first experiment. For my first experiment I shall try suspended circulation. I wish to state at this time that I appeared before the faculty and students of science and medicine last week at Brandy College. My suspended circulation experiment was used in the amputation of an arm. It is one of the first bloodless operations in the annals of medicine. So you see ladies and gentlement it is educational as well as entertaining?

Excitational Appearing 1st Time

Englishman Appearing 1st Time

Englishman Appearing 1st Time
(After act is over) 'I love your
country very much and I wish to
thank you from the bottom of my
heart for being so grand to me, and
I am very proud to state that I have
already applied for my first papers
and hope to be a citizen of your
grand and glorious country soon. I
hank you.

Master of Ceremonies
Now folks, ive this little girl a
great big, hand.

Film Stat's Perso: I ADD.

Film Star's Perso: 1 App.

Film Star's Perso: I App.

Tean't tell you ladies and gentlemen how much it means to me to face. Contrary to what you read in the papers, we on any plays all day and all night in our beautiful homes. It is real hard work in Hollywood if one takes their profession seriously. Day in and day out we appear before the camera with nobody to applad you when you feel you did somethi really worth while. I can't tell you how wonderful you have made me feel this afternoon with your generous applause. It makes one feel grand to know that one isn't forgotten. I shall endeavor in the future to do better work in the pictures and to keep your friendships. I shall go back to the studio in Hollywood with a lighter heart and an appreciative feeling for having met you all in person. I thank you.

The Bird in Mexico

Mexico ity, Jan. 26.
Civic fathers here have banned sale of beer, soft drinks and other bottled beverages at local bull fight rings to prevent disorderliness and use of bottles as yehicles of criticism against

Action was taken after a bull fighter whose show was not so hot was beaned by a beer bottle,

WRITERS WIN OVER MINISTRY IN BUDA

Budapest, Jan. 15.
Authors' Association has come out victorious in the fight between it and the Ministry of Education, which has the last word in affairs of the two state-subsidized theatres, Opera and National: It is 'customary, pecially in the latter, to distribute a great number of gratis tickets, on which 20% of the usual price is paid and goes to theatre's pension fund, and on which authors receive no royalties.

This anomaly was amended by the Ministry's decision, brought about Budapest, Jan. 15.

Ministry's decision, brought about by persistent efforts of the Authors' Assn. to pay the usual royalties on all tickets sold, whether at the nor-mal or at reduced prices.

'Violets' Oke in Sydney

Melbourne, Dec. 29.
Wi iamson-Tait's 'Wild Violets' got away to a ice start here and should make the grade easily. New legit show stars Cecil Kellaway, Diana Du Cane, Marie Le Varre, Lois Green and Don Nichol. Ballets are by Leah Miller, with William Quintrell handling the music.

Violets' is the first of W-T's new season shows and will be followed by many more, it claims, During 1936, W-T mainly played with revivals of old-time musicals, but, feels now that the legit stage in Australia can stand some new shows.

Lady Chatterley's Lover

(Continued from page 54)

continued from page \$4)
atist up to now, wrote this dramatization about three years ago.
The Shuberts were originally reported interested in producing the
play for Broadway, but now Jack
man to present a shw of the found.
Indien, it was, who was associated
minically the state of the state of the conimplications could not be found.
Linder, it was, who was associated
with a couple of the early Mae West
legit productions, notably 'Diamond
Lil. He was also supposedly behind
the seenes with 'The Pleasure Man,
which played one week in the Bronx
and one night on Broadway, and
then the patrol wagons backed up.
If a read was expected at this openince, There were outle a ereBrighton Beach burghers, but few
Broadwayites.
Linder's production of 'Lady Chatterley's Lover' in Broadlyn, wherethe has been presenting legit revivals
with weekly changes since the summer months, was more or less of an
experiment. At least, so he claims.
Cathion the listening the
Cathion of the control of the conceptual time of the conand the
casting evidences plenty of carelessness. So it really is probable that
all Linder wanted was a fairly life
like reading of the play and decided
to charge customers to listen in.
Play itself holds nothing except
the title (certainly a box office attraction for the road with something
spicy behind it). Without the dirt of
weight. If portrays the biological
urge of a woman married to a cripple, following the lines of the original novel closely in this respect, but
the bedroom stuff glossed over.
There are few salty words, and none
of the realistic language Lawrence
employed in his original.
Casting could be greatly improved
upon. James Hall, former film star,
former and stody book-character. Lenore Sorshy, as Lady Chalterley, leaves plenty to be desired in
portraying a character whose animal
emotions are running away with her.
George Blackwood, as the gamekeeper, is fair, but too conscious of
his manly beauty. Best of the cast
is Marie Paxton as the slutty wife
of the realistic l

Plays Abroad

C'EST MARSEILLE

('This is Marseilles')

Heart Varna production in two acts (46 scenes) by Antonin Bossy and Cosar Lable Scenery, Miguel Zamucols; executed by Jean Jullien, Eller, R. Fost, Roget Durand and Cami Ballet mistress, Helena Greasley nusts, Vincent Scotto, Luard, Albert Bossy Mimi Recagno and Gulbert, arranged by Lou Pasquiler; costumes, Jean, Carre and R. Fost, At Alexant, Paris,

Henri Varna in his present revue at the Alcazar has deserted nudes for more simple things—fish markets, Sunday dinner and the like. Typically a play for home consumption or those few foreigners who understand. Cast is almost entirely Marsellaise, with no Americans. Show has its wear of the control of the

HERE LIES THE DOG

HERE LIES THE DOG

(IN HEBREW)

Jerusalem, Jan. 8.

Comedy in three acts by Bruno Frank.

Hebrew version. Moshe Dauber: digeted

Teatron Lyri. Act of the Comment of the Co

la dog in the selection of a mayor for a certain city—a estuation of particular interest to Tel Aviv, where the mayor incument got how the selection of the particular interest of Tel Aviv, where the mayor incument got how a freak. In the presence of a young journalist, the leading candidate for the post acts callously in a matter pertaining to the dog and the humanitarian writer crusades against the candidacy.

A. Sklarsch is cast as the flippant young journalist. Role is entirely different from those portrayed by him in earlier plays and is not particularly suitable.

Striking thing about this trouperticularly suitable.

Striking thing about this trouperticularly suitable.

Striking thing about this trouperticularly suitable.

Striking thing about the strought of the color of Rachel Markus, while in the new play a veteran German actress, Ross Lichtenstein, scores an even greater success. Cast as Mrs. Vogel, owner of the dog, Miss Lichtenstein has a role which gives her an opportunity, and she grabs it. Other commendable work is done by Sonya Altbach, Maxim Sakashansky

NIGHT SKY

NIGHT SKY

Play he two acts by Do Garde Peach, presented by Clifford Wn Du Garde Peach, presented by Clifford Wn Du Garde Peach, presented by Clifford Wn Du Garde Peach, part of Clifford Wn Du Garde Peach, part of Clifford Marie Dawson. Betty D'Obvelanors Hay Dawson. Bernard Jeac Marjorlo Duwson. Jane Weish Marjorlo Duwson. Jane Weish Marjorlo Duwson. Whilace Doughes Mr. Hawkins. Q. Denler Waren An Airman. Bryan Coleman At the

An Atman. Bryan Colema

At the premiere of this play, one habitual first-nighter suggested that it might have been sponsored by the government as Air. Force propaganda. Actually it is more than propaganda. Actually it is more than midic, however, that they are already midic, however, that they are already in the play for the enlar ing of England's Air Force has been printed by the daily newspapers for, the past two or more years. Play, therefore, resolves itself into a tract designed to show that Britain is lacking in air defense.

As a play it is not so hot, despite

defense:
As a play it is not so hot, despite its interpretation by a smoothly competent company:
Whatever the commercial result may be here, piece has no likely appeal for inhabitants of the Western Jolo,

THE BIG CRAZE (HEBREW) Jerusalem, Jan. 4.

(HEBREW)

Jerusalem, Jan. 4.

World War play by Avylgor Hammeiri.
Directed by I. M. Daniel. Settings, Jennia
Bergert, columnes, Hubbaha. Presented by
Major. H. Sarnow
Dr. Garati N. Kogan
Margolih M. Hurgen
Margolih M. Hongan
Margolih N. Bon Josef
Journalist N. Bon Josef
Journalist N. Neuman
Russian N. Neuman
Russian M. Neuman
Russian M. Shindlee
Margaritt B. Salamas
Margolit B. Salamas
Country Girl. R. Markis
Woman B. Salamas
Woman B. Salamas

Country Girl. R. Marking Woman B. Salzman Deals with the problems which laid waste to Jews I the past and assembly a street them in Selection of this particular piece is regarded as a revolutionary step for the Sadan players—if one is to judge by the results, there is destined to be a radical change in policy of selection of plays, not by the Sadan Theatre alone, but by the Whole Hebrew theatre. Hebrew drama concerns it self-chiefly with biblical themes and past and are best forgotten. Here however, is something very close to reality. And here, too, lies the secret of its success.
Staging of "The Big Craze" was no joke in Palestine. It took Itzhak Maniel, ingenious director, to put up a revolving stage, first of its kind in the country. And it took a blass and the stage of the second attempt of the Sadan Theatre, which was organized only recently. In the first of the two acts dramatic sequences are bubbling with humor. Tragedy is well mixed with fun.

Story is set in Budapest along the Austro-Russian front during the late.

with humon. Tragedy is well mixed with tun.

Story is set in Budapest along the Austro-Russian front during the late war. A young Jewish journalist, despite pacifist Jeanings, enlists lest hi race be called slackers. Then his mental torture, et al., when he learns that the country he is fighting. Great Britain, has promised a Jewish National Home in Palestine.

Idea takes, particularly this crucial time in Zionist history. Should click abroad, too, for the same reason. Poland is particularly fertile ground and suggestion of a tour in that country is now being considered. Excellent British proper ganda, besides, and nobody is kickning.

Role of the young journalist is well, handled by Arielli and Miss Schindler is not bad. Hoorts are due to Konstantyner, who is hilarious i the comedy lead.

Radio Station Snatches Prof.: Ladies Burn

Indianapolis,
Indiana League of Women Voters
squawked loudly when Albert Beveridge, Jr., of station WIRE met Prof,
T. V. Smith of the University of Chicago at the railroad station here and
whisked the prof to WIRE for a
radio broadcast. Ladies said it was
innethical and pediculous for a radio
station to horn in on their paid lecturer.

Smith is the air speaker who has
attracted attention because of the
similarity of his radio voice to that
of Alexander Woollcott.

For Charity It's Illegal; **Odd Child Labor Ruling** Bars Slenczynski, 12

Philadelphia, Jan. 26.

Philladelphia, Jan. 28.
Ruth Slenczynski, 12-y e a r-o l d
piano prodigy, was prevented from
playing scheduled recital in Academy of Music here last Thursday
(21) night by State Department of
Labor. Curious aspect of affair was
that child's appearance was illegal
because a percentage was earmarked
for charity. Previous recitals for
straight fee or percentage being
okayed by law.

for charity.

straight fee or percentage being skraight fee or percentage being skraight fee or percentage being skraight fee or charity Miss Slenczynski was technically employed and so came here being skraight fee. Miss Slenczynski was ally employed and so came Pennsylvania's iron-bon-bor laws under Pennsylvania's iron-bound-child labor laws. In her regular re-citals she's figured to be working for herself and is therefore not tech-nically 'employed.' That strict in-terpretation came in for plenty of verbal abuse from music lovers, who saw in whole affair example of petty

saw in whole affair example of petty red tape.

Despite avalanche of criticism, however, Herbert C. McGinchey, supervisor of this area for Department of Labor and Industry, held his ground, claiming 'the law is the law.' Recital was to have benefited Philadelphia Committee for the Prevention of Blindness. Recitals for same cause had been held in several other Pennsylvania cities within preceding few days, all without protest.

Claude Lapham's Japanese Music in U.S. by Shortwave

Music In U.S. by Shortwave First international broadcast of Claude Lapham's Japanese Concerto in C Minor scheduled Io 10:30 p.m., hight of Jan. 30, EST. Will originate with KX JOAK, head station of the government - supervised Japanese system, and reach this country through QBS. Klaus Pringsheim, director of the Imperial Academy of Music in Tokyo, will swing the stick before the Tokyo New Sympathy Orchestra.

Lapham work is the first concerto

Lapham work is the first concerto ever written in the Japanese five-tone scale and represents a conventional sonata-form handli of themes which might be Japanese if Lapham hadn't written them. It was first performed in Tokyo by the P.C.L. rchestra under Kyusuke Kami in 1935 and later broadcast throughout Japan by the same organization. Later that same year it was recorded by Victor.

Sues Severin Eisenberger

Severin Eisenberger may be a virtuoso on the concert piano, but not eloquent enough at home to suit his wife, Mrs, Margarete Eisenberger, who is suing him in Cleveland courts for divorce on grounds of extreme cruelty.

for divorce on grounds of extreme cruelty.

Cleveland planist's frau contends that he hasn't spoken a word to her for two years. Also complained he has 'committed many acts during this period which were designed to vex and harass the plaintiff.' She is ing custody of their ild, Agnes, 13.

Agnes, 13.

Couple came from Vienna eight years ago and were married here June 18, 1921, and he became head of Cleveland Music School Settlement. In September, 1935, wife sued Edith Bloomfield for \$50,000 damages for alienation of affection, but suit has not yet come to trial.

LUCKY PANTIES NOT PUBLICITY'—OWNER

Detroit, 26.
Defending herself against charges
of a hotel maid that she had caused
her 'false' arrest, Jean Dalrymple,
secretary of Jose Iturbi, sent a 537word telegram to all local sheets last
week explai ing that the 'stealing' of
her 'lucky panties' was not a publicity stunt.

licity stunt.
Miss Dalrymple is being sued along with the Statler Hotel, where the panties turned up missing in December, for \$10,000 damages, by Vivtoria Siwiec, former maid who was held for the theft. Miss Dalrymple, in the telegram declared she had held for the theft. Miss Dalrymple, in the telegram, declared she had begged reporters and friends to kill the story as I wanted no publicity for myself or the hotel. The Tucky panties were worn by Miss Dalrymple when she and Iturbi escaped death in the crash of an American Clipper of Tri idad last April.

Iturbi has been substituted for Vladimir Horowitz in the Masonic Temple concert series Feb. 2. Horowitz, who was forced to inter-

Horowitz, who was forced to interrupt his European tour because of an
appendicitis operation, was forced to
cancel his engagement here when
doctors ordered him not to undertake his American tour until March,
flurbi, here for series of Ford Symph
broadcasts, offered to sub.
Meanwhile, opening of the Detroit
Concert society's series of five piano
recitals has been postponed until
Feb. 9, with Rudolf Serkin as the
first attraction.

FEMINISTS SEE

Baltimore,

Last week Freddie Huber, municipal director of music, lifted ban on women musicers' eligibility to play in the Balto Symph Orch, and sive femmes were chosen to be added to Orch's string section.

On Sat. (23), Local 40 rules that two of the women added to the Symph, coster, Vivienne Cordera Conn and Mrs. Charles Feldman, could not play with outfit. One had at one time been a member of musical tunion, other had not. Both applied at union after getting tabbed by Symph, but their applications were not really passed on; pair simply told couldn't play with Orch. Understood Local 40 feels that two regular paid-up members of union should have been added to Symph, and for that reason union is holding out. Late last night (Monday) Oscar Appel, prez of union, could not be drawn out in matter, saying would make no announcement till after a board meeting to be held on Friday (29), at which matter of the two women in dispute will be taken up by union directors.

It is not likely there would ever have been a meeting on matter, save that flock of feminists around town heard of the union's action via the grapevine route, and have started out to get hunk with union if organization persists i its ruling. Rather a few prominent hostesses of social background have phoned union, explaining they have entertained often and lavishly in their homes, and have always used union musicians for affairs. These women then point out that there is no actual necessity of using union men in future, and let organizati draw own conclusions.

Newly made members of the Symph are carded to premiere with

let organizati draw own conclusions.

Newly made members of the Symph are carded to premiere with outfit before public at a concert for children on Sat. (30). A rehearsal is set for Thursday, but unless Local 40 alters present plan and holds meeting on eli ibility of pair to join and re-join union before the skedded board pow-wow Friday, the two women will be unable to rehearse. Symph officials are taking no hand in the angle union is pursuing. Their stand is that they selected five women after auditioning a roomful, and that expect the five to show up o. k. for the Thursday rehearsal.

Russ Ballet in Sydney

Nussian Monte Carlo Ballet has opened here. Gave the city its gayest premi in months.

Ballets presented include, 'Les. Sylphides,' 'Scherherazade,' and 'Autora's Wedding.' Under the direction of Williamson-Tait, unit will offer a weekly change during the season.

Art Vs. Economics

Leonard iebling tells is one on George Gershwi and Igor Stravinsky:
Gershwi heari of great Russian composer's American advent, cabled over that he would appreciate some lessons. (for fees) composition, etc.
Stravinsky cabled back, 'How much did you make last year?' 'About \$150,000,' Gershwi cabled back.
'You better come over and ive me some lessons,'

and ive me some lessons,' Stravinsky ired back.

College Credits For Attendance At Concerts, Etc.

College credits will be given un ler a new concert-lecture series to be presented by the Detroit Symph.

be presented by the Detroit Symph Sponsors include 10 colleges in this sense postponed until 9, with Rudolf Serkin as the litraction.

MINISTS SEE

SLUR TO SEX

Be presented by the Detroit Symph. Sponsors include 10 colleges in this sense postponed until 9, with Rudolf Serkin as the litraction.

SEE SEE SEE SEE SEE SEE SEE SEE SEE Will be held every Monday night in Orchestra Hall, with a one-hour concert by the ork, preceded by a lecture by Edith Rheits Tilton, educational director of the Detroit Symph Society, ictor Kolar, codirector of the symph, will conduct the concerts.

Rehearsal Pay Next Time at Frisco Opera

-During the coming season the San Francisco Opera Company here will have a professional chorus and mem-hers will be paid a stated salary for the first time during the rehearsal period. Understudy cast system, in-augurated last year will be con-

tinued.

General Director Gaetano Merola
has issued a call for chorus members
pending active rehearsals next
month.

Organ Guild Hits Utah

Salt Lake City, Jan.
irst charter in western America
of the American Guild of Organists
was granted Saturday (23) to a
group of Utah musicians, majority of
whom are Salt Lakers.
Frank W. Asper, organist at the
LDS, tabernacle, reputed to be one
of the largest instruments in the
world, was named president.
Each of the 18 charter members
have had five or more years experience. The Utah chapter was empowered to give examinations each May
to organists seeking academic degrees of master of arts in music.

Judson Gets Ballet

Deal for American Ballet to go under Arthur Judson management was consummated this past week. Bureau pact gets underway immediately to handle troupe's newest work, 'Card Party' (formerly labeled "Poker"), which Jgor travinsky has composed, date and April 21,20

composed:

Tentative dates are April 21-22 at
the Metropolitan Opera, N. Y., in
between the winter and spring sessions. Program will be all-Stravin-

TOWER, K. C.

(Continued from page 50)

(Continued from page 50)
laughs, but it's pretty stale stuff.
Their patter is no dice.

Falon Sisters and Tom do some nice clowning and tapping. One of the girls works dead-pan and carries.
The line (12) do the best they can, which is not enough to put over their production number with Lester Harding. Latter warbles 'Red Sails in the Sunset' while the girls go through an awkward routine costumed to look more like red butter-flies than anything else. They fare much better in their closing routine, one of the girls fronting with some effective spinning.

Pic is 'Holy Terror' (20th), ith Fox news and an RKO comedy short.

Hoyt.

Ferde Grofe, With Liebling Annotating, Kicks Out a La Swing in Carnegie Hall

By ABEL GREEN

Ferde Grofe, the customers and even the ushers at Carnegie Hall, N. Y., last Tuesday night (19) let themselves go on the occasion of this jazz composer-arranger's debut as a Carnegi Hall maestro. Auspices were the N. Y. Fund for Free Pools (Y. Daily Mirror exploitation stunt), tied in with the Warm Springs Foundation which, automatically, gave the Grofe concert a patriotic flavor.

Leonard Liebling, who had been doing a nice job during the first half with his program palever' (actual quote, which gives an idea of what with his program palever' (actual quote, which gives an idea of what can happen when the staid Carne ie Hall goes 'Stompi' at the 'Savoy'), overstayed a bit in the second portion, with result the customers got a bit out of hand. Otherwise Liebling's behavior made a generally good impression. Since Denns Taylor wisecracked the musical interpretations for Paul Whiteman, Grofe and the proceedings of the proceedings of the proceedings. After Liebling a musical m. c. as a matter of course, Just way, however, somebody else's debate.

In sequence and in toto the Grofe concert was quite socko. Quite a few first performances further punctuated the proceedings. After Liebling a bit verbosely identified the maestro as Ferdinand Rudolph von Grofe, 44, etc., ho give him the square handle, plus Grofe's Paul Whiteman-segue antecedents, etc., he show "as

44, etc., to give him the square han-dle, plus Grofe's Paul Whiteman-esque antecedents, etc., the show was

Fittingly the Mardi Gras' move-ment out of his Mississippi Suite' teed off. Thence (Miss) Dana Suesse's Evening in Harlem' (or-chestrated by Foster Cope), got its first performance. Politely received, but not as distinguished as the po-tential treatment of an evening in Harlem might have suggested. Fol-lowed another Grofe excerpt, this time ' ister' out of his Tabloid' suite.

but not as distinguished as the potential treatment of an evening in Harlem might have suggested. Followed another Grofe excerpt, this time ' is iter' out of his Tabloid suite.

Otto Cesama, conducting his own the Salisbury (12,000 ppp.), biggest burg on the Shor, movement afoot to be suite. The subject of this work to the subject of the suite was Rubinoff, manifested nice platform showmaship with his the lattical batchering. Negro Heaven' is now a more or less standard radio orchestra work for the concert dance combos, and the major strain is almost dance tempo in its strict rhythmic pace.

Eastwood Lane's Fourth of July Parade' from his '4th of July' ballet suite was another first performance, a bright interlude, and, as orchestrated by Hans Spialek, an engaging work.

Zanuck 'Makes' Carnegie

SYMPHONY-DANCE IS

Zanuck 'Makes' Carnegie

work.

Zanuck 'Makes' Carnegie

Strong first-half finale was Grofe's own 'Hollywood' suite which he composed for the Hollywood Ballet at the Metropolitan Opera House two years ago. It's a light, good-humored work, with its sandpaper props by the traps to indicate the sweepers; the nancy 'whoo-whoo' to indicate the swish of the set dancer; the hard shoes to interpret the taps of the chorines in the filmusical production; the hammers when the carpenters and electricians strike a setter. Russ Case is program-credited for the Precision Routine. Liebling, for this number, observed that BZ and AZ is now the Hollywood keynote—Before Zanuck and After Zanuck.

Reopeni
Cuban Overture was a satire on the thumba flavor, with Rosa Linda presiding at the Steinway for the solo She did so well she was forced.

Reopeni Cuban Overture was a satire on the rhumba, flavor, with Rosa Linda presiding at the Steinway for the solo. She did so well she was forced to an unscheduled encore. Darrel Calker arranged the Gershwin entry. David Guión's 'Scissora Gri was the 'b' portion.

Grofe's major work of the evening, another First Concert Performance, followed—'Steel.' This was written for the American Rolling Mill Co, and, as when Grofe first introduced a battery of typewriters and some gats to interpret his Tabloi 'suite realistically, a pneumatic and compressed air drill are some the effects the musical rendition of 'Steel,' plus the dinner siren, and the lilke, Despite the theatricalism if's an impressive work, musically. Foster Copes 'Shanphai Suite,' the composer conducting, got another maiden debut on this bill. Based on the composer's China background it proved a moderate Oriental fantasy. Just to prove what a mugg audience really wants acep, down when Liebling inadvertently annibunced that 'Stompin' at the Savoy' would be omitted besause of time limitations, the audience's consternation was unmistakable. However, it was sian operas.

not omitted and Grofe showed 'em the latest in modern scoring, Leonar Berman getting the billi arrangement. But swing,

serman getung the online arrangement. But, swing, classics, shouldn't be adulferated, and a Benny Goodman or a Teddy Powell or a Chick Webb version of Savoy's sounds more like it, that under the Carnegie compromise.

Same went for Vladimir Selinsky's string quartet as they swung three minutes of Gershwin. Selinsky, Maxilyerman, Isidore Zir and Abrasha Borodkin gave 'Fascinating Rhythm'. The Man I Love, 'Liza' and 'I Got Rhythm' more musical distinction than the composer ever reckoned on. Same went for Irving Berlin's 'Cheek to Cheek'. Charles Baum, who had been doing a crack pianoforte-celested to bin the regular personnel, got the billi for performing a chorus on a new Electronic Piano. The chamber music style of swingo would never satisfy the Stuff Smith Onyx Club addicts.

Grode's 'Gay' Nineties' from his suite, 'Wheels,' and the 'Grand Canyon Suite,' best known work-doing the 'On the Trail' and 'Cloud-burst' movements—concluded a highly interesting and effective recital i modern American music.

burst' movements—concluded a high ly interesting and effective recital i modern American music.

CULTURE HITS EASTERN SHORE

SYMPHONY-DANCE IS CLICK, SO REPEATED

Detroit, Jan. 26.

Overflow crowd, the first in moons, at the Detroit Symph concert-dance last week, has forced repeat program at a special pop concert Saturday, Feb. 27.

Feb. 27.
Combination dance-concert, featur-ing symph and Olga Fricker dancers, ordinarily is presented once a year at young people's series on Saturday, mornings. With hundreds turned away last, week at Orchestra Hall, Murray Paterson, manager of the symph, acceded to demands for a repetition before an adult audience,

Burton Wins Libel Action
Settlement of the \$200,000 libel
action brought by Crawford Burton,
gentleman steeplechase rider and
New York stock broker, was announced last week by Joseph R.
Truesdale, attorney, who declared
that his client had accepted \$22,250
from the J. Reynolds Tobacco Co.
Action grew out of the publication from the J. Reynolds Tobacco Co. Action grew out of the publication of an advertisement showing Burton dressed in riding habit in such a way that it appeared to show him indecently exposed. His fee for the cigarette indorsement was \$500.

Stipulations were filed indicating that adjustments and settlements out

of court have been made in suits brought by Burton against Esquire, Funk & Wagnalls, William Esty, and McGraw-Hill.

Founk & Wagnalls, William Esty, and McGraw-Hill.

Settlement covered all the yet untried actions with the exception of one case against Leon and Eddie's, New York nitery. In this case, it is charged that Eddie Davis, one of the partners of the restaurant, had superimposed a picture of his face in place of that of Burton's and sent a copy of the picture to many of his friends as a gag Xmas greeting.

Burton also won a jury verdiet of \$2.500 from the Crowell Publishing Co., publishers of Collier's, and the American Magazine. He had sued for \$75,000 in this action.

Plaintiff declared that following the publication of the picture he was held up, to the jibes and ridicule of his colleagues on the floor of the Stock Exchange. Their remarks were, he alleged, that he was forced to remain away from his business to escape the abuse.

First stif against the Crowell Publishing Co. was thrown out of a U. S. District Court when it came up for trial. However, Justice Learner Hand of the Circuit Court of Appeals ruled that the advertisement.

S. District Court when it can be don't rial. However, Justice Learned Hand of the Circuit Court of Appeals ruled that the advertisement made of the plaintiff a preposterously ridiculous spectacle, and the obvious mistake only added to the amusement.

Kaufman and Hart Forgot
Farrar & Rinehart is publishing
the new Kaufman-Hart play 'You
Can't Take It With You' despite the
tact that the authors are under conresult of 2 minup strates when
authors forgot that, under a previous
contract, they owed a play to Farrar
& Rinehart, who published 'Once
in a Litetime'
Random House published Merrily
We Roll Along' and was only advised
by Farrar & Rinehart's option after
publication. Stalley Rinehart and

by Farriar & Alinehart's option after publication. Stanley Rinehart and Bennett Cert talked it over in friend-Ly fashion, however, mentioning a couple of times that you know these authors. They then agreed that Can't Take goes to Farrar & Rinehart, after which Kaufman-Hart hart, after which Kaufman-Har plays will be published by Randor House.

Daily's Daily 'Time' Imitation Daily's Daily 'Time' Imitation
Scripps-Floward owned Buffalo
Times has inaugurated a half-page
daily feature titled This Day: World
News in -15 Minutes. Idea the
feature, which is executed in the
Time Magazine's style, is credited to
George H. Lyon, editor, and John P.
Lewis, managing editor.
Three inen from the regular staff

have switched over to work exclu-sively on this feature. They are Les-ton P. Faneuf, Clyde Davis and Gerion P. Faneuf, Clyde Davis and Ger-aid Breckenridge. Latter is actually Geraid Breitigam, Jr., son of the feature editor of the N. Y. World-Telegram. He is the author of two hovels, second of which, 'The Be-will appear in March.

w. R. Hearst has instructed

W. R. Hearst has instructed is three New York newspapers to cease using the word 'Negro' on heads and streamers in crime stories.

"blisher got a kick from the National Association for the Advancement of Colored People, prompted by the handling of the murder of Mrs. Mary Harriet Case, in Jackson Heights, NAACP resemtment was especially enkindled by the manner in which the Daily Mirror was handling the story.

NAACP feels that racial designation is not usually made by papers

NAACP reets that racial designa-tion is not usually made by papers when characters in stories are other than Negroes, Organization has tried

long time to get newspapers to
-op on the idea, but has met with
scanty success.

Ed Gelger Moves Over
After 15 years on the main sports
desk of the Chicago American, evening Hearst sheet, Ed Gelger leaves
to become director of sports promotion for the paper.
Coming in to replace will be Ed
Cockran from the Kansas City Journal-Post. Shift takes effect Feb. 1.

Too Easy

Garden City Publications, subsidiary of Doubleday-Doran, put out t out collection of pop ems, including 114 verses by poems, including 114 verses by writers whose names were not known. Firm offered a \$10 prize to the first, person to identify authors of any of these. Berton Braley, who had four signed poems i the anthology wrote in to claim fifth titled Loyalty and won the bluck.

News Guild Strike in Flushing Newspaper Guild of New York las week voted unanimously to call a strike at the North Shore Daily Jour nal, published in Flushing, L. I., following the refusal of 11 members of the editorial staff to walk through the picket lines of stri ing typogra-

ners. Action was taken after T. Harold Forbes, publisher, informed the Guild members that he would not re-instate them. Strikers are publishinstate them. Strikers are publish-i the Flushing Express, an eight-page weekly tabloid. N. S. Daily

i the Flusning Express, an appage weekly tabloid. N. S. Daily Journal contains mostly U.P. news and filler and some material, from out-of-town correspondents. Only men working are the managing edition and the city itor. There are non working are the managing cut tor and the city itor. There are no local advertisements, as the print-ers have picketed all stores which ran ads. A few national advertise-ments are carried such as cigarettes.

NLRB Clears Lynch, Armstrong Decision by the National Labor Decision by the National Labor Relations Board in Seattle last week absolved Frank Lynch, photographer and Everhardt Armstrong d istron_s, asibility for Seattle Po

and Everhardt Armstrong, dramatic critic, from responsibility for the labor difficulties of the Seattle Post-Intelligencer and ordered the newspaper to reinstate the two men.

It was their sicharge, in Armstrong's case for alleged insubordination, and in Lynch's case for alleged incompetence, which brought on the strike at the Hearst paper. It was said by John Boettiger, present publisher of the paper, that the Hearst general management would appeal special to the paper, which is the said by John Boettiger, present publisher of the paper, that the Hearst general management would appeal that the said by set made public no statehave as yet made public no state-ment on their future course in the

NLRB held that the men were discharged for union activity and for the purpose of discouraging future membership in the Guild.

membership in the Guild.

F. & B. Grabs Salminen Book
Farrar and Rinehart has secured
the American rights to publish the
translation of Sally Salminen's first
Swedish novel, "Katrina," and will
bring it out in late spring, Author
created a considerable stir by winning a \$2,500 Swedish prize for the
best first novel submitted in a contest conducted by Holger Publishing
Co. At the time the award was
announced she was working as a
maid in New York, and wrote the
book in her spare time. She has
since returned to her native island
and is working on another book.

Annie Lawrie Williams agented
the deal for the American rights.

Another Gotham Escapade Manhattan Escapade is a new mag-azine, to be published on Feb. 19. It will be 9x12 inches in size, and aims agwill be 9x12 inches in size, and aims to strike a character between the New Yorker and Cue: Publication will sell for a nickel, appear Fridays, and pontal features, theatrical and film reviews, night club guide and other metropolitan news,
Jack M. Krupnick is itor and Sam Moskowitz art director. Krupnick formerly was editor and publisher of the Queenstown Journal, a Long Island publication,

Frank Wright Dies
Frank Wright, vet prairie editor,
died in Regina, Sask., Jan. 14, soon
after getting a three-month leave of

after getting a three-month leave of absence from the editorial writer's job at the Regina Star. Although 72, he had never seen a motion picture show, claiming mo-tion pictures were desecration of le-gitimate theatre. James McCook, former news editor of the Social Credit newspaper, Cal-gary, Alberta, took his place.

Chas. Selden Retires
Charles Selden, chief London correspondent of the N. Y. Times, retired this month from active service
after 45 years of newspaper work.
He was given a farewell luncheon by
the Association of American Correspondents in London. Selden will
return to the U. S., and plans to live
in Nantucket.

in Nantucket.
Ferdinand Kuhn, Jr., for nine
years with the London bureau, has
been appointed Selden's successor.

Madrid's Literati Emergence of Madrid as a d cultural center through a literary tration there of writers from all parts of the world, was the impres-sion gathered in Hollywood last week from the talk of Ralph Bates week from the talk of Raiph Bates, British novelist. Germany, is repre-sented in Madrid by Ludwig Renn, recently out of a concentration camp, now commanding a battalion of the International Brigade; France by Andre Malraux, commanding an air squadron; Charles Vildrae, too old to fight, but driving propaganda truck through the country; Louis Aragon, Andre Chamson, Tristan Tzara, Paul Nizan and others. Ameri-Tzara, Paul Nizan and others. American novelists John Dos Passos. and Ernest Hemingway are heading for Madrid. And many more from all parts of world are there already.

'Among literati casualties in the Spanish war thus far are Ralph Fox. British biographer and novelist, and Pablo De La Torriente-Brau, Cuban and Pablo De La Torriente-Brau, Cuban and Cablo De La Torriente-Brau, Cuban and Cablo De La Torriente-Brau.

journalist, both killed in action. De Traversay, French correspondent, was executed by Franco's troops and Louis Delapree, also a French cor-respondent, was killed by National-

Belfrage's Feud
Cedric Belfrage's 'Away From It
All' has been pencilled i for the
April choice of the Book Guild, after
weeks of feuding between him and
Simon & Schuster, his publishers,
over changes which Belfrage balked

on.

Book, which was published last fall in England, isn't the routine afterthoughts of a working scribber, as are most of the others. Belfrage chucked, is job on the London Express and made a world tour seeking the answer to the economic mess. Book is light and left.

Belfrage presently hidi out near Hollywood.

Ringmaster, Quarterly
Ringmaster, which has been published bi-monthly, will change its
format and be sold only as a quarterly through bookstores in the future. Price not yet determined, but expected to be between \$2 and \$3 per issue. Magazine sold for 35c. up to now.

lisher, former editor of Outdoon Life, also heads the Modern Group, Inc., a literary and theatrical agency, with headquarters in New York.

Symposium on Films
irst public event of the
branch of the Western Writers Congress will be a symposium on Films
in the Making, Jan. 31, at the Hollywood, Chamber of Commerce.
Discussion of screenplay-writing,
will be headed by Samson Raphaelson, Wm. K. Howard, P. McEvoy
and Frank Scully.

Vacation for Two

Architectural Record, published in New York, and Architectural Review of London will swap editors for one issue. A. Lawrence, Kocher of the Record will edit the London publica-tion and H. de C. Hastings will do the same for the New York maga-

One-Act Play Mag
Contemporary Play Publications,
Inc., will put out a new monthly
mag to be called 'The One-Act Play.' Maurice Freyfield president of the corporation; William Kozlenco, editor, vice-president and stanley leberman, treas. ices will be in N. Y. First issue March 1 at 50c per copy Maurice Freyfield president of

Opie Read Still at It
Opi Read celebrated his 84th
birthday at his home in Chicago last

week.

Author of 52 books is completing a new work entitled, 'Autobiography of the Devil: 'Satan's Side of It.'

Read continues vigorous in good health.

Coronation Scribblers
John Drinkwater, British author, and the Marchioness of Aberdeen, Scottish noblewoman. have been signed by the Foreign Press Syndicate to do separate series of articles on the coronation festivities, starting end of April.

Kenneth Blakiston Dies Kenneth M. Blakiston, 77, president of P. Blakiston, Son & Co., Inc., medical and scientific book publish-ing firm, died last Tuesday (19) in his hope in Philadelphia following an attack of influenza.

Indian Historian Dead
Mrs. Bonni Jean Prather, 66,
writer of Indian history, died in Los
Angeles Jan. 18.
She was born in Exira, Iowa, and
had lived in California 25 years.

Best Sellers

Sellers for the week ending Jan. 23, American News Co., Inc. Fiction

Non-Fiction

Non-Fiction

How to Win Friends' (\$2.00)

'An American Doctor's Odyssey' (\$3.50) By Doctor Victor G. Heiser Live Alone and Like It' (\$1.50)

The Bible' (\$3.75)

Ernest Sutherland Bates Flowering of New England' (\$4.00)

By Van Wyck Brooks Autobiography of G. K. Chesterton (\$3.00).

Guild Meet on Scripps-Howard
Delegates of Newspaper, Guile
embers of the entire Scripps-How
d chain held convention is uild memoers of the entire scrips-now-ard chain held convention in Columbus, Ohio, on Sunday, Jan. 24, and set up an advisory committee to unify the Guild's policy toward the management of all S-H newspapers. Meeting adopted a general gram for guild units to establish on

all papers in the chai

CHATTER

Rebecca West in New York. Story mag has a new cover design y George Slater.

Joseph ing the in Flori winter

Mrs. Edward Bellamy, 76, ture tour in California.

John Dos Passos will paintings in New York. is After 25 years Albert Stevens Crockett returns as a columnist.

Errol Flynn's book 'Beam Ends' as been postponed until Feb. 17.

Van Wyck Mason in Bermuda for the winter, working on a new mys-Milly Bennett, correspon

w for Spain and the

on. British rights to Webb Miller's ook 'I Found No Peace' sold to Gol-

lancz.
New York Times Book Fair will
be repeated October No-

vember:
Junes Romains, president of the
International F.E.N., Club, married
Mile, Dreyfus, his secretary, in Paris,
Robert and Helen Lynd have written a new book titled Middletown
in Transition, a sequel to Middletown!

town.

Geoffrey Parson, has left the
Boston Globe and is now on the gen-eral staff of the N. Y. Herald-

Tribune.

Cecil Lewis, author of 'ittarius Rising,' due in N. Y. Feb. He is a special director of television for

Rising, due in N. Y. Feb. He is a special director of television for British Broadcasting Corp.

O. O. McIntyre prides himself that in his 14 years of contributing to Cosmopolitan he has never had a rejection or request for rewrite.

Archibald Ogden, at present in charge of Everyman's Library, at Dutton's, will join the editorial department of Atlantic Monthly Presson Feb.

Dudley Ross of the San Francisco bureau of the Associated Press re-placed Everett Tipton as head of the AP wirephoto bureau in Los Angeles Tipton to the bureau's copy

Mack's Camp

(Continued from page 1)

manager in Racine, Wis. But Charlie's manager in Agence, wis But Charlies training behind the vaudeville book didn't do him any harm, for he talked the guy into taking a 25% cut.

The cabins are arranged like a six-act bill. Cabin No. called Les Acrobatique. It has twin trampo-lines instead of regular beds, and the hay is reached via teeter-board, with hay is reached via teeter-board, with Roman rings to help you turn over and a shoulder rest if you want to or risley number in your sleep. The top dresser drawer opens auto-matically and throws a handkerchief at you. There's no radio in this dumb ect cabin.

Cabin No. 2 is La Hoofery, with dancing mats on the floor instead of carpets. A prop woodpecker on the root times his pecking to the 'Susi-Q'. For those who prefer line work to the solo hoofing motif, there's a troupe of mice all set on a precision routi

For old timers, Mack will spri sand on the mat free of charge. dancing mats on the floor inste

Cabin No. 3 is vocal, and named for Bing Crosby. There's step-ladder for those who have to sing over a cold, the beds are built

low for 'Asleep in the Deep' ists. Instead of ringing, the ularm clock in this cabin says boo-boo-boo. boo. It has everything the Metropoli-tan Opera House has, except an audience Cabin No. 4 is laid out like a nite

Cabin No. 4 is laid out like a nite club, with four midgets putting on a floor show i the clothes closet. For couvert charge, there's an extra 50c. tap for a double bed-sheet. If the guest has a bankroll he can always get a glass of water free. An m. also goes with this cabin, but here catings!

m. also goes with this cabin, but he's optional.
Cabin No. 5
Casa de Comedy, built- for laughs. Anybody occupying this one must have a sense of humor. There's a trick bladdet attached to the transom, and whenlyou open the door the bladder slaps you in the kisser. Specially made wall paper contains every standard form-edy routine, from 'Meet You Around the Corner in a Half an Hour' to Dr. Dipp's Sanitarium,' with new asides. The floors are padded for prattfalls. Next to the radio there's a special writing pad and pencil for stealing ages from the comedy programs. There's a direct phone to the telegraph office for sending cold lect messages. he's optional. lect mes sages.

'Flash' Cabin on %

Cabin No. 6 is the closer, clincher and piece de resistance—Flash Act. The bed is on a turntable. Turn the The bed is on a turntable. Turn the switch and you go from a tourist camp cabin to a suite at the Waldorf-Astoria. There's no standard room rate on this one—you've got to rent it on percentage. The mai coming i with the towels wears, box shoes and does a Dying Swan routine, drapping the turkish towel over the bathaub for a finish. Mack says if he had had this one for a unit two years ago, he would still be a booker.

The camp restaurant is, the last.

asy, ne would still be a booker.

The camp restaurant is, the last-word in feed-baggeries. Menus are printed on the back of old NVA membership cards and the steaks are thicker than Max Hart's black book back in the good old days. The doorman puts the guests at ease by doing Great making receptions. doing Greek, making everybody feel like they opening up for 47 weeks on the Pantages time. The waiter queries each guest with me four good reasons why you want any noodle soup.

want any noodle soup."

At the recreation hall each night there's entertainment consisting of straight pictures. Mack is installing a treadmill outside to make it easier for the A.F.A. pickets.

With this kind of a layout Mack says he isn't worrying about hurricanes or any other kind of weather. The only thing that can make him change the policy is a bad report or bank nite. bank nite.

Dank nite.

The Macks' address is P.O.

373, Alexandri Va. They offer, a prize, free board for a week to a part than can prove it was overpaid when Charlie Mack did the booking for the Michigan Vaudeville Managers' Association.

Those Parties

(Continued from page 1)

had to play upstairs while the guests tangled on the main floor.

Vaude and nite club, acts are also getting society chores in Increasing amounts. Particular demand is for acts which make a swank appearance, such as ballroom teams, card manipulators, ventriloquists, monologists, though tap dancers have come up sharply following the boom of Fred Astaire, Eleanor Powell and others.

ouners,
Liquor companies report that the
major demand for society parties is
title champagne. Bubbles are still
the mark of class. One midwest
wine distributor has been making a
mark in the narty business by having mark in the party business by ha designed a special champagne glass shaped like a femme slipper. He rents 'em out with every large order for champagne.

Burlesque Reviews

ORIENTAL, N. Y.

Current show. Td Walk a Mile for a Camille, serves as a plug for La Garbo's latest film at the Capitol, about 200 feet to the south of this house. As a burlesque show it's still an advertisement for the picture. It's pretty muddled. Neither fish nor flesh.

history first induced. Neither fish nor firsh.

Limitations of the midget film-intended stage doubtless go a long way in cramping matters for all concerned. Even the comedy bits which seldom need much space seemed boxed. Alley-like construction of the house, combined with the small-sized stage, eliminate the intimacy that is essential to a burlesque theatre. Even the larger and older houses around town devoted to burlesque have environmental ssest completely lacking at the Oriental.

Only the strippers seem at home

compresely maning at the Oriental.
Only the strippers seem at home
on the abbreviated rostrum but as
much can not be said of the fidgety
audience. Girls for the most part
the dubious art. Delivery in this
portion is fast and complete with no
encores.

portion is as and compete with in concress.

Opening number programmed as Nowhere to the Club Oriental, with Phil Silvers, Mary Jane and the control of the control of the control of the control of the title. Mary Jane tries hard of the title. Mary Jane tries hard of the title. Mary Jane tries hard in a drunk dancing bit, achieving nothing but the attempt. Silvers, of the tresh-guy school, would do well to vacate burley while he still retains something. It'll spoil him. All in all, its small-time vaude-ville with a dash of nudity. If it were a poor burley show there might be an out. As it is it leaves a had taste.

Production throughout is negligi-

a had taste.

Production throughout is negligible. Single exception is Question the production of the hazel Payton in a yestal virgin dance, where the pure one is lured to her end by she-devils. That's rather neatly arranged and executed. Sets fall in same category with production.

House was nacked with

gory with production.

House was packed, with more waiting in the loby and aisles when caught at evening show. That can probably be explained in consistent advertising and the fact that the house is new and well located. Fancy press work before opening insured good biz then and has probably helped plenty since.

Hurl.

LYRIC. BRIDGEPORT

(TWINKLE TOES)
Bridgeport, Jan. 22

Police censorship has always been the headache of the burley entrepreneur in Bridgeport. Intermitent attempts to establish shows, both wheel and stock, have sooner or later failed when the fans were denied what they wanted. That was so up to the last try a couple of years ago, and it is still the case now, Frank Illo, also operating Jacques in Waterbury, plays in Issy Hirst's Independent circuit offerings at the Lyric, some time dark Low-Polihouse.

bottse.

What makes Illo's situation even tougher is that since Bridgeport last saw burlesque stripping has become the definite yes-or-no of the business. This territory is so near to New York that a majority of the enthusiasts often get into Manhattan to see what goes on there, and they naturally feel they are entitled to the same at home.

same at home.

But the law made it clear when the permit was asked that the shows would have to toe the mark or else, so the management has little cause for complaint, George A. Florida, business manager, and the veteran Jean Bedini, in charge of production, Jean Bedini, in charge of production, and the complaint of the state of

circumstances, and maybe the recent additions of amateur nite Tuesdays and busketball games Thursdays will be considered to the control of a control of a control of a control of a control of the control of a contr

nison version of the 'Egg in the Hat' is just about bottom. Dennison also does a hoke' song specialty, Brother Can You. Spare a Dime?' in green light. The familiar straight, Chick Hole of the Brother Straight of the Hamilian straight, Chick Hole of the Hamilian straight, Chick Hole of the Hamilian straight, Chick Hole of the Hamilian straight. Hole of the Hamilian straight, Hamilian straigh

GAYETY, BALTO

Baltimore, Jan. 22.
This spot is probably one of the bulwarks of burlesque. Hon Nickel has been operating for 30 years, with no shrouded seasons. That fact alone should nominate it as a bulwark. Three years ago, when Issy Hirst first formed his Indie wheel, Nickel and Jimmy Lake, of Wash., D. C., were the initial subscribers to the Hirst touring shows. They're still playing 'em.

still playing 'em.

This year has been best in last several for the Gayety here. Nickelman not be mopping up, but there are certainly no immediate wolves picketing the premises.

When visited the show was 'Red Garter Girls,' and not too good. Honey Bee Keller was No. 1 stripper and, working in the Ann Corio manner, got across k. Evelyn Brooks rised hard, but needs some tutoring in adroitness. Comics are Manny King and

some tutoring in adroitness.
Comics are Manny King and
Johnny Barry. Latter the vet, and
former attempts to skiddle off the
too-worn path of burlesque humorists by making his character halfnance in type.

nance in type.

Unlike almost every other town, Baito can claim distinction in that domics really get attention here. House-lights are never turned up so mob can read newspapers till next peel session. Mob here follows the skits and laughs and applauds. Just a bulleque comic's clover field, that's Baito.

that's Balto.

Both Barry and King held attention, and once former got a solid round of palm-pats when entering a scene, after he had heavily scored few minutes before. Gags and business dip deep in the mire as usual, but when caught there was some laundered material that went over also.

also.

That the strippers ran second-best to the comics is understandable here. Town seldom exacts much of the epidermis-exhibitors. Gals really have to tease to get even recognition. One of the two prime strippers in this shown had to do some of her disrobing with no encouragement via applause whatsoever.

Only discernible talent in Red Garter Girls' is Marie Sari, who has three routines, contortion, tap and acro, Lass has considerable ability and appears to be vaude player, probably from flash act, who is filling in some layoff time by laboring in burlesque under assumed tag.

laboring in section 18 at tenor, Elsa Lang a soprano; both work legit and not too illustriously. Charles Harris is a very able straight. Bobby Taylor is a stripper; just another

is a very some sense; just another stripper.

Producer Gus Flagg goes over each edition as it comes in each week and tries hard for spectacle effect, and that he often succeeds enough to give glow to the glims of his regular patrons is obvious from the appliance greeting his tableaus and bizarre sets. Flagg gould still the company of the special period of the product of the company of the comp

Youngstown Gets One

Youngstown, Jan. 26.

Jack Kane, burley operator of the atres in Milwaukee and Cincinnati, opened the Princess here Thursday (21) with a weekly change stock policy.

Town was once considered a top spot for burlesque but has been neglected for several reasons, few shows bei layed.

EMPIRE, NEWARK

Caught at first show Sunday atternoon, Steppin' Stars, Independent Circuit attraction, with Sam Raynor and Bubbles Yvonne, ran smooth with plenty of laughs and the stripteasing toned down. This due to strict orders from Harry Brock, manager, who took the house two years ago, after the Minskys had dropped it into the zed with a short, disaspendent of the stripted with a short disaspendent of the stripted with a short disaspendent of the stripted with a good sprinkling of women.

"Steppin' Stars' is above the same reage on the comics above the same reage on the stripted with same stripted with a good sprinkling of women.

the comics, and the time phasis of the comics, and the flux showed the results of this policy with a good sprinkling of women.

'Steppin' Stars is above the average on this wheel, and did not so urgently need Brock's pruning or building up with outside names, as is sometimes the case. Scenery fresh and tastily designed with an electric spray of lights in the background for opener with girls on in a peppy number. Sam Raynor and Murray Breez that the bedreut an with Breez that the summar done, sain pop songs. Both acceptable. Dale woman has personality and put over a Cleo sketch with a bang, aided by Haynor and Briscoe in Roman togas woman has personality and put over a Cleo sketch with a bang, aided by Haynor and Briscoe in Roman togas woman has personality and put over a Cleo sketch with a bang, aided by Haynor and Briscoe in Roman togas eroutine with nothing outstanding. The St. James Infirmary number brought Alleen Dale back in the Jean Harlow role, again clicking. Gladys McCormick, a stripper with a sense routine with nothing outstanding, and the blue light, which is shorted the blue light, which is shorted after the shoulders are passed.

Audience jumps to life with the hot and unbothered sketches. Rose Heatherly, exotic dancer, spotted nicely and diminutive girl turned in okay performance. Ensemble brought out Jackie Gleason is turning into a one-man show now. Brock brought him for the Monday night amateurs and kept him. Show well-balanced Brock showed a smarth bit of howe and show her balanced for the first time, chasing dame through act of leason is turning into a one-man show now. Brock brought him for the Monday night amateurs and howe and show and show her balanced a

and kept him. Show well-balanced.
Brock showed a smart bit of
showmanship in hiring Eddie Lynch
to do the special staging of all his
shows. Productions are tightened up
and galvanized into new life. Bits
that are being repeated too often are
stricken out. The pantonime wine
scene, done seven times last year,
got one showing this season. Another
discard was the magic box with handles, done to death by so many
comics.

'FRENCH MODELS'

(RIALTO, CHICAGO)

(RIALTO, CHICAGO)

Chirago, Jan. 24.

Vaudeville is washed up, burlesque is washed up. burlesque is washed up. burlesque have flopped in either field. Yet in burlesque as in vaude there are outstanding instances of success in spite of every obstacle. The Rialto is one important instance. And, as in other cases, management is the answer.

answer. While other burlesque houses in Chicago have faded away the Rialto has zoomed right through the depression years, and due strictly to the manner of operation by N. S. Barger. Instead of taking the easiest years and the strictly to the manner of operation by N. S. Barger. Instead of taking the easiest with years of the strictly given them plenty of show, backed with plenty of advertising. He has developed a femme following, which gives him a mixed audience, especially at night.

Instead of trying to see hear!

cially at night.

Instead of trying to see how little he can give 'em, or how much he can skimp on the show. Barger has always sought to pack the audience with dore than they paid for the shows, not as the exclusive entertainment for his house, but as an added bulk to his regular stock troupe. And then, instead of just' letting the Hirst unit come in cold, Barger insists on a full week lay-off for the incoming unit so that it can be rehearsed and be blended with the house line and acts.

Result is a show full of bulk and

Rialto uses 12 house girls in the line, added to the eight in the road com-

panies.

Comics in the road company are Al Golden, Max Coleman and Harry Bentley, with some wobbly bits; though they have one hospital routine which is all right, a dead-pan double-talk number. Specialties in show were by Mickie Dennis, Ruth Coburn, Claudia Ferris, Frances Miley.

They were holding 'em out on the sidewalk at the conclusion of the fourth show Saturday night. Picture was 'Country Gentleman' (Ren).

Gold.

FRENCH FROLICS

(CENTURY, BROOKLYN)
Under the watchful eye of Russell
Carew the Century, catering to a
strictly nabe trade made up of up or to do plenty of femmes.

plenty of femmes. The do excellent business with its policy of censoring the objectionable in the combined indi wheel and house augmented shows. Current one furthers the impression that Carew is really trying to whitewash while still being able to give good shows. Regulation acts, not long ago a fad and safety valve between strips, really come into their own here. Nearly all wheel shows now feature something of the sort. At the Century it's a weekly must.

Entire two-hour show features

something of the sort. Seedile something of the sort. The Century it's a weekly must.

Entire two-hour show features only three strippers. Eve Cushway and Dot Ahearn of the wheel portion are good-looking gals and give out heavily. Madge Carmyle, stripper added by the house, also dees a soft shoe tap fully clothed. Plenty buxom and extremely blonde, girl is an attraction. Other house addition, besides the eight-girl nude line, is Cartificated the stripper some sufficiently strong to get some sufficiently suffic

vin.

June Morgan, specialty dancer, furnishes two numbers, one verging on the nude. Usual stuff until she goes into a tortous contortion that leaves her entire weight resting on her neck and shoulders with arms and legs upright. Miller and Miller and Miller and Miller and with the stuff of the work of th

neatly.

With all the vaude and fancy turns
there is little from for production
numbers or stripping, but somehow
it is managed, and certainly proves
that patrons can be dragged with
the factors can be dragged and
estained with more show and less
smut.

Hurl.

GARRICK, ST. LOUIS

St. Louis, Jan. 21.

St. Louis, Jan. 21.

Betty Lee, xylophonist on bill for manager Bill Pickens at the Garrick theatre did much towards bolstering Speed and Sparkle' at town's only burlesk house last week. This routine and The Flower Shop, a variation of George Beban's Sign of the Rose, starring Benny Wop' Meyers, and the dancing and conforton specialties of Dorothy Morgan were tops of show that overshadowed peeling of Sunya (Smiles) Slane and Vilma Jozzy.

Line of 16 in clean costumes but displaying nothing but elementary steps and their shapes cluttered und small stage and shees femore due to the stage of the sta

customers.

Even the warbling of Martha Patti, platinum haired featured songster or Vilma Jozys failed to arouse mob out front but the bar room scene in, which the portly barkeep mixed a couple of drinks all over the apron and himself clicked althrough the gag is old. Burlesk on a abbreviated Apache routine by Meyers and Jozsy, in the cabaret scene, didn't get the response it was entitled to.

Hoofing specialty on dimunitive

it can be rehearsed and be blended with the house line and acts.

Result is a show full of bulk and flash that rates as tops in burleycus around here. Current bill brings in continuous here. Current bill brings in the stock performers are considerably better than the road people.

In Peaches and Charmaine the Rialto has two sock strippers, and Diana, key stripper of the unit, doesn't compare. Peaches is a whirly wind on the underess routine, with a world of personality and pep, while Charmaine has what's known in burlesque as 'class' and a walt has some average comics, and in Jack Buckley an Brenna the Rialto has above average comics, and in Jack Buckley and better is the chorus girl apathy.

One item with burlesque must correct is the chorus girl apathy. One item with burlesque must compare the compare of the unit of the customary volume of approval of such deeds.

Moves fast enough with a sprinking of salty blackouts to keep sittees awaiting next bit but, as a whole, to be there, and it'll be front-page news. Managers have tried in valid looks as if they'll never' be able to get the gals to smile, Unless they pay 'em more, perhaps.

OF APOLLO BURLY, N.Y.

Wilner Bros'. Apollo theatre on West 42d Street, N. Y., has adopted the basketball craze in theatres for Monday nights. its own stock team challenge with a

\$50 payoff ide teams and \$10 bonus in case of a win. Games go on Monday nights dur-

half-hour intermission between the last two shows. Emmett Callahan, manager, says receipts for with the innovation.

This is the first Manhattan burley house to try the ball games as a come-on. Paramount, Brooklyn, and some out-of-towners have tried it.

Herk Convalescing

Izzy Herk, burley impressrio and partner of Abe Minsky at Gaiety, N. Y., is convalescing at his home. He had been bedded with a heart ailment for past two weeks, which was complicated by an attack of flu.

Zukor Fetes

(Continued from page 5)

have been made two years ago at less expense. The urge to do better things this year than last, in Zukor's theory, has run costs up. He has asked for a budget of \$30,600,000 for the coming year for Paramount and as the studio is now rigged, it can easily turn out 30 to 32 pictures annually, with additionals coming from independent producers releasing through Par.

Musicals

While he does not feel that producers of musicals have yet gotten the formula down pat, in two or three years the studies will 'give you musicals you never dreamed of the Par chatrman predicts. He likens the musical to the old eight-act vaudeville bill and feels that it must blend the values of an eight-act vaude show into good evening entertainment before musicals have really arrived. Among other things, Zukor oplues the musical must proemertanment before musicals have really arrived. Among other things, Zukor opines the musical must pro-perly place the headliner and spot acts ahead or behind so that they aren't destroyed, as was done in, vaude. Additionally, stories must fit the personalities of the artists.

the personalities of the artists.

Zukor does not fear television, saying that if it comes it will be used, nor is he very bullish on color. You can sell color only where it enhances the story you tell. Zukor feels, but that if color becomes common it might drive people away.

Not only because of the delays that the present fin epidemic have caused in Hollywood but due to the fact that each year during the rainy season many people are knocked out by colds, the Par chairman suggests it would be smart to get enough product up in advance to permit slackened scivity during the bad weather.

Zukor, now east, will probably re-

Zukor, now east, will probably re-turn to the Coast within a week, He may go to Miami for a couple of days, proceeding coastward from there.

Zukor dinner in Washington last Friday (22) was viewed in film cir-cles as one the most successful picture company affairs ever held in the national capital and a coup for the home office staff. Besides the 24 the home onice start. Besides the za-ranking U. S. senators who attended, official Washington was well repre-sented by statesmen, while the White House sent Roosevelt's three secre-taries. Publicity details as were handled by C. N. O'Dell and Tom Waller of Par's New York staff.

Independent Burlesque

Week of Jan. 21

Week St. 482. 31
Merry Mallena Gayety, Minneapolis.
Beet Trust.—Ralle, Chicago.
Ladles in Lingejte—Casino.
Paris by Night—Open,
Variety Bost.—Lyrio, Allentown, Mong.
Company Malestic, Harribours, Wed
Company Malestic, Harribours, Wed
Company Malestic, Harribours, Wed
Company Malestic, Harribours, Wed
Company Malestic, Harribours, Malestic, Male

The American Company of the Company

VARIETY

Max Gordon to Coast for a rest.

James of France keeping open all ight. Mike Marco in from Coast.

Broadway

McIntyre to Palm Beach for

roadway Sam Roth lost brother last week. Steve Cochran reported very ill n Washington. in

Mary Murray room, new lounge at Hotel White.

The Louie Rydells (VARIETY) to Miami Beach for a fortnight. Theatre Gulld giving going-away party to the Lunts Thursday (28).

Connie (Mrs. Jess) Freeman at Physicians hosp, Jackson Heights. Next six-day bike grind at Madi on Square Garden starting Feb. 28

Arthur Boran signed by Educa-onal for series of radio-screen Murdock Pemberton competing ith Dick Watts in violent-hued

Elsi Young, secretary to Mike acobs at the Hippodrome, married

Francois J. Meynier to conduct onversation classes French at conversation Algonquin.

New York Bowling Assn. to hold low-out at Villa Venice Saturday

blow-out at Villa Venice. Saturday (30) evening.

The Harlan Thompsons (Marian Spitzer) in town, latter going to Florida for a week shortly.

Walter C. Kelly never walked so fast as when going to the fights last week with Jack Dempsey.

Cliff and Alyce Fischer due back from Miami Beach Feb. 10. There attending the French Casino preem.

Testimonial dinner to Robert K. Christenberry, g.m of the Astor, on Feb. 23 at his own inn. Strictly stag.

The Bill Whites (Ruth Morrie) tramp-steamering on West Indies cruise via the S.S. Scanpenn. a fruiter.

All featured players in 'Red, Hot and Blue' have volunteered to ap-pear in the Treasurer's Club show, Teh 21

Feb. 21.
Max Gendel out of Nat Dorfman's
office and on his own. P.a.'s first
show is forthcomi 'Glory for All'
(George Jessel).

(George Jessel).

Ida K. Edelman, widow of Matthew Edelman, former theatrical actountant, now in insurance as special
rep for Equitable Life,...
Sam Marx, Goldwyn story editor,
on Coast, returned to studios Friday after conferences with Beatrice
Kaufman, eastern story editor.

The widow of David Freedman is
selling the contents of the Reins
ord, apartment at the Rains Galjeries Thursday, Friday and Saturday.

leries Thursday, Friday and Saturday.

Louise Brooks, silent film player and later night club dancer, is along the comeback trail as a chorus girl in Interlude, the Grace Moore

the comebatk trail as a chorus girl in the come as a chorus come a chorus come a chorus cho

fifes 212 Clib Amas week.
Allen K. Foster's Arabian horse
aot; comprising some 50 horses and
as many, femme riders, is scheduled
to be: part of Universal's 'Hippodrome'; which the company hopes to
get started in the next 30 days. Foster troupe was with Billy Roses,
Lumbo' in N. Y. and later at Texas
Centennial.

Chicago

First real snow of the season ital with

Harry Smitz ducked for some Havana sunshi ana sunshi
James Coston taking the South
imerica cruise.

Sammy Weisbord in icago for the first time in his life,

Jane Withers guest-of-honor at special CAPA luncheon.

special CAFA luncheon.

Kenna Brenna, Rialto comic, slipped on the ice and broke his ankle.

Billy Rose in town for a few days to see the missus (Fannie Brice).

Fritz Lang, director of Fury', passing through town on the way to N. Y. (Earl Hines to do, one-niters, both the more and theatres, beginning Jan.

Armand Buisseret and band back the Heidelberg, opening Saturday to th

Lou Cowan practically a New ork commuter on his various p.a obs

Henry Busse spent a couple of days between blankets to forestall a tout of the couple of the couple of the couple of the couple of the Lastfagel, stopped off here on the way to Oregon.

CHATTE

London

Eve Beck back from U. S. Harold Schuster back from Holly-

wood. Phil isman arrived here once more. Cliff Fischer expected back next

month.

Bud Flanagan recuperating at Bournemouth.

month.

Bud Flanagan recuperating at Bournemouth.

Alfred Segal off to Switzerland for the winter sports.

Sid Hyams and Jamily in Switzerland for the winter sports.

Sid Hyams and Jamily in Switzerland for the winter sports.

Sid Hyams and Jamily in Switzerland for Swi

gud. Jimmy Savo in and making a secret of his abode, even to his

Will be the state of the state

Wyn Richmond, radio and stage star, suing, her husband, Reginald Gardiner, for restitution of conjugal, rights.

Alan Fairley, Scottish, showman, has aequired five Gamont-British dame halls, including one in Tottenham.

Seymour Hicks and family back from South African burn, during which time daughter Betty got herself and the stage of the st

Judy Kelly, completed her film Make-Up, at Sound City and leaves soon for South Africa, to star in "The Frog" and 'The Amazing Dr. Clitter-

nouse:

Harold Abrahams, Olmpic champion runner, secretly married to
Sybil Evers, young opera singer appearing in 'The Lily Maid' at the
Winter Garden.

Winter Garden.

Harris Twins off to Paris, to play
the Alhambra for Kurt Robitschek,
while Loretta, partner in the act and
married to one of the twins, staying
here to have a baby.

Prince of Wales' theatte, closed
with a gala performance, Jan, 15,
prior to demolition. When a larger

house is erected on the site, non-stop revue will continue.

Ashley Dukes, who converted an old church into a successful tiny try-out theatre, the Mercury, plans to build a new one in the same neigh-borhood to house only ballets and poer's plays.

Revival of Offenbach's comic opera, The Grand Duchess' will suc-ceed 'Cinderella' at the Coliseum. With an entirely new book by G. P. Robi , show will be modernized since last production, 40 years ago.

Paris

Dufler ill. Beer prices up 25%. Con Coleano in town. Albert Tavel to Algeri Edmonde Guy rehearsing, June Cole still in hospital. Trio Ryder in from Basle.

Reine Paulet to Paris Plage Atalanta at the Scheherazade. Sam Barton on the current Empire Helena Greasley laid ith a

cold.

Harry Baur suffering from bad cold. Jo Bouillon's orchestra at the Em-

pire.
Denise Baillard booked at the Alcazar. Brick Top headli Chez

Jimmy,
Colette Vernon ing tap dance lessons.
Annabella through, on way to ondon. Pils and Tabet shifti the

Europeen.
Darlene Walders
Alhambra. the

Doris Niles and Serge postcarding from London. Namora. Violet Harry and Norman at the

from London,
Primo, the barman, at Chez Josephine Baker.
Miguel Candela,
, on

Primo, the barman, at Chez Josephine Baker,
Miguel Candela, on a European tour.
Oleg West and Ming Chu rehears in a new dance.
A man was the Alhambra.
Walter Hutchinson.
Walter Hutchinson.
Walter Hutchinson.
Henri Decoin made an officer of the Legion of Honor.
Helenia Greasley teaching her 32 gins to ride bicycles.
Romes and Milet (M.G.M.) at the M. Greasley teaching her 32 gins to ride bicycles.
Romes and Milet (M.G.M.) at the M. Greasley teaching her 32 gins to ride bicycles.
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Romes and Milet (M.G.M.) at the M. Greasley teaching her 32 gins to ride bicycles.
Romes and Milet (M.G.M.) at the M. Greasley teaching her yellow the M. Greasley teaching her yellow the M. Greasley teaching her yellow the M. Greasley teaching to the M. Greasley teaching the M. Greasley the

names chosen for Montmartre nighties. Le Voyage, Henry Bernstein's latest, opening at the Theatre Gymnase.

Lates, Toyage, Henry Bernstein's latest, opening at the Theatre Gymnase.

Paris-Soir opening new news-reel house in Montparnasse, making a total of four.

Marc Allegret in from Hollywood, and the Latenth Responsible to the Cornel Medrano.

Rehearsals for the new Casino de Paris show, starring Maurice Chevalier, have begunder Francaise in honor of the late Luigi, Pirandello, Dino Alferni presiding at a reception in honor of the late Luigi, Pirandello, Dino Alferni presiding at a reception in honor of the foundation of French Federation of Societies of Authors.

First showing of 'Courier Sud', flight of the Mermod.

Paris press publishing and denying rumors that the Isola Brothers are going to take over direction of the Mogador, recently shuttered, as a music-hall.

Sacha Guitty's Genevieve' and 'Le

the Mogador, recently shuttered, as a music-hall.

Sacha Guitry's 'Genevieve' and 'Le. Mot de Cambronne' closing at the Theatre de la Madeleine early in January, to be replaced by 'Jenx Dangereux' ('Dangerous Play'), comedy by Henri Decoin, in which Danielle Darrieux makes her stage debut.

Berlin

Pic biz 20%

ago. Jack Hylton to the Scala in Febru-

ago:

"Jack Hylton to the Scala in Februar Tasching," or carnival season, just opened in Munich.

String quartet from Berlin Symph broadcasting from Paris.

Exhibition current in Berlin dealing with all things theatrical.

Tobis to make a talker of Sudermann's novel 'Der Katzensteg."

Madame Behn-Techow to costume the new Tobis film 'Die Hoftoge.

Indoor shots for Gigli's new film 'Der Saenger Ihrer Hohelt' finished.

Marmorhaus doing sock biz with Marmorhaus doing sock biz with (MGC).

Wolf-Ferrari's new opera 'Der Campiello' had its world premiere at Munich.

Martick reports a dearth of

Wolf-Ferrari's new opera 'Der Cam-piello' had its world premiere at Munich.

Munich reports a dearth of musicians for the oboe, bassoon, horn and double bass.

Friedrich Plaschke, chamber sing-er at the Saxony State theatre since 1899, has retired.

Friedrich Plaschke, chamber singer at the Saxony State theatre since
1899, has retired.

Two Shaw plays on the Berlin
stage: 'Androclus and the Lion' and
The Milionairess.'

Willi Forst to make a film version
of de Maupassant's 'Bel Ami' next
fall for Tobis-Europa.

Extended the Marker of the State
has been supposed to the State
the State has been supposed to training the State
Course lasts two years.

Jan Klepura and his new wife,
Marta Eggerth, to screen Pucci i's
'La Boheme' for Tobis.

Museum of the Prussian State
theatre is to have a new home in the
former Emperor's castle.

Luise Ullrich and Victor de Kowa
state of the State
Luise Ullrich and Victor de Kowa
state of the State
Luise Ullrich and Victor de Kowa
state of the State
Luise Ullrich and Victor de Kowa
state of the State
Luise Ullrich and Victor de Kowa
state of the State
Luise Ullrich and Warmer.

Plaza theatre, newly reopened, is
selling out daily with Kollo's old
operetta 'As Once in May.'

Curt Goetz and his wife, Valery
von Martens, signed for 'Hoßoge,
first try before the camera.

Clemens Krauts to Munich as conductor and art director.

Denner Krauts to Munich as conductor and art director.

World Fair committee at Paris has
asked Furtwaengler to conduct 'The
Ring of the Niebelungen' there.

Bavaria, announces completion of
interiors for the new pic 'Die Glaeserne Kugel,' story about vaude life
Paul Kempt rodding the boards at
at Kurfurstendamm theatre in

Luis Trenker back from Italy after
finishing outdoor shots for 'This

Aunt."
Luis Trenker back from Italy after

Ann. Trenker back from Italy after flaighing outdoor shots for Tobis production 'Condottieri', German-Italian co-op pic.

Juergen Fehling to direct Richard the Third' at the State Theatre, Berlin. Wener Krauss will offer his 'Kingdom for a Horse.'

Tragic drama by Otto Hesse called 'The Swan Song' and dealing with Shakespeare' having a February world-premiere in Kiel.

The Swan Song' and dealing with Charles States and Act of Berling of the States of the Control of t

Miami

Arline Judge a visitor. Dick Merrill feted all over town Roadside Rest opened Tuesday

(19).
Wayne King at the Biscayne Kennel Club,
Bouche's Villa the latest

Wayne King at the Biscayne Neuriel Club.
Bouche's Willa the, latest nitery to open.
George Lottman back to N.Y. after a short vacation.
Georges Settlans comi the Georges Jessel slated for the Hollywood Yacht Club.
Niteries not doing too much biz. Some operators worried.
Shella Barret opening Friday (22) at the Hollywood Yacht Club.
John Charles Thomas to give a concert at the Olympia theatre.
Nick Kenny's 'Midnight of Stars' at the Olympia theatre (Mrs. Georgie Pharry Richman and Rasadorgan Club.
Lorraine Manners (Mrs. Georgie Pharry Richman and Rasadorgan Club.
Budw Veilles oness at Macfadden.

Palm Club.
Rudy Vallee opens at MacfaddenDeauwille Friday (22) for a five-day Beautiful Chain, opened on the Paramount chain, opened on the Sheridan theatre, newest in the Paramount chain, opened on the beach Friday (15). Frank B. Smith, general manager of all Shubert houses, sipping and supping at Jack Dempsey's.

Hollywood

Abe Lastfogel in bed with flu, Richard Watts, , back to N. Y. Hope Manning planed in from New

Crai Reynolds in bed with Cliff Reid recovering from

monia.

John Wildberg
huddles.
Isabell Jewell vacationi

huddles.

Isabell Jewell vacationi alm Springs.
Joe Finn upped to chief esti at Metro.
Harry Pakall, ant, in town.
Boris Morros talent search.
George Diamos in from for short stav.
Isabell Search.
George Diamos in from N.
Imperial Pictures.
Trem Carr now sporting a limoustine and chauffeur.
Richard Cromwell minor nose operation.
Frank Morgan opened.
John D. Clarke here to discuss.
John Pspetter did present the same sprained ankle.
Richard Polimer has joined J. G.
Bachmann's agency as v.p.
Arthe Jakubsen teaching Claudette

cane. Spranec ansee.
Richard Polimer has joined J. G.
Bachmann's agency as v.p.
Arthe Jakubsen teaching Claudette
Colbert to do fancy skating.
Warren William making a tour, of
Mexico with his land yacht.
Annie Breyman and mother spending a month at Palm Springs.
Elsie Wagner retting from BeyerMacArthur agency after six years.
Wister Clark broke his anklesking on a snow set at Universal.
Manny Wolfe, Par story head, back
at work after a week's tussie with
Sybil Jason parts with her appendix as soon as she recovers from the
flux

flu.

Francine Larrimore's New York departure delayed by an attack of flu.

Joey Ray off to New York to open floor show at the new Paradise cafe.

rioor show at the new Paradise cafe Feb. 5. Frank Killduff is now blurbing the Hollywood Knickerbocker's Lido Room.

com. Gladys George pulled in to start ook at Metro in They Gave Him

Room.

Gladys George pulled in to start work at Metro in They Gave Him a Gun.

Henry Wilcoxon preparing to leave for Cairo, Egypt, to star in Sait' for Capital Films.

Hendrick Druide studio worker, made an oil portrait of John Boles for which actor paid \$500.

Social engagements have kept. Sophie Tucker on the jump ever since he are presented as the second of the film of the second for Girls in Alexandria, Va.

The Drunkard' reeled into its 1,300th consecutive performance at the L. A. Theatre Mart Jan. 25.

Pat Collins in hospital with bullet wound in his leg. Gun went off accidentally while he was loading. Howard Benedict, Radio studio publicity chief, off for New York for powwow with Barlett McCormick.

Howard Benedict, Radio studio publicity chief, off for New York of powwow with Barlett McCormick.

Mary Ruby sporting in the snow arrowhead, awaiting spring training of the Chicago Cubs at Catalina island.

Mary Maguire, recently imported from Australis by WB, went to Mexico to renew her immigration quota number.

Mike Jackson, of Harry Brand's publicity staff at 20th-Fox, leaving

ico to renew her immigration quota number.

Mike Jackson, of Harry Brand's publicity staff at 20th-Fox, leaving shortly on tour of Mexico and Central America.

Dame May Whittey here from New York to go in Metro's 'Night Must Fall,' enacting same role she beauting to the staff of the same and the same an announcing.

Sydney

Stuart Doyle yachti Sir Ben Fuller off agai

our. Ken_Hall getting ready megg

tour.

Ken Hall getting ready megg
"Tail Timbers" Little-Theatres still continue to spring up in Sydney and Melbourne.
Gordon Williams. Bi.P taking a look over the territory.

Tail the still be still b

(Continued on page 62)

News From the Dailies

This department contains rewritten theatrical news items as pub-lished during the week in the daily papers of New York, Chicago, San Francisce, Hollywood and London, VAIEET takes no credit for these news items; each has been rewritten from a daily paper.

Decision of Court Appeals in Syracuse puts dog racing definitely out of business in central New York. Charles. O. Carey has gone to Columbus, Ga., to organize a little theatre. But he'll be back on his showboat next summer.

White Plains jury awards \$6,000 to Anna Smith, six-year-old girl, who alleges she was hurt when she was scared by 'ghosts and witches' in a Playland amusement device.

Sam H. Harris selling tickets for You Can't Take It with You' 18 weeks ahead. That's six better than the old record.

Sam H. Harris Seining Tyou Can't Take It with You' 18 weeks ahead. That's six better than the old record.
Shan Kar, here with his orient ballet, announces he is going back to India soon to establish a dance

school.

Edgerton Paul quit the WPA 'Dr.
Faustus' to go into the Guild's 'But
for the Grace of God' His WPA
successor was taken ill and he has
heen doubling into 'Faustus' between
the first and third acts of the Guild

lay. Chauteau Moderne, itery, has set p a milk bar, Idea imported from

chauteau Moderne, itery, has set up a milk bar. Idea imported from London.
Picture dates will keep Katharine. Hepburn's Jane Eyre' out of N. Y. until next season.

Fleture dates will keep Katharine. Hepburn's Jane Eyre' out of N. Y. until next season.

Court refuses to check efforts of wife of Leonard J. Marquis to prevent his obtaining a Mexican divorce. He wants an out so that he may marry Elvira Trabert, German actress.

Lee Pattison, WPA music project head for N. Y., resigns to assume presidency of board of directors of Met. Op's pop spring season.

George Burns, Bert Wheeler and Jack Benny associated as partners with the production of 'Glory for All'.

Mrs. Vincent Astor, fronting Musicians Emergency Fund, announces it has collected \$37,989, but needs \$150,000 if it is to do a proper job.

Estate of the late Karl Schindler, founder of the MacDowell chorus, nets \$5,549. Mostly to his brother and latter's wife.

Federal Theatre as a house organ, got a newstand circulation of 1,800 copies for December. Current issue printed 12,500 copies.

Eddie Dowling and Robinson Smith drop Clarence Derwent from Richard II' to permit him to sign with Henry Miller for Dr. Clitterhouse!

Mac Medley, of the Commodore, voted the most attractive cigarette girl of the nite spots. Gets her \$100 and her picture in the papers.

Mozellectia Stiapp, dancer, seeking to have Prescott Van Wyck produced in court in her suit for damages. Lawyers can't find him. He so ff on a honeymon with Lolita Corcoba, and honeymon with Lolita Corcoba.

Mary Davidson, showgiri who announced last July that medicos had given her only eight months more to live, married last Week in Cleveland to Walker, Robert, who spent a young fortune on Broadway productions. In between she was hitched to Rufus Davidson, of vaude.

Slicker worked a new racket on a

fortune on Broasway personal fortune on Broasway personal fortune of vaules. Silcker worked a new racket on a couple of penniless youths last week. Met them on the street and hired them to usher in the Paramount theatre. Held their coats waile they went to an address on 8rd Ave. for which the street and hired them to usher in the Paramount of the street and their street and one with the coats and their rate of the street and their of the Stage Rellef Fund Feb. 7. Norman Bel Geddes announces he is weathed up productionally for the season. But Theed End' will stick. George S. Kaufman in court at the instance of Isidor Polisuk, who recited that he bought the rights to Hot Pan' and hired Kaufman and Lawrence Stallings to rewrite it. Hes 'Elloydrod,' a file, and now wants \$10,800 damages. Went to trial yesterday (Tuesday).

Coast

Mary Jane Bourland, screendancer, divorced in L.A. from Robert Leo Bourland, Jr.
Faith Norris, former actress, reclived \$100 heart balm in L.A. from
Alax M. Hanson, theatre owner.
She had sued for \$125,000 damages to
nesserted breach of promise.
Ones Alexander left an estate of
less than \$16,000, but no will, accordless than \$16,000, but no will, accordin L.A. from Robforma Ransom, non-pro, to Roy
Peterson, on new Procter & Gamble
program on NBC out of Chicago,
in Caledonia, Minn., Jan. 23.
Guyent; in Marion, Ark.; Jan. 3,
Groom is publicity director of Tom
Strip of land, nearly a mile long

and 100 feet wide, was given to L.A. city authorities for continuation of Olympic Blud. through 20th-Fox's studio in Westwood.

It was a studio in Westwood.

Bess in Bernbleton, grant-de diworee in L.A. from Robert Clarke, actor.

Willie B. Dugan, who told the L.A. police he wrote the radio playlet, Death Rides the Highway, arrested on charges of suspicion of drunk-driving.

David Harris, 46, surrendered to L.A. police and allegedly confessed he had written a \$5,000 extortion note to Jane Withers, 10-year-old pic star, and a similar note demanding \$25,000 are with a similar note demanding \$25,000 are with a last oundessed a riminal record.

Buddy Rogers told Hollywood friends that his marriage to Mary Pickford would take place in London the latter part of March.

Sheriff Eugene Biscaliuz of L. A. county ordered his deputies to close up all nite spots featuring strip teasers. Dialog also must be sapolioed, he edicted.

Shirley Deane, film actress, en nounced she would marry Russell Bowditch, sound technician, in the Spring she-was injured by an Alleging she-was injured by singer.

spring.
Alleging she was injured by an auto driven by June Gale, singer, L. A. woman sued for \$10,000 damages.

John Luhring and Margaret Morris filed suit in L. A. to collect a judg-(Continued on page 63)

CITY LICENSES 'EM, THEN FINES 'EM \$150

Winnipeg, Jan. 26.
Legalistic paradox exists here with regard to pin games and bingo layouts in mercantile and other public establishments. City licenses them at \$50 fee as 'emercaniment' and then the city's police ids them as gambling devices and fines 'em.

Fines are now up to \$150 and costs and discouraging the shopkeepers who are notifying 'the boys' roll up their vans and take away their gadgets.

gadgets.
Theatres here are not allowed to operate bank night or similar stunts.

BIRTHS

Dr. and Mrs. Myer Cohen, daughter, Jan. 20, in San Francisco. Mother Elisabeth Elson, former supervisor in charge of Northern California Federa Theatre Project. Mr. and Mrs. William A Wellman, son, Jan. 20, in Hollywood, Father is picture director. Mr. and Mrs. Arthur Stebbins, daughter, in Los Angeles, Jan. 18. Father is insurance counsellor to Hollywood Jimites.

Mr. and Mrs. Jerry resler, son, in Hollywood, Jan. 20. Father is production manager for Supreme Pictures.

tures.

Mr. and Mrs. Neville Reay, son, in
Hollywood, Jan. 22. Father is in pub-licity department at Selznick-Inter-

SALT LAKE VICE RAIDS TO PLEASE CLUB WOMAN

Salt Lake City, 26.
Salt Lake City this week reportedly was viceless.
Following an intensive drive by police prompted by an order from Mayor E. B. Erwin to 'clean up Salt Lake or else...' Police Chief Harry L. Finch. said Tuesday (26) diec joints, card rooms and speakeasies have folded up.
Heat first applied several weeks ago when Mrs. E. R. Van Cott president of the 'Salt Lake district, Utah Federation of Women's Clubs, met mayor and police officials and demanded instant action about the vice situation here.

manded instant action about the vice situation here. First four days vice drive yielded 84 arrests. State Liquor control commission at same time revoked three beer licenses in sertedly honky-tonkies. Police claimed that town's red light district, behaving okeh, but, as a precautionary measure, increased the anti-vice squad to watch over lilicit traffic. Si Utah's liquor trade is under monopoly in state-owned and operated stores, police aren't greatly concerned over bootleggers. They can only 38 beer oases in Salt Lake City, which has 155,000 people.

Sapolio Clark St. Dives; What's Left Is Honky-Tonk At Its 20c Honky-Tonkest

Chicago, Jan. 26.

icago's Clark street joints are more a haven than ever for hums, with a price war on, making joy sap a nickel and dime a gulo, 20 cents worth being-enough to eliminate any factor of time from even the most harassed.

War has come since the City Council ruled against hostesses, who formerly brought the sports to the ionist. Since there are no hostesses, there are no sports, and the street has been taken over completely by the down and outers. Signs are plastered everywhere, "We Won't Be Undersold." The Best for the Cheapest," and Double Your Money Back If You Can Buy for Less," and the bars are lined with the silent gulpers of the stomach rusting juice. Knowing that the anti-work boy aren't interested, only couple of the spots even attempt floor shows any more, and those that do usually let it go with a couple fat dames dancing. Noise and joy, except that which can be spilled, is strictly out, and the palace which grinds a laugh record into the street is practically empty, while its silent neighbors are backed with both men and women who like their snifting silent.

Taxi dance halls, girls in dorways, and everything else pertaining to sex is gone. Newspaper campaign against social diseases has brought about stricter police regulations, and this, with the order doing away with the buy-mea-drink-girls, has resulted in Clark street changing from a thoroughfare of varied pleasures to a road of ruin for the boys who like their joy in splashes.

Allen Leafer's music will supply the dancing and score for new show

Allen Leafer's music will supply the dancing and score for new show at the Hotel St. George, Brooklyn, which includes Jay Johnson, accor-dionist; Three Harts, dancers; Beth Reyburn, painist; LeRoy and Rogers, jugglers; Ruth Ford, comedienne, and like their buy in glasses. national.

Mr. and Mrs. Basil Wrangell, son, in Hollywood, Jan. 23. Father is a film editor at Metro.

Mr. and Mrs. Charles Crutchfield, daughter, Jan. 1, in Charlotte, N. C. Father is program director of WBT, Charlotte.

Royal Coronation, Acted by Dummies, A Tableau for Department Stores

MARRIAGES

Hannah J. Kass to Joseph Klein, in N. Y., Nov. 9, 1938. Groom is an indie film-distributor and brother of Arthur Klei formerly of the Shu-

Mary E. Johnson to Emmett M. Firestone in N. Y. Feb. 20. Bride is restone in N. Y. Feb. 20. Bride is e of the Libby Dancers in vaude-

Helen B. Hodes to Milton Green-span, in N. Y., Jan. 24. Bride is the daughter of an exec of Columbia Pic-

A coronation tableau, a la wax

A coronation tableau, a la wax museum greups, has been designed by William R. Harse and Josef Israels, H., for promotional display in department stores as a cutto show. Setup includes the new king, his queen and children and the Archishop of Canterbury. Replicas are stationed on a purple canopied dais. In addition to the principals in the event there are two quards in traditional regalia. Family and ecclesiastic are decked in exact duplicates of the raiment to be worn at the ceremony. Crown jewels, excepter, mace, etc., are also exact duplicates of Crown possessions.

It's a reproduction of the final scene in the event. King is seated with his queen, heirs and the clergyman standing. Guards are stationed at two ends of the platform.

Inaugural Proves Rain-Soaked Flop; **Everybody in Red or in Bed From** Chill; Reporters Go Rheumatic

near-freezing temperatures dampened and chilled what had been expected to be the best-attended and most enthusiastic inauguration in history last week.

With several days weather cooling enthusiasm of Demweather cooling enthusiasm of Democratic admirers of President Roosevelt, the first January coronation in history came close to being a literal washout. Patronage fell far short of expectations, spending was nowhere near levels and, all in all, the merchants, amusement spots, hotels and ceremony promoters took it on the chi Raincoat and umbrella dealers were about the only ones who really cleaned up.

Estimates on loss ran into six fig.

ones who really cleaned up.

Estimates on loss ran into six figures. This doesn't include ruined
clothing, doctors' bills, etc. Instead
of comi early and staying late,
out-of-towners hardly took the elastic off the bankroll. Thousands cancelled reservations, while 10,000 who
landed Inauguration Day morning
never left the Union Station.

Set-Ups a Best Seller

Set-Ups a Best Seller
Rain put a crimp in everything, including radio, news and film coverage. Hawkers took it on the chin.
Visiting firemen huddled in hotel
rooms, sending down for ice and
glasses but not venturing forth to
patronize niteries. restaurants, film
houses or other celebrations. Hotels
hoping to cash in on whirlwind of
teas, receptions, dinners, dances and
other soirees suffered from depleted
guest lists, although most of the
scheduled events were held with reduced attendance.
iquor dealers and merchants dis-

duced attendance, iquor dealers and merchants dispensing galoshes, slickers and bumbleshoots had little complaint. During the parade, rubbers worth a buck retailed for twice that figure, while raincoats sold at greater premiums. Heavy demand for firewater to stave off incipient colds helped out the booz dispensers, but at the

me time hurt the drink-and-dance

same time hurt the drink-and-unive places.

More than a dozen special were cancelled during the preceding President Roosevelt's induction. Homeward rush by the early birds started sooner than expected, with principal railroads sending out homeward-bound contingents before the ceremonies even concluded. Hotel guests hurried to check out instead of waiting over another day or two to see the sights.

Radio and picture people not only

Radio and picture people not only were inconvenienced, put on the sick list, and exasperated, but weather inflicted tremendous cash losses. Delicate broadcasting apparatus and cameras were damaged by the rain,

(Continued on page 63)

JESS WILLARD CAFE **VENTURE A FLOPPO**

ittsburgh, Jan. 26,

Attempt Jess Willard, heavyweight champion, to become the Jack Dempsey of Pittsburgh with

eatery was short-lived. Fighter, after eatery was short-lived. Fighter, after losing out on effort to get Commodore downtown, sold himself to owners of St. Moritz cafe in East End on glowing picture of making it the Dempsey's of city, with special appeal to sports fans, but couldn't get em coming and didn't have the dough to carry through.

dough to carry through.

As a result, spot is back in hands
of Frank Balandi again and Willard
has given up hopes of getting a foothold in the eatery biz. Commodore,
spot he was dickering for in downspot he was dickering for in downtown sector, took a bath last week
when George Seegan and Jerry
Foster, who opened it couple of
months ago, gave up the ghost.

New York Theatres





CAPITOL & "CAMILLE"

> STATE BING CROSBY 'Pennies from Heaven'

> > ON THE STAGE BENNY DAVIS Revue

JAMES CAGNEY "Great Guy" ** CRITERION 25

PARAMOUNT THE

"THE PLAINSMAN"
With GARY COOPER
and JEAN ARTHUR

ON THE STAGE—
NAT BRANDWINNE BD—HILDEGARDE—RADIO RANDLES

OPENING SAT., JAN 30 "You Only Live Once" with HENRY FONDA ANTHE RIVOLI "MAYL"

BADIO MUSIC HALL "The PLOUGH And The STARS"

ROXY

"3 SMART **GIRLS**" ALL 25° TO BORRAH MINE-

OBITUARIES

MARIE PREVOST

Marie Prevost, 44, long the bright particular star of Mack Sennett's comedies, was discovered dead in her apartment in Hollywood Jan. 23 by a hallboy who had been led to investigate by the howling of her pet dog. Police surgeons declared that she had probably been dead for two or three days. An autopsy will be held to determine whether death was due to natural causes. Casual examination suggested that death might have come from acute alcoholism. Her body will be cremated with that of her mother, who died some years ago and which will exhumed.

died some years ago and which willexhumed.

In her heyday was regarded
as the top star on the Sennett lot
in a company which included Gloria
Swanson, Phyllis Haver and Mabel
Normand. The incoming of sound
pictures found her; unprepared for
the drastic change and it was some
years before she was able to handle
speaking parts. By that time her
rouge had passed and she found it
hard stedding, though she gave excellent account of herself, notably
under Ernst Lubitsch. i The Marriage Circle' and later, under the
same director, in 'Kiss Me Agai'.
She was recently under contract to
Warners, playing 'Only Yester'
day,' 'Hands Across the Table,' '12
Hours by Air' and 'Keystone Hotel,
in which many, of the old Sennett'
favorites appeared, Her Warner conrict lapsed about months ago
and was not renewed. Her last apmerance on that lot was in 'Cap-

no which many, of the old Sennett favorites appeared. Her Warner contract lapsed about months ago and was not renewed. Her last appearance on that lot was in Cain and Mable, with Marion Davies.

In all of these productions she had only minor roles. Her most recent engagement was in an as yet unreleased film with Rex Lease in which she is credited with having stolen the picture. It was made for an independent company.

Born in Sarnia, Can, she was known as Marie Bickford Gunn, but took the name Prevost from her tepfather when she entered the films. She was twice married, first to H. B. (Soniny) Gerke (1918-22) and then to Kenneth isarian (24-29). She divorced them both. A sister, reggy Prevost, who had a brief film career, is her only known surviving relative.

JAMES THORNTON

JAMES TRUBERTUN
James C. Thornton, theatrical
man, died in West Warwick, R. I.,
Jan. 25, of scarlet fever. Former
racing horse racing commissioner for
Rhode Island was stricken in Washington while attending inaugura-

ington while attending inauguraOnly recently he was named civillain ide to Gov. Quinn, his
brother-in-law, with rank of colonel.
He learned show business under
his father, Owen B. Thornton, Pawtuxet Valley operator, who died last
August. Following graduation from
college he went to New York, where
he was ganeral manager of National
Theatres, Inc. there. Three years
later he returned to Providence to
manage. Rialto for Fay chain.
At time of his death he operated
three theatres in West Warwick, the
Gem, Thornton's and Palace.
He resigned facing commissionership here to become managing director of Agawam track. Springfield,
Mass., last year.

EDDIE SHUBERT

EDDIE SHUBERT
Eddie Shubert, died Jan. 23 in
Los Angeles following 10 days'
illness. His body was ipped to
Milwaukee, his former home, where
is father several brothers survive.
Shubert was for many years in
burlesque and musical comedy. Until recently he was under contract at
Warner Bros. His last icture work
was at 20th-Fox, where he worked
in Time Out for Romahce, recently
completed.

completed.
Shubert was stricken while watching a golf tournament and rushed to the hospital where complications developed. A last minute blood transfusion failed to save him.

CARL E. REYNOLDS

Carl Edwin Reynolds, 53, former stage manager for the old Salt Lake stage manager for the old Salt Lake theatre and an employe of Para-mount theatre here, died Saturday in local hospital of a heart ailment. Born in Salt Lake City in 1883, he had Jong been active in inter-mountain theatrical activities, and served as stage manager for the Salt

served as stage manager for the Salt Lake theatre prior to its razing in 1929. For a number of years he was a stage hand at the Paramount. He was a member of the musicians union, local No. 99. A son, four

MABEL LEIGH
Mabel Leigh, 50, for many years a
legit and stock actress, died at her
home Chicago Jan. 20 of pueumonia. At the time of her death was
with the Federal Theatre project and working in the 'O, Say Can You Si ' unit at the Great Northern

Si 'unit at the Great Northern theatre in Chicago.
Miss Leigh was and had no relatives in this country. Services' held Jan. 22, and burial was made at Oak Lawn Cemetery in the 'Actors' Fund lot, the deceased being a Life Member of the Fund.

HARBY L. WILLS
Harry LaVaque Wills, 69, builder
of the first radio transmitting and
receiving station in his section of
the country and nationally known

the country and nationally known electrical engineer, died Jan. 21 at his home in Atlanta.

Shortly before the World War, Wills constructed the pioneer station, which was taken over by the government when the U. S. entered the war. After the war, he built another, station atop the Electric building, which was leased to The Atlanta Constitution, and became the first newspaper, radio, station in the radio station in the newspaper Southeast.

BERTIE CREWE

BERTIE CREWE

Bertie Crewe, 74, one of the most prominent British theatre architects, died in London, Jan. 10. He was stricken with influenza which developed into pneumonia.

Crewe built nearly 200 picture houses in England and on the continent. The London structures in-

In Tenderest Loving Memory Of My Darling Sweetheart Husband

TIM ODONNELL

Who Departed Jan. 29.

Mary Love Greene Odonnell

cluded the Tivoli, Phoenix and Pic-cadilly. Years ago he built the Lon-don Opera House for Oscar Ham-merstein, which is now the Stoll Pic-ture House.

ADDISON BURKHART

ADDISON BURKHART
Addison Burkhart, 56, songwriter
and film scenarist, died in Hollywood, Jan. 25, after an attack of filu.
In addition to his screen writing,
deceased wrote the music for several
plays, including "His Honor the
Mayor and Peggy from Paris. He
worked as scenarist at several major
studios until four years ago, when
poor health forced his retirement.
His widow, living in N. Y.,
vives.

PATRICK H. KELLY

PATRICK H. KELLY
Patrick Henry Kelly, 65, brother
of playwright George Kelly and
actor William J. Kelly and father of
former pocket billiard champion
George Kelly, died suddenly Jan. 25,
at his home in Philadelphia. Another brother, Jack Kelly, is Democratic leader of Philadelphia, State
secretary of revenue and former
Olympic rowing singles champion.

CHARLES A. ESTERBROOK

Charles A. Esterbrook, 70, died in Salamanca, N. Y., last week of pneumonia. He was conductor of the Salamanca Symphony orchestra. In earlier years he had played in the orchestra of various theatres and had traveled with Cleveland's and Vreeland's minstrels.

He is survived by a son and three sisters. Interment was in Brandon, Vt. the Salamanca Symphony orchestra. In earlier years he had played in

JOHN A. WILLIAMSON

John A. Williamson, well known fair executive of St. Clairsville, O., died Jan. 16 at St. Petersburg, Fla, where he had gone for his health after suffering a stroke. He was director of the Belmont county fair association.

The body was returned to St. Clairsville for funeral services and burial.

THOMAS ORMISTON

THOMAS ORMISTON
Thomas Ormiston, one of the best known bibtors in the U.K., ied in Glasgow Jan. 15.
He had been treasurer the Cinematograph Exhi itors, Association for many years and lowas a former president of the Association.

Empire (burlesque) Theatre, New-ark, died Jan. 21, at Beth Israel Hos-pital of influenza and complications. He was treasurer at the Empire for a year and a half and prior to that treasurer of the Masque The-atre in N. Y. Survived by wife and one child.

C. TERRY REILLY

C. Terry Reilly, 40, formerly man-ager of the old Garrick theatre. De-troit, was killed Jan. 21, when his car skidded into a ditch near Brighton, Mich.

Mich.

Reilly, who was secretary of the
Michigan boxing commish, was driving from Lansing to Detroit to attend a fight when the accident occurred.

GEORGE MINNICK

GEORGE MINNICK
George Minnick, 55, assistant fire
chief at the Metro studios in Culver
City, died there Jan. 23 of a heart
attack. He had been with Metro for
10 years and before that for five years
at the old Thomas Ince studio in Hollywood,

The widow, two daughters and a son survive.

JACK STILES

JACK STILES
John Jack Stiles, al., former vaude
comedian and a participant in annual
circus of St. Louis Police Department for a number of years died at
City Hospital last week of heart disease. Stiles: established residence
there 25 years ago.
He is survived by four children, is
wife having died six weeks ago.

SOLLY HEILBRONNER
Solly Heilbronner, 56, pianist with
the SERA ever since it started, died
in San Francisco, Jan. 22, of a sudden heart attack.
Survived by a wife and daughter.
Heilbronner had been a resident of
San Francisco for the past 25 years.

NICHOLAS LEGAT

NICHO-LAS LEGAT

Nicholas Legat, 67, once premier dancer and ballet master of the Marinsky theatre, during the Czarist regime, died in London, Jan. 24.

He had maintained school of classical dancing in London since his departure from Russi and had coached many famous pupi

EDWARD CHRISTIE

EDWARD CHRISTIE
Edward Christi '48, vet music executive, died Jan. 24, in Cedars of
Lebanon hospital, Hollywood
Deceased went to Hollywood sereral weeks ago to make a connection.
Prior to that he managed the N. Y.
office of Irving Berli
His widow survives.

GUIDO PETERS

Guido Peters, pianis and composer of Central European fame, died in his home at Gratz, Styria.

He was born there in 1866 and an outstanding interpreter Mozart, Beethoven and Schubert. He wrote several symphonies.

JAMES B. FIELD

JAMES B. FIELD
James B. Field, 37, general counsel for R.K.O., died in New
Jan. 26; of pneumon . He was formently associated with Simpson
Thatcher Bartlett and later with
Goldwater & Flynn.
His mother, a sister and brother

FRANK LYONS

Frank Lyons, 29, midget, car race driver, was killed in Los Angeles last Saturday (23) while making a scene for Columbia's 'Racing Neck,' His nesk was broken when his car crashed against a post.

JOHN E. KENNEBECK

John E. Kennebeck, 39, managing irector of Paramount in Australia nd New Zealand, died in Sydney, an. Details in International News section.

ETHEL SCHOENFELD

Ethel Schoenfeld, 26, wife of Joe
Schoenfeld (Scho) of the Variery
home-office staff, led Jan. 20 in
New York.
Son, four months

MRS. ANNA PERLEY
Mrs. Anna Perley, 88, who was on
the stage and later did character
work in pictures, ied Jan. 20 1 Los
Angeles.

Mother, 71, of Larry Urbach, trade newspaperman, intermittently asso-ciated with Variety in Hollywood, died in N. Y., Jan. 19.

Eugene P. Hartup, 28, former announcer at WLBC, Muncie (Ind.), died Jan. 12 of injuries suffered when his auto struck by train,

Grandmother of Richie Craig, Mrs. JACK SCHAEFFER A Blodgett, 90, died at her home Jack Schaeffer, 37, treasurer of N. Y. Jan. 21.

'Women' Buy

(Continued from page 4)
sultant, are through, Gordon states,]
According to the rules of the new
contract, producer must declare at
the outset; whether or not he is film
financed. Several days before the
play was to go into rehearsal, Gordon showed up at the office of the
Dramatists' Guild, announced that he
Dramatists' Guild, announced that he
diance Pictures whereby Gordon's legit plays
and wanted to know how about it.
Since this 'Gordon's' legit plays
and wanted to know how about it.
Since this 'changed Gordon's status
into a film-financed manager, author
of the play, Clare Booth Brokaw
(Mrs. Henry R. Luce] was called in
and asked whether this was
factory to her. Motion picture negotiator, Sydney R. Fleischer, was
present at this meeting between
Guild officials, Mrs. Luce and Gordon and pointed out all the angles to
her, she agreeing that it was still
okay for Gordon to go ahead.
After the play ran three weeks, in
accordance with the rules, Mrs.
Luce's agent, Leland Hayward,
honed Gordon and told him that he
wanted \$200,000 for the screen
rights, According to the rules, this
is the procedure. Author sets a
price which is offered to the producer, If he turns it down, that price
or anything above it may be accepted
from any other studios. If it's nixed,
a new upset price is set and again
offered to the original producer, who
is always given they had

is always given first preference.

How They Bid
Gordon deemed \$200,000 too high
and said so. Other bids were then
asked for from other, studios, with
offers coming from Paramount and asked for from other studies, with offers coming from Paramount and Seiznick-International, as a result. Latter wanted-to use it as the base for a fashion film, in color, and offered \$135,000 as ris highest figure. Gordon felt \$125,000 was the best he could afford. Mrs. Luce, after again consulting with Fleischer, decided to accept Gordon's \$125,000, as a gesture to him, since there was little difference between his bid and that of the next highest bidder and she felt he was entitled to a break for having produced the play in the first place. Actually, this does not mean she lost \$10,000 in the deal, but \$8,000, since \$10,000 in the \$10,000

\$10,000 in the deal, but \$6,000, since 40% goes to the producer film sales.
Understood that, before making any of these definitive steps, Mrs. Luce consulted both her husband publisher of Time and Fortune's and George S. Kaufman, a personal friend, who, some at first believed, helped rewrite the play after its first out-of-town showing.
On Broadway feeling on the sale is mixed. At first blush it would seem to indicate that the new Dramatists' Guild contract, is not only equitable but workable. Pointed out by the insiders who know the issues involved and circumstances of the sale that it proves amity and accord possible in film sale negotiations of plays. Also proves, it is claimed, that film companies can get a break by finacing plays and yet give the authors a break.

Film Companies No Like

Film Companies No Like Film companies, in objecting to the terms and angles of the new contract have insisted that it is inequitable in that they are forced through this that they are forced through this contract to compete against them-selves in bidding for plays, and that prices will thus be jerked up beyond reason. On the other hand, authors who feel they've been underpaid for film rights in the past couple of years because film companies have refused to bid against each other, think that this method allows for a comfortable margin both ways and no injustice to anyone.

retused to bid against each other, retused to bid against each other, think that this method allows for a comfortable margin both ways and no injustice to anyone.

Thus, in the sale of "Women," Gordon is shown not to have paid more than he wanted, or more than equitable, since there was at least one independent offer of \$10,000 more than he bid. And, even if Gordon met that bid completely, is pointed, it would have cost him (and his production combine) only 60% of the figure. Thus, writers claim, the producer can buy the play at a 'just price,' ing whatever the highest film bi is from other studios, if he's interested, he has a 40% edge, but the writer can get all possible since there is general bidding.

Meanwhile all major film compa-

bidding.

Meanwhile all major film companies are closely scruti izing the sitution and sitting back. Reports from various sources that this or that studio is financing plays, are denied by all—yet they persist. All the companies are vaguely suspicious of their competing film companies, but, on the surface, at least, are sticking to the agreement not to finance plays. What helps is, course, that most hat this or that stu-latys are denied by the sist. All the com-uely suspicious of lim companies, but, t least, are sticking the side show attractions for the Sell-Sterling circus in 1837. Repropriation bill, increasing the state's contribution for advertising state's contribution for advertising the state of the state o

of the majors have produced several plays this season on last year's com-mitments, before the trouble and remitments, before the trouble and resultant agreement, arose. Thus, they figure, they can hold out this season with nothing to lose. If the writers give , the film companies reason they are that much ahead if not, next season is plenty of it switch their stance.

Whether they will itch sooner, however, in view of the Goetz-Gordon set-up and view of Joek Whitney's open and agnitted investigation.

don set-up and view of Jock
Whitney's open and admitted interest
in a number of legit plays, in spite
of his film alliances, is to be seen.

Chatter

(Continued from page 60)

(Continued from page 60).

Have had a great run lately owing to drought conditions, however.

R. E. Warn has arrived here to take over the job of assistant to E. Applegate in Western Electric. Came from the States via New Zealand.

Captle its title; looks like developing in the solid him Sydney. Got a strong run in Melbourne of five weeks.

Dave Marti continuing his keen advertising campaign to keep Show Boat' (U) afloat. Pie now entering its eighth, month at the Liberty, Sydney.

Clarence Badger remaining in Aus-

Sydney.

Clarence Badger remaining in Australia in the hope that another pic will soon be set on the floor at National. Badger received some fine press notices for his directorial job on 'Rangle River.'

Pittsburgh

By Hal Cohen

"First Legion" set for Playhouse's fifth production.
Billie Connelly, named preziocal entertuiners, association, 20th Bayarian ewilliant Penn Grill.
Tony Stern's sister on from New York for a couple of weeks visit.
Flu hit Buzzy Kountz in Memphis and he had to cancel an engagement there.
Ross Hall has pulled out of Fort Pitt to join Joe Venuti's band as pianist.
Agnes Prendergast's auto hurts have mended and she's back on the job again.

Agnes Prendergast's auto hurts have mended and she's back on the job again.

Andy Smith in town for couple of days pepping up district chiefs for UA sales drive.

Jackie Heller sending back photos from London showing him with Jessie Matthews.

Ben Jaffe back at the Casino managerial post after month battli "Tony Conforth has given Herman Middleman's band an option lift until the end of May.

Forrest Crossman back for the second time this season, now ahead of Reflected Glory.

Helen Fletcher subbed for the alling Josephine Kristoff in "Snatched from Noose," meller.

Art Farrar nipped a southern tour with ork to come back for his most of the season of th

Ouebec

Sylvia Sidney here from New York. Al Plunkett m.c.ing at the Em-

Al Plunkett m.c.ing at the Embassy,
Percy Grainger in for a Montreal
Orchestra date.
Jack Zatzow and wife here from
Saskatchewan,
Charli Kramer opening at
Lido Monday (25).
Vic. George in London lining up
talent for a program starting Feb. 8.
Jim Shaw, record-holder for longest spell as announcer of CFCF, quitto go into production.
Paul Wright, 'radio reporter' of
CFCF, fetting his 25th birthday by announcing his 500th program, Friday
(22),

Detroit

By Pete Wemhoff

Friedman

nitery.

Grace Berman Abramsohn honeymooning in the south.

Ernst Toller, exiled German
dramatist, lecturing here.

Bull-dogging' saddle of the late
Will Rogers bought by Henry Ford
for his purseum.

IEBRASKA, FAIR MEN CONTRACT MUCH BIZ

Most prosperous convention of fair in year, according to the attraction en attending. More contracts were gned and more future biz predicted tate Fair had the pitty-pats of heart ith announcement that the legisla-ire is likely to pull in the \$260,000 onded indebtedness on the grandand, cut the interest rate from 5% , 3% (a saving of \$5,000 annually) and have the state educational and infunds buy up the issue, instead this present private bondholders. Perry Reed, executive officer and excetary, was elected for the afth arm. New president of the state air group is W. B. Banning; 1st vice, P. Shibert; 2nd vice, A. Boydicanurer, E. R. Purcell. On the board f managers are J. S. Golder, Gates likey, A. A. Russell, and E. J. Millie, Head of the county fair managers. Stanley, A. Matzke, who succeeded C. J. Johnson. Vice president is Joe feele and secretary, Chet. G. Mar-, 3% (a saving of \$5,000 annually)

Reclaiming the Fair

Johnson. Vice president is Joe and secretary, Chet G. Mar-

Charlotte, N. C., Jan. 26 rnor Clyde Hoey has ask is house and senate appropriations ommittee to study a proposal of the late board of agriculture for reamption of state operation of the nnual state fair.

West Canada Dates

Winnipeg, Jan. 26.
Ganging up on the Fort Garry
fotel here the Western Canada Ascolation of Exhibition and Western
anada Fairs Association held its ananda Fairs Association held its ananda Fairs Association held its ananal three-day meet starting Jan. 18.
E. L. Richardson, Calgary, was
sected president, replacing J. E.
tette, Brandon, with Fred W. Kemp,
bothenton, as vice-president and Sid
V. Johns reelected secretary-treaspar for the tenth year. S. C. Hecksett, Vermillon, Alta, was elected
resident of the Fairs group. Joeph Trimble, Portage la Prairie, in
sfirst vice-president
is first vice-president
is first vice-president
as fairs vice-president, June 28duly 2; Calgary, 5-10; Edmonton, July
2-17; Saskaton, July 19-24, and Reina, July 26-31.
Royal American Shows came out

July 2; Calgary, 5-10; Edmonton, July 22-17; Saskatoon, July 19-24, and Reina, July 26-31.

Royal American Shows came out op in the field of seven for the show, des and concessions with the Ernie July 26-31.

Royal American Shows came out op in the field of seven for the show, des and concessions with the Ernie July 26-28.

July 26-29.

Carl J. Sedlmayr represented the Royal American group with Ernie Young in for himself.

Dates for the 'B' class fairs were reviously all set but later developments made a change necessary. The following are the revised dates. Estevan, June 21-22; Moose Jaw, June 22-29; Weyburn, June 28-29; Carman, June 30-July 3; Portage la Rivier, July 26-28; Lloydminster, July 26-28; Lloydminster, July 26-28; Lloydminster, July 28-31; North Battleford, Aug. E.; Prince Albert, Aug. 4-7.

Contracts for the attractions in this froup went to the Williams and Lee Attractions, of St. Paul, Minn, with Conklin's All-Canadian Shows, of Samilton, Ontario, taking the midway attractions contract, Mrs. B. Williams represented the Williams and Lee agency while Patty Conklin was in for his own group.

DET. LOOKS PROMISING

Detroit, . 26. With more than 26,000 square fee with more than 26,000 square feet if exhibit space already contracted or, officials of Detroit's ittle World's Fair,' April 2-11, foresee the biggest exposition in event's four-fear history.

réar history.

The exposition sponsored by the Detroit Convention and Tourist Buleau to ballifino Michigan's products and tourist attractions, uses at least me topflight radio stage artist, blus ad of local ether entertainers. Lanny Ross appeared hot last weet. betromeau to ball included the topflight radio the topflight radio fluss ad of local et lanny Ross appeared in 192 No at the her of top Hall Ross appeared both last year
192 No attraction has thus
d for this year's fair
ion Hall.

Blames Politics

Detroit Jan. 26.

randing politics the chief draw-back of fairs, the Michigan Association of Fairs last week re-elected its major officers and mapped action to put fairs throughout the state on a non-political basis.

Officers renamed include Fred A

unapman, the thing Howell, of Chesaning, for his 15th term; and Frank A. Bradish, B. P. Buckley, Arnell Engstrom, Ray Bushney, and Mrs. Harvey A. Wolcott, vice presidents.

ROSE COMMUTES FT. WO'TH-CLEVE.

Cleveland, Jan.

Billy Rose will have to buy an irplane commute this summer airplane Fort Worth's Cleveland's Great Lakes Expositi

in which he will definitely produce and direct a gigantic marine show when centennial fair reopens May 29

when centennial fair reopens May 29.
Dropping in town last week, Roos spent a day conferring with Lincoln G. Dickey, gm., in plotting his latest super-super. While doing his usual secrecy-act, promoter said his new brain-child would be a combination water show, cabaret with coupla hundred performers in it and a pageant thrown in for good measure.

a pageant thrown in for good measure.

Scene-shifting on Expo's lakefront grounds also began last week when carpenters moved 75-ton symphony orchestra shell from upper level down to the waterfront. Shell is to be used also for Radioland' features lined up by Ralph B. Humphrey. Radio acts already penciled include Fibber McGee and Molly with Ted Weems, Gene and Glem, Singing Sam, Girl Alone' and Singing Lady, Open-air auditorium, in front of stand is being enlarged for 4,000 seats, in addition to a bigger public address system. A central-control is planned for announcing of Radioland programs and broadcasting of expo events.

HOLDS FOR THE MIDWAY

Fair Sec. esents Efforts to Force Carneys Off Penns Fair

Easton, Pa., Jan. 26.
The attempt by directors of Pennsylvania fairs to 'streamline' county fairs next season by replacing the old side shows with modern attractions will have opposition when the State Asociation of County Fairs meets at Harrisburg tomorrow (27). Among the leading opponents of plan is Herbert M. Beary, secretary of Allentown Fair, one of largest in state.

Beary bellevations.

of Allentown Fair, one of largest in state.

Beary believes that to change the atmosphere of traditional fair will result in loss of public interest.

'The midway and side shows are popular at fairs,' he said. It is the only way in which such entertainment can be enjoyed throughout the entire year, because it is presented only at fairs. To take it away would be to destroy something that has been enjoyed by generations.

'As for attractions of a more modern type they, too, are given in profusion in the vaudeville programs before the grandstand and night revues. But the midway and side shows will be with fairs for a long time,'

Can. Nat. in the Ebony

In spite of greater expense and less income Canadian National Exhibition reported a surplus of \$93,845 for 1936, highest since 1930 because of less interest on debt.

Biggest individual attraction was Rudy Vallee and band, not run by Ex but by Bill Beasley.

Secress Hurt

Raleigh, N. C., Jan. Mrs. Marina Karl, 46, fortune teller Mrs. Marina Karl, 46, fortune teller and former animal trainer from hear Raleigh, N. C., was injured seriously Jan. 12 when she was struck by an automobile while walking on a highway seven miles south of Raleigh. A native of England, Mrs. Karl formerly was connected with the Hagenbeck-Wallace circus and the Johnny J. Jones shows.

Inaugural

(Continued from page 61)

since make-shift tarpaulins and oil-cloth covers proved inadequate to withstand the deluge which lasted nearly all day. Still and reel companies which had made elaborate provisions for air service to distribute prints found planes grounded. International News, for instance, was unable to get its money's worth out of a \$1,500 dark room installed at the airport to facilitate speedy handling, and others were similarly inconvenienced.

Rheumatic Reporters

Convenenced.

Rheumatic Reporters

Newspapers made in y well as far as printed coverage was concerned, but legmen had plenty of cause for complaint. With press stands unroofed, scribes doing running stories were forced to dictate to telegraph operators, while telegraph companies had tough work keeping lines Out of 700 reporters and rewrite men on hand, at least half were drenched and in bad spirits by the day's end. Others found a cozy har and waited for the afternoon local papers else cudded up to the radio.

General opi ion was that 'lame duck' amendment to the Constitution is a swell idea theoretically but not so hot in practice. Agitation already has started for a huge auditorium which will provide space for indoor ceremonies in 1941, while, abandoment of traditional parade has been suggested in many quarters. January weather didn't impress anybody in

ment of traditional parade has been suggested in many quarters. January weather didn't impress anybody in the first test of Senator Norris' idea that the coronation should be held as soon after election as possible.

Wedding a Flop

(Continued from page 1)

nick of \$4 to 20c. is netted about one-tenth of capacity. To save their face, about 15 minutes before the parade started owners permitted the crowds to fill the stands on the house. Approximately \$5,000 in cash was all they grossed.

cash was all they grossed.

Stringent police regulations, flu epidemic and inclement weather the previous day are blamed for the floppola. Police ordered seat holders to be in the stands at 9 a.m. and wait for four hours until 1 p.m., when the procession was skedded to start, which was another deterpent.

Filmers fared much better, work ing overtime to get results in print. In addition to the local reelers England sent over 12 plane loads of reporters, press photographers and

Germany at first suppressed al news and photos of the event be cause of anti-Nazi demonstration news and photos of the event be-cause of anti-Nazi demonstrations that took place in Holland before the marriage. Swastika emblem was torn from a schoolhouse and another was struck at a football game be-tween German and Dutch teams was struct at a total gate tween German and Dutch ter Embargo was later lifted when respective governments got gether and talked it over.

News From Dailies

(Continued from page 61) continued from page 61)
ment of \$35,256 from Universal,
Judgment was assigned to the plaintiffs by the Union Bank and Trust
Co. of L. A., to which it had previously been assigned by the May
Film Co. of Germany. German company, had obtained judgment March
4, 1930, against Universal in Gernany.

4, 1930, against Universal in Gerpany.
Phillippe Heriot, French author of
four best sellers, is in Hollywood for
picture work.
Betty Compson, actress, declared
in Hollywood that she would file suit
for divorce from Irving Weinberg,
aggentence of 25 years imposed on
David Harris, 47-year-old news vendor, for sending extortion notes to
Freddie
Bartholomew and Jane
Withers.
Audrey Miller, film player, granted

n Freddle Bartholomew and Jane Withers.

Mithers.

Audrey Miller, film player, granted divorce in L. A. from Robert Carlson, boat builder.

Widower of Mrs. Pearl Wilk in Virginia City, Minn,, and two sons in New York heard services in L. A. on telephone hookup. Deceased was mother of Jacob Wilk, Warners step of Elim Daliya Milk, Coast telephone of Elim Daliya Milk, Coast Lee Wiley, radio singer, injured in Hollywood traffic accident.

Gilda Gray filed suit for divorce in Los Angeles from Hector de Briteno de Saa, reputed to be nephew of a Spanish grandee. They were married in 1933. Complaint charges cruelty.

Temporary alimony of \$2,525 a month was asked by Elaine Bartie Bartymore from John Barrymore in her Los Angeles divorce action.

Bill Rice Explains Those Faulty Gams On Jap Femmes-Urges Berry Co-op.

Riverside, Calif., Jan.

Irvin S. Cobb lives me mention as owner of the water show in his story 'Judge Priest Turns Detective,' but he hangs a new moniker on me—tong' Bill Rice. He should see me now with my 200 pounds, about all on my baywindow.

Benny Krouse, who passed away last week, was one of my oldest and best friends. First met him at Paducah, Ky., when I was promoting a street fair for the Elks in 1801. He had just from Russia and

as street fair for the Elks in 1801. He had just from Russia and could hardly speak any English, but he had novelties that did not go over so good, he turned out to be my star salesman for confetti. At this same doings J. Frank Hatch, the 'Silver King' had a gal show and introduced me to Jimmy English, who built the English theatre in that city. I came back for the opening when Murray & Mack presented, I think, 'At Atlantic City'; anyway, the tip was ten bucks a head Irvin Cobb was a reporter on the Paducah Sun at the time, drawing down 15 slugs every seven days.

was a reporter on the Paducah Sun at the time, drawing down 15 slugs every seven days.

Charles Cook, the patch with the Ringling Bros. & Barnum and Bailey, also passed away last week. First met Cookie at Houston, Texas, in 1918, when he id heroic work keeping the Barnum show open during the infantile paralysis epidemic for 10 stands, after the state had been quarantined. They closed the season at Houston and shipped to Bridgeport. Conn. At that time many performers let their salary ride and everyone had two weeks holdback. Most of the show's money was in N. Y. drafts and Hutch needed at least \$50,000 in cash. I was general agent of the Wortham & Rice carnival at the time and the president of my committee happened to be the preg for a bank. So. Cook called me up carly in the morning to see if I coule lay the drafts. I did this and later in the day he had \$25,000 more turned into dough. Cook's fixing for the past 30 years with the world's largest shows would make a most interesting book.

United Tent & Awning Co, have

shows would make a most interesting book.

United Tent & Awning Co, have purchased all the wagons and the steam callope of the Ken Maynard Wild West and they were all on location for a French Carnival set up at RKO, studio the next day.

J. H. Smile of the L. A. C. of C. gave a talk at the Pacific Coast Showmen's Assn. on the Social Security Act that explained in detail just how it would operate in connection with travelling shows, performers and employees, First time I ever got it through my noodle.

Bring Them Back Alive Buck was the guest of honor at the L. A. Zoological Assn. Juncheon and told of the setup in all other cities.

The Japanese are very touchy should be above the their fewers.

Ine guest of honor at the L. A. Zoological Assn. Iuncheon and told of the setup in all other cities.

The Japanese are very touchy about the shape of their femmes' less. When I played my water circus there in 1923 I opened in Tokyo and had great trouble in securing 10 native girls with good shapes for the bathing girl revue and disappearance numbers. Immediately after my first performance I had an order from the Chief of Police saying, Japanese girls will not be allowed to appear in your entertainment. Got my interpreter and taxied to the station, and was told by the Chief that 'it was humiliating to the Japanese to have them in my show.' I asked why, when they allowed to appear in your entertains which is the sake with nothing but their bare skins, and I dressed them in the latest style suits. After much conversation, he said, the American girls have beautiful legs and our girls have beautiful legs and our girls have not. Therefore, it makes us look inferior.' Had to get Russians, Chinese, etc., to take their places. The reason for the bum gams is that for centuries they have sat on their heels and worn wooden. Glogs. At the time I was there no springboard diving or speed swimming was practiced, but since then they have broken many records, as the Olympics have shown. The almost universal use of our shoes and dress has already made great improvement in the sport lovers' forms.

Lots of piffle in the mags about the origination of the word 'Bally.'

provement in the sport lovers forms.
Lots of piffe in the mags about
the origination of the word 'Ballyhoo,' which to the outdoor world
means put something in front of
your attraction to draw crowd.
This word was at least new to the
English as far back as 1898. That
season Frank Bostock, Francis and
Joe Ferari came to Coney Island
with their Wild Animal. Show and
engaged the late Harry Potter 55

talker. At the first opening Potter, from the tront, looked in and saw that all was ready, so he called, Ballyhoo'. No one came, so he yelled 'Ballyhoo' again and again, but got no action. Seeing Bostock, he asked, 'what the hell's the matter with those stiffs? I've yelled ballyhoo till I'm black in the face and they don't move. 'Bostock was as mystified as his performers and had to have it explained. He then went to the door and yelled 'commence, commence,' and then the show got in action.

commence, and then the show got in action.

Outdoor showmen better get busy and have some representation George L. Berry's Committee for Industrial Cooperation. Already the pictures, bowling and sports are represented, but I know they will pay no attention to Honest Bill Newton's appeal. I had my draw with the tent showmen when we fought the RR rates. About 14 owners paid the freight. I got a refund for the Campbell Shows of \$700 a move at a saving of \$700 a move and wired are sending you check for \$300. Still waiting for that one. The day the bill passed wired the Ringiling Circus that we beat the rate and saved them \$1,890 on the run from Tulsa to Oklahoma City. They hever bothered to answer, American Circus Corp., that saved more than anyone-lese, never put up a nickel. Sells-Floto, Andrew Downie, Chas. Sparks and Augustus Jones were the other. Io were carnivals.

CAMPBELL TO GO NAVAL ON GREAT SALT LAKE

Sait Lake City, Jan. 28.

Sir Malcolm Campbell, British auto racer who set several newworld's land speed records. Bonneville sait fints, 190 miles west from here, advised chamber of commerce officials Monday (25) that he will attempt to beat. Gar Wood's speedboat record on Great Sait Lake. The Briton last summer established a world's land speed record for the measured mile of 301.337 miles per hour on the Utah sait course.

His letter stated he will convert the motors from his famous Blue Bird, in which he set the record last year, into a racing boat and go after Wood's water records.

Wood long-time American record holder, recently drove his own-designed boat at 124.86 miles hour.

Recent tests on Great Sait Lake indicate that events wester tests on Great Sait Lake indicate that course in the said of the said of the said water tests on Great Sait Lake indicate that said that the said

hour.

Recent tests on Great Salt Lake indicate that speed boats can attain higher speeds on its buoyant surface than are possible of attai ment on fresh water lakes,

Jones Nixes Circus Bids

Hollywood, Jan. 28.
Buck Jones is passing up all circus bids due to picture work and radio program, which gets under way

soon.

He is committed to Universal for four pictures which will keep him on his horse through July.

Barnett Buys W. Q.

Greenville, S. C., Jan. 26.
Barnett Brothers' Circus has holedup at York, S. C., for nearly ten

ears.
R. W. Rogers, general manager and R. W. Rogers, general manager and principal owner, announced last week the acquisition of a large piece of property there and construction has begun on two large buildings, One building is understood to be for the paint, carpenter and truck repairs shops and the other for the housing of canvas and wardrobes.

VA. EXPO'S AUTHORESS

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Lynchburg, Jan. 26.

Script for Richmond's Bi-Centennial Exposition pageant will be authored by Mrs. Jan Isabella Fortune of Dallas, who wrote Cavalcade of Texas for her home town's centennial celebration last year.

Fred W. McWane of Lynchburg, general manager of Richmond's show, has fixed Aug. 25 to Sept. 8 as pageant dates, but dates will be extended ten days if there's a demand.

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