Published Weekly at 154 West 45th Street, New York, N. Y., by Varlety, Inc. Annual subscrittion, \$6. Single copies, 15 cents. Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1879. COPENIGHT, 1993, BY VARIETY, INC. NEGETS RESERVED.

Vol. 126. No. 8

NEW YORK, WEDNESDAY, MAY 5, 1937

64 PAGES

EE FILM PEACE THIS W

Mixed Opinson Now in London What Fete Will Mean to Show Biz

London, May 4. The Coronation is responsible, it is claimed here, for 800,000 new faces invading the London horizon. That invading the London horizon. That may be so, but the fact remains that there have been a lot of cancellations of bookings and accommodations. And a lot of people who thought they were going to clean up are not sure at the moment. Influx is divided, according to estimates, this way: 300,000 from the colonies, 200,000 from the continent, 150,000 from the

150,000 from the Americans.

Bulk of this influx is still late in arrival, but the hotels and apartment house renters are confident they'll show up. Meantime, there's considerable behind-the-screen squabbling on money. Hotel men have agreed to stick on a 50% rise on rates, but not more. Flat buildings are asking two or three times normal rates. Apartment owners seem to be going at it whole hog, getting in some cases as much as 1,000% increase over normal. Or, perhaps getting isn't the word. Perhaps aski is a better word.

on the other hand, prices of seats view the Coronation are dropping long with quite a few cancellatons of sailings from America.

along with quite a servitions of sailings from America. Theatrical people are pessimistic about the first week of the Coronation, basing their outlook on the last coronation, in 1910 (can they remember it?) and the Jubilee, two years (Continued on page 62)

As Wall St. Goes. So Go Actors. The Tape Tells

Wall Street is accounted for a number of ragged performances on Broadway this past week. It was noticeable to many from out front that some of the funny people didn't act spontaneously as they should. Show-wise informants, knowing, how hooked some of the Broadway legits have permitted themselves to become, as far as the market is concerned, blamed it all on the jittery quotations. The personnel itself admitted that they couldn't give their all, nowing that the market (since improved, of course) was giving them financial heebie-jeebies.

Legit bix itself reflected the market, as did the niteri

• London, May 4.

West End and show business roughout the country in general is shot to pieces, with the biggest slump in years attributable to the budget.

enced a wave of frantic selling it kayoed all amusements.

Right Again

Joseph Hergesheimer, novelist, was in Florida recently, stopping at the same hotel with he N. Y. Giants. Someone introduced him to Carl Hubbell in the lobby and the author i nocently asked the pitcher what he did for a living.

I pitch, answered Hubbell. Whereupon, the author said, I won't apologize to you for my ignorance; you probably are not aware what I do, either.'

And Hubbell wasn't.

MOSCOW AS **TELEVISION** CENTER

Soviet Russia, barred from 'buy in the United States by

action of the government, will take the latest thing in American-made television equipment instead. A tele-

television equipment instead. A television transmitter of the most advanced design was completed this week at the RCA Mfg. Co. plant in Camden and is now awaiting shipment to Moscow.

Although tight-lipped as to the actual hour of shipment, officials of the company said the apparatus was merely part of a large order of radio material contracted for by Russia about two years ago. The order was understood to i an expenditure of more than \$1.000,000 by the Soviet Government. The television transmitter, is reputed to have a power capacity of 7.500 waits and to be si illar in operati to one (Continued on page 49)

ROBERTA SEMPLE'S HOLLYWOOD TESTS

Hollywood, May 4. Roberta Semple, daughter of the eminent Ai havi won a libel suit from her mother's attorney after bei red from the front office of Angelus Temple, is being offered for pictures. Stills of hallowed flap during the trial were uniformly good and two studios have tested her for dialog.

dialog.
Only script around the studios that could fit her is one being fingered by Cedi De Mille called 'Half Sister of the Lord'.
Mrs. McPherson herself is due to defend another libel suit soon, one for \$1,800,000, instigated by Rheba Crawford, former co-worker at the Temple who is usually billed as the 'Angel of Broadway.'

SAG, HATSE NOT BACKING FMPC

Lack of Financial Support May Cause It to Collapse -Producers-Actors Powwowing Today (Wed.)— Minor Players to Get More Consideration-SUE Replaced by IA Workers

PARLEYING

Hollywood, May 4.

From inside sources it is indicated that the strike of Painters and Makeup and Scenic Artists will be over before the end of the current week. Support that had been calculated upon from others in the Federated Motion Picture Crafts and the Screen Actors Guild did not materialize. Action of IATSE, in filling spots left vacant by strikers also no help for walker-outers.

Screen Actors Guild met with a producers' committee tonight (Tuesday) to talk over possibility of an agreement. Producers were represented by Joe Schenck, Eddie Mannix, Sam Briskin and Hal Wallis; actors by Robert Montgomery, Kenneth Thomson, Franchot Tone and Aubrey Blair, Pat Casey declared that actor demands were not unreasonable and that he anticipated no trouble in reaching an agreement with them.

It is believed that producers ill concede to numerous demands so (Continued on page 2)

Paderewski's New Opera For H'wood. Not the Met

Geneva, April 25. Geneva, April 25.
Paderewski, convalescing at his
Swiss chalet and with his life story
out of the way, is working on an
American opera ith Hollywood instead of the Met in mind.
Paramount is interested i the
opus and has Victor Young at the
studio end to keep the thing hot.
Planist promises to have the score
ready by late fall.

Add: Barrymoreiana

Burlesk's Ban Viewed as Windfall For the Biz; Yesteryear's Standards

Symphonic Baseball

Minneapolis, May 4.
On condition that the Mineapolis Symphony orchestra agree to play Take Me Out to the Ball Game at one of its semi-classical concerts, Mi Kelly, president of the Mineapolis American Association baseball club, subscribed \$50 to the \$140,000 fund being raised here to insure the orchestra's continuation. Orchestra consented.

KY. GOV. GIVES THE COLONELS A BRUSH-OFF

Because of apathy Ken-tucky Colonels by that commen-wealth's Gov. A. B. Chandler, this year's banquet for colonels, held year's banquet for coloness, near every year on the night before the Derby, may be called off. It has been custom for Colonels to con-gregate in Louisville the day before the race for a shindig, ith the gov-ernor as guest of honor.

Gov. Chandler, who tried to eliminate the kernels shortly after he took office, has not issued a single

After Louisville was hard-hit by floods last winter, colonels, mostly in show business, raised \$100,000 for flood relief.

CANNES' NUDIST BIZ SEES BANNER YEAR

Cannes, April 24.
Anticipating a banner season due primarily to the new rate of exchange, Dr. Andre Durville, founder of the fainous file du Levant Usle of the Rising. Sun'i nudit colony, has i stalled accommodations 500 extr. sunworshipers urin the spring and summer.
Ordinarily the cann.

Additional partymore and summer.

John Barrymore, is being offered for personals at \$3,000 a week. John Barrymore is being offered for personals at \$3,000 a week. John Barrymore's current price is still \$3,000, which must have given the latest ex-Mrs. Barrymore is worth in the open market.

Her act is a 15-minute comedy.
Ethel Barrymore is in town looking for a spot and likely to get it, with Selzuick International.

Lionel Barrymore, only miember of the royal family who han't enjoyed a layoff i is taking one.

By EPES W. SARGENT
Recent attack of the Legion of Decency, headed by Cardinal Hayes and the Catholic contingent, against burlesque in general and the striptease in particular, has hit the burlesque managers a solar plexus blow that has them gasping. No matter what the outcome of the present legal procedures, they seem to feel that what is left of burlesque is not only on the way out, but already half-way through the door.

Maybe it is, and yet it well may happen that what is left of burlesque is not only on the way out, but already half-way through the door.

Maybe it is, and yet it well may happen that the handwriting on the wall will be found eventually to spell a message of good cheer rather than of desolation. It's largely a matter of whether or not the burley managers can read. It may very well happen that what at the moment appears to be the coup de grace administered to a dying venture is in reality a signpost pointing to better things and a new prosperity.

That may seem too optimistic, yet it is true. Burlesque has been skidding for a number of years toward the brink at the bottom of which lies obtivion. Burlesque has reached the point where a single strip-tease would be regarded as short-changing, and even the joint efforts of half a dozen clothes shuckers are re-(Continued on page 48)

(Continued on page 48)

Stops Picture, Tunes in Radio **Comics as Test**

Los Angeles, May 4.

Manager of El Rey theatre in Los Angeles is meeting Sunday night radio competition by amplitying the programs of Eddi Cantor and Jack Benny, prime favs in neighborhood, in the house. Amplification is made standard set and the picture is stopped while the program carries on. He is alternating Fanny and Cantor and if the routine clicks he'll add other shows that have a following in his vicinity. Patrons are asked to name their favorites and those polling the highest count will be used. Other theatre operators re keeping clos watch on the experiment and may use the airings on dult nights.

Chorine Shortage

hicago, May 4.

is earth of chorus girls in Chicago
is exemplified in the lifticulty th
is chez Parce is having obtaining
a line.

Las week the nitery spent \$100 i
help wanted ads in the Tribine,
American and Examiner, from which
there were only some 25 replies;
and of these not one girl w. suitable.

Hollywood Peace Foreseen This Week; Players-Studios in Accord

(Continued from page 1) far as working conditions and wages for bit players go, but will balk at declaring union-shop for the actors. Producers take the stand that they will be glad to arbitrate any differences but could not grant the closed shop as they have a contract with the Academy, which has another year to run, and that they would under no circumstances walk out on the contractual agreement, feeling that the Academy contract now in use by studios is an (Continued from page 1) tract now in use by studios is an

Studio Utility Employees joined the strike Monday (3) but their places had been filled by men with IATSE, cards before the walkout actually became effective. Many of the IATSE workers were recruited from the ranks of the SUE.

okay talent deal.

from the ranks of the SUE.

All picket lines at studios are noticeably thing, reflecting a faltering attitude of the strikers.

Officials of the Briternational Alliance of Theatical Stage Employes in the passing out cards to inters, scenic artists, makeup men and have served notice on studio utility employes to have the cards by Thursday (6) or they will not be allowed to work. Most workers of, fered the 1A cards are reported accepting/them.

The strikers committee has called

The strikers committee has called

The strikers committee has called a mass meeting to which the public has been invited for tonight (4) in the American Legion stadium in Hollywood. Move is seen as a id for public support.

Early end to the walking was seen when carpenters and actors refused to strike. Abe Multi, carpenters ternational v-p, fold members that their local and the international officers had negotiated and signed a contract with the producers. He ficers had negotiated and signed a contract with the producers. He said members should accept this agreement, and that if they were not satisfied with it, they should ask the international to reopen negotiations with the producers and seek to amend the existing contract. Understanding is that the international will be petitioned to alter the present any expense with processor.

tional will be petitioned to alter the present arrangements with producers and that carpenters will seek to reclaim a 10% wage, boost they lost, last year when pay of other crafts in basic agreement was hiked. Shortage of manpower and finances were reported making it di icult for strikers to throw out effective picket lines. Strike leaders

di icult for strikers to throw out ef-fective picket lines. Strike leaders expected moral and monetary id from actors and carpenters. When it was not forthcoming they were at a loss to secure funds. In the mean-time the IATSE expanded its juris-diction in the industry, issuing work eards to laborers, painters, make-up and scenic artists

and scenic artists. Santers, makerby and scenic artists. Strike vote by the Screen Actors' Guild was delayed one week following the meeting Sunday night in Hollywood Legion Stadium, attended by 2,500 film players. Resolution forbidding members to replace striking makeup artists and hair dressers was adopted. Crossing of picket lines was Jeft' to the discretion of individuals. Leaders were directed to wash up negotiations with producers for recognition and union shop by May 9. Majority of members favored not crossing picket li although no

Majority of members favored not crossing picket il although no vote was taken.

Members were read a letter from Pat: Casey announcing formation of a committee to negotiate with the Guild at later than 5 pm. Wednesday (5). Members gave unanimous approval to the Guild's demands torrecognition, union shop, wage in crease for extras, bit players, small contract players, revision of single picture, contracts, 12 hours' notice of cancellation studio calls, improved working conditions and hours for contract, players, free-lanci

contract players, free-lanci and extras.

Activities of assistant directors came in for considerable discussion and curbing their authority will be demanded. Another general membership meeting scheduled for May 9, in the Legion Stadium, when the final report will be made to the membership. Vote will then be taken whether strike action will become necessary and on question of affiliating, with the Federated Motion Picture Crafts. Any strike order would require a 75% vote, and a 80% vote necessary for FMPC alignment. The senior 'Screen Actors' Guilde, has a membership of 1,200, with a junior roster 'swelling the total to 5500. Maffed ballot is required under the Guild Constitution. Several leaders

cautioned against any hasty strike call, as such action at this time would allow them no appeal to the National Labor Relations Board should the negotiations collapse. Robert Montgomery presided at the meeting Sunday and addressed the membership from the platform. Other speakers were Frank Morgan and Kenneth Thomson, executive secretary of the S.A.G.

Strike call for the Brotherhood of Painters, Decorators & Paperhangers of America was issued by Charles Lessing at 2:20 p.m. last Friday (30), effective at the end of the 6 p.m. shifts, and nearly two and a half hours after the 12 o'clock deadline given producers in which to grant recognition and union shop to the crafts. Painters, make-up artists, hair dressers, draftsmen and scenic artists were notified by telephone to quit at 6 p.m. and to report to headquarters for picket assignments. Strike call for the Brotherhood of

The walkout order was misunder-tood at United Artists and craft nembers quit immediately. The stood at United Artists and craft members quit immediately. The other eight major studios, where walkout order was posted, are Hal Roach, Warners, Universal, Para-mount, Metro, RKO, 20th-Fox and

Picket lines were established in front of the studios at 6 a.m. Satur-day (1) and members of various crafts affiliated with the new Fed-erated Motion Picture Crafts, organeraset atotion Picture Crafts, organized by Lessi, were requested not to cross the picket lines. Members of Studio Utility Employes, Local 724, were ordered by their business representative, L. C. Helm, not to cross the lines. Stationary engineers, plumbers and cooks, also refused to cross the lines. Several volunteered for picket duty.

While the off-

for picket duty.

While the stri order applied only to studio painters, make-up artists, hairdressers and scenic artists, leaders claimed nearly 3,000 were idle, including union men who would not cross picket lines. This number was disputed by the productions the surface of the workers. ers, who said many of the workers had refused to heed the strike order and had crossed report for work sed the picket lines to

Extras As Hairdressers

Studios dispatched calls for auxiliary make-up artists and extra girls were enlisted as hairdressers. Producers claimed the situation was well in hand and that the strike would not interfere with production expediture. echedules

Strike leaders said it would re quire several days to get the picket lines firmly established, that pickets would be placed in front of all the-atres, and that production would be at a standstill in less than a week if the strike continued that long.

Members on location were wired transportation by union leaders Sat-urday and instructed to return at once. Paramount postponed a location trip to Catalina Island Saturday

(1), but the production manager said delay was not caused by the strike

Extra police were on duty at all studios, but the early picketing was

orderly.

The strike order had hardly reached the studios when the International Alliance of Theatrical Stage Employes, member of the producer-labor basic agreement, moved in and offered work cards and free initiation to strikers who preferred to remain at work of the cards and the cards and the cards are the cards and the cards are the cards at the cards are the cards at the cards at the cards are the cards

More than 300 laborers, affiliated with the SUE, Local 724, were initiated and given wage boosts from 60 cents per hour to 82½ cents. They were iven rating of Class B gri

IATSE Steps In

IATSE also offered work permits IATSE, also offered work permits and immediate wage boost to paint-ers, make-ups and hairdressers who would join organization immediately instead of heeding strike call. Many were signed up before leaving lots, especially at 20th-Fox and Metro.

IATCE leaders indicated their mer IATTE leaders indicated their men would 'ignore the picket lines and said organization was ready to take over all work done by the strikers. Painters were offered boost from \$7 to \$7.70 per day, with similar hikes for other crafts, IATSE was cooperating with producers to keep production. production moving.

Strike followed demands of crafts affiliated with FMPC for immediate recognition and union shop. The producers, through Pat Casey, hoor

Strike Stymies Audish

Hollywood, May 4.
Paramount's special talent review rainto the strike-and folded before opening.
Sixty fissh and specialty acts were to be runoff before studio execs. on a specially built stage.

BRIT. LAB MEN **ALSO TALK STRIKE**

Strike action is threatened by film printing and laboratory employees through their labor union, the Assoispute ciation of Cine-Technici has been in progress several months

on general conditions and hours of worki but the companies have collectively agreed to refuse negotiations of any

Repeated requests by A. C. T. have met with either procrastination or blank retusal, and recently relations were additionally strained by turther proposals of producers, laboratory companies and offiers to form a trade association for protection of their interests.

trade association for protection of their interests.

A. C. T. reply to this is a definite threat of withdrawal of labor and a manifesto now issued states: The association will not hesitate to enforce any mandate from its members if employers insist on their present unfortunate attitude. It sincerely trusts, however, the laboratory companies will not force a labor dispute upon the film industry, but will follow the example of employers of labor in almost all other important industries and recognize and negotiate with the trade union representatives of their employees.

Reference to a mandate indicates a resolution passed by ballot of members with a 80% majority supporting strike action, if necessary.

porting strike action if necessary. Strength of A. C. T. threat may set

Strength of A. C. T. threat may set immediate testing, as all newsreel units, with the Coronation immediately ahead, are processed by affected companies. A stoppage of work at this time might prove disastrous from that point of view.

General demands of employees include 44-hour week of five and one-half days, with adequate meal breaks and limitation of continuous working, adjustment of salary rates on general basic wage of \$11,50 a week, together with recognized overtime and night work rates.

contact, offered to negotiate these demands, but asked that wage scales and working conditions be debated at the same time. Union leaders refused, stati wages and working conditions would be negotiated after the producers had recognized the

conditions would be negotiated after the producers had recognized the crafts and granted a union shop.

Casey's Persuasion Falls

Casey called Lessing and other strike leaders to his office at 5 p.m. Friday in an effort to halt the threatened strike, but the men marched out after one minute and a halt, refusing to call loff the strike unless their demands were met immediately.

unless their definition in mediately. While or seven small crafts have officially aligned with the federation, others have not submitted the question to a membership

mitted the question to a membership vote.

Under the constitution of the FMPC each organization would retain its autonomy but would not negoti contract that would be detrimental to the other organization. The FMPC would act in a supervisory capacity and in an emergency could call for united action by all member crafts.

Constitution adopted by the affiliated crafts would invest the executive secretary with the authority to function as coordinator and sole representative of the FMPC in all business relations with the producers. A provision has also been made in the setup for each local union to pay into the treasury each month a percapita tax, computed on basis of accepting the constitution of the capita tax, computed on basis of ac-tual expense in maintaining the or-ganization and \$100 each month for an emergency fund. Charles Lessing

an emergency fund. Charles Lessing has been installed as the tentative head of the group.

Voting power in the FMPC would be on the basis of one delegate for each 100 membership up to 1,000, with an additional delegate for each 250 members after that. Officers would be elected for one year, with exception of the executive secretary, who

Highlights of the H'wood Strike

Collapse of the FMPC walkout was foreseen late last night as picketing dwindled and lack of support by the IATSE and the SAG further weakened the FMPC cause.

Last night was zero hour for the meeting between a producers', committee, chairmaned by Joe Schenck and including Eddie Mannix, Hal Wallis and Sam Briskin, to meet with the Screen Actors' Gulid Committee, consisting of Robert Montgomery, Kenneth Thomson, Franchot Tone and Aubrey Blair.

Screen Actors Gulid's vote on a walkout with, and active support of, the Federation of Motion Picture Crafts' demands, has been post-poned until next Sunday (9) in the Hollywood Legion Skadium where the first SAG meet was held this past Sunday.

Pat Casey, labor concillator for the producers, opines the situation is 'satisfactory' and doesn't think the walkout threat will spread. On distribution Warner Bros. and 20th-Fox alone have any appreciable advance alignment of pictures. Others, due to this past winter's Hollywood epidemic of colds, etc., are behind in their contracted delivery of product. An average of 35% of promised pictures must yet be delivered.

Theatre operators are faced with necessity of reverting immediately to single-billing of features if Hollywood labor troubles curtail releases. Film exchanges are dusting off single reels, long idle for lack of playing time, in case film shortage eventuates.

CONVENTIONS FORCED BACK TO N.Y. BY STRIKE?

Reports to home offices of picture companies planning to hold annual sales conventions in Los Angeles were that any spread of San Fran-cisco's hold strike to L. A. might cause several companies to meet

If so, sessions would shift from L. A. to N. Y.

Gillmore Didn't Make H'wood Hop After All

rank Gillmore was scheduled to rank Gillmore was scheduled to plane to Hollywood Saturday (1) to address Equity members there, many of whom belong to the Screen Actors Guild. After talking by tele-phone to the Coast Friday night, the phone to the Coast trip was called becaused SAG session Sunday. because of the

SAG session Sunday.

General Equity meeti the

Coast for discussion purposes was set
back for about two weeks. Gillmore
may attend then although he will
be present during the American

Theatre Council convention dated

for May 24.

Costumers on Own

Hollywood, May 4. Motion Picture Cos Hollywood, May 4.
Associated Motion Picture Costumers' local has delayed for one,
week a vote of its members on affiliation with the FMPC.
Costumers opened separate negotiations Tuesday with Pat Casey for
producer recognition and approval
of wage scale working conditions,
letc.

would serve for two years. Lessing has already been tentatively se-lected for the post of executive sec-

retary.

rganizations which have either joined or signified their intention to align with the FMPC are the painters, makeup artists, hair dressers, scenic artists, draftsmen, machinists, plumbers, cooks, stationary engineers, molders, sheet metal workers, laborers, blacksmiths, sheet iron workers and riggers and Screen Actors Guild. Actors Guild.

18,000 Workers Unaffected

All of the crafts are outside the basic agreement and have not been recognized by the producers. Nearly 18,000 studio workers in the basic agreement are not affected by the strike order. These organization include the carpenters, IATSE, elec-tricians, musicians, and chauffeur

strike order. These organizations include the carpenters, IATSE, electricians, musicians, and chauffeurs and truck drivers.

The painters were invited to join the basic agreement, but refused because offer did not include makeup artists, hair dressers and scenic artists. Producers also offered to include the SUE, Local 724, in the basic agreement, but gave this union 30 days to adjust the job dispute with the IATSE. The IATSE claimed work done by laborers on olim productions should be handled by grips.

When line of demarcation could not be agreed upon, the IATSE anounced it would take over all the work done by SUE members and started issuing Class B work cards. The SUE, Local 724, appealed to the National Labor Relations Board but Dr. Towne Nylander, regional discrete.

National Labor Relations Board but Dr. Towne Nylander, regional director, refused to entertain a jurisdiction dispute unless specifically directed to do so by the NLRB members in Washington. Charges of SUE leaders that men were being coerced into joining the LATSE have been forwarded to Washington for decision.

Labor Troubles In All Show Biz Fronts in Paris

Wednesday, May 5, 1937

Paris, April 28. Boiling pot of labor troubles has bubbled over plenty

cause losses, inconveniences and uncertainty.

tarting with a strike which tied up cinemas and music halls for two days, causing an estimated loss of \$65,000, the musicians union pulled a long face effectively enough to get all the night clubs closed for night a week and now waiters i cafes and restaurants and hotel employees are threatening to walk out sit in-unless they get a 40-

Settlement of the first strike is go-ing to cut down profits to a still thinner margi for theatres and cinemas, already operating under an almost overburdensome tax. Agreement with the musicians is going to shut out one night's profits entirely and if the waiters get what they want costs of operation will take an-

other jump.
On the other hand, the Union of Hotel Managers has countered with the threat that, if they are forced to grant a 40-hour week to all em-ployees, they will close their estab-

ployees, they will close their estab-lishments.

This tensity, which threatens flare into open conflict in the near future, is heightened by a threat by cinema managers to close their doors just before the expo opens, unless the government grants them relief from high taxes.

Westmore's 10G Damage

Hollywood, May 4.

Hollywood, May 4.

Major strike violence occurred
Monday night when five men
slugged the watchman of the Westmore beauty salon in Hollywood
and poured creosote over rugs,
drapes and other furnishings for a
loss estimated at around \$10,000.

Westmore brothers said they received threats because of refusal
join walkout of makeup artists.
Another act of sabotage detected
by the police during the union
squabbles was the evidence of sugar
having been poured into gas tanks
of cars located around RKO studios.

Mixture forms a corroding acid
and just about wrecks motors.

emands.

Denver, May 4.

Denver, May 4.

With 24 new members, the new
Denver Film Employes Union, is
now 66 strong. Organizers plan to
organize employes in theatres.

Members of the union have met
with managers of the exchanges, and
terms were discussed. Wages asked
by the union include head shippers,
\$35; assistants, \$25; head inspectors,
\$22; other inspectors, \$20.

Wellesley's Union OK

London, April 20.
Lotter from Gordon Wellesley, of Fanfare Pictures, to the Association of Cine-Technicians states production crew of The High Command; featuring Lionel Atwill, was almost 150% union.

STRIKE FORCING SINGLES?

Distribution Chart 1936-37

(This table shows the status of all the national distributors with respect to their feature releases, other than westerns and action films sold in series, as of May 1, which marked the end of the third quarter of the current season. Any interruption of production would seriously delay releases, which at present are running more than a month behind schedule due to early season studio delays caused by illness of many stars and featured players, and to Hollywood's 'unusual' inter weather.)

	Actually	-	Lalance
Distributor	Will deliver		to be rele. by July 31
Columbia	40 24	24	16
Gaumont-	24		11
Grand National	29		11 16
Metro			-11
Par			12 22
RKO-Radio			22
Republic			13
20th-Fox			11
United Artists			9
United Artists			10
Warner's			17
483		005	
403		285	148

* Does not include westerns and acti

ictures sold in series.

STRIKE MAY BE Carpenters Ordered A BREAK FOR **FOREIGN PIX**

Any extended continuance of labor trouble on the Coast would prove a boon to British and foreign production. That is the opinion held by industry leaders, who admit that U. S. distributors naturally would seek film products from other nations to maintain the stream of pictures into theatres.

tions to maintain the stream of pictures into theatres.
, Some picture company officials foresee the reopening of studios in England which recently were closed. When Thief Meets Thief, made by Criterion Films. Ltd, firm in wich Doug Fairbanks, Jr. is interested, has been received by United Artists. Will be released June 4. Fairbanks, Jr. and Valerie Hobson top the cast.

top the cast.

Ji MacFarland, formerly top flack at the Music Hall, N. Y., has joined UA to exploit Criterion starting with Thief.

GUILD IN CASTING'S CORNER ON COIN PLEA

Hollywood, May 4 Hollywood, May 4.
Records of Central Casting for last
year show that of 242,000 calls for
extras and bit players, only 27,000
were above the \$10 bracket, accordto the Screen Actors Guild,
ich is supporting pleas of the
small fry for more money.
Of the 242,000 total, 62,000 calls
were for \$7.50 each, 71,000 for \$10,
and 27,000 for \$15.

Landi Walks, Goldwyn Balks; Puts 3 in Work

Hollywood, May 4.

Two film luminaries showed different attitudes toward the union when Elissa Landi refused to pass, the picket lines at Metro and Sam Goldwyn reversed that stand to start production on three films to cost about \$3,500,000. Miss Landi landed the buildog editions this morning (day) with her declaration. She is under contract to Metro but is not working at present.

Goldwyn move marks first time in his career that he has had a trioff pics in the works simultaneously. Films are 'Hurricane,' 'Stella Dallas,' and 'Dead End'.

Samuel Goldwyn's filming of 'Dead End'.

Samuel Goldwyn's filming of 'Dead End' got going Monday (3), with Sylvia Sidney, Wendy Barrie, Joel McCrea and Humphrey Bogart in leads

teads, Si 'tough ki from the New York: stage play cast arrived last Thursday (29) to take the same roles they enacted in the play. They are Billy Halop, Huntz Hall, Bernard Punsley, Bobby Jordan, Leo Gourcey and Gabriel Dell.

To Cross Picket Lines

Hollywood, May 4.

Hollywood, May 4.

An order the picket lines was lo carpenters at a meeting May 2 in Hollywood American Legion stadium. A strike vote was speedily tabled when it was explained that such action required the sanction of the International executive board of United Brotherhood of Carpenters and Joiners of America. Members were reminded that they they are under a five-year tudio basic agreement signed with producers by their local and the International officers. The meeting was enlivened by de-

local and the International officers.

The meeting was enlivened by demands of many members seeking
affiliation with one of the established
central unions. Members differed,
with some wanting IATSE connection, while others sought the newer
CIO hookup.

LITTLE EFFECT ON PIX SO FAR

Hollywood, May 4.

Hollywood, May 4.

Craft union walkout is having little effect on production and major studios report no curtailment or slackening of work on pictures now before the lenses. All plants are far enough, shead on the season's product to coast long for a couple of weeks if necessary without worry. Most of the major plant execs anticipated the union move and arranged their schedules accordingly to avoid any immediate difficulty.

The absence of makeup workers is putting minor actors on their, own for the grease applications. Since most makeup artists are under contract to the stule legal heads served notice on them to fulfall the terms of the obligations and cross picket links for work. The now concentrating on proper players and those used in close letting the lesser lights attend themselves. Picketing is being carried on in a desultory fash in the nor of paraders, due to the attendance of the convention mob. There are only about 25 at the other plants and none is attempting to stop workers. Pickets are wearing armbands with lettering FMPC (Federated Motiture Crafts).

CURTAIL DUALS TO SAVE PRODUCT

While Furore of Hollywood Situation Lasts, Film Book ers Resurrecting Shorts, Etc., to Round Out Bills

FEAR SHORTAGE

interruption of feature producti in the Hollywood stu ios caused by labor troubles, or any other reason, would seriously and immediately affect the nation's moti icture theatres, it was declared this week by heads of distribution departments and operators of affiliated and independent circuits.

There is practically no reserve of feature films on which distributors and exhibitors could rely in the event that production were suspended for any protracted period. It never has been the policy of any of the major companies to tie up large investments in completed, but unreleased, pictures. Of the larger studi only Warners and 20th Century-Fox have completed their full quota of pictures for this season's release schedules, which expire on July 31. Not all of these, of course, have been shipped to the film exchanges and any general disturbance in Hollywood might retard, it is said, the flow of positive prints from the laboratories to the branch distribution offices.

First reaction to any slowing up Indelivery of films to theatres would be the immediate cessation of double billing in thousands of houses, it is said. Some of the major circuits his season adopted the dual program policy in all situations with the result that a condition of shortage of pictures has prevailed in scores of territories ever since last fall.

Distribution managers already have sent circular letters to their branches to obtain analyses of unplayed business on short subjects. A return to single features immediately would stimulate the booking of cartoons, short comedies and travel films. Hundreds of prints of shorts have been in film exchanges for months without any active circularion.

3% Yet to Ge

33% Yet to Go

33% Yet to Go

A survey of the various distributors reveals that whereas threefourths of the releasing season has
passed, there remain actually onethird of the total pictures contracted
for exhi ition awaiting release during the next three months. Early

(Continued on page 46)

IA Theatre Drive May Be Coincidental With H'wood Campaign

rems of the obligations and cross picket lin's for work.

re now concentrating on pri players and those used in closeu letting the lesser lights attend themselves. Picketing is being carried on in a desultory fashi , ith not more than 50 at any one studio. Metrodrew the heaviest complement of paraders, due to the attendance of the convention mob. There are only labout 25 at the other plants and none is attempting to stop workers. Pickets are wearing armbands with lettering FMPC (Federated Moti ture Crafts).

WB's Philly Music Peace

WB's Philly Music Peace

Italian is and a stop to the convention mob. There are only about 25 at the other plants and none is attempting to stop workers. Pickets are wearing armbands with lettering FMPC (Federated Moti ture Crafts).

WB's Philly Music Peace

Battle between Warner Bros. and musicians' local, growing out of hurry-up agreement drawn after pithoys walkout last fall, was settled in musicians' local, growing out of hurry-up agreement drawn after pithoys walkout last fall, was settled in musicians' local, growing out of hurry-up agreement drawn after pithoys walkout last fall, was settled in musicians' local, growing out of hurry-up agreement drawn after pithoys walkout last fall, was settled in musicians' local, growing out of hurry-up agreement drawn after pithoys walkout last fall, was settled in musicians' local, growing out of hurry-up agreement drawn after pithoys walkout last fall, was settled in musicians' local growing out of hurry-up agreement drawn after pithoys walkout last fall, was settled in musicians' local, growing out of hurry-up agreement drawn after pithoys walkout last fall, was settled in musicians' local growing out of hurry-up agreement drawn after pithoys walkout last fall, was settled in musicians' local growing out of hurry-up agreement drawn after pithoys walkout last fall, was settled in musicians' and musicians' local in the source of supply of film but the retail point as well.

The IA is going forward with plant to come and after that, negot

Mere 135 Out, Casey Insists; Cites **Producer Labor Dealings as Fair**

Painters' Demands

Hollywood, May 4.

Hollywood, May 4.
Painters have announced new wage scale and working conditions asked for in their demands to studios. They seek an increase of from \$7 to \$8 for day men, \$9 for night shift after 6 p. m, \$9 for shift after midnight, and \$10 for crews before 6 p. m.

midnight, and \$10 or crews before 6 a.m. Upping also asked for sign writers, marblers; grainers and airgun men. They are now earning from \$8 to \$10 daily and seek another \$1. Groups are also asking for a 12-hour notice on cancellation of calls and an agreement for workers to be hired through a union hiring-hall instead of direct calls to homes.

33 IN WORK AS **WALKOUT CAME**

Hollywood, May 4,
Major studios affected by the
strike had 33 pictures in work when
he call came for the walkout Friday (30).
Metro had five features and one
short, including 'Madame Walewska,
'The Firefy, 'Saratoga,' 'You'll Be
Married by Noon' and 'Broadway
Melody of 1937.'
Paramount had eight in production. 'Angel' has 20 days to go;
'Souls at Sea' (added scenes); 'Last
Train From Madrid,' a week to go;
'Exclusive,' three weeks; 'Artists and
Models,' three to four weeks; 'Easy
Living,' four weeks; 'Forlorn River,'
two weeks, and 'Wild Money,' three
two weeks, and 'Wild Money,' three
two weeks, and 'Goldwark' to be paled.'

weeks.
Samuel Goldwyn's tella Dallas'
had been three weeks in production,
and 'Dead End' and 'Hurricane' were
ready to roll Monday. Columbia had
'Once a Hero,' a week to go; 'Taxi'
War,' 10 days to go, and 'Professional
Juror' three weeks to go, At 20thFox 'You Can't Have Everything'
and 'Armored Taxi' were in work.
Selznick-International had 'The Prisoner of Zenda'. 'this four weeks to
per of Zenda'. 'this four weeks to oner of Zenda' ith four weeks

oher of Zenda' ith four weeks to go.

Larry Darmour has three weeks' shooting on 'Black Torrent' for 'Columbia release while Hal Roach had nearly wound up 'Topper.'

U Pair in Work

At Universal. 'West Bound Limited' and 'Love in a Bungalow' were in work, the former on location at Santa Cruz with a week to go before returning to the studio.' 'Bungalow' was scheduled to wind up next Wednesday, U had skeded '100 Men and a Girl' to start this week with six weeks' shooting 'schedule, and 'Channiel Crossing,' due to roll for four weeks starting next Thursday (6).

Wegners had si in work in-

Warners had si in work including 'Varsity Show,' 'Mr. Todd Takes the Air,' Life of Emile Zola,' That Certain Woman,' ngle Shooter,' and Gentleman After Midnight; also three set to start' next week. 'First Lady,' Kay Francis starrer; Perfect Specimen' nd 'Alcatraz.'

SUE's Walkout

Hollywood, May 4.

Hilty Employees, Local 24,
with a reputed membership of 1,700,
called a walkout at its meeting Sunday-night (2), and ordered workers
to report for icket duty at 5 a.m.
Monday (3).
Strike vote, sai be a three-toone decision, was ordered, by Juseph
Marshall, international vice resident, Pat Casey refused it
recognition and a union shop.
Walkout of the stationary engineers, culinary workers, boilermakers and welders was announced
by FMPC after nost of the members
had been off their jobs, since Saturday (1). Strikers refused to cross
picket line established by painters,
makeup artists, hair dressers and
scenic artists.

Hollywood, May 4.
Pat Casey, producers contact, said at noon Tuesday that one-third of the 200 strikers, othes, than painters, had returned to

than painters, had returned to work.

He said the IATSE officials are not acting as a hiring agency but are carrying out an announced plan in a membership drive. Casey said 150 men. have been hired to replace walkouts. In reply to reports current that strikers would ally with the Committee for Industrial Organization, Casey said the John L. Lewis outift could not do any damage here as the five chief crafts needed for studie production are in the studie basic agreement.

Producers claimed that not more than 200 workers responded to the strike orders at the nine major studios.

Pat Casey, producer labor contact, issued the following statement after receivi reports from production managers:

Our check-up with the major studios indicates that not more than 200 persons responded to the strike

studios indicates that not more than 200 persons responded to the strike orders.

"Production in all studios is proceeding as usual and none of the studios is planning any curtailment of existing work schedules because of strike conditions.

The situation is not regarded as critical and I believe that we shall reach a reasonable and sensible solution of the difficulties. At the most, not more than 1,500 of the most, not more than 1,500 of the most, not more than 1,500 of the most han 40,000 studio workers are involved in the present dispute.

No questions relating to wages or working conditions have been submitted to me.

The producers are not taking an arbitary position by any means, and it should be obvious to all concerned that neither side can take such a position successfully.

Explaining the Situation

In order that the general public, as well as members of the unions (Continued on page 23)

ARIETY

SUBSCRIPTION
Annual \$6 Foreign \$7
Single C \$1,25 120 Vol. 126

INDEX

49

Burlesque	59
Chatter	00
Concert	58
Dance Tours	. 44
Exploitati	
15 Years	46
Film.	20
Fil	16
Forum	, 63
House Reviews	51
Inside-Legit	56
Inside-Music	44
Inside—Pictures	21
Inside io	35
International	.12 - 13
International	57
Legiti nate	-56
Literati	58
Musie	.43-45
New Acts	51
News from the Dailies	. 62
Nite lubs	. 48
Obituary	62
Outdoors	61
Pictures	2-27
Radio	28-42
Radio-Pacific Notes	. 30
Radio Reviews	
Radio Showmanship	
Sports	. 62
Units	
Vaudeville	
Women	. 4

MPTOA POLLING NATION'S EXHIBS FOR GRASSROOT MANDATE ON PIX-RADIO

Walter Vincent's Committee in Action on Miami WINCHELL-BERNIE LOOK Convention Resolution—Big Powwow of Exhibs and Air Reps in N. Y.

the serious move to controversial radio issue i the open is underway with the Walter Vincent committee of the Motion Picture Theatre Owners of America preparing to get to the bottom of the radio-pictures alliance by acthe radio-pictures alliance by as-sembling facts and then determining

the radio-pictures alliance by assembling facts and then determining whether a divorce or other demands should be made.

That positive ultimatums will be made upon producer-distributors ou upon radio broadcasting agencies, appears certain. But first the MPTOA committee on radio competition is going to collect evidence.

The basis for complaint was laid at the March MPTOA convention in Miami when exhibitors entered their pleas against broadcasting by stars and material from films on the air and unanimously demanded that steps for protection be taken. Radical action was suggested. With this asignment, Vincent's committee, which includes San Pinanski, Arthur H. Lockwood and Lewen Pizor has decided to go after all facts.

Committee Plans Polis

The group of four will first function as a fact faulting committee.

Committee Plans Polis
The group of four will first function as fact-finding committee,
reserving any personal opinions. But
the committee has a mandate to point
out to producers that the air and
screen are so greatly at variance
that remedies are imperative. Committee will take a comprehensive
poll of theatre operators and owners
preparatory to holding a round-table
meeting in New York with producerdistributors and radio broadcasting
reps.

reps.
The latter would be included either to hear demands backed by theatre strength, plus some likely producer-distributor support, or to be told that definite reforms will be necessary in presentation of film material on the air if the practice is to be continued.

on the air if the practice is to be continued.

Although exhibitors attending the MPTOA Miami conclave determined no quarter should be given in a battle to keep films off radio to the detriment to theatres, it is understood the Vincent committee will issue a questionnaire and get exhibitors attitudes in writing.

To avoid any charges in defense of radio that only a certain class of exhibitors oppose radio, operators of all types of theatres will be canvassed. When the results are in, the committee will have something concrete to present in the case entrusted to it by Ed L. Kuykendalh, president of the MPTOA, a stout defender of exhibitors who resist radio.

Regardless of the personal opinions of the Vincent committeemen, expectation is that it will be duty-bound to proceed entirely in line with what is shown to be the concessus of opinion of operators when the questionnaires are received.

Passing Up The MPPBA

Passing Up The MPPDA

Passing Up The MPPDA.

After the exhibitor poll, the conference. New York will bring in
as many producer and distributor
representatives as possible. Presumably representatives of the Hays'
office will be invited but the Motion Ficture Producers & Distributors of America will not be included,
so It is said.

tors of America will not be included, During the winter a committee to study the radio-pictures situation was supposed to have been appointed through the Hays' office, but it never materialized and nothing was done. Committee was to have been M. N. Schenck, Harry M. Warner and M. H. Aylesworth.

Schenck, Harry M. Warner and M. H. Aylesworth.

The Vincent committee is said to feel one demand will be certain. That is that if picture people continue on the air, they must be presented as efficiently on the ether as they are in pictures so there can be no detraction from their screen senerators.

be no detraction from their screen appearances.
Moreover, any scenes or portions from pictures must be done with the same care as at studios where millions are spent putting scenes together. Casual appearances of players on the air would be out and the radio people would be required to match the efficiency of studios. This is reported to be the tentative opinion of the Vincent committee in the event any compromise is to be reached.

Metro Musicals Benefit Non-Metro Publishers

Despite Metro's own Robbins Mu ic and Feist Music publishing firms the recent and forthcoming series of Metro operettas are proving a wind-fall for the G. Schirmer, Inc., and Witmark music companies.

s fall for the G. Schirmer, Inc., and Witmark music companies.

"Maytime," already released, and the forthcoming Frimi operettas which Metro is also producing—"The Firefty," High Jinks' and Some Time—are all Schirmer copyrights. Millei Modiste' (Victor Herbert) will Tail to Witmark's renewed benefit from the screen plugging just as "Will You Remember?" out of 'Maystime' is currently becoming a best reseller all over again for the Schirt mer company.

'millarly, Metro's screen operetta versions of 'Rose-Marie' and 'Naughty Marter's, akin to 'Maytime') proved clicks for the basic copyright owners, and did not register on behalf of Metro-Robbins-Feist, as would be the case if they were screen ori inals.

SAILINGS

SAILINGS

May 19 (New York to London)

Soi Hurok (Normandie).

May 19 (London to New York)
Jack Thompson Veltch (Queen
Mary).

May 15 (New York to Naples) Mr.

and Mrs. John Byram (Conte di
Savoia).

May 13 (London to New York)
Senator Murphy (Normandie).

May 8 (New York to Hollywood)
Mr. and Mrs. Abel Green (Santa
Paula).

May 7 (Los Angeles to Honolulu)
Dolly Tree (Malolo).

May 5 (London to New York)
Alexander Korda, S. R. Kent (Ile de
France).

May 5 (London to New York) Oscar Homolka (Aquitania).

May 6 (New York to London) Mr.

and Mrs. Artur Rodzinski, Mr. and
Mrs. Serge Koussevitsky, Igor travinsky, Nadia Boulanger, Eric W.

Korngold, Mr. and Mrs. Sam Dushkin, Mr. and Mrs. Leopold Sachse,
Olga Petrova, Trudi Schoop Ballet,
Angna Enters, Thamara Swerskaya,
Sigur Ledect, Terry Lawlor, David
Liffildins, Dario and Diane, Merrill
Abbott Dancers (Paris).

May 4 (New York to London)

Yyvyan Donner (Bremen).

May 4 (New York to London)

Nay 4 (New York to London)

Peter Ma Uri Ce, Gracie Fields,
Jimmy Phillips (Berengaria).

May 3 (New Zealand to Los Angeles) Sir Harry Lauder (Monterey).

April 28 (Los Angeles to Hono
lulu) Gloria Stuart (Mariposa).

SET FOR ANOTHER PIC

Ben Berni , east for his American Can radio programa, states that he and Walter Winchell will probably start another one for 20th Century-Fox in August, although technically they haven't yet been notified that the option has been taken up. Winchell and Bernie are committed to estate with 20th, of course. Deal calls for one or two pictures annually.

Bernie states that it looks like another picture, of course, as Jack Yellen and Harry Tugend are already working on a sequel, and Winchell is also trying to think up something to contribute on the scripting end.

Winchell reportedly received \$75,000 for his first film chore, Wake Upand Live. Bernie collected \$50,000.

From Beverly Hills, Winchell li wise confirms that, technically, he hear!' been motioned.

\$50,000.

From Beverly Hills, Winchell li wise confirms that, technically, he
hasn't been optioned.

Water Under the Bridge; Murphy's Then and Now

Hollywood, May 4.

Only dead pan at ground-breaking for \$2,000,000 CBS studio on Sunset boulevard was Joe Murphy, who came to Hollywood with Dave Horsley and Al Christie 26 years

ago. the exact spot where Donald W. Thornburgh, v.p. of Columbia chain on the coast, dug in his shovel-while Al Jolson, Jack Coakie, Harry Einstein, Victor Moore, Shaw and Lee, Bobby Breen led 2,000 peasants into giving three rousing cheers, Murphy did a similar ditch-digger's routine on Nov. 2, 1911 for a picture studio.

Picture studio has gone the way of

studio.

Picture studio has gone the way of all flesh, and by next November radi chain expects to be fairly ready for action. Studio will have a theatre, a 1,050-seater, for palmolymers.

First picture, ironically, Murph's mob made in the picture studio which is no more, was called, "The Best Man Wins."

N. Y. to L. A.

Charles Curran. Ned E. Depinet. Abel Green. Mrs. Rufus Le Maire. Barrett S. McCormac Bob Millford OSCAT F. Neu. Tommy Rockwell.
A. A. Schubart.
Joseph N. Weber. Joseph N. Weber. Henry Wilcoxon.

ARRIVALS

Jeannette C. Power, Mary ick-ford, Vera Engels, John L. Day, Jr., Harlan Thompson, J. J. Shubert, Russell Crouse, Dr. Herbert T. Kal-

Radio Film Broadcasts

'A Star Is Born'

'A Star Is Born'

Recipient of radio buildup via Campbell Soup's 'Hollywood Hotel' last Friday (30) over CBS was 'A Star Is Born' (Selznick-UA), Impressive cast was hauled before the mike, Fredric March, Janet Gaynor, Adolphe Menjou, May Robson, Andy Devine and William Wellman (director) taking parts they had in pic.

Altogether, it was punchy radio entertainment and seems likely to realize whatever bo. hypo may be found in the ether medium. Present, of course, is that inevitable question of how much success of such a program is attributable to the treatment given it by the radio producers and how much to the inherent qualities of the story itself. In this case, 'Star Is Born' appears to be well suited to radio adaptation.

Acting was distinctly convincing for most of the period. As the rising film star heroine of the yarn, Janet Gaynor was vibrantly persuasive. That was all the more noticeable considering the strangely constrained performance of Fredric March, as the ebbing pic star. Only in the love scenes near the close did actor let himself go. Adolphe Menjou, May Robson and Andy Devine, all were creditable in brief parts.

A Star Is Born' was compressed into the time requirements satisfactorily. If anything, the radio version may have unveiled too much plot. If i'd didri explain the ending at any length, it at least offered more than a hint of the denouement. Wellman, who directed the pic, appeared on the 'show to lay groundwork for dramatization, Part stretched much too long, however, becoming running comment throughout the action. 'Star Is Born' is in its second week at Radio City Music Hall, N. Y.

Going Places By Cecelia Ager

Hollywood's Candled Cander

'A Star Is Born' is the first heart-to-heart about Hollywood that's shown any regard for the sensibilities of the fans. It has the consideration, it lelling all, to tell all the way they like to hear it. Tenderly bearing i mind that the fans won't march upon the box office to have their feeings hurt and their beliefs belittled, with loving kindness it rebolsters their idols and reaffirms their dreams.

Procedure of letting down one's hair need involve no more than pinning the prettiest curls. It is possible to be frank and still not cut everybody up. When 'A Star Is Born' confides how naughty some fans can be, clawing for autographs at funerals—it only goes to show how highly it esteems its own fans; it can talk to them like a brother, for theyare not that sort. In pointing out the black-heartedness of Hollywood press agents and column chatterers, it's only showing up the wicked prophets of those other fans—its own fans don't fall for prophets; they're too intelligent, they know too much to be taken in by yokel-bluffi they're in on the inside.

Nice bright people that they are, they rate, and they shall get, the best. They shall see in Technicolor the Hollywood they've imagined, it shall be actually demonstrated to them that they're right—that it's more important to be a picture star than anything else in the world. They shall witness travelogue that is not content to reveal merely for hisorically accurate background the spots now hallowed for all time because it has been recorded in fan mags and columns that sometimes they have been granted the presence of the Hollywood gods—they shall exult to the sight of these blessed shrines in action, see each sacred place play its own special part in the plot, watch each one provide with its own peculiar significance and relative importance, progressive motivation and build-up for this contemporary, but none the less inspirational, Pilgrim's Progress. Thus a symphony concert in the Hollywood Bowl comes early (good, the fights at the Hollywood

even, their idealism of it all.

New Trend in Fictional Q-Popping

Taking cognizance of the fact that these days proposals of marriage are not hanging from every tree, all the best pictures now present their own proposals the hard way, too, (A trend.) In 'a Star Is Born', Janet Gaynor can scarcely hear Fredric March's honest offer, so tumultuous is the prizefight sequence in which at last it's wrung from him.

Arriving a little later, and therefore with the very newest developments, 'Cafe Metropole' proves how deeply it's probed into current mores; coming out with the discovery that indeed, it's up to the girl to pop the question, if anything sanctioned's going to happen. As a matter of fact, i arranging for Loretta Young to ask Tyrone Power, and putting it amidst surrounding screaming and yelling, 'Cafe Metropole' has found that a girl's got to clear her way to the altar, fighting ever late.

pole has found that a girl's got to clear her way to the altar, fighting every step.

While it may seem strange that a girl as starry-eyed as Miss Young should be compelled to put up such a battle to nail Mr. Power, consider the dusky eyes, the somnolent lids, of Mr. Power himself. They are said to be a popular subject for spring musings. Furthermore, though perhaps he does over-do the lock tumbling boyishly over his brow, Mr. Power has the advantage of looking at ease in his perfect clothes, whereas Miss Young is never quite sure about hers. They are more dramatic than Miss Young's been used to, and they scare her a little. She tries to compromise with them, pinning a clip here, adding some veils to her hat there, timidly seeking to assert her authority over them, but she doesn't quite make it. For all her gestures are in the direction of bad addition, while the costumes themselves are so powerfully sweeping in line, subtraction alone could subdue them.

This conflict, coming on top of her major engagement, harasses: Miss

could subdue them.

This conflict, coming on top of her major engagement, harasses Miss
Young into not always giving the best that's in her. Helen Westley, for
example, has no such problems, and so everything she says and does
hits the very center of the mark.

L. A. to N. Y. L. F. Alstock. Ethel Barrymore.

Don Becke Russell Birdwell. Larry Blake, George Dembow, Douglas Fairbanks. Gracie Fields. Robert Gillham. Ben Hecht.
Arthur Hornblow.
Barbara Keon.
Jack Kingsberry.
Fred Kohlmar.
Myrna Loy.
Herman Robbi Eddie Selzer. David O. J. J. Sullivan. Harlan Thompson William Wellman, Eleanor Whitney, Jock Whitney ompson.

Garland May Etherize Reviews of the New Pix

bert Garland, film critic of The N. Y. American, is reported going on the air doing reviews of the new pictures.

Eileen Creelman, film crick of the Eve. Sun, did recent auditions for the air to feature Hollywood film gossip, sponsored by the makers of Pyrocide 'toothpaste. Nothing has been closed with her as yet.

KERN AILING, DUNNE **ASSIGNED 'RIO RITA'**

Hollywood, May 4.

Jerome Kern's heart ailment has caused RKO Radio to sidetrack the entire Kern-Dorothy Fields-Felix Young production unit. It was to have been the Irene Dunne starrer. Instead she will make 'Rio Rija.'

Medicos told the veteran poser, Kern, to take it easy for months, hence the inder postpone-mant.

Air Names Dominate Cast of Par's 'This Way'

Hollywood, May 4.
Paramount is stressing radio personalities in the cast of This Way,
Please, which Mel Schauer will
produce with Robert Florey irect-

produce with Robert 1 and 1 an

HOPE HAMPTON'S U TEST

Hope Hampton, considered for musical at Universal, has had ex tensive testing. Warbled five try-out numbers.

NLY 3 PIX STOCKS OFF

Alleged Advertising in Pix Irks Exhibs; 20th-Fox Issues a Denial

Asserted growing practice of pro ducers to insert commercial shots is exhi itors locally. Allied, in annual convention in Milwaukee

is month will discuss this seemingly unintential commercialism' of

While exhibitors agree they have no proof that commercial inserts are deliberate on the part of the com-panies, or are paid for by adver-tisers getting the plug, they insist they resent the commercial aspect. What's more important, picture-go-ers have openly squawked, they

20th Fox Warns Exhibs

Taking cognizance of action by a New England group of indie exhibs in passing, a resolution condemning a scene in Wake Up and Live as advertising through an arrangement with General Motors, 26th Century-Fox has demanded a retraction. Attorieys for 20th-Fox threaten to hold Independent Exhibitors, Inc. responsible if a retraction is not made and if the resolution is again published in exhibs' monthly bulletin. Scene complained of showed Broadway with advertising signs, including G.M. ad.

Twentieth-Fox noted in a letter sent Independent Exhibitors, Inc., that the resolution urged members of eliminate the advertising sign by a slight mistrame. The film company called attention to the standard contract which forbids altering any part of a print.

Hollywood, May 4.

Doris Kenyon has been set for Lucky Strike's radio program July 1 and will also play the lead in a technicolor commercial short, to be produced at Selznick-International studio, to exploit Luckies for the American Tobacco Co. Roland Reed directs.

Plans Laid for 20-Fox L.A. Meet: Schenck on Deck

Hollywood, May 4.

Returning to the Coast last Friday (30) from two months in Havana and Miami, Joseph M. Schenck announced plans for the company's annual convention to be held here May 30 to June 3. Schenck voyaged through the Panama canal on his new yacht, sailing from New York with Jay Paley and Mr. and Mrs. Lew Wertheimer as guests.

as guests.

Business sessions will be at the
Ambassador hotel where visiting
salesmen and executives will be
quartered. A special train from New
York will bring a large eastern contingent including representatives
from Australia, South and Central
America, Canada, reat ritain,
Continental Europe and Far
East.

From overseas will come W. J. Hutchinson, foreign manager, London; Sutton Dawes, British sales director, London; S. Crick and Charles Munro, Australia; Dell Goodman, Far Eastern manager; W. W. Sullivan, A. Paucker and T. Isdahl, European sales managers, which is the control of the control o

European sales managers.

The New York delegation will include John D. Clark, general sales manager; W. C. Michel, executive vice-president; Sidney Towell, treasurer; Felix A. Jerkins, general counsel; Spyros Skouras, E. W. Hammons, Jack Skirball and Harvey Day.
Total attendance will run between 400 and 500 making it the biggest sales get-together ever staged by 20th-Fox.

Litho'ing the Boss

Hollywood, May 4.
Samuel Goldwyn studio has
put out a one-sheet blurbing the
Satevepost's blog titled 'The
Great Goldwyn,' by Alva Johnston starting May 8. Describing
Goldwyn as 'Hollywood's Foremost Producer,' the poster adds
come-on that Johnston's opus
will be 'the lowdown on the
motion picture industry.'
Square-foot haltfone of Goldwyn embellishes the sheet.

8 MUSICALS ON WARNER SLATE

Warners has eight musicals listed for the coming season, the most am-

ever scheduled by the

bitious li

company,
Roster includes 'The Singing Ma-rine', now cutting, 'Varsity Show',
and 'Mr. Dodd Takes the Air,' shoot-ing; 'Hollywood Hotel,' ith Benny Goodman's band; 'French, Dark and Handsome,' the next Fernand Gravet starrer, 'Campus Scandals,' 'Radio Jamboree' and the 1938 edition of 'Gold Diggers.'

STATUS QUO ON 20TH, MG. GB: KENT EN ROUTE

idney R. Kent, president of 20th Century-Fox, sails for the States tomorrow (Wednesday).

morrow (Wednessay).

In so far as can be ascertained there is a deal in the making between the American film interests in Gaumont-British and local parties concerning the disposal of the American-owned shares in GB.
Whether one has been consummated is not indicated. The latest angle would have John Maxwell interests trying to purchase the Ostrer holdings again. That's a strange twist on the whole situation.

on the whole situation.

Kent, who has been on general
20th-Fox company business, while
here, has also been listening to local
offers for the purchase of his company's GB shares, and those owned
by Metro-Goldwyn-Mayer-J. Robert
Rubin, Metro general counsei, also
has been listening along with Kent.
Just what has transpired definitely
is not known.

Just what has transpired denintery is not known.

What is known, however, is that the John Maxwell interests renewed their bidding for the purchase of the combined 20th Century-Fox and Metro shares in GB. The Maxwell bid was \$7,000,000 to \$8,000,000.

Due in New York Tuesday (11), Kent plans to leave the Coast May 15 or 16 for opening of the 20th-Fox sales convention there May 30. He will be accompanied west by John D. Clark, general sales manager, and Charles E. McCarthy, advertising-publicity director.

MARCH OF TIME' HAS FEATURE PROD. YEN

March of imc, Inc., is serious about making one or more features. Execs have two stories under consideration. No production will be undertaken until fall.

undertaken until fall.

'March of Time' monthly releases
will be as usual. Releasing medium
is not set as yet on the features. It
appears doubtful that any short subjects such as 'Life' will be tried.

ISSUES HELD UP DESPITE BREAK

Sharp Wall St. Sell-Off Last Week Saw Amusements Not So Badly Hit-Only 3 of 12 Below Their 1936

APPRECIATION

slump and climactic selli last week, icture company issues generally to hold their heads well above prices being quoted a year ago. Of 12 film company stocks, only three were selli low their

low their quotations while seven were listed at 11 or more points above prices in si llar period

last year.

Just how strong picture issues are Just how strong picture issues are currently, as compared with a year ago, is vividly shown by their enormous appreciation in value during that period. The 12 representative stocks now reveal an appreciation of \$168,748,787 over the low prices recorded in comparable period of 1936. This is only slightly below the appreciation figure shown at the close of 1936 as compared with the quotations of 12 months before.

Of the film stocks checked, Loew, the three Paramount issues. Warner Bros. preferred, and both 20th Century-Fox shares were selling \$11 or more above the 1936 figures. And two others were quoted at 3 or more points above this it last year.

more points above this ti last year.

Leader in point of advance and also in appreciation among the common issues was Loew, always classed as the bellwether of the picture group. At the close of last week, Loew was quoted at \$76.25 per share or \$33.25 above 1936 price. This represented an appreciation of \$49,795,200. Paramount common, which was up 14 points from the price of a year ago, showed a tilt in valuation of \$33,194,000.

Paramount's first preferred, which boasted the sensational gain of 93% points over 1936, brought an appreciation figure of \$18,675,000. This stock finished the past week at just below \$155 per share, despite its heavy slump, while a year ago it was quoted at \$61.50.

Col. and U. Off

Col. and U. Off

The three stocks that turned up with a small loss were both Colum-bia Picture issues and Universal prebia Picture.issues and Universal pre-ferred. In the instance of both com-panies, special, situations affected the stock values. Wall Street classed all three stocks as having had ex-cellent moves while other picture issues were not doing anything on the upside. Columbia Pictures cer-ificates (common) were pushed un

cellent moves while other picture issues were not doing anything of cleaning up terr on the upside. Columbia Pictures certificates (common) were pushed up to nearly \$100 per share before the stock was split up on a 2-fort-basis of the stock was split up on a 2-fort-basis of the stock was split up on a 2-fort-basis of the stock was split up on a 2-fort-basis of the stock was preferred stock also was issued. Both actions have figured to well the both actions have figured to well the both actions have figured to well the both actions and only recently dropped below the century marked to dropped below the century marked to a year ago, all three stock also was issued. Both actions have figured to traders in the stock was showed a total monetary decline of less than \$1,000,000.

The recent declines in the stock market were not exactly a surprise to traders in the street who have kept account of financial affairs on a yearly basis because there was a similar slump at this time in 1980 with the peak of selling reached also in the final week in April. Only Paramount is pid. Lower have held ground so well since the well as the peak of selling reached also in the final week in April. Only Paramount 2d pid. Lower have held ground so well since the so-called slow summer months; and the peak of selling reached also in the final week in April. Only Paramount 1st pid. Paramo

Wall St. Talking a \$5,000,000 B.R. for UA Production: Selznick's Partnership Ideas; Confabs Due

Gordon's Plaint

Hollywood, May.
We're making money, but in
the wrong era, is Max Gordon's
now quite w. k. Hollywood warcry. This is whenever Uncle
Sam and taxes come up for
iccuscion. iscussion.

iscussion.

Gordon is returning to Broadway legit production but, ith
Harry Goets, he's still retaining
a film production interest when
'The Women' is ready to be
filmed. Distrib not set yet on
it. Gordon meantime has washed
up at RKO and his. Mervyn
LeRoy production deal has been
sidetracked.

METRO'S 44-52 NEXT SEASON

Hollywood, May 4.

Metro-Goldwyn-Mayer at the annual sales convention in session here today announced for the exhibition season of 1937-38 a minimum of 44 feature pictures and a maximum of 52. There will be in addition 194 short subject releases. New distribution schedules start August 1.

Largest' star roster the company ever has assembled also is announced for appearances in the various productions. Outstanding in the new year will be Rudyard Kipling's Kim,' co-starring Freddie Bartholomew and Robert Taylor; Tell It to the Marines,' with Jean Harlow, Taylor and Spencer Tracy; Rosali with Eleanor Powell and Nelson Eddy; Three Comrades,' Erich Remarque's sequel to 'All Quiet on the Western 'Front'; The Girl of the Golden West,' with Jeannette Mac-Donald and Nelson Eddy; 'Idio's Delight,' with Clark Gable, and William Powell and Myrna Loy in 'The Return of the Thin Man.'

Bonuses and eash awards amounting to two weeks' salary were passed out by W. F. Rogers, sales which are the subject of the Contral of the Salary were passed out by W. F. Rogers, sales shared in the spoils.

High exchanges were Chicago, Portland, Buffalo, Salt Lake City, and Cleveland. Baseg on last season's results, Charlotte, N. C., was named the best distribution spot in the MG exchange lineup, Gravy went to Lou Amacher, Portland, and Maurice Saffle, Salt Lake City, for cleaning up territory with only one account unsold.

Thirty-two cities in the United States and six in Canada are represented by 262 executives, district and resident managers, salesmen, bookers and others who arrived last Sunday (2) for the five-day powwowt salesten and midwestern contingent, including most of the home office delegation, arrived Sunday morning via special train over the Santa Fe.

(Continued on page 61)

There are bankers downtown who have been considering the possibility of a financing arrangement for United Artists, but the indications are that this matter is rather remote at the moment. Whether such a question shall come up at the annual meeting of United Artists shareholders is one of those open things with nary an official wink about the situation's possi litties.

It has been known in the trade for some time that downtown bankers had been thinking of a plan whereby to offer production coin to topnotch and qualified producers selected by U.A. for association with this company. The amount of money involved was put at around \$5,000,000. That's the sum which was to have been available.

At the same time there was talk about a possible public floation on behalf of U.A., and it is this angue which has the trade and downtown circles talking now.

U.A.'s distribution has that appealing angle for the money men but whatever does happen, and if it does, the action would have to get the approval of U.A.'s flive owners. These are Charles Chaplin, Douglas Fairbanks, Mary Pickford, Alexander Korda and Samuel Goldwyn.

It had been mentioned that certain of these shareholders had been offered as much as \$1,000,000 to \$1,500,000 for their individual ends in U.A.

Chapli, however, is figured not to dispose of his interest regardless, and so far as known the other shareholders are of the same attude.

United Artists once had a production financing affiliate known as Art Cinema, which firm was headed by Joseph M. Schenck, until liquidated. What may be contemplated in the minds of bankers and others regardless, and so far as lenown the other shareholders are of the same attude.

United Artists once had a production financing affiliate known as Art Cinema, which firm was headed by Joseph M. Schenck, until liquidated. What may be contemplated in the minds of bankers and others regardless, and so far as lenown the other shareholders are of the same attude.

United Artists once had a production financing affiliate known as Artiche

Police Gazette Squawks

Because of 'Klondike'

Because Mae West was shown reading the Police Gazette in the picture, 'Klondike Annie,' Paramount Productions, Inc., was named defendant in an infringement action filed yesterday (Tuesday) in the Federal Court, N. Y. Plaintiff is the National Police Gazette Corp. and complai its sheet was exhibited without consent. Asks the usual injunction, accounting damages.

Poe Out of Melody

Hollywood, May 4.

Maurice Conn has purchased the interest of Coy Poe, personal manager of Pinky Tomlin in Melody Pictures Corp., for a reported \$12,500.

Poe remains with Melody as music department chief until third musical starring Tomlin is completed.

Summary			
Company. Col. Picts. Col. Pict	Last Week.	Change. —134 —4 33½ 14 9336 11¼ 3. 14 1474	Dollar Appreciation. x\$548.450 x300,000 49,795,200 33,194,000 7,233,750 7,732,662 23,828,000 14,548.625
Universal pfd.		-7	x126,000
Warner Bros			13,419,750 1,296,250
Net Total			\$168,748,787

Summer Comes to L. A. Biz Goes Blooey; 'Wake Up' \$27,500, 2 Sites; 'Woman Chases' \$12,500 Into Tills

Los Angeles, May 4.

Summer weather has set in with a vengeance, cutting down trade materially. Grosses generally are off, but this is to be expected as locals the ordinary summer weather before they are ready to pass up the mountains and the beaches in favor of the ir-cooled picture houses.

Wake Up and Live is headed for a combined \$27,500 at the State-Chinese, while Paramount is depending largely on a name stage unit to draw 'em in currently. Columbia's two-aday road show, 'Lost Horizon,' at the Four Star, is beginning to fall off, in common with rest of town, and three or our more widely publicized 'Woman Chases Man' is faring oke at the day-date Warner houses.

Estimates for This Week

D'Orsay in person. Combo is doing borsay in person. Combo is doing to be a purple of an all village week, Ready Willing was loved, Ready Willing was a purple of an all village week, Ready Willing was loved, Ready Willing was a purple of an all village week, Ready Willing was loved, Ready Willing

Estimates for This Week

Estimates for This Week
Chinese (Gruman) (2,028; 0-40,
55-75 and the city (MG) dublind Song alone the city (MG) dublind Song the city (MG) dublind Song the city (MG) dublind Song the city (MG) dublind (MG) dublind

Call It. a Day and Sam' (FN), below expectations at \$5,200. Four Star (Fox) (900; 55-83-\$1,10-\$1.65-Lost Horizon' (Col) (8th week). Starting to feel the strain. Last week, seventh, satisfactory, 200,200.

Last week, seventh, satisfactory, \$6,200.

Hollywood (WB) (2,756; 30-40-55—Woman Chases Man' (UA) and Men In Exile' (FN), dual. Trade a. little better on the boulevard than at day-dater downtown, but at \$7,000 far from big. Last week, 'Call It a Day' (WB) and 'Penrod and Sam' (FN), just a trifle below \$6,800.

Orpheum (Bdwy) (2,280; 25-30-35-40)—'Circus Girl' (Rep) and 'A Family Affair' (MGA), dual, and vaude Will be lucky to hit \$5,000, not so good. Last week, 'Her Husband Lies' (Par) and 'Navy Spy' (GN) with Gus Van topping vaude show, fair, \$6,400.

Gray and Navy Spy (GN) with Gus Van topping vaude show, fair, \$4.00.

Woman I Love (RKO) and Too Many Wives (RKO), dual. Stepping out, this week and will hit nitty \$4.000 on eight days. Last week, 23½ Hours Leave (GN) and Cirl Loves Boy (GN) very poor \$3.600.

Faramount (Partmar) (3,59\$; 304.55)—Kore (RKO), dual. Stepping out, this week and will hit nitty \$4.000.

Faramount (Partmar) (3,59\$; 304.55)—Kore (RKO), dual. Stepping out, this week and will hit nitty \$4.000.

Faramount (Partmar) (3,59\$; 304.55)—Kore (RKO), dual. Stepping out, this week show. Buttor (GR) on the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is this or the state of the holdover, which is the holdover, which is the holdover. A thorison (Col) (10th which is the holdover of the holdover, which is the holdover of the holdover, which is the holdover of the holdover. A thorison of the holdover, which is the holdover of the holdover, which is the holdover of the holdover. A thorison of the holdover, which is the holdover of the holdover. A thorison of the holdover, which is the holdover of the holdover. A thorison of the holdover of the holdover. A thorison of the holdover of the holdover. A thorison of the holdover of the holdover of the holdover. A thorison of the holdover of the holdover. A thor

'Wake Up,' \$16,000, Denver's B. O. Pacer

Denver, May 4, 'Wake Up and Live' is the stand-out currently, but other first-runs are also okay.

Estimates for This Week

Estimates for This Week
Aladdin (Fox) (1,500; 25-40)—Hit
Parade' (Rep). Nice biz at \$4,000,
and moves to Broadway for second
week. Last week, Fifty Roads'
(20th) got big \$5,000.
Broadway (Fox) (1,500; 25-40)—
Fifty Roads' (20th), following a
week at the Aladdin. Fair \$3,000.
Last week, Good Earth (MC), second
and first week of roadshow, got
one them (Cockrill) (1,500; 25-3500 the property of the second and the second and

good \$6,500.

Denham (Cockrill) (1,500; 25-35-40)—Love from Stranger' (UA).
Ol; experiment at \$6,500. Last week.
Transer (Par), fair \$5,000.
Tweek (Fox), (2,500; 25-35-50)—Wake Up and Live (20th) and Fift

IN FRISCO. \$11,000

'A Star Is Born' is drawing swell biz at the United Artists, where the new Selznick picture opened Thursday (29), Janet Gaynor and Fredric March well liked in this one, which is regarded by local crix as the best tint job yet done by Technicolor.

Estimates for This Week

Embassy (Cohen) (1,512; 30-35)—
"Tundra' (All-Star) and "Follow My Heart' (Rep.) Getting some Marion Talley fans with the second picture which has been on the shelf for months waiting for a first-run booking, but not enough to raise take over \$2,000, poor.—House-may go dark after this week, Last week, Transatlantic Merry-Go-Round' (UA) and 'Call of Wild' (UA), struck up low for the house at \$1,500.

Fox (F-WC) (5,000; 35-55)—Wake Up and Live' (20th) and 'Song of the City' (MG) (2nd wk). Should do fine \$13,000 on the holdover, which is better biz than some first weeks in this house, Last week, same pic, big \$22,000.

Doctor's Di (Par), \$13,000, fair.

St. Francis (F-WC) (1,400, 35-55)

-Good Old Soak (MG) and Doctor's Diary (Par). Good \$5,000 in sight for this bill, which is moveover from the Paramount. Last week, Marked Woman' (WB) and 'A Family Affair' (MG) (3d run), \$4,500, good.

good.
United Artists (Cohen) (1,200; 35-55).—Star Is Born' (UA). Indicates reaching great \$11,000. Holding them out at the matiness as well as at night. Last week, Fire Over England' id considerably less than \$5,000, poor.

LE BARON'S CUNARDER PIC

Hollywood, May 4. William LeBaron will produce a Paramount feature based on the his-tory of the Cunard-White Star Line Tentative title is Ruler of the

raiy Scripts Pons' Pic

Hollywood, May 4.

Hans Kraly is writing the screen play for Born to Sing, starring Lily Pons, for RKO. Jesse L. Lasky produces.

1st Runs on Broadway

(Subject to Change)

(Subject to Change)

Week of May 7

Astor—'Captains Courageous'
(MG) (11).
Capitol—'Call It Day'
(WB).
Centrai—'That I May
(20th) (8).
Globe—'Lost Horizon' (Col)
(10th wk).
Music Hall—'A Star Is Born'
(UA) (3d wk).
Faramount — Internes Can't Take Money' (Par) (5).
Risito—'Way Out West' (MG)
(3).
Rivoll — 'Ca fe Metropole'
(20th) (2d wk).
Roxy—'Wake Up and Live'
(20th) (3d wk).
Strand — 'Prince and
Pauper' (WB) (5).
Week of May 14
Astor—Captains Courageous'
(MG) (2d wk).
Capitol—'They Gave Him' a
Gun' (MG) (13).
Centrai—'23½ Hours to Live'
(GN) (15).
Globe—'Lost Horizon' (Col)
(11th wk).
Music Hall—'Shall We Dance'

Globe — (11th wk).

Music Hall—'Shall We Dance'
(RKO) (3).

Faramount — Thiernes Can't
Take Money'. (Par) (2d. wk).

Biaito — 'Mountain Justice'
(WB) (10).

Rivoli — 'Cafe Metropole'.
(20th) (3d wk).

Roxy—'Talk About the Devil'
(GB).

Strand. — 'paris

Strand — 'Prince and the Pauper' (WB) (2d wk).

B.B., Circus, Etc., **Boff Cincy Pix**; **Bette OK \$11.000**

Beaucoup opposish for pix trade currently has combined by a rede houses at a combined by a rede houses at a combined by a rede woman is the frade pacer, chalking up \$11,000 for the Palace, nearly a grand ahead of 'Woman I. Love' at the Albee, 'Good Old Soak' is proving a nitty for Keith's at \$5,500. Soldier and Lady' is an egg-depositor for the Lyric at \$3,200. Lost Horizon,' on roadshow basis, is missing out.

Horizon, on roadshow basis, is missing out.

Theatre opposish over week-end included Reds-Pirates ball games, Saturday (1) and Sunday (2) showing of Hagenbeek-Wallace circus, first tent outil here this season; and sell-out for Nelson Eddy rectial Suntable of the Sunday of the Sunda

Estimates for This Week

Estimates for This Week.

Albee (RKO) (3,300; 35-42)—
Woman I Love' (RKO). Ordinary at \$10,000. Last week, 'Top of Town'.
(U), \$10,500, n.s.g.
Capitol (RKO) (2,000; 35-42)—
Personal Property' (MG) (2d run).
Good \$5,000. Last week, 'Tth Heaven'.
(20th) (2d run), \$3,500, poor.
Family (RKO) (1,000; 15-25)—
(Gold Racket' (GN) and 'Breezing Home' (U), Split, Dandy \$2,500. Last week, 'Trouble in Morocco'. (Col).
and 'She's Dangerous'. (20th), split, \$2,600, good.
Grand (RKO) (1,200; 25-40)—
Grand (RKO) (1,200; 25-40)—

\$2,600, good. Grand (RKO) (1,200; 25-40)— 'Waikiki Wedding', (Par) (5th wk). Strong \$2,800. Last week, \$3,500

great.

Keith's (Libson) (1,500, 25-40)—

Kood Old Soak' (MC), We good Soak' (MK), We

erty. (MG), \$14,000, swell.

Shubert (RKO) (2,200; 55-83-\$1.10\$1.50)—Lost Horizon' (Col.). Doing
limp biz in first week, but will linger
for a sécond. Last week, 'Good
Earth' (MG), concluded fortnight's
stay for lowly \$4,500, following oke
\$3,000 on first week.

Wallace Still Pursues

waiiace Still Pursues
Hollywood, May 4.
Frank: Wallace has started action
in Los Angeles to have the court determine his asserted marital status,
with Mae West. Vaude player continues to insist he married the film
actress 25 years ago.
The N. Y. courts recently tossed
out his plea for a similar adjudication.

Lombardo Raises 'Thunder' to Smash \$31,500 in Det., But Other B. O.'s Dull

No Lombard-Astaire

Hollywood, May 4.
Carole Lombard is unavailable for Fred Astaire's next RKO starrer, due to other commitments. The Gershwins are again doing the tunes, Another femme lead is being sought as the studio wants to get away from the Astaire-Ginger Rogers twosome.

'HORIZON' DARK \$7,500 IN TEN K.C. DAYS

Kansas City, May 4.
Wet weekend emptled the ball park and gave pic houses a nice play. Tower's vaude bill, headed by the control of the contr

Faith Bacon, giving that house excellent takings. Pic is Firty Roads. Woman I Love' at Mainstereet is okay.

"Horizon' wound up 10-day stay with poor \$7,500.

Estimates for This Week
Mainstreet (RKO) (3,200; 25-40)—Woman I Love' (RKO) and March of Time. Although Kansas censor board reversed its ruling on deletion of the state of

nead-noder; ID days wneezed to \$7,500.

Tower (Fox) (2,200; 25-40)—Fifty Roads' (20th) and vaude Fine play for \$15,000. Last week's innovation of day-and-dating Wake Up the control of th

INDPLS. ON UPBEAT; 'SOAK' GOOD \$7,500

Indianapolis, May 4.
Biz is generally satisfactory in the downtown sector this week with the little Apollo's holdower session of Wake Up and Live' holding a strong and steady pace. Good Old Soak' at Loew's and 'Night Key plus Fats Waller's unit at the vaudnim Lyric are other centers of activity this week.

Estimates for This Week

Estimates for This Week
Apolio (Fourth Ave) (1,102; 25-40).
Wake Up and Live' (20th) (2d wk).
Will hit dandy \$5,000. Same picture
last week did \$9,000 in its opening
stanza plenty of coin at this spot.
Clicke (Monarch) (2,000; 20-40).
Clicke (Monarch) (2,000; 20-40).
Clicke (Monarch) (2,000; 20-40).
Clicke (Monarch) (2,000; 20-40).
Licke (Par) (20,00).
Last week dual of 'Internes Can't
Take Money' (Par) and 'You're in'
Army. Now' (GB): \$5,000, moderat.
Indiana (Ilman) (3,100; 25-40).
Smashing Vice Trust' (Capitol). Sexpicture given circus-y campaign and
opened big, but faded after being
lambated by critics. Gross will
touch \$5,500. fair. Last week house
was used for concerts by 'music.

**Last week house
**Value (Loew's) (2,600; 25-40).

was used for concerts by music, "Aillions in Air' (Par) and 'Bri Clu's (Loew's) (2.600; 25-40)—(FN), dual, hit Si.600; 15-25-1600; 05-35, 15-260; 15-2

Detroit, May 4.

Doesn't look like vaudeville strictly dead yet. With a weakie, Thunder in the City, as support, the control of the control o

Estimates for This Week

Estimates for This Week
Adams (Balaban) (1,700; 25-40)—
'Night Key' (U) plus 'You're in the
Army' (GB) dual. Average at \$5,500.
Last week, 'Togo of Town (U) (2d
wk) plus 'Girl Overboard' (U),
former film being moved here from
Fox, fair \$5,600.
Cass (Indie) (1,400; \$1.85 top)—
Good Earth' (MG) (2d wk). Big
the day of the stick at least
four weeks.

Downtown (Krim) (2,800: 40.85)—
Downtown (Krim) (2,800: 40.85)—

holding up. Got nice \$11,500 in first five days and should stick at least four weeks. (Krim) (2,800; 40-65)— Polygamy' (Unusual) and Silks and Saddles' (Victory), dual. Oke at \$5,000. Last week, Captive of Nazí Germany' (Indie), got around \$3,500, oke.

\$5,000. List week, 'Capuve of Nazi Germany' (Indie), got around \$5,500, oke.

Fox ie) (5,000; 30-40-65)—
Thunder in City' (Col) with Guy Lombardo band on stage Band sole three years ago. Last week, 'Wake Up and Live' (20th), plus Benny Meroff band on stage, nifty \$28,000.

Madison (United Detroit) (2,000; Madison (United Detroit) (4,000; Madison (United Madison (United Detroit) (4,000; Madison (United Madison (Uni

moved here from UA, an experiment due to ic shortage, got \$18,500, light.

State (United Detroit) (3,000; 25-40)—Murder Goes to College' (Par) Jus Her Husband's Secretary (FN), dual. Normal \$7,900. Last week, King and Chorus Girl' (WB) (260 k) and 2000 Tell the Wife United Artists (United Detroit) (2,000; 30-40-65)—Night Must Fall' (MG). Oke \$12,000. Last week 'Old Soak' (MG), weak \$7,000.

Nags the Thing in L'ville; 'Old Soak' Okav at \$7.500

Louisville, May 4.

Spring race meet at Churchill Downs, which opened Saturday (1) currently copping interest of natives and visitors. Climax will be Kentucky Derby Saturday (8), and in meantime attention is centering on form sheets rather than pix.

Estimates for This Week
Brown (Fourth Ave-Loew's)
(1,500)—Personal Property' (MG)
and 'Motor Madness' (Col), dual. Taylor-Harlow opus moved over from Loew's State, and 'Madness' set in as secondary film. Headed for \$2,200, fair. Last week, 'Good Earth' (MG), fair toadshow prices, accounted for mental than the secondary film. Headed for \$2,200, fair. Last week, 'Good Earth' (MG), fair toadshow prices, accounted for mental than the secondary film. Headed for \$2,200, fair. Last week, 'Good Earth' (MG), fair toadshow prices, accounted for mental than the secondary (20th), dual, splitting with 'Fair warning' (20th), and 'Golf to Races' (20th), dual, splitting with 'Rair week, 'Lloyds' (20th) and 'Golf to Races' (20th), dual, splitting with 'Secretary' (Col), and 'Wings of Morni '(20th), dual, average \$2,100. Laew's State (3,000; 15-25-40)—'Old Soak (MG) and 'Women of Collection and Secretary fairs. Dentity and the secondary fairs. Dentity and the fair fair of the secondary fairs. Dentity and the secondary fairs. Dentity and the secondary fairs. Dentity and the secondary fairs. Dentity fairs. Dent

Pix Don't Mix with Heavy Chi Rain: Astaire-Rogers, \$30,000, Strong Biz. Holds; Nude Helps Robinson, 15G

(3,000; 30-40) 'King and Chorus Girl' (WB) and 'Man Who Found Himself' (RKO). Getting results on terrific pre-release campaign for good \$7,000, Last week, 'Walkiki Wedding' (Par) and 'Time Out for Romance (Us), 'All (Walking on the Wedding of the Walking of the

'SHALL - DANCE?'

SOCK \$19.000

IN BALTO

Baltimore, May 4.

Biz on upgrade here in spite of holdovers and daytime opposish from races. Swell line-up of film fare putting hypo into bo.'s.

Town's trade top being hit by combo Hipp with 'Shall We Dance'' (RKO) and Happy Felton's orch on stage, combo hidicating a very hey-hey \$19,000, which means sure holdover. Loew's Century, returning to flesh to put on fifth annual edition of 'Okay Baltimore' revue of locals, in tie-up with local News-Post, added to 'Hit Parade' (Rep.), getting a fair play at \$12,500.

Estimates for This Week

Heavy rains washed out the open-ings of most theatres Friday (30). Only the Palace got away with a fair weather break due to the fact that it started 'Shall We Dance' one day shead schedule, shoving that ficker in on Thursday (29).

flicker in on Thursday (29).

However, there is a much better aura of box office strength in the loop currently than last week.

United Artists gets an all-time record when 'Maytime' closes Friday loop currently than last week. United Artists gets an all-time record. when 'Maytime' closes Friday (7) after a six-week run, making the MacDonald-Eddy flicker the lone-run-record holder for the house. Previous long stay was by 'San Francisco' (MG), which went five weeks and one day.

At the Palae, 'Shall We Dance' is gured for four weeks at least on its early three months.

"Waitkit Wedding' remains in the loop, now in its sixth week at the loop, now in its sixth week at the loop, now in its sixth week at the loop, and the loop of the loop

Courageous' (MG) comes in.

Estimates for This Week
Apollo (B&K) (1,200; 35:45-55-65;

—King and Chorus Girl' (WB).
Back in loop after previous run at
chicage. Okay at \$8,000. Last week,
Seventh Heaven'. (20th) finished
orthight to satistying \$5,000.
Chicago (B&K) (3,900; 35:55-75)—
Call It Day' (WB) and Casino Parisjen unit on stage. Pace is building
but only looks good for \$25,000.
Lait week, Tinternes' (Par) and
stage show. \$2,000, one. (Par) and
stage and accounting for \$15,000,
dist. Last week, \$2,000, 35-55-65-75)
—Walter Wo Dance' (RKO) and
vaude. Strong pic and vaude lineup, with the Astair-Rogers ficker
strong this house has ogled in a long,
long time at \$30,000 for first seven'
cavs. Last week, "Love is Young'
(U) and vaude, lasted only six days
and vanked to sad \$10,100.

Roseevelt (B&K) (1,500; 35-55-65-75)
—Walter Stepionage' (MG) and vaude.
House holds to steady gross week
after week, and again running to
neat profits with \$13,000. Last week,
scollent, and will finish to over
\$2,55-65-75)—Maytime' (MG) (6th
and stage show. \$2,000, \$2

'Heaven' N. G. 4G. Port.: 'Night Fall' Big \$7,500

Portland, Ore., May 4.
Leading houses are in the money
this week with strong product. Night
Must Fall' is a wow at Parker's UA.
King and Chorus Girl' answering
to several weeks build-up bally for
the Paramount.

NICE B.O. IN B'KLYN

Ioments' dual \$14,500; 'Swing High'

Brooklyn, May

Brooklyn, May City of Churches was certainly made aware of show biz past few days, what with burlesk crusade on page one of all local sheets, Aingling circus paper plastered all over town (show due May 10), WPA musical town of the content of the

Estimates for This Week

Albee (2,500; 25-35-55)—'Our Moments' (U) and 'Soldier and Lady' (RKO). Brace will get satisfactory \$14,500. Last week, 'Top of Town' (U) and Quality Street' (RKO), \$15,000, good.

mu wanty Street' (RKO), \$16,000, good.
Fox (4,000; 25-35-55)—'Song of City' (MG) and 'Night Key' (U). Weak \$13,000 at best. Last week, 'Silent Barriers' (GB) and 'Crime Nobody Saw' (20th), \$15,000, ice.
Met (2,400; 25-35-55)—'Personal Property' (MG) and 'Girl Oversond' (U), Cood \$15,500. Last week 'History Made at Night' (UA) and 'Breezing Home' (U) \$14,000, olds.

and Breezing Aome (U) \$1,500, olicay.

Paramount (4,000; 25-35-55)—
Swing High (Par) and 'Racketeers' in Exile' (Col) (2nd week). Twinners holding up well. in second and last stanza; \$15,000 in view. Last week, fine \$21,000 in color Mrana (Color Man) Exile' (Mrana (2,000)).

William (Color Man) Exile' (Mrana (2,000)). Last week, 'House of Secrets' (Prin) and 'Girl Loves Boy' (GN), \$7,500, good.

BUFF. BIZ BLAH; 'ROMEO' FAIR \$8,500

Buffalo, May 4.
Pic wickets are sluggish currently.
Warm weather and daylight saving are the b.o. deterrents.

Estimates for This Week

Estimates for This Week

Buffale (Shea) (3,800; 30-40-55)—
'History Made Night' (UA). Getting top gross for the week but not above everage, \$11,000. Last week, 'Wake Up and Live' (20th), strong \$17,500. Century (Shea) (3,400; 25-35)—'Murder Goes to College' (Par) and Park Avenue Logger (IKCO). Looks like another: week of under \$100,000. Looks (20th). And 'Crime Nobody Saw' (Par), \$8,000, poor.

Great Lakes (Shea) (3,600; 30-50)—'Romeo and Jullet' (MC). Indications point to only fair \$8,500. Last week, Woman Love' (IKCO), somewhat better than expected, but still so-so, \$8,000.

so-so, \$8,000.

Ripp (Shea) (2,400; 25-40)—'Wake
Up' (20th) (2nd week). Here for
second stanza and looks like very
nice \$7,500. Last week, 'Soldier and
Lady' (RKO) and 'Off to Races'
(20th), \$4,500, poor.

Lafayette (Ind.) (3,400; 25-35) —
'Silent Barriers' (GB) and 'Happy
Go Lucky' (Rep.) Dual looks to do
poor \$5,000. Last week, Promise to
Pay' (Col) and Let's Get Married'
(Col), very nice \$8,000.

Wash. Biz Gone With Cherry Blossoms; Wake' Fair 16G; 'Property,' Vaude, 25G

With cherry blossoms and tourists one, theatre biz is staggering.

Leading houses are in the money this week with strong product. Night Fall is a wow at Parker's UA. Week Fall is a wow and Parker's UA. Week Fall i

'Star Is Born' Sock \$100,000 on 2d Wk. 'Wake Up' 48G 2d. Best on B'way: 'Metropole' Also OK 30G; 'Tis Spring

Only four pictures obtained road-way first runs this week, but none of them is in the smash class. The hold-overs, led by 'Star Is Born,' at the Music Hall, and 'Wake Up and Live,' at the Roxy, are getting the bulk of a waining spring play.

Best of the new pictures is 'Cafe Best of the new pictures is 'Cafe Best of the new pictures' at the Capitol, isn't doing as well and will have to be satisfied, with only about \$22,000. While in gross the figures do not look high. Way Out West would be doing on the system of the new one is 'We Have Our Moments,' which is linked on a double bill at the Palace with 'Solder and Lady' on second run. House won't do \$7,000 on six days, poor.

Both 'Wake Up' and 'Star is Born' and very strong on their holdovers and very strong on their holdovers and very strong on their holdovers and very strong on their holdover will be stong on the ontologue of the strong of the stong of the

holdover will be very seemy \$48,000.
Third week for 'Swing High, Swing Low' and Louis Armstrong band at the Paramount good at \$24,000. New show today (Wed.) is Internes Can't Take Money' and the Kayler Cugat-Dixieland bands plus Mary Small.

HUB'S BUST BIZ 'ROMEO,' TWO SPOTS, 25G

Fairly tepid week all around, with considerable interest in the pop price opening of 'Romeo and Juliet' at the two Loew stands. Just so-so trade for the latter, however. Scollay is proportionately better off than other houses with 'King and Chorus Girl' and 'Marked Woman' on dual bill.

Estimates for This Week
Boston (RKO) '3,000; 25-40-55)—Tilt Parade' (Rep) and 'Outcasts Poicer Fiat' (RKO), dual. Opening straight film bill for summer season is very pleasing at \$10.000 gait. Last week nice \$19,700 for 'Breezing homen' of June 19,700 for Breezing homen' of June 19,700 for Breezing the strain of th

sitent Batriers (GB), dual. Got a lot of whocp-de-doop advance publicity push, but trade only firs \$5,000. Last week, King of Gambiers' (Par) and Melody for 2' (WB), dual, \$4,500. Gr. (Mel) and Melody for 2' (WB), dual, \$4,500. Gr. (Mel) and Melody for 2' (WB), dual, \$4,500. Gr. (Mel) and Melody for 2' (WB), dual, \$4,500. Gr. (Mel) and Melody for 1' (Mel) and Stage show. Ver; weak at \$15,000. Last week (Was, Cu) and Live' (20th) and stage show, wow \$29,000. Orpheum (Loew) (2,900; 25-35-40-50)—Romeo and Juliet' (MG). Pale \$13,000 indicated. Last week, second for Personal Property' (MG) and Stage Show. Melody for 2' (WB), dual, \$10,000, fair. (Mel) \$1,000; 25-35-35-35-350. Roads to Town' (20th) and Silent Barriers' (GB), dual. So-so \$7,000. Last week, "King of Gambiers' (Par) and Melody for 2' (WB), dual, \$1,000, n. g. Shubert (Col) (1,500; 55-85-\$1.05). Shubert (1,500; 55-85-\$1.05). Shubert (1,500; 55-85-\$1.05). Shube

Thunder in the City showed nice strength at the Criterion the first week, close to \$18,000, but on holdover is petering. It will be retained nine days for about \$10,000 on that period, with 'Make Way for Tomorrow' opening Saturday morning (8). Paramount is putting plenty of advertising money behind this one, spending between \$12,000 and \$15,000. Marked Woman, on the final five work of the work of th

way to Frince and Falper. Nice campaign behind this one.

Good Earth goes out of the Astor Monday night (10), after 13½ weeks, while Lost Horizon will be leaving the Globe very shortly now, it is expected. Last week (13th) for Earth 20,000, would be shortly now the service of an extended run and \$9,000. The service of an extended run and spring weather, its ninth week being also reported at around \$9,000. Captains Courageous' opens on a two-day run at the Astor the night of May 12, while the Globe, on exiting of Horizon, will return to a grind policy under operation of Harry Brandt. A Warner picture, 'Call It a Day,' comes into the Cap tomorrow (Thurs.).

Estimates for This Week

Estimates for This Week
Astor (1,012; 55-\$1.10-\$1.65-\$2.20)
—Earth' (MG) (14th week). Got
\$9,000 last week (13th) and closes
down Monday night (10) after profitable run of 13½ weeks. CaptainsCourageous (MG) opens on a twicedaily engagement Tuesday evening
(11).
Capito (4,620; 25-35-55-65-\$1.25)—
Night Must Fall' (MG). Unable to
raise a gallop, not more than \$22,000,
disappointing. Last week 'Good Old
Soak' passed out completely, only
\$12,000.

Night Must Fail' (MG). Unable to raise a gallop, not more than \$22,00, disappointing. Last week 'Good Old Soak' passed out completely, only \$12,000.

Oriterion (1,602; 25-40-55)—'Thunder in City' (Col) '(2d week). Got mearly, \$18,000 first week, good, and gonsiders bly, only about \$10,000 for mearly \$18,000 first week, good, and gonsiders bly, only about \$10,000 for mearly \$18,000 first week, good, and gonsiders bly, only about \$10,000 for mearly \$18,000 first week, good, and gonsiders bly, only about \$10,000 for mearly \$18,000 first mearly good of the nine days. 'Make Way for 'Omorrow' (Par) opens Saturday morning (8), backed by a heavy advertising campaign.

Globe (1,274; 55-\$1.10-\$1,65-\$2.20)—Lost Horizon' (Col) (10th week).

Slowing up noticeably, around \$9,000 last week (9th) and probably out in two of the weeks. House the received of the weeks. House the year of the weeks. May be a week, ending last night (Tues.), for the weeks. House the weeks. Paramount (3,664; 25-35-58-59)—"Swing, High' (Par) and Louis Armstrong orchestra. In pit (3d week). Did swell throughout the paramount (3,664; 25-35-58-59)—"Swing, High' (Par) and Louis Armstrong orchestra. In pit (3d week). Did swell throughout the paramount (3,664; 25-35-58-59)—"Swing, High' (Par) and Louis (33,300, 'Internes Can't Take Money' (Par) and Xavier Cugat and Dixieland Jazz bands open today (Wed). Radio City Music Hall (6,969; 40-40-85-99-\$1.65)—"Star Is Born' (UA) and stage show (2d week). One of the outstanding spring smashes, with business so strong it will; run to \$10,000 this week: (2d, forcing pic-this control of the proposition of the proposition of the proposition of the control of the proposition of

(RICO), \$7,000, under average, but profit.

Rivolt (2,092: 25.55.75.85.99).—
Cafe. Metropole' (20th). At \$30,000 first week ending last night (Tues, good takings and holds. Final four days on second week of 'Love from Stranger' (UA) brutal, under \$6,000.

Roxy (5,330: 25-45-55.75).—Wekel Up' (20th) and stage show (2d week). A packer-inner and very strong on the holdover (2d) week at \$48,000 after first seven days of \$61,700, making pieture another big 20th-Fox grosser this house was fortunate enough to get. Goes a third week, with "Talk of the Devil" (GB) to follow.

enough to get. Goes a unit activity Talk of the Devil' (GB) to follow.

Strand (2,707; 25-55-75) —Marked Woman' (WB) (4th week). Final. Hye days on fourth week ending tonight (Wed.), about \$7,000, not bad this far down on run. Third week \$117,000, good Prince and Pauper (WB) opens tonight (Wed.).

State (3,450; 35-55-75) — History Is Made at Night' (UA) (2d run) and vaude headed by Michell and Vaude headed by Michell and Jurant and Tive (MG) (2d run) and cab Calloway band, \$30,000, good.

Wake Up,' Good 11G, Among Minne's Brighter B. O.'s; 'History' Fair \$6,000

Minneapolis, May 4.

Due to stronger box-office ammunition, grosses are heading upward currently after several weeks of rock-bottom takings. Wake up and the in particular is a bartonage of the control of the control

Estimates for This Week

Estimates for This Week

Aster (Publix-Singer) (900; 15-25)

—Espionage' (MG) and Too Many
Wives' (RKO), dual, split with
Parole Racket' (Col) and 'Man Found
Himself' (RKO), dual, Headed for
good \$1,200
(RKO) (200 Headed for
good \$1,200
(RKO), dual 'Wall Headed for
(RKO) (200 Headed for
good and 'Wall Headed for
(RKO) (200 Hims), split with 'China
Passage' (RKO) and 'Park Ave.
Logger' (RKO), dual first runs,
\$1,000, fair.
Century (Publix-Singer) (1800-28.

Logger (RKO), dual first runs, \$1,000, fair.
Century (Publix-Singer) (1,600; 25-35-40) 'Call It Day' (WB). Comedy well liked and should build. Looks like nice \$4,500. Last week, Internes' (Par), \$5,000, pretty good.
Minnesota (Publix-Singer) (4,200; 25-35-55)—'Wake Up and Live' (20th). Lots of ballyhoo and bang-up exploitation, picture's merits atong with cast names stirring up trade. Pretty good start and should build. Headed for good \$11,000. Last week, 'Personal Property' (MG), \$7,000, poor,

or, Orpheum (Publix-Singer) (2,890; 5-35-40) — History Made Night' UA). This one apparently better or ice than recent film offerings this spot. Fair \$6,000 in prospect, ast week, 'Woman I Love' (RKO), 5000 hop?

at this spot. Fair \$6,000 in program. Last week, 'Woman I Love' (RKO), \$5,000, poor.

State (Publix-Singer) (2,300; 25-40)—Nobody's Baby' (MG) and 'Crack-Up' (20th), dual. Considering grade of pictures, twin bill performing satistactorily, fair \$3,000. Last week, 'No Man of Own' (Par), treissue) and 'Meade's Woman' (Par), dual, \$4,000, good 'The (Berger) (290; 15-25)—Barbon (Publix) (1,200; 25-35) (Swing High' (Par), First and Showing en route to good \$3,200. Last week, 'Mrs. Cherney' (MG), \$3,500, good.

Last week, 'Mrs. Cheyney' (MG), \$3500, good, World (Steffes) (350; 25-35-40-50) —Nine Days a Queen' (UA). Ap-pealing to limited class trade. Mild \$1200 indicated. Last week, 'Mir-acles' (UA), \$1,000, light.

UPPED SCALES NEGATE SPRING'S DENT IN PROV.

Providence, May 4.
First week of real spring weather keeping a lot of patrons outdoors, but at that the exhibitors are going to be all right because of a surprise boost in prices among the first-run stands. Town now has 50c. top, including tax. Boost was not advertised beforehand, natives getting it cold.

cold.

All things considered, the film fare is okay. Best bet of week seems to be 'Star Is Born' at Loew's on a dualer. Majestic second with 'Wake Up and Live' also on a dualer. Nanenett Track new open and very ranched or draw biz away from the atree.

ragansett Track now open and very likely to draw biz away from the altres. Estimates for This Week
Fay's (2000; 25-35-50)—"That I May Live' (200h) and vaude. Should be well up around \$8,000, oke. Last week, "What Price Vengeance' (U) and Uncle Ezra Stebbins'. Barn Dance Frolic' on stage, fair \$7,400.
Loew's State (3,200; 25-35-50)—"Star Is Born' (UA) and 'Racketeers In Exile' (Col). This spot will benefit be stated to the stage of the stage of

\$6,400.

Strand (Indie) (2,200; 25-35-50)—

King of Gamblers' (Par) and 'Back
Stage' (GB). Not up to standard, but house not kicking at anticipated
\$7,600. Last week, 'Internes' (Par), and 'Circus Girl' (Rep), fine \$8,400.

MG Studio Club Gains

Hollywood, May 4.

Metro's Studio club now boasts
2,915 members, 300 new ones having
been garnered in campaign just con-

Ida R. Koverman, chairman, and W. K. Craig, president, entertained the membership committee at a victory breakfast.

Plugged Into 'A' Pic

What a song can do for a film is evidenced by 'My Little Buckaroo' from Warners Checkee Strip', which, a B production, has been getting A playdates through exhib interest inspired by the song. Warners wanted to change the title to 'Buckaroo' but the author held out for an additional \$2,500 stipend which nixed that.

'STAR' SHINING OVER PHILLY \$17,000

Philadelphia, May 4.
Only one of the new batch of pix in downtown houses looks like a sure thing for big coin, and that's 'Star Is Born.' Pic is figured good for three weeks. Aldine has a couple of other United Artist releases in reserve, but weather will have much to do with their showing, as this house isn't air cooled and generally closes by June 1.

weather will have much to do with their showing, as this house inn't air cooled and generally closes by June The two houses with stage shows are still in the uncertain class as far as this week's his is concerned. The Fox has Dave Apollon's unit plus 'The Hit Parade.' Earle has Milt Britton on the stage and '50 Roads to Town' on the screen.

Daylight saving plus 'the usual bunch of sports events has already started to curtail attendance in the Cup and Live' of last week's group rating a holdover and still strong. Tost Horizon' closed three weeks' stay at the Erlanger Saturday (1) and 'Captains Courageous' is slated to wind up three weeks' stay at the Locust this Saturday (8), thus ending roadshow competition of the country of the c

RKO) and vaude, Roger Pryor headdliner, \$13,500, a little above expectations. Erlanger (2,000; 55-86-\$1.14-\$1.71) — Tosty Horizon (3d week): Closed final week here Saturday (1), grossing \$0.000; 40-55-85)—Hit Parade (Rep) and stage show. Dave Andolon unit headlining. This light music and dance combo still on dividing line, but ought to make \$14,000, faind stage show, just managed to Last week, Quality Street (RKO) and stage show, just managed to Last week, Quality Street (RKO) and stage show, just managed to Last week, World (WKO) and stage show, just managed to His Last week, "All the William (1) and the William (1) a

ractory, but management noped for more.

Stanley (3,700; 40-55)—Wake Up and Live (20th) (2d week). Still big, with \$14,000 possible. First week got almost \$18,000.

Stanton (1,700; 30-40-50)—Silent Barriers' (G-B). Not so forte for this house, with poor \$5,000 looked for as tops. Last week, 'Her Hus-band Lies' (Par), \$5,400, so-so.

LEWIS IN SHORTS

Hollywood, May 4.

Joseph H. Lewis washes up executies with George A. Hirliman Joseph H. Lewis wasnes up exect duties with George A. Hirliman June I.

He plans to produce a series of sport shorts,

30.000 Mont'l Families Trekking Hurts Pix Biz: 'Wake Up' Light \$6,500

Exceptional weather, plus the annual moving trek in this city in volving some 30,000 families, is pulling down grosses currently.

Estimates for This Week

Estimates for This Week
His Majesty's (CT) (1,600; 50)—
The Good Earth' (MG). Good reviews plus rep of house putting it
over to big biz; \$7,000, very good.
Last week, Head Over Heels' (GB)
and Man Who Lived Again (GB)hard hit by weather; \$4,000, poor.
Palace' (CT) (2,700; 50)— Wake Up
and Live' (20th) and Fair Warning'
(Brit.). Rather light \$6,500. Last
week, Romance in Paris' (WB), poor
\$6,000.

week, 'Romance in Paris' (WB), poor \$6,000.

Capitol (CT) (2,700; 50)—'Way Out West' (MG) and 'Song of the City' (MG). No better than \$5,500 in sight, fair. Last week, Live Only Once (UA) and 'Nobody's Baby' (MG), \$6,000, good enough.

Loew's (M. T. Co.) (3,200: 50)—
Melloy for the Conder of Calendary (Co.) (Co

months at \$14,000.

Thiness (CT) (2,300; 50)—'Man of Affairs' (Brit.) and 'When Love is Young' (Col). Below average, \$4,500. Last week, 'Sea Devils' (RKO) and 'We Have Moments' (Col), \$5,500, good.

good.
Cliema de Paris (France-Film)
(600; 50)—'Koenigsmark' (3d week).
Moving time hitting this hard; poor
\$1,500. Last week also poor at same

figure.

St. Denis (France-Film) (2,300; 34)

—'Menilmontant' and 'La Peau d'un
Autre'. Estimate \$5,000, good. Last
week, 'La Pocharde' and 'L'Ange du
Foyer,' \$5,500, good.

Seattle in Doldrums; Muni-Hopkins N. G. 6G

Seattle May 4

Seattle, May 4.

Bix off all over town. Maybe its spring unrest or the weather, which, he was a support of the season of the weather of the season of the se

rough and Sain (**1, \$4,260, tait for fourth week. Collseum (H a m rick-Evergreen) (4,300, 21-23) 'One in Million (20th) (1,300, 21-23) 'One in Million (20th) (1,300, 21-23) 'One in Million (20th) (1,300, 20th) (

\$2.200 in sight. Last, week, Crime Nobody Saw (Pas) and Navy Spy (Nobody Saw (Pas) and Navy Spy (Pas) \$2.200, fair.

Fifts. A. (Pas) 2.37-42)—Wydman I Americk-Evergrein (A. (Pas) 2.37-42)—Wydman I Love' (RK (Pas) 3.41 Man'; Here tagain' (FN). Combo not so forte at bo, noor '\$6.000. Last week, Wake Up' (20th), and Man Who Found Himself' (RKO), \$9.100, okay.

Liberty (I-vH) (1.900; 21-22-42)—Accused' (UA) and Promise to Pay' (Col). Poor biz for this dual, \$3,300. Last week, 'History Made Night' (UA) and 'Let's Get Married' (Col). fifth weeks, 'History Made Night' (UA) and 'Let's Get Married' (Col). fifth weeks, 'History Made Night' (UA) and 'Let's Get Married' (Col). fifth weeks, 'History Made Night' (UA) and 'Let's Get Married' (Col). Music 'Bax (Hamick-Evergreen) (900; 32-37-42)—Marked Woman (WB) and 'Romance' (20th). Moved from Orpheum and heading for only moderate' \$2.500 here. Last week Mayime' (MG), six days of fifth week, \$1,900, weak.

Orpheum (Ha mrick-Evergreen) (2700; 32-37-42)—Mountain Justice' (FN) and 'Way Out West' (MG). Notarey '34,500 will be poor. Last week, 'Marked (With), '\$6.109, 'good.

The Color of the Color of

\$3,600, fair.

Paramount: (Hamrick-Evergreen)
(3,106; 32-37-42)—Night Must Fall'
(MG) and 'Love Is Young' (U), Not
much; \$4,800 will be poor, Last week,
Good Old Soak' (MG) and Husband's Secretary' (U), \$5,000
Reosevelt (Sterling) (850; 21-32)—
God's Country' (WB) and 'Ready,
Willing' (WB). Fair \$2,500. Last
week, 'Maid of Salem' (Par) and
When's Your Birthday' (RKO),
\$2,600, fair.

Weather, Daylight Saving Dent Pitt. Weakies, but March-Gaynor Big 20G

U's Title Jitters

Hollywood, May 4.
Universal is having title jitters seeking new handles for eight pictures current or preparing. Present titles are: 'As Before Better Than Before,' Man Who Crief Wolf,' Scoop,' Channel Crossi ', Night Patrol,' 'Heather of the High Hand,' 'New Orleans' and 'Synthetic Gentleman.'
Studio personnel is offered the customary \$25 for each new title accepted.

'Romeo' At Pops No Cleve. Panic: 'Wake Up,' 19G

Cieveland, May 4.

Hipp waking up and for a change is copping all the gravy with "Wake Up and Live," also stealing all ballyhoo honors. "When Love is Young, backed by strong vaude, doing things for Palace, while Romeo and Juliet, at State at pop prices, is disappointing.

Lost Horizon, opened road-show un at Hanna, legit house, Sunday

Lost Horizon opened road-show un at Hanna, legit house, Sunday (2). Estimates for This Week Albambra (Martin Printz) (1,200; 20-30-35)—23½ Hours Leave (GN) and Mamma Steps Out, (MG), dual. Ordinary at \$2,200; too much competish. Last week, Hats Off (GN) and Women of Glamour (Col), dual. Ordinary at \$2,200; too much competish. Last week, Hats Off (GN) and Women of Glamour (Col), dual. Ordinary (Gol), Olay trade at \$5,500, Last week, Marked Woman' (WB) shot in from Hipp for second week, \$4,500, nice.

Circle (Marmorstein) (1,900; 15-35)—History Made Night (UA). Special one-week shift into second-runner with quick build-up to possible \$3,000, fair. Last week Wings of Morning (20th) and Time Out for Roman (Carl Hanna) (1,455; 55-185)—LOST Horizon' (Col). Road-show opened two-week run Sunday (2) with strong ballyhoo and newspaper raves.

show opened two-week run Sunday
(2) with strong ballyhoo and newspaper raves.

Hipp. (Warners) (3,700; 30-40).

Wake Up and Live (20th).
Looks like a record-buster for this
spot. Certain to catch great \$19,000,
with a move-over to Allen. Last
week, "Woman I Love (WB) had
trouble, \$13,500, fair.

Palace (RKC) (3,200; 30-75).
Love is Young' (U) and vaude. Winl
Shaw and Billy House in flash section pushing up figures to neat
\$19,000. Last week, Call It a Day'
(WB) reversed the order by carrying so-so 'Slums of Paris' unit to
\$19,000.

ing so-so 'Slums of Paris' unit to \$19,000.

State (Loew's) (3,450; 30-75)—
Romeo and Juliet.' Going a little better than in road-show run at legit Hanna, but still not so forte at fair \$14,500 Hille in house prices of the property of the state of the

JANNINGS' NAZI AWARD

Berlin, May 4. Senator Emil Jannings has bee given the annual governmental prize for the best film acting work of the

Prize specifically mentions is work in 'Der Herrscher' ('The Vic-tor'), just released.

Fifi D'Orsay's Collapse

Denver, May 4.

Fift D'Orsay, maki personal appearance at the Denver, theatre, collapsed when she lost her voice in the midst of her second song.

Doctor was called, and for the other shows she only talked. She spent the night in a hospital.

U's Campus Scouting

U's Campus Scouting
Hollywood, May 4.
Lucille Ryman, Universal talent
scout, has hit out for the east in
search of 15 brainy beauts among
femme college attendees. Girls will
get roles in Buddy De Sylva's forthcoming 'Young Man's, Fancy.
Femme Booner will overlook professional pretties and confine her
hunting to schools.

Mid-summer weather and dayli savings cutting in only on weakies. The others aren't bei bothered at all.

Southered at southered at all southered at all.

Southered a

3 Roadshows in Lincoln, But All of 'Em N. S. C.

But All of 'En N. S. 6.

Lincoln, May 4.

Roadshow fever hit town this week; three of them on tap and none of them very strong. Varsity set it could be a set of them on tap and none of them very strong. Varsity set it could be a set of them of them very strong. Varsity set it could be a set of them of

Par's Byram to Europe
John Byram of Paramount's home
office editorial board, accompanied
by Mrs. Byram, sails for Europe
May 15. Byrams go to Naples
first.

Byram may visit Vienna and Budapest in search of screen ma-terial.

Phoney Studio Setup Planned To Detour Gawkers from Real Thing

Hollywood, May
Los Angeles Chamber of Commerce is looking for a way to appease tourists barred from sets while
pictures are in work. The chamber's
publicity and exploitation committee
appointed its chairman, Durward
Howes, head of a subcommittee to
find a substitute that will satisfy
visiting firemen and chill the
squawks. squawks.

The only plan devised up to now

The only plan devised up to now is to operate a synthetic studio, a sort of imitation of the real thing, and route the peepers through it. Other committee members point out it has obvious difficulties.

Other committee members point out it has obvious difficulties.

It was suggested all the idle stand-ins around town be herded together, and con the yokels that they had seen Garbo, Crawford, Gable, et ... but the danger of such a rib is obvious.

LAEMMLE EAST BEFORE STARTING METRO DEAL

SIAKING MERIKU DEAL Carl Laemmle, Jr., will commute between Broadway. Connecticut and Atlantic City during his eastern stay, with an eye meantime to new film talent. Since set, although not formally sealed, on the Metro lot as an associate producer. Laemmle is lining up his first picture. It will probably be "The Amazing Dr. Clitterhouse" which he purchased fron his first picture. Has a European play as an alternate, but if he gets William Powell, as seems likely, he'il do 'Clitterhouse' pronto. Red Hershon, writer, is east with Laemmle.

Hollywood, May 4.
Agreement has been worked out
by Carl Laemmle, Jr., and Universal
per itting Director James Whale to
return to the studio for additional
scenes to The Road Back that may
be required and to supervise cutting

be required and to supervise cutting the picture. Whale, under contract to Laemmle for one, has 18 months to go on a two-yearer with U. His obligation to Laemmle was to start two days after completion of "The Road Back" (20). Since Laemmle is not cur-rently producing, he consented to U's call on Whale should further Road Back' takes be necessary. Di-rector will then be available for Laemmle.

Muriel Hutchison's Paramount Termer

Muriel Hutchison, of The Amazing Dr. Clitterhouse, at the Hudson, N. Y., has been signed by Paramount and goes to the Coast when show closes. Deal was set by Mildred S. Weber, of the Morris office, without any tests being made. Contract is for five year.

any tests being made. Contract is for five years.

Tony Bickley is being tested this week by RKO. Appeared in floppo Arms for Venus' at John Golden, N. Y. couple of months ago. Han-dled by Leland Hayward.

Hersholt's Road Work

Hollywood, May 4.

Hollywood, May 4.

Jean Hersholt goes back to Canada
next month for his anual romp with
the Dionne quintuplets.
To get him in shape for the main
event, 20th Century-Fox is giving
him a workout with Shirley Temple
in 'Heidi,' classic of Swiss moppets.
Allan Dwan directing 'Hei

Lamour for 'Hurricane'

Hollywood, May 4. Withdrawal of Margo from the cast of Samuel Goldwyn's Hurricane' puts Dorothy Lamour in togenme spot in the John Ford pic-

Miss Lamour goes to Goldwyn on n from Paramount.

Welles May Go WB

Warner ros. ickering with Orson Welles for a term contract. Deal hinges on length of periods actor will pass in Broadway legit between pix. Also there is a question about stories, with Welles currently reading three scripts. Actor has the title part in r. Faustus. WPA show at the Maxine Elliott, N. Y.

Fields' Original

W. Hollywood, May 4.
W. ields wiled away the hours recuperating from pro-tracted illness at Las Encinas sanitarium in Pasadena, collab-bing with Jack Cunningham on an ori

an ori
Comic, much improved,
back in Bel Air and Paramount is readyi is new picture, "That Man's Again."

Judge Goddard Looks For Story Piracy in Peek at WB's 'Hell'

N. Y. Federal Judge Henry W. Goddard visited Warner Bros, yesterday (Tues.) to view privately The Mayor of Hell, film over which Albert Bein, playwright, is suing Warners charge of infringement.

Bein seeks an accounting, damages

Bein seeks an accounting, damages and an injunction.
Bein, on the stand, claimed Edward Chodorov took material from his book, Youth of Hell, and from a play he had written, "Little Ol' Boy." The two described his experiences after serving a term in a Missouri prison and then jumping freight to the Coast. On the Coast he turned his writings over to Chodorov, he claimed, for the latter to put in scenario form. He asserted the scenarist utilized the material for The Mayor of Hell.' Chodorov, for the defense, denied

for The Mayor of Hell.'
Chodorov, for the defense, denied
Bein's claims. Judge Goddard decided to see the film and compare it
with the script of Bein's book and
play. Trial is expected to end Friday. (7).

RKO'S B'WAY LEGIT TRY: DEVAL'S PLAY

Hollywood, May 4 RKO's first venture with the N. Y legit stage will be 'Amstel,' a three acter by Jacques Deval, author o 'Tovarich,' now current on Broad

Story has a rench countryside background and will be produced by Pandro Berman after its N. Y. stage

Vic Myers' 20th-Fox Suit Settlement Indicated

Seattle, May 4.

Just how much per word was the damage to Vic Myers, this state's lieut-gov., who swings a wicked baton when he leads his jazz band, is

neurgov, who swings a wicked Baton when he leads his jazz band, is
still a mystery. He asked for \$10,000
per word in a suit for libel against
20th Century-Fox, for the wisecrack
in 'Thanks a Million' about the folks
up in this state electing a jazz band,
leader, and thus proving the people
would-vote for anybody.
The suit for \$250,000 libel has been
withdrawn upon stipulation of both
parties to the action, with prejudice.
This means it can't be brought to
issue agai, and it means that a settlement was made, out of court.
However, if and how much, is not
divulged.
Meyers is reported to be in L. A.

divulged.

Meyers is reported to be in L. A. or Oklahoma at this time. His attorney is out of town, And the attorney for the defendants refersundry and all persons to Meyers'

Bergerman Loses 60G Commish Suit Vs. Landers

tanley Bergerman lost his \$50,000 commission suit against Lew Landers, RKO director, in Superior Court, Monday (3). Landers testified the agent failed to make good a promise of a Universal job, hence he rescinded his contract.

he rescinded his contract.

Amount asked by Bergerman would have accrued over term of seven-year contract.

North Out of RKO

Hollywood, May 4.

Robert North checked out as a Paramount associate producer after six months on the Par lot. He came over to Par from

Howards' Metro Date

Willie and Eugene Howard left Thursday (29)) for the Coast and a spot in Metro's 'Broadway Melody.' Set for four weeks at \$2,500 weekly, through Curtis & Allen office.

BIG FOREIGN **B.O. TO UP UA** TINT TREND

Money is persuading United Artists exces that color has a distinct added value foreign spots and producers for the company are more bullish on tinting. But Sam Goldwyn is puzzled about putit 'Goldwyn Follies' into hues.

He set a \$1,500,000 more. So Goldwyn has not made a decision. Significance of color on foreign distribution is statement that 'Garden of Allah' (Selznick), a Technicolor, will get more foreign than domestic gross, with a world total of more than \$2,700,000.

'Star Is Born,' UA's latest color release, stands its producer. David O. 'Selznick, \$1,400,000. Additional Selznick pictures will be done in color, Walter Wanger is turning out 'Vogues' in hues and Alexander Korda will do tinters. UA expects to be a leading distributor on color this year.

An outstanding black and white is

An outstanding black and white is Charles Chaplin's 'Modern Times. World gross has passed \$4,000,000.

CAGNEY SET FOR GN TUNER. 'DYNAMITE' OFF

Hollywood, May 4. Grand National has set musical 'Something to Sing About,' as James Cagney's next, scheduled late in May, Victor Schertzinger directing

Cagney's next, scheduled late in May, Victor Schertzinger directing. Production combines budgets planned for a Cagney feature and a Schertzinger musical.

New setup shelves Richard Rowland's 'Dynamite', also skeded for Cagney. Schertzinger collaborated with Austin Parker on the 'Sing' script. Story has Cagney as leader of a swing band.

This 'assignment dispels rumors that Cagney will quit GN. There have been reports anent a possible reconcillation with Warner Bros.

No. 2 Santa Anita Now **Looks Cold on Coast**

Sacramento, May 4. loosevelt technique of Sacramento, May 4.

Using the Roosevelt technique of trying to increase the racing commission from three to five in order to push through their plans for a second race track in the L. A. sector, backers took a cropper in legislative committee and scheme is now cold. Lots of picture money was behind the venture, with Jack Warner, Bing Crosby, Howard Green and others pushing for a second track in Inglewood.

wood.
Santa Anita track has been a cleanup, icture stars who put in \$2,500 for shares before track was

\$2,500 for shares before track was built two years ago now finding their stock is worth \$25,000.

Hal Roach has Hearst support on the Santa Anita thing and while Hearst and Warners are like that on pictures they don't add the same way around the feed box.

Bookies numbering 250 around L. A. figure they handled \$150,000,000 last year and doubt if another track could up that much.

Second-trackers argue that such a figure looks big enough to go around,

figure looks big enough to go around, but the whole set-up from reformers down to commissioners is against

Schulberg's Par Washun

Hollywood, May 4.

B. P. Schulberg has set the following starting dates on three remaining pictures under Paramount deal:

"Let's Talk of Love," with Ann Dvorak and John Trent, tomorrow (5); 'Stranger Than Ficti following Monday (10); 'Bunanza,' with Edward Annold, George Bancroft and John Trent, Richard Wallace directing, June 1.

Latest H'wood Distraction Is Bally **Electing a New Los Angeles Mayor**

Ploughing Them Under

Hollywood, May 4.

Sales manager of New York
publishing house was visiting
Jim Tully: After lunching at his
three-acre estate, on Toluca
Lake, Tully took the passion
peddler to another place of his
of 89 acres where he grows
alfalfa and makes \$8,000 a year
from his crops. Magnificence
of the haciendas left the pub so
slap-happy he began talking
like Benny Baker.

'Gosh,' he gasped, id you
get all this from writing books?'

No, countered truthful Tully,
'I got it from not writing
books.'

Mayer Formally Announces Norma Shearer Stays M-G

Itollywood, May 4.

Norma Shearer will continue in the Metro fold, according to an announcement made May 3 at a Metro luncheon in the studio, presided over by Louis B. Mayer.

Miss Shearer told the gathering that she preferred to remain with M-G, but did not disclose when she would start work. However, it is understood that she ill get going some time during the summer on her first, which will probably be 'Marle Antoinette.' Hunt Stromberg will produce.

Betty Bronson Back for Pic Re-entry at Republic

Pic Ke-entry at Kepublic
Hollywood, May 4.
Betty Bronson, featured player of
silent films, its returning to pictures
in Singing Kid from Pine Ridge' at
Republic. LeRoy Mason, also a fav
of silents, is cast opposite.
Others in the picture are Jack
Daugherty, Gordon Wickland, Tom
Smith, Dick Hartmans, Ken Cooper,
Jack Ingramp, Henry Hall, Frankie
Marion, Charles Middleton, Loren
Riebe, Bud Osborne, and the Tennessee Ramblers.

Gloria's Col. Solo

Hollywood, May 4.
Columbia signed Gioria Swanson
to a one-picture contract over the
transatiantic telephone. Actress is
now in London,
Film will be called 'Second Mrs.
Draper,' from unpublished novel by
Noel Pierce. Goes into work in six
weeks.

Jackie Cooper's 'Boy'

Hollywood, May 4.

Jacki Cooper has signed with
Scott R. Dunlap, Monogram production executive, to star in 'Boy of the
Streets.'

Writing chore on 'Boy' likely will
go to Marjon Orth, who recently
completed adaptation of 'Paradise
Isle' for Mono.

Wilkersons Part

Hollywood, May 4. Seward, film actress, announced a separation from W. R. Wilkerson, publisher of, the Hollywood Reporter, and her plans are to institute a divorce action.

Loy, Hornblow East , May 4. Arthur and his ife,
Myrna Loy, ined east Monday
(3) for three weeks' vacati

'GENT' AWAITS BETTE

Hollywood, May 4.

Due to wash up 'That Certain
Party' at Warners around May 10;
Bette Davis goes into 'A Gentleman
After Midnight.'

KOHLMAR BOONEING

Fred Kohl of Samuel Gold-wyn's staff is in New York on a periodic talent quest. Will be east a mouth

Hollywood, May 4.

Hollywood, which has more appeals to the populace than a South American republic, has had another one today. This time it's a mayor with the studios up to their ears in work, pouring oil over labor troubles, the added distraction of picking between incumbent Mayor Frank L. Shaw of Toronto, Canada, and John Anson Ford. of Beloit, Wis, anything but a hit.

Only comedy relief of the campaign was the rt way Shavian forces picked up stu io technique of the Dunning process in order to dun the peasant out of his vote. Boys plastered town it pictures zoner ing i car the Prez and Mrs. Roosevelt; show what a pal the mayor was everybody around the White House. Capitol dome was superimposed as a background to the still, but unfortunately Arthur. De Titta, Fox Movietone cameraman, recognized himself between the celebs. Hollywood, May 4.

fortunately Arm.
Movietone cameraman, recognized himself between the colobs car and the capitol dome. time he had his picture tak Hizzoner and the Pr was at the Coliseum when the presidential arty visited Los Angeles 1935

idential' arry visited. Los Angeles in 1935.

So while it was true the mayor had entertained the Prez, it wasn't true that the Prez had returned the compliment, and so the photograph showing them all riding down Pennsylvania Avenue was a process shot, designed for dunning the peacent out of his vote. And that's why called the Dunning Process.

Pop of L. A. now around 1.500 000, with boom-it-up boys clai ing that makes them fourth larged city in country, but Nories J. Nelson, prez of Junior C of C of Hollywood, claims nobody ever heard of L. A. Nelson, running for city councilman, took time out between the primaries and the finals (three weeks) to hop to Washington and talk Jim Farley into glving Hollywood back its own cancellation stamp. He said it's bad enough for people in Hollywood to have to pay taxes to Los Angeles without having the nast lapped all over their outgoing letters.

Hollywood, he argued, its famous all the world, but nobody knows where Los Angeles iz. It struck the Postmaster as a whim, but he doesn't know Hollywood. They have a whim of iron. In the end he said okay.

John Anson Ford also is from Hollywood. He represents the tow as a county supervisor, but Shaw, Jim Davis, chief of police, and Guy McAfee, an ex-cop, really run the McAfee, an ex-cop, really run the town, and are liked because they keep outside racketeers out. The Hollywood Citizen-News keeps

The Hollywood Clitzen-News keeps pounding against this trinity, but the downtown dailies like it, so it stys. Even so, running off an election about something every month or so takes a lot of time and some production has to pay for that.

A free-for-all for all offices at the same time the presidential elect; m is held and then a four-year lay iff would be a welcome solution for production managers.

\$60,000 PIRACY SUIT ON U'S 'SMART GIRLS'

Hollywood, May 4.

it was filed in superior court
here Thursday (29) by Edward du
Domaine charging plagiarism against
Universal in production of Three
Smart Girls' and seek;
damages, \$50,000 for, ass
of the story \$10,000
loss of screen credit.
Complai specifies that
mai registered story titled
'Bringing Up Father' with the Screen
Writers Guild prior to Aug. I, 1983,
This story, according to du Domai
was oftered to Universal and rejected. He claims material was basis
of Three Smart Girls. Hollywood, May 4.

Revive Orig Lindbergh Film

riginal motion picture, compiled by Hays organization on Charles A. y riays organization on Charles A. Lindbergh's flight from N. Y. Paris, will be sercenced ain when aviation officials celebrate the 10th anniversary of his exploit. Fele will be at the Waldorf-Astoria, May 20-21. Film was turned out in May, 1927, in cooperation with newsreel companies.

(AND THE CO







Time devotes cover and 2,000 word write-up!

American features the life story of the Mauch
Twins—advertises it nationally—posts 25,000
placards on nation's newsstands!

Life tells the story in pictures with a complete "Prince and Pauper" section!

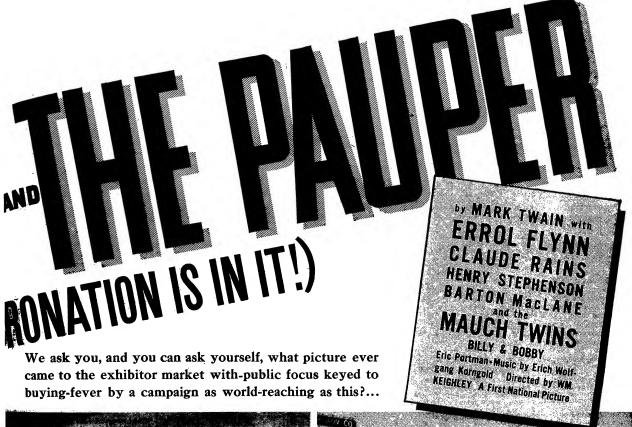
In addition to record fan magazine coverage!

Mauch Twins are Guests of Honor on coast-tocoast Youth Week broadcast with direct appeal to Boy Scouts assuring full local cooperation!

71 Hollywood Hotel stations broadcast Errol Flynn and Mauch Twins in Coronation scene!

Big Brother Organization dramatizes highlight sequences—and continues it for a second broadcast!

THE WORLD TODAY IS THE CORONATION







In the movie page and in the news section with full and half-pages of pictures and stories!

Hits a new high for outdoor display with 30 solid days of 24-sheeting in 1500 nation-wide cities!

RELEASED THIS WEEK at the peak of the greatest publicity push ever organized for picture promotion by WARNER BROS.

No New Taxes on British Film Biz Despite Heavy Armaments Budget

London, April 26.
Budget announcement indicating no further import duties proved a great relief to the motion picture business, particularly in view of recent Parliamentary hints that the Board of Trade was eyeing the film import situation. It was feared the heavy armaments commitments of the U. K. would mean drastic increases in taxation on all sides.

Though no direct levies come the way of the film industry, yet affecting it in common with all commercial undertakings is the tax on rising profits, known as the National Defense Contribution. This will be a graduated tax, ranging from 20 to 131/3% on growth of profits in excess of \$10,000 a year, expected to ield \$10,000,000 this year.

Hit by the measure particularly will be American distributors, whose collective earnings from the U. K. market are estimated at \$35,000,000 and lore in a year.

Tax is estimated, as equivalent to an addition of 2½% on the income tax already levied on industry. London, April 26.
Budget announcement indicating

BRITISH PRODS. DISTRIBS' WAR

Differences between British pro ducers and distributors are likely to lead to a blow-up. Studio concerns are complai ing the renter has a isproportionate share of the revenue from films they produce, and threaten to break away and undertake their own distribution.

Question is one of the fundamental problems discussed at the industry's

problems discussed at the industry's current joint conversations, but a wide gap separates the two bodies. Alexander Korda is said to be a foremost rebel, his recent utterances having proved him at variance with distributors on basic trade principles. Meetings of the Federation of British Industries Producers' Group have fostered the discontent, with the threat of terminating existing distribution arrangements likely to be a real menace to renters.

Fact that distribs are dependent on the studios for quota requirements renders the position more piquant, and an early showdown is anticipated.

Lopert's New Pax Film Fetching in Foreigns For English Dubbing

I. E. Lopert, dubbing export for merly in charge of that department for Paramount in Paris, and now established in New York, has formed a company for importing and distri ing foreign-made films in the U.S. New company called Pax Films, has that title

Kassler, formerly working with Lopert in Paris, is secretary and gen-eral manager, there associated are William Weismann, Ed Simmons, A.

rank

S. Fisher. Enterprise differs from the usual. Enterprise differs from the usual. Will specialize, as far as possible, in films which can be dubbed into English, feeling being this form of product can make headway here. Lopert sails next week for Paris to look over the available product and will tie up, if he can, three or four pictures, plan being not to handle more than that number yearly. Outfit ill ship out some pix as is, with English superimposed titles, but will concentrate mostly on the larger dubbed product, handling the dubbing itself and attempting to turn the finished product over to regular distributing channels here.

COIN JAM HOLDS UP G-B PIX IN JAPAN

Tokyo, April 16. Gaumont. cult time getti

bution here. Several months ago contract was made with U. Ono & Co. where by it was to become the G-B agen and his backer nor Japan. and his backet, 1. Yoshida, had a falling out and Yoshida worked the deal around so that he became the agent. Yoshida, not being equipped to handle the physical end of the biz, then attempted to peddle the G-B product to Empire Film Distributing Co., but no dice.

to Empire Film Distributing Co., but no dice.

First two pix under the original Ono & Co. setup have been in Japan for some time but are still in bond at customs. Two subjects are Secret Agent and 17's Love Again, with the latter standing a good chance of being badly mutilated by the censor. No reasons have been advanced why the two pix are not taken out and prepared, but guess is that it's on account of anticipated censorship difficulties on the musical. Under the original One contract no provision was made for credit for banned pix and no allowance was provided for i case of subject being mutilated.

E. Hewitt, here for ritish Acoustics (G-B subsid) is attempting to straighten out the matter. While it is expected that the existing contract will be carried out under the new deal between C. M. Woolf and G-B, so far nothing has been heard from General Films on the subject.

Nippon's Ace Cinema Drops U. S. Pictures

Topys U. S. Fictures
Tokyo, April 14.
Nippon Gelkijo, Toho's ace spot,
has changed its policy, going to Jap
pix exclusively, instead of running
a mixed program, as in the past.
This is a serious blow to foreign
product as the spot is the largest and
finest in town. American distribs
affected are Paramount, RKO,
Warner, Columbia and Universal, all
of whom are tied to the Toho chain
for release.

'ROSE MARIE' IN SYDNEY

Aussie Biz Oke—'Plainsman,' 'God frey' Doing Well

frey Doing Well

Sydney, April 13.

'Rose Marie' (MG) came in when biz was at a marked low, but quickly shot up to top trade and looks like a smash. 'The Plainsman' (Par) is also in the heavy coin and likely to return a solid gross. 'My Man Godfrey' (U) is a laugh hit and sure to make top grade, but Charge' (WB) took a dive will soon quit. 'Lloyds' (Fox) is going ahead nicely and should continue to good biz. 'Show Boat'. (U) its 11th month and still rollim along. 'It isn't Done' (C) goes into the fifth week, but has weakened. 'Rest includes, 'Winterset' (RKO), 'His Lordship' (G-B), 'Once a Doctor' (WB), 'Criminal Lawy et' (RKO), 'Mad Holiday' (MG) and 'Women are a Trouble' (MG).

Melbourne, April 13. Melbourne, April 13.

Wet Easter gave the boys a nico
break, but biz has eased somewha
now. Lineup includes, 'Swing Time
(RKO), 'Rangle River' (Col). 'I
Ini't Done' (Cinesound), 'The Plains
man' (Par), 'Mary of Scotland
(RKO), 'His Lordship' (G-B), 'Rem
brandt' (UA) and 'Romeo and
Juliet' (MG).

New Zealand, April 12. Easter in Auckland, Wellington, Christchurch and Dunedin was oke Can's tenuren and Dunedin was oke and American pix took the top spots Features include, 'Raimbow on the River' (RKO), 'Soft Lights' (GB), 'Libelled Lady' (MG), 'Piccadilly Jim' (MG), 'Tarzan Escapes' (MG), and 'Girl of the Ozarks' (Par),

Actor Sues for Full Payoff Despite Nix Of Permit by Gov't

tto Wallburg, exiled German nedian, is suing the Theatre an der Wien management. He had signed a contract to appear i the comedy 'Das Duell' for four weeks, but received a permit for only one

Court will have to decide whether or not a theatre manager is responsible for non-reception of a worker's permit. 'a problem which has come up many times in the past in various European countries without ever being solved. In this case, of ourse, if gains importance because or whom are used to the Toho chain for release.

Other downtown release house controlled by Toho is Hibiya Gekijo, but cant' possibly accommodate all the product of the five distribs.

Various European countries without curve being solved. In this case, of course, it gains importance because of Wallburg's big name in central the product of the five distribs.

Propaganda in European Films May Help U. S. Indies in Japan

Tokyo, April 15.
European pix which have been on the upgrade here for the past two years, in the future will undergo considerably closer scrutiny before being purchased for distribution in Japan. Propaganda angle is the reason, the Japs being out of sympathy with the present tendency of German and French productions in that direction.

Russian pix have always been a headache for Jap exchanges because of censorship difficulties, but the situation became so bothersome during the past year that Sancisha, principal importer of Russian subjects, decided to discontinue handling them altogether. Previously, that company brought in an average of four a year. Japanese fear of the red doctrine is so great that subjects had to be reviewed by nearly all government departments, including the Army and Navy, in addition to the regular police censor. Russian trade commission here frequently burned at Army censorship because a White Russian was consulted.

German productions have not suf-

the finished and attempting to turn the finished product over to regular distributing channels here.

New B. A. 2,700-Seater

Buenos Aires, April 19.
Cine Metropolitan, city's newest picture palace, with a seating capacity of 2,700, has opened.
Ie is located in Calle Corrientes, almost in front of the Cine Opera, city's other de luxe picture house.

friendly via liberal use of shears.

Oriticism of French pix isn't so much from the propaganda angle as from an alleged letdown in quality.

Distribs here attribute this to the unstable financial position of most French producers.

Fitish pix, heretofore, unpopular here, are beginning to command more respect from both exhibs and fans. 'Things to Come', '39 Steps,' and offering very stiff competish for a larger number of importations. Laughton's 'Rembrandt', now playing at the Odeon-za, Yokohama, is giving a good account of itself and exhibs are showing considerable interest in 'Fire Over England,' due to arrive in the near future.

Opinion of principal distribs seems to be that, with German and French subjects becoming less desirable, and the strength of American indies will be used to all the gap. Deals on these are not going to be as easy to close as in the past, however, because Jap exchanges are now showing a tendency to have a look before buying. Reason for wariness is due to the century of the control of the past, without screening, have been so unsuitable for the market that they didn't bring back their print cost.

During the past year several direction in dies have tried to break that this market. Grand National has been dickering for some time to the control of the control of the past, and the past that they are the past and the past year several and control of page 55)

Italy Socks New Tax on Dubbing Of U. S. Films Despite Hays Pact

REICH NIXES 'PRATER': **MONDIAL LOSES 100G'S**

Vienna, April 24.
Mondial film company suffered a
loss of approximately \$100,000 by
Germany's refusal to admit its production 'Prater' in the Reich. German film chamber said the ban was
because of the film's poor quality
and not for political reasons.

Though it is generally admits to the same of the film's poor quality
and not for political reasons.

Though it is generally admitted that Prater' was one of the weakest productions of Austrian film art, its rumored that the German chamber retailated after the films 'Condotteri' and 'Togger' week banned in Austria because of alleged Nazi leavings

Mondial will now need more finan-cial backing.

CAIRO FEARS HEAVIER TAXES

Cairo, April 18.
General fear prevails here that the screws will be tightened on foreign film firms in general and U. S. films in particular when the results of the capitulations conference at Montreux are known, Purpose of the conference is to put the finishing touches to Egyptian independence by shaking off "fiscal immunity" of the foreign community.

Egypt has been a paradise for

foreign community.

Egypt has been a paradise for foreign firms to date most of them having to pay only nominal taxes, if any, Claimed now that this immunity was an injustice to the country, which has suffered keenly on account of a revenue dearth.

Current "amusement tax," which was enacted in 1933 and modified two, years later, is imposed on entrance to race meetings, theatres, cinemas and various other forms of sport and entertainment if held within the limits of Cairo. There is no corresponding tax outside of the city.

no corresponding tax outside of the city.

Tax is collected from the public by the house managers, who are held responsible by the Treasury Department. Charge amounts to about 25c, first class and half that for second class in so-called Parimutuel entertainments. For other entertainment it is a half cent, cent, cent-and-ahalf, etc., on entrance fees up to 25c, and 5c. on every 50c. or fraction.

All persons holding a taxable entertainment must give notice of it in prescribed forms at least three days beforehand and to see that those admitted pay up and are given tickets. Privately printed tickets have to be presented for the revenue stamp. Government prints tickets for the amounts of various taxes, which are purchasable and obviate the necessity of red tape.

Non-payment is penalized by Ad-

Non-payment is penalized by Admi istrative Seizure. Heaviest penalties are a \$5 fine, a week in prison and 15-day close-down.

and 15-day close-down.
There are now considerable misgivings in pix circles, where it is believed that with the collapse of capitulations, there will be considerable withdrawal. of foreign capital from Egypt. Business has already sharply decli and a number of picture places may be forced to close. Encouragement given the native. Misr Films and a general exodus of foreigners from the country, which has already started, make the outlook gloomy. has already look gloomy.

look gloomy.

Total annual import of products for use in photography and cinematography in 1935 exceeded \$580,000 in value a considerable part of which was American. Total of \$10,000 worth of Ilms was imported from the U. S. via Palesti , and the figure is classified under imports from Palesti

U. S. pix in Italy suffered a severe blow last week when Italian authorities decided definitely to up the tax on dubbing, thereby destroying most of the advantages won for the Americans by Will Hays' personal negotia-tions here a few months ago.

Where the dubbing tax heretofor had been about \$1,500 flat for all categories of pix, it has now been moved to about \$2,500 for the lowest

categories of pix, it has now been moved to about \$2,500 for the lowest earning category of films; that is, films with box-office receipts of about \$150,000. Above that category, the dubbing tax becomes about \$750 more for every additional \$25,000 of box-office receipts. This stageered dubbing tax goes from the minimum of \$2,500 to the maximum of \$5,500. Italian authorities maintain that this new regulation in no wachanges the terms of the Hays agreements regarding. American imports into Italy, but representatives American pix here claim that it does. Hays was promised practically unlimited importation of American films, which is now being curtailed by putting such a high price on dubbing that it will pay to import only the surefire bo. successee. Furthermore, it means that American producers will be forced to spend even more of their earnings on Italian taxes than they had before.

Americans made representations to the Italian authorities while the new regulation was under discussion, and achieved some modification of the terms originally drafted; but, now that the regulation has gone through, the Americans entertain little hope of its being changed any more in their favor.

CHINESE BAN FLOCK OF FLIX

Shanghai, April 15.

Shanghal, April 15.

Chinese government censors ban and mutilate pix badly.

Theodora Goes Wild' (Col) was entirely banned because the Japanese valet, Toki, resembled a Chinese servant, and nothing menial or derogatory re the Chinese is allowed. All sequences of 'Polo Joe' (WB) referring to China were cut. Result was no continuity and the pix as shown had to be pulled in two days. Joe E. Brown is unusually popular with Chinese audiences.

'General Died at Dawn' (Par) has been held up in Nanking since December, although Gen. Tu, an official government adviser, assisted production.

cial government adviser, assisted production.
Distribs of Chinese pix, thoug 'Good Earth' (MG) is not yet here, are moving heaven and earth to have it banned. If passed it will be one of the biggest bo, pix in history here. Again Gen. Tu was the official adviser in Hollywood.
Local Fox office is cutting Shirley Temples' Stowaway' before submitti it to the Nanking censors. Still duestionable whether the board will ok it, however.
In spite of the fact that the Cathay theatre had booked 'It's Love Again,' the board of censors shipped the film to Hangchow, where Chiang Kaishek is recuperating, for a private showing. Theatre and distrib have no recourse, suffering two days' of extensive business.
Shanghai Settlement censors banned 'We Who Are About to Die' (RKO) after the Chinese had ok'd it.

Lord Portal Fed Up?

London, May 4.

Lord Portal, commercial magnate and chairman of General Film Distributors, the Charles M. Woolf parent organization, and a director of the newly-formed Jack Buchanan Film Corp., is reported resi ing from all his pix directorates.

Roy William Neill has signed a year's contract wit! Gaumont-Brittish to direct, his initial assignment being a George Arliss picture.

Former Columbic irector has been in England working for British to have told intimates he has no faith in future of British pix industry. Portal is heavily interested in thremational Pictures the last six months. He has sent for his family.

20TH'S AUSSIE CONTROL?

Schuenzel, Ace Berlin Director, SEEN BEHIND GU, Gov't Declares Itself Definitely Flees; Nazis Seize His Bankroll HOYTS, GT TANGLE

Berli , May 4.

Reinhold Schuenzel, generally, considered top director now in Germany, who megged 'Amphytrion' 'Maedchen Irene,' has been secretly skiddooed by the government. Review of his newest picture for Tobis-Rota, 'Land of' Love,' resulted in the film being nixed 24 hours before opening. Schuenzel was given marching orders.

Unofficial explanation is that all of Schuenzel's pictures contained numerous sly gibes at the present regime. No explanation is made as to why these gibes were never previously recognized.

Outcome of the business, from Schuenzel's standpoint, since he is a non-Aryan, is a confiscation of all his inancial holdings.

Schuenzel is understood to have quit the country before the officials descended on him. In that case he will never be able to reclaim any of his holdings here, nor pick up any

will never be able to rectain any or his holdings here, nor pick up any of his bank savings. Doubtful whether he took any of it with him since it is very di icult to take money out of the country. He is sup-posed here to be heading Hollywood-

TOHO-SHOCHIKU **RIFT CONTINUES**

Tokyo, April 19.

Dispute between Toho and Sho-chiku, rival producers and distribs, continues to hold the boards here, and present indications point to the eventual involvement of nearly all factors in the biz. Shochiku has been busy the past week lining up small indie producers to play ball with the Shochiku Dick; composed of Sho-chiku, Nikkatsu, Shinko and Daito. So far, favorable resonness have chiku, Nikkatšu, Shinko, and Daito. So far, favorable responses have been received from Koyo Eiga Company, Kyokuto Production Co., and Makino Prods, Zensho Kinema Co., is on the fence but expected to decide next week.

Being able to rely on product from these, indies, Shochiku feels it will be in a position to successfully resist any boycott instituted by Toho against Shochiku-controlled spots.

Toho's recent raids on talent of opposish studies came home to roost last week when Shochiku hired four of Takarazuita Girls' Opera (Toho) oppora (To

opposish studios came home u uvou last week when Shochiku hired four of Takarazuka Girls' Opera (Toho) stars for use i ictures. Though inexperienced in pix, girls will have a certain draught in the big cities, where opera has played.

Up to the present the Toho-Shochiku scrap hasn't brought any new bir to forei although it is the opinion of some exchange managers that it's bound come, if the rift continues. Feeling is that when Shochiku houses in the country realize the weakness of Jap indies, they will demand better product and turn to foreign lms.

demand better product and turn to foreign Ims.

Toho received a set-back in its tiff with Shochiku when 300 members of the Kwanto (eastern Japan) Cinema Guild passed a resolution censuring. Toho for tactics pursued in hiring talent away from opposish studios. Underlying idea seemed to be that exhibs fear an increase in film rentals it Toho persists in boosting talent stipends by open warfare. Before adjournment, meeting went on record as favoring members coning product to Shochiku, inko. Nikkatsu and Daito, now known as 'the big four.'

Vienna, April 26. Lothar, manager of Josef-neatre leaving for

Lothar, manager of social theatre leaving for N. Y.

Will work there in F Sharp' and Mother of Justice' to adapt them for film scenarios.

Harry Day, M. P.

London, April 26.
There's a guy in Parliament here who has constituted himself an unofficial champion of the motion picture business.
Name is Harry Day, and he silways to the fore at question time, popping his little

time, popping his little queries which appear to have the effect of keeping the House of Commons film conscious.

Special Berlin **Meet Called for Ufa, Tobis Reorgs**

Berlin, May 4. Goebbels has Minister for tonight (Tuesday), probably for disclosures concerning the future of UFA. Facts will be decided on dur-

UFA. Facts will be decided on during an afternoon meeting of the head boys, and disclosed at night. Selection of a board of irectors is one of the major items involved and information points to an ingress of actors. here. Probability is that Eugen Ploepfer, Paul Hartmann and Mathias Wiemann will be made directors, paralleling the new setup on Tobis with Emil Jennings, Willy Forst and Gustav Gruendgrens as the board. Recent Tobis upheaval involved some, important changes and staff swapping.

some important changes and staff swapping.
Dr. Hans Henckel and Dr. Fritzsche have resigned from the Board of Directors of both Tobis Europa and Tobis Rota Film. New board consists of the Messrs. Scheffer, Mainz and Jung.
From the staff, Dr. Herbert Englesing, formerly head of the Board of Managers at Tobis Europa, has switched to Tobis, Inc., as production supervisor, while Dr. Hermann Schwerin has left his job as director of the managing committee at Tobis Rota to handle all contract and legal questions for the Tobis production management. management.

management.

Hans Fischer is stepping into the
vacancy made at Tobis Europa as
vice manager and Wilhelm Bruening is holding down the same post at

'LEGION' BAN STIRS PARIS NEWSPAPERS

Paris, April 24,
Banning by the censors here of
Black Legion (WB) has caused the
press to unlosen a vitriolic attack
on the boys, demanding that the
censor be suppressed entirely.
Most every paper in the town was
at one on the assertion that, in
turning thumbs down the pic, the
censor overstepped his duty,
It is argued that there is no censor for books or plays in this country and that there should be
one for films either. Paris, April 24,

Pix China

Shanghai, April 16. Shanghai, April 16.
Best b.o. pix here now are 'Reunion' (20th), 'Camille' (MG), 'God's
Country' (WB), 'Three Smart Girls'
(), 'Girl From Paris' (RKO), 'One
in Million' (20th), Spanky'
(MG), 'It's Love Again' (GB) and
'Great Ziegfeld' (MG).

Basil Dean Lent Denham

London, April 20.

Basil Dean is going on loan to Denham to direct irst and Last,' from a John Galsworthy play.

Cast Includes Leslie Banks, Vivien Leigh and Laurence Olivi

Intra-Organizational Battle for Dominance-Several Factional Groups Hutchinson's Hops

KENT TRIP SOON

Sydney, May 4. Sydney, May 4.

There's a good deal more to the Greater Union-Hoyts' General Theatres tangle than appears on the surface. Behind the curtains, it is now officially learned here, is 20th Century-Fox, way off in New York, pulling strings which may yet eventuate in that American company getting control of the whole business.

ting control of the whole business. Principal characters in what is now admittedly a battle for control are Stuart F. Doyle, managing director of Greater Union; Charles Munro, managing director of Hotys; Norman Rydge, chairman of the board of directors of Greater Union; and Doyle and Munro as co-directors of General Thoin; and Charles Theatres. Plus, of course, 20th-Fox, which owns majority control of Hotys. trol of Hoyts.

Between them. Hoyts and Greater Between them, Hoyts and Greater Union have a practical monopoly of the market here, and both are powerful outifts. But, when the world markets went blah in 1930, bankers forced a consolidation into one powerful chain for the entire continent. This was fine while it was necessary, but debts are now cleared up, profits are piling up and neither Munro nor Doyle are anxious to play ball together any longer. Each would prefer to be alone.

ball together any longer. Each would prefer to be alone.

After arguing ith each other about it for some time, Doyle made a trip to England about seven months ago and laid the first foundations for reorganization of his own chain on a separate basis. He got the offer of all the coin he wanted there, picked up some more in New York and was set to go. Returning here he bumped into unexpected opposition on his lown board, several members of which wanted to know what was the matter with local money.

While he was thinking up an answer to this one, returning the English bankroll with polite thanks and writing in the home coin, Hoyts was not sitting still. Munro had ideas of his own, and they consisted of building up his chain, erecting the atres, returnishing, polishing, etc. Doyle stopped his financial maneuvering to enter into the building competish.

That made a curious position. Here were two partners in a glant enterprise manipulating their per-

Doyle stopped his financial maneuering to enter into the building competition. The made a curious position. The made a curious position. The made a curious position. The work within that enterprise manipulating their personal ends within that enterprise. While this was going on Asprey suddenly rushed off to New York and London. Asprey is head of Doyle's board and was supposedly 100% for Doyle, but suddenly it turns out has ideas of his own and these ideas consist strictly of making the most profil, individually or with partners. What exactly Asprey accomplished in New York isn't known, but suddenly it became evident that the two companies, all set to go their separate ways in December, might not do so. They might try another year or so as partners. And Asprey, instead of going right back, has remained quietly in New York, waiting silently, but not talking.

New Tangents

In Favor of Quota Prolongation In England on a 10-Year Basis

London, April 27.
Pronouncement in Parliament that
the Government is definitely in favor of a further 10-year motion picture quota throws the matter of new
legislation into sharp focus, and indicates the basis on which all further trade negotiations must be dis-

cussed.

Till now all representations have been made in the dark, with no indication of the Gov't attitude, al-

Quota Battle **Grows Bitter** In Australia

Sydney, April 16.

Dirty linen is commencing to creep out on the Quota line as pressure is being put on the American distribs. Latest airing slaps at the alged stranglehold over exhibs in the Victorian nabes by certain American distribs. Stated that British pix are kept out of these spots by the Americans because of tieups with the exhibs, and that even should a British pix be played, the Americans grab a share of the takings.

Metro and Par are operating in a considerable way in the Victorian nabes by supplying their pictures exclusively to around 20 houses, called Independent Suburban Theatres.

Independent Suburban Theatres.' These are operating mostly against the Hoyts chain of nabes, and came about during a film war some time ago. Metro-Par tie here has been a sore point with many interests for a long period, and from time to time government interference has been threatened. threatened.

threatened.

It was this same film war which started Metro and Par looking for city theatres, after they had refused to make deals with the major units. Today Metro has its own theatres in Sydney, Melbourne and Brisbane, with Par running in Melbourne and having ace outlets in Sydney and other centres.

other centres.

Both Metro and Par have denied that they were financially interested in these nabe theatres; denying also that they were against British pix, simply stating they were supplying pix wherever possible.

though it was generally felt in the trade that the general recommendations of Lord Moyne's report would receive favor in Parliament.

Revelation came from Walter Runciman president of the Board of Trade; who indicated in a House of Commons reply to questions that the Gov't supported continuation of the quota and would introduce the necessary legislation befor the end of the current year. He was unable to give a lead on what scales of quota would be imposed,

More Deliberations

Also made clear by Runciman was that no bill would be drafted with-out further intensive deliberations

Anso made clear by Runciman was that no bill, would be drafted without further intensive deliberations with trade interests.

Simultaneously with the House of Commons statement came discussion in the House of Lords on the same subject, when members of the Upper Chamber supported a motion that all steps should be taken to assist foundation of the British motipleture industry on a firm basis. Features of that debate were an appeal for reciprocity in the United States, together with a statement from one Peer that British producers should cultivate the 'necessary blatancy' to assert British ideas on the screen.

Reciprocity angle was stressed at a meeting of important national insterests when a resolution was passed urging allowance in new quota legislation for representing the national point of view in motion pictures. Meeting decided to form a British Films Advancement Council, with a view to emphasizing the condition of measures as may be necessary to assure to British films fair treatment in all countries which market films the United Kingdom.

Joint Trade Meets

These new turns in the Recognil

Joint Trade Meets

Joint Trade Meets
These new turns in the general
situation will not affect the general
course of the joint trade conversations, which are being resumed
within a few days, though the Govit
statement gives something definite
to talk about. Actually, the parties
concerned have something more immediately affecting them on their
minds—the problem of determining
a basis of understanding between
exhibitors and distributors on one
side, as opposed to the producers on side, as opposed to the producers on

side, as opposed to the producers on the other.

Trouble is that the producers are demanding a bargain as the price of their participation in joint talks, that price being a concerted drive for reciprosity in the U.S. market.

Exhibs and distribs have so far viewed the discussions as a matter of domestic adjustment only, and jointly declare that the producers' demand is outside the scope of the present set-up. Unless a basis of understanding can be reached at the next session the fabric of the whole conversations may crumble. conversations may crumble.

Other eadaches

Other eadaches
ther problem affecting
smooth progress of the talks is
where exhibs and distributors can
meet on the matter of functions of
a joint trade arbitration committee.
Exhibs still declare in favor of a
body with statutory power of appeal to the Govit as final arbiter of
trade ifferences; distrils, however,
declare they will suggest machinery
for handling defaulters without resort to law.

for handling defaulters without resort to law.

Exhibs also roundly affirm they will not be content with an reement li ite, to the quota matter; they desire an understanding on all matters that have inked ther over a period of years. In brief, they see this as their opportunity of breaking down the front which the distribs have solidly preserved for the past 10 years in dictation of tradipolicy. This they see as the fair price to the demand of the distribs in return for support on the quota problem.

"Paramount's
'MAKE WAY FOR
TOMORROW' is
so human that
it hurts!"

-Los Angeles Daily News

• Produced and directed by LEO McCAREY, who made "Ruggles of Red Gap"...defied studio chiefs with famed "Gettysburg Address" scene by Charles Laughton...offered to tear up his contract and work for less than his salary just to make "Make Way for Tomorrow"...and won!



"MAKE WAY FOR TOMORROW" is a Critic's Picture!

"One of finest motion pictures to emerge from Hollywood in many seasons!" writes enthusiastic Douglas Churchill in New York Times (Sunday, May 2nd)..."Another 'Over the Hill' and 'Stella Dallas'!" says Los Angeles Times..."90 minutes of most soul-stirring drama screen has seen!" says Daily Variety..."Teems with human drama," says Motion Picture Daily... "Will keep audiences happily balanced between smiles and tears," says Hollywood Reporter.

"MAKE WAY FOR TOMORROW" is a Woman's Picture!

Read these comments from leading national clubwomen, educators, organization leaders*: "Hope everyone in America will see it at least once" ... "Stirs heart and mind"... "Has tremendous appeal"... "Wish every man, woman and child could see it"... "Recommend it heartily"... "Magnificent!"

"MAKE WAY FOR TOMORROW" is a Man's Picture!

Read what men in East and West Coast preview audiences said about it*: "Grand, richly deserves success". "Human and appealing"..."Should be one of season's outstanding successes"... "Tremendous moving panorama of life"... "You'll want to see this again and again."

"MAKE WAY FOR TOMORROW" is a Mass Audience Picture!

Trade paper previewers peg it as box-office in any theatre for every audience: "Bring in handsome returns . . . refresh large audience," says Hollywood Reporter. . . "Will be widely discussed . . . have stimulating effect on box-office," says Daily Variety . . . "When a picture has heart, public is quick to rally to its support. 'Make Way for Tomorrow' has heart appeal," says Motion Picture Daily . . . "Puts Paramount on a new high standard," says Box-Office . . "Can easily stand alone," says Showmen's Trade Review . . .

*Original copies of signed statements on file.

"MAKE WAY FOR TOMORROW"

with VICTOR MOORE

BEULAH BONDI • FAY BAINTER • THOMAS MITCHELL Produced and directed by Leo McCarey • a Paramount Picture

CAFE METROPOLE

(ATE MIE ...)

In Century-Fox release of Nunnallyhason puduction. Stars Loretta Young,
rone Power, Adolphe Menjou. Features
seary Ratoff. Charles Winninger, Helea
settley, Directed by E. H. Griffith. Screek
stelly, Directed by E. H. Griffith. Screek
toff. ("Amero, Lucien Andriot; asast, ditoff. ("Amero, Lucien Andriot; Alexis.

Monsteur Victor

Monsteur Victor

Monsteur Victor

Monsteur Victor

Monsteur Lon Monsteur

Monsteur Loon Monsteur

Monste

'Cafe Metropole' is an above average fil It's smart, sophisticated foot too much sol, has the proper romantic ingredients, and will please em almost anywhere. The marquee is more than adequately taken care

inco too muen sol, has the proper comantic ingredients, and will please em; almost anywhere. The marquee is more than adequately taken care of the Parisian background is solid tuff for the fans; and there's enough of the high society backgrounding and intrigue to hold. But most important are the technical niceties which weld it together, ranging from Nunnally. Johnson's production and Edward H. Griffith's direction to an exceptional scripting job by Jacques Deval. This French playwright has captured the American cinematic diom in grand manner, so much so it is to wonder at his linguistic agility as regards some of the idomatic phraseology. There's a terrific tag line which climaxes the proceedings, and it's strictly an Americanism Which, of course, brings up the thought anent Nunnally Johnson's Mich, of course, brings up the thought anent Nunnally Johnson's The Course of the idomatic phraseology. There's a terrific tag in the strictly an Americanism Charleston of the idomatic phraseology. There's a terrific tag in the work of the idomatic phraseology. There's a terrific tag in the strictly an Americanism The Strictly and Americanism The Strictly and Americanism Charleston of the idomatic phraseology. There's a terrific tag interspersed with a flock of sparkling twists and nuances. Gregory Ratoff authored the original, and while he didn't overwrite innesses of a tag that the cafe Metropole, and makes Menjou, the Boniface of the joint, kowtow to the waiter-of-today who was-a-Russian-nobleman-of-another-day, it's a stering plece of directorial and histrionic jockey line.

joint, kowtow to the waiter-of-to-day who was-a-Russian-nobleman-of-another-day, it's a sterling piece of directorial and histrionic jockeying.

Menjou is consistently the scoundrel but his skullduggery well nighmakes him walk off with the cake.

Loretta Young is cast as the headstrong American heires; Power is the pseudo-Russian prince, put in that spot through a gambling scrape with Menjou, which that perpetual schemer seeks to capitalize. Missischemer seeks to capitalize and Missischemer seeks to capitalize and Missischemer vagative nore than adequate support by Wii inger and Missischemer vagative provider and missischemer vagative provider and seeks to capitalize to capitalize the state of the capitalize with the bourgeoisie stuff, this time interpreted for the screen. It generally counts for heavy returns. The touch where Ratoff, metamorphosed from water to royalty, lights time interpreted for the screen. It generally counts for heavy returns. The touch where Ratoff, metamorphosed from water to royalty, lights his ciparer with a few minutes before being in service, is dert with the leap-yearing heiress and the ohoney arrest of the American millionaire on the boat-train to Havre.

A lapse in creduity, seemingly a cutting deficiency, is a Latin quarter cafe scene where the romantic leads are shown in a romantic buildup. But in toto it's light and the general romantic flavor makes it pleasanty seasonal film ammement.

Support, while incidental, is adept throughout. Lucien Andrict's camera is suave, Louis Sliver musical decor big league. So is the peture.

NIGHT MUST FALL

NIGHT MUST FALL

NIGHT MUST FALL

Astro-Goldwyn-Moyer Cleans of Huist
Stellen-Goldwyn-Moyer Cleans of Huist
Stellen-Goldwyn-Moyer Cleans
Astro-Goldwyn-Moyer Cleans
Astro-Goldwyn-Moyer Cleans
Astro-Goldwyn-Moyer Cleans
Astro-Goldwyn-Moyer Cleans
Protect
Astro-Goldwyn-Ray June: Bin editor
Robert J. Kern. Score, Edward Wyrd. At
Robert J. Kern. Score, Edward Wyrd. At
Robert J. Kern. Score, Edward Wyrd.
Robert J. Kern. Score, Edward Wyrd.
Robert Montemery
Alan Marshall
Danny. Holling Moyer
Justin Alan Marshall
Dyra. More Cleans
Astro-Goldwyn-Moyer
Astro-Goldwyn-

There is no reason to anticipate any greater popular success as a film for this translation of Emlyn Williams stage shocker than the original enjoyed during its brief Broadway engagement last autumn. It's tedious, slow (runs almost two hours), and even dull in spots. Nor is it a very convincing analysis of the mental processes of a youth who has just murdered one woman and is planning to kill another. Show ran a full year in London.

In the play the audience was in-

formed in a brief prolog of the boy's crimes, the script then being concerned with a re-enactment the fillings, given by the concerned with a re-enactment the fillings of the prolog and the murderer. The film treatment eliminates the prolog and tells the story on a whoden to the fill of the prolog and tells the story on a whoden to the prolog and tells the story on a whoden to the prolog and tells the story on a whoden to the prolog and tells the story on a whoden to the prolog and tells the story on a whoden to the prolog and tells the prolog and tells the story on a whoden to the prological interest. Studio has introduced a novelty touch, however, in assigning Robert Monigomery. heretofore of the comedy brigade, to characterize the killer of Nightale, to characterize the killer of Nightale, to characterize the killer of Nightale, to the content of the stage. His is a realistic imitation, but such fan support as Montgomery has gained likely to be missing when this picture is shown. The sudden contrast of his role as a murderer is very sharp. The appearance of Montgomery in a part which is the antithesis of his pattern may be art, but it's not box office. Vic MacLaglen found the commerce of the contrast of his role as a murderer is very sharp. The appearance of Montgomery in a part which is the antithesis of his pattern may be art, but it's not box office. Vic MacLaglen found the commerce or the commerce of the com

thew Boutton, merre rockers.

Beryl Mercer,
Picture splendidly produced while there is finesse in the direction of Richard Thorpe.

Locale is an English village and quite a few British players have small bits which gives them all a chance to spread the cockney pretty thick, and with variations. They should get together on one set of signals.

Night Must Fall' will have plenty of box office trouble.

WAY OUT WEST

Metro release of Hal Roach production.
Stars Stan Laurel and Oliver Hardy. Directed by James W. Horne. Screenplus by
rected by James W. Horne. Screenplus by
Parrott from original by Jack Jevne, and
Charles Rogers; musical director, Marvin
Hatley; camers, Art Lloyd and Walter
Jd. Running time, 64 impsyeck May 3,
Jd. Running time, 64 impsyeck May 3,
Jd. Running time, 64 impsyeck

Star	levi		Stan Laurel
Ollie			Oliver Hardy
Lols	Marcei		.Sharon Lynne
Micl	kev Finn	Jr	mes Finlayson
Mar	y Roberts	Re	sina Lawrence
Sher	111		Stanley Fields
Shei	lff's Wife		Vivlen Oakland
The	Avalon Boys		Themselves
Dina	ah		Herself

Latest Laurel-Hardy opus just about extinguishes the good results achieved in Our Relations, previous efforts place and the property of the property of the property of double-bill feams. Picture may gain a share of patronage through the comedy team's showing made in preceding releases, but after that it will be tough sledding.

preceding releases, but after that it will be tough sledding.

Manner in which this comedy falters and stumbles along is probably due both to formula direction and scripting. Three are credited with the scenario and two for the original story. Seemingly too many took a hand; plot reads that way.

In general pattern the latest Laurel and Hardy entry follows closely the story. The story of them are mew or are given new twists, but the ponderous way in which they are put over washes out their expected effect.

effect.
Laurel and Hardy sing and dance
in this one, both to neat returns.
They fail to follow up the advantage
achieved in their preceding film by
not talking again or working their
chatter in effectually. Instead, this
looks like a series of gags loosely.
strung together.

chatter in effectually. Instead, this looks like a series of gags loosely strung together.

The two boys are commissioned to deliver a deed to a gold nine. They find out, after handing the valuable paper has been given to the wong girl. Hence, the mad race the wong girl. Hence, the mad race to the wong girl. Hence, the mad race the wong girl. Hence, the mad race and the wong girl. Hence, the mad race had been girl. Hence, the mad race work hang all of the quips. And Oliver Hardy falls into a pool of water for the third time as the eventual fadeout arrivés.

For the Laurel-Hardy fans, who howl at anything the pair does, they may appear as comical as ever. They wear their usual costumes, despite the cowboy-western surroundings. Sharon Lynne comely blonde, works that might well have been mad more of. Instead, James Finlayson again is cast as villain-straight man, which further slows up the action. Rosina Lawrence, heroine who's suppears only for flecting glimpses. Stanley Fields, in the role of sheriff, is totally wasted. The Avaton Boys called the action of the sparsity of dialog, but most of it is fundamental wordage.

Wear.

Miniature Reviews

'Cafe Metropole' (20th). Very pleasing romantic comedy with

good names.
'Night Must Fall' (M-G), Robt,

"Night Must Fail" (M-G), Robt.
Montgomery as a murderer.
Too. long and not boxoffice.
"Way Out West!" (Metro.).
Laurel-Hardy clowning in
western atmosphere for thin
returns. For added feature on
dualers.
"We Have Our Moments' (U).
Mildly entertaining romantic
comedy which reunites Sally
Eilers and James Dunn as a
team. Okay as No. 2 feature on
ins.

team. Okay as No. 2 feature on ins. 'Motor Madness' (Col). An-other thriller for the dual list, with Allen Brook, newcomer, showing promise. 'Song of the City' (M-G). No

marquee strength, lemental stuff with some nice photography but needs bolstering for b.o. allure.

raphy but needs bolstering to bo. allure.

Men in Exile' (WB). Melodrama will provide stalwart support on double feature program; Dick Purcell and June Travis in leads.

Rearin' Lead' (Rep.). ifty mesa drama; ith allure for adults and ki on the multiples.

tiples.
Outcasts (RKO). Slow-moving version of Bret Harte epic with Preston Foster and Jean Muir; best where two features prevail.

We Have Our Moments

Universal release of Edmund Grainger production. Stars Sally Ellers, James Dunn, Macha Aler. Features Warren tymer. Marjon Gateson, Thurston Hall, David Belden and Fredrick. Stephani daptation. Bruce Manning and Charles Frayson: film editor. Frank Gross; camra, Milton Krasner, Att Palace, N. Y., on S. Milke Med. April 20, '57. Running time, S. Milke Med. Start Palace, N. Y. and S. And S. Milke Med. Start Palace, N. Y. and S. Milke Med. Start Palace, N. Y. and S. Milke Med. Start Palace, N. Y. and S. Milke Palace, N. And S. Milke Palace, N. Y. and S. Mil

fary Smith	Sally Eilers
ohn Wade	James Dunn
illing	David Niven
macksey	. Warren Hymer
frs. Rutherford	Mariorie Gateson
but herford	Thurston Hall
figs Kloty	Virginia Sale
liss Kiotz	Grady Sutton
the Captain	Ray Brown

Sally Eilers and James Dunn are reteamed in this light programmer, which, as the No. 2 feature on doubles, will manage to get by. In single feature territory, it represents a hazardous bo. undertaking because of its lack of entertainment force and the fact that neither Miss Eilers nor Dunn is strong enough to pull it across.

nor Dunn is strong enough to pull it across.

Production and story follow tried-and-true routine lines, but in the direction of some sequences fair comedy value has been obtained, ided not a little by the performances of some of the cast, notably Mischa Auer, as a French detective, and Warren Hymer, who does an American crook. In the development of the plot and the love interest, both the plot and the same time slackening up the pace.

Edmund Grainger's production is built around the efforts of an American trio which is going to Europe Usit a detective on the boat hovering over them, they cache the loot in a trunk belonging to a school-teacher who's going abroad on a vacation. Efforts to retrieve the money, in addition to the romance built up between Miss Ellers and Dunn, cartinal close.

Dunn plays the detective-romancer in familiar, stereotyped
manner. He's not as likable in the
part assigned him here as in some
he has previously played, being a
Miss Ellers gives an even performance that's quickly forgotten. Auer
is the standout, while good support
comes from Hymer, Marjorie Gateson, Thurston Hall and David Niven.

Char.

MOTOR MADNESS

A swiftly moving, but loosely jointed story of racing motorboats and crooks, this picture serves as introductory vehicle for young Allen Brook. As such, it shows him as one of the more promising young leading men to hit the Hollywood horizon. Reading his lines well, Brook should go places if properly

handled. Otherwise, 'Motor Madness' is only lively entertainment for double programmers.

The time-worn plot of a small boat manufacturer who must win a big international cup race to prove his worth has been further complicated by having the customary crooks operating from a gambling ship (an old custom off the California quast). By doing this and also spotting them in the role of assisting wanted criminators have managed to stir up plenty of action besides the thrill of watching zooming motor boats.

Not only does the film show the way for Allen Brook, but it further establishes George Ernest as one of the rising moppets.

Brook, of course, mechanic, who falls in with the gangsters, but attempts to correct his wrong step the rest of the film Rosalind Kethinakes an expert gent in the control of the rising money of the rising the course, the tempt of the rising morpets.

Brook, and the recover in time to straighten out the romantic twist. Joseph Sawyer, as a coast guard officer in love with the girl, proves sufficient in a subsidiary role. George Ernest, cast in the role of an orphan lad, supplies human interest and lighter moments without going precocious. Remainder of cast is standard.

Direction is adequate considering precocious. Remainder of cast is standard.

Direction is adequate considering precocious. Remainder of cast is standard.

Direction is adequate considering precocious. Remainder of cast is standard.

Direction is adequate considering precocious. Remainder of cast is standard.

Direction is adequate considering precocious. Remainder of cast is standard.

Direction is adequate considering precocious. Remainder of cast is standard.

Direction is adequate considering precocious remainder of cast is standard.

SONG OF THE CITY

(WITH SONGS)

Metro-Goldwyn-Mayer release of Lucien
Hubbard and Mikhael Fessier production.
Features Margaret Lindson, Jeffrey Dean,
J. Carroll Naish, Nat Fendieton. Directed
by Eirol Taggart. Original and screenplay
by Michael Fessier; music, Dr., William
y Michael Fessier; music, Dr., William
Smith. At Fox, Brooklyn, duni, week April
30, 1937. Running time, 73 mine.

30. 1937. Running time.	73 mins.
Angelina	. Margaret Lindsay
Paul errick	Jeffrey Dear
Mario	J. Carrol Naist
Benvenuto	Nat Pendletor
Tommy	Stanley Morne
Jane Lansing	Marla Sheltor
Mrs. Ramandl	Inez Palange
Mr. Ramandi	Charles Judel:
Guido	Edward Norris
Marge	Fay Helm
Tony	rank Puglis
	-

POLICE MONDAINE

POLICE MONDAINE

(FRENCH MADE)

Paris, April 19.

(In French)

Attempt to make this a gangster thriller falls short and is a weak effort modeled after the American tour street the short modeled after the American tour street when the short make the

MEN IN EXILE

Warner Ben, release of First National production. Features Dick Purcell and production. Features Dick Purcell and June Travit. Directed by John Villers Farrow. Screenplay by Roy Chansley. For the Party of the Part

DR. KNOCK

DR. KNULA

(FRENCH MADE)
French Molton Pictures release of PalheNatan production. Features Louis Jouvet
Louis Dever and Roger Goupillieres.
Music by Jean Welmer. At Chema de
Paris, N. T., week April 30, '37. Running
Dr. Knock.
Louis Jouvet
Lavayer
Liarque Doctor Parpalato
Mousuet. Visc.
School Peacher I Alfoor
School Peacher I Alexandre Rigmust
School Sorgen
Refusion Sorgen
Refusion Sorgen
Refusion Germatic Albert
Madame Parpalaid Germatic Albert
Madame Remy Marguertle Ducourt

professh, nor does it make any startling revelations as to how some unscrupilotis doctors hypo their control of the play that was a hit for author Romains when his piece was first produced. It contains the same deepsinking satire dressed up with creamy comedy that characterized the original. It is one of the best Frenches to touch U. S. shores in recent years, and certain to display bo, impact in the spots suited for it.

Yarn is simple. Dr. Knock (Jouvet) buys a practice in small rural township from lazy old medical wine the short of the second of the short of the start of the short of the short

MAX FLEISCHER New B&K Single Bill CASE IS STILL **DEADLOCKED**

Dispute between Max leischer Studios and Commercial Artists and Designers' Union regarding closed working conditions, higher wages and other demands is still deadlocked, with meeting of two groups scheduled for tomorrow (Thursday) afternoon, Union has already filed complaint with National Labor Relations Board that studio refuses to bargain as required by the Wagner Act. Has also petitioned regional board to conduct election to determine right of the CADU to represent majority of employees.

CADU to represent majority of employees.

Meeting was held last Thursday (29) between Fleischer officials and CADU reps in offices of Louis Nizer, studio attorney, but only agreement reached was to hold tomorrow's huddle. Report that union members and the studies of the studi

production about 50% first day, Friday (30).

Dispute was precipitated by union for Fleischer's alleged discharging of Anthony Pinelli, an artist, for union activity. Union, affiliate of A. T. L., demands reinstatement of Pinelli, recognition of union, 35-hour week; double time for overtime, legal holidays, vacations and sick leave with pay, closed shop, elimination of 'speed-up' system, and readjustment of the wage scale. Of 135 artists employed by Fleischer, CADU claims membership of 110. James Hulley is union prez, Arthur Post is organizer.

Ziffren, Edythe Wurtzel Marrying in Hollywood

Lester Zi former U.P. and Vaniery correspondent in Madrid, and now on the 20th-Fox payroll as a writer, will be married to Edythe Wurtzel in Hollywood next week. Miss Wurtzel is the daughter of Harry Wurtzel, agent.

Couple met in Spain just before the revolution there. After a few months of war reporting Ziffren followed Miss Wurtzel to the Coast, arriving there a month ago.

Trying to Settle Frances Farmer's Managerial Suit

Farmer's Managerial Sult Hollywood, May 4.

Counsel representing Frances Farmer and Shepard Traub are negotiating a settlement of Traub's managerial contract with the actress. Miss Farmer signed with Traub when he discovered her in New York about two years ago. A year ago, after she had been placed under contract by Paramount, she sought to tract by Paramount, she sought to terminate the agreement.

Traub recently was made assistant to Moe Siegel, president of Republic

Garnett Cases 'Stand-In'

Hollywood, May 4.

Tay Garnett is currently reading 'Stand-In' from the Satevepost novel for Walter Wanger. It's a Leslie Howard starrer.

Director then goes into the first of his productions, 'Trade Winds,' with Ronald Colman, for United Artists

Par Tags Middleton

Hollywood, May 4. Paramount signed Ray Middleton, aritone, who recently completed a our with Jose Itur 1 and the Phila-leiphia Symphony Orchestr No assignment yet:

ERWIN'S NEXT AT GN Hollywood, May

tuart Erwin's next feature. for rand National, 'Face the Facts,' will get under way late this month with Andrew L. Stone at the production helm. Ilm will be developed from Clarence Budington Kelland's ori inal story.

Script is being written by Betty Laidlaw and Robert Lively.

Clearance Swap Likely

May 4.

Talk along film row is that a deal' by Balaban & Katz circuit will eliminate double features from the Chicago territory and a return to the single feature policy in exchange for a full week of clearance between the 'C' week houses at 30c top and the first week of general release at 25c.

top and the first week of general release at 25c.

Aaron Saperstein as chief of the Allied independent exhib group, states that he is willing to listen to any proposal B&K may make, but that it's not regarded as likely, that the independent exhibitors would accept this extra week clearance as a fair exchange.

Indies insist that if B&K wants that extra week of protection for its key nabe houses, then setup should be worked only through the creation of an entirely new release week' on Chicago's release schedule; that is, by creating a week at 35c top admish between the present week at 40c C week at 30c. ule; that is, by c 35c top admish be week at 40c at 30c.

S&M Would Like to Sell Its Chi Circuit. But Hold Out for 350G

icago, May
Despite rumors' of disposal of the
Simanshy & Miller, circuit of six
houses, Jack Miller and Simon. Simansky remain in possession, though
the houses are acknowledged to be
on the market at a price.
Simansky is believed be the
leading factor in the sale, as it is
reported he's ready to retire. Miller
states he wants to remain.
Miller and Simansky are reported-

states ne wants to remain.

Miller and Simansky are reportedready to dispose of their circuit for
\$350,000, plus a rental deal. It is
known they have been offered
\$225,000, plus rent. Lido theatre and
property cost \$353,000 when built by
\$&M. A. J. Balaban and Sam Myers are reported among those negotiat-ing for the circuit.

AMPA's \$1,667 Take

Selling 444 tickets to annual banquet-dance, the Associated Motion Picture Advertisers grossed \$1.667 and after expenses, there is a net of between \$700-\$750. Herb Berg, retiring treasurer, is the first in years to leave profit on the so-called Naked Truth dinners of the AMPA. Affair was held at the New Yorker and expenses were curtailed. Winners of AMPA awards were Metro for best press book on 'The Great Ziegfeld'; Joseph Tisman, Warners, for best poster on 'Black Legion'; Alec Moss, Paramount, for best trade apper ad and Ralph Rolan, of March of Time, for best ad to the public. Ralph Rolan, general manager of March of Time reel, was elected president of AMPA at the meeting last week. Lester Thompson, head of advertising code division of the Hays office, was chosen secretary. Paul Lazarus, Warner Bros, ad exe, was named vice-president and Paul Benjami, of National Screen Service, was made new treasurer.

Sacramento, May 4.

An assembly committee killed a bill forbidding theatre managers to transfer money to banks under escort of state or municipal police officers.

Measure lobbyists

Par's Roadshow Dept.

Paramount may set up a road-how department thi summer, ith

three pictures lined up.

These are 'Souls at Sea, likely openin in Junc; 'High, Wide and Han e,' for July an 'Angel'

GAAL'S QUOTA QUICKIE

Hollywood, May 4.

Franciska Gaal, Hungarian actress; crossed the border to Mexico Friday (30) to remain three days and then return under a quota number as first step toward citizonship, Number per-mits her to stay indefinitely. Next picture will be fin C. Mille's, Buccancer, at Paramount.

Silenced

Chicago, May 4. Chicago, May 4.

Il trailers made here for midwest points are being turned out as silents, due to the ruling of the Chicago Federation of Musicians controlling the making of recordings by musicians. Figured it's better than to arrange with the Musicians Tulion. Musicians ruling also includes dubbed melodi

Panama's \$10 Reel Tax Puts Pix to Flight

Major distri roused over new limitations on pictures sent into the Republic of Panama. Officials there have dragged out an old law and given it a new interpretation. New twist, would force U. S. distributors to pay \$10 per reel on releases to Panama Republic exhibitors.

tributors to pay \$10 per reel on releases to Panama Republic exhibitors.

Pending adjustment, each
distributing company is holding
back entry of all pictures. Film
exces do not rate the business as
warranting the \$10 fee.
Colon and Panama are only sizable cities in the republic.
Hays office officials are attempting
to adjust the difficulty.

RECEIVERSHIP OF PAR'S OLYMPIA CHAIN ENDING

Improved conditions in New England and marked progress on a final adjustment of claims has put Paramount's large Olympia Theatres sub mounts large oryminal raters sug-sidiary near a point where it will emerge from receivership. In New York last week, Sam Pinanski, co-receiver ith Martin J. Mullin, stated the receivership should end

stated the receivership should end quickly.

This reorganization be the last of the many Par subsids which went into receivership. It has been in receivership since 1932.

It is likely. Paramount ill continue Mullin and inanski as operators or create a partnership in New England. In the latter event, it appears certain a nartnership will tapnears certain a nartnership will it appears certain a partnership will be made with Mullin and Plnanski

Industrials Up 100%, Booms Pathe Lab Biz

Addition of laboratory business from Monogram and United Artists, plus a pick-up in industrial work is booming Pathe Films lab operations. Pathe also prints for RKO and Grand National.

Lab printing for industrials is more than 100% higher than in 1936. This business enhances gross intake of company because it brings a comparatively higher rate per foot. Cost is greater because of involved process. All 35-millimeter negative must be printed, and then reduced down to 16 mm. Demand for industrial pictures has soared in the last 12 months.

Fields in Par 'Broadcast'

Shep Fields has been set for Paramount's annual fall edition of 'The Bi roadcast.' He leaves for the Coast around Oct. I.
urrently band is on tour playing theatres and one-niters. Opens at Earle theatre, Washington, May 7, and Stanley theatre, Pittsburgh, May 21. On May 28 he opens season for Surfside Beach Club, Atlantic each, for si weeks. weeks

Gillham Returns East

Hollywood, May 4. Hollywood, May 4.

Robert head of Paramount publicity, and advertising, left for New York last Sunday (2) after a week's stay.

He conferred here on exploitating for fortheoming pictures the Adolph Zukor and William LeBaron, advertability and proceed pages for adjustability.

and made plans for entertaining sales and executive delegations at the company's convention here next

Indies' New Make-It-Hot-for-Hays Squawks Revive Hobbs' Inquiry Bill

Washington, May 4.1
House Judiciary Committee today (Tues.) approved
the Hobbs resolution for an investigation of the picture industry and the Hays' office, this
action meaning pat on the
back for the bill; which, techback for the bill; which, technically, is pending before the
House Rules Committee. Approval by the rules committee
is necessary to bring the measure out. In okaying the bill the
Judiciary Committee gives it
encouragement to the extent
that now the rules committee
is asked to vote on it.

that now the rules committee is asked to vote on it.

Mailbag battle over need for Congressional-investigation of film business is under way in perennial warbetween independent exhibitors and the majors.

As the Justice Department tinues unending study of squawks about anti-trust law violations. Congressmen are being deluged with leiters from theatre-owning constituents urging support for the proposal of Rep. Samuel Hobbs of Alabama to turn the heat on the Motion Picture Producers & Distributors Assocition. Indie groups are adopting new technique to put distributors and chain exhi itors on the griddle.

Indie groups appear to have embarked on a nation-wide crusade to inject life into the Hobbs resolution, which is sleeping i files of the House rules committee. Lawmakers say letters pointing to the need for a new study of film industry practices hear the customary indications of having been inspired.

Leaders in the indie fight are the militant Southern California theatre-owners who are bombarding members of the House from their state. But legislators from other sectors also report appeals for their support and requests that they help bring the Hobbs measure out of the committee room.

The indies give the appearance of

and requests that they help bring, the Hobbs measure out of the committee room. The indies give the appearance of having abandoned hope that the Justice Department will start a trust-busting attack on the majors. Pessimistic note is seen in the correspondence which points out that a vigorous investigation is imperative to throw light on asserted conspiracy of the Hays org. In the past, the independent groups have concentrated pressure on the torney General, feeling that sustained agitation would wind up in eventual prosecution of major distri . With the failure of the St. Louis criminal cases and slowness with which the D. J. has moved in intervening months, the major force want to slir up agitation in Congress which might stimulate the legal branch of the government.

Report Judiclary Okay

Report Judiciary Okay

Report Judiclary Okay
The Hobbs resolution, which is a
new approach to the issue of monopoly, has attracted slight attention so
far but is believed likely to receive
approval toward the end of the session. The indie letters at least have
the effect of getting lawmakers to
read the proposal, while the judiciary committee, which would conduct
he suggested inquiry, is reported to
be in f.../or of action during the fall
recess.

recess.

Although the matter is relatively quiet, looks like Hobbs has a better chance of galning his objective than any the other lawmakers, who have gone to bat for the indies. His recruitive, which, where one of the same of the sam have gone to bat for the Indies. His proposition—which overcomes one srious obstacle at the outset by not proposing special investigating committee—seems likely to escape most of the objections which killed the Sirovich resolution several years ago. The other indie scheme, to outlaw block-booking by means of the Pettengill or Neely bill, is stalled and now seems unlikely to get attention.

Dallas, May

Dallas, May 4.

igwig legal talent from New
York is expected here' this month
as observers and consulter. antirust suits to be heard U.S.
District, Court of Texas, involving
nearly all major distri
panics.
First action the Ruben Frcls'
suit against Sol Gordon, head of
folferson Amuse. a Paramount
affiliate. Frels theatres in
the Texas towns Victor if
Campo, Yorktown and Columbus, He
alleges Gordon opened theatres in
the position and deprived him of film
through Górdon's purchasing pówer
because of his lateger number of
theatres. Frels' complaint we
missed in state courts.

issed in state courts.

Interstate Action Next
Following the Frels case

partment of Justice ill commence prosecution of national distributors and the Interstate Circuit in the Hoblitzelle case. This action also is ancient history and has dragged itself through two dismissals in the state courts before the government, took a hand in the prosecution. Legal points seriously affecting the motion picture industry are involved. The complaint alleges illegal restraint of trade, asserting Hoblitzelle and distributors entered into contracts which established box office price fixing for competing theatres where films played subsequent run to the Hoblitzelle houses.

Hollywood, May 4.

Albert J. Law, special assistant to Homer S. Cummings, U. S. attorney general, is nearing completion of the Government's investigation charges of violation of the Sherman anti-trust law and the federal consent decrees of 1930 and 1932 with respect to film distribution and exhibition.

hibition.

Inquiry turns next to production and motion picture financing. Law expects to finish questioning of fidiexhi itors by Saturday (8).

Federal Burcau of Investigation reported inquiry into film industry and likely look into the Hays organization is, nothing novel for the Motion Picture Producers & Distributors Association, Haysians contend they have been under scrutiny by the FBI and federal investigators for eight years.

VERSUS VENOM PACKS 'EM IN

Seattle, May 4.

Local indie exhib having lost his second, third and fourth run franchises to a big circuit, thought up a series of contests among screen personalities. For pash honors he pitted Clark Gable vs. Robert Taylor; Jeanette MacDonald and Grace Moore for Queen of Song; Jean Haclow and Mae West contended for the leading hard-boiled femme; Shirley Temple vs. Jane Withers for favorite child; Frank Morgan and Edward Everett Horton for screen comedian; Nelson Eddy vs. ing Crosby for male warbling title. With the exhib showing pies with these stars on double bills, his idea became a sensation, audiences scrambling to vote on their faves. Biz bullish until the exchanges called a halt.

BRITISH-MADE 'CITY' DISPLACES M-G 'CITY'

Chicago, May 4.

After one day (Friday) 'Song of the City' (MG) was pulled off the Oriental screen by Balaban & Katz and replaced with Thunder in the City', a Britsh-made fileker released by Columbia.

'Song' was found to lack marquee names and b. o. strength, while It was figured that Edward G. Robinson in Thunder' would be better at the gate. Weekend biz strengthened through the replacement.

Gus Schaefer Gets U Foreign Appointment

Appointment of Gustave J, Schae-fer as export manager for Universal Pictures has been announced by H. Cochrane, president. Schaefer sumes new post (17) date resignation from Paramount. chief. for western and central

rope.
Schaefer, in film biz since was infanager for Par exchange in Hoston before going abroad; ceeds N. L. Manheim, recently resi med, at Universal.

Marshall Neilan has been signe direct for Maurice Com.

Test assignment original.

BIG BOX-OFFICE NEWS ON THE PREMIERE CRACKS CHICAGO PA



. . AS ASTAIRE-ROGERS ACE FOR STANDOUT BUSINESS!

fortunate first runs all over the country for openings this week and next ..! TOWN WITH COLORS FLYING!

"A SURE-FIRE HIT"

"Joy reigns unrestrained (witness the laughter and applause!) at the Palace Theatre. For Fred Astaire and Ginger Rogers are entertaining again. And how the fans love them!... 'Shall We Dance?' comes pretty near being a perfect vehicle for them. It's a lavishly staged, charmingly costumed, astutely directed affair that tells a light, surprisingly well-rounded story. A sure-fire hit."

-Mae Tinee, Chicago Tribune

"DIJE FOR LONG

"Opening day audiences at the Paiace Theatre Thursday applauded and chorused 'Yes!' . . . when Fred Astaire and Ginger Rogers asked, 'Shall We Dance?' ... It was a lively audience that responded with gay abandon and delicious enjoyment to the superb dancing, the Gershwin music and merry drollery . . . peak entertainment calibre . . . due for a long run."-Rob Reel, Chicago American

ASTAIRE-ROGERS

"The answer to 'Shaii We Dance?' is—definitely yes! . . . This latest of the Astaire-Rogers pictures is a mite more elaborate than some of the others, as breezy and fuii of sparkle as you'd expect. . . It's ail grand fun. . . Mr. Astaire has never danced better. . . Miss Rogers has never looked quite so delectable as she does here."-Dorls Arden, Chicago Daily Times





EDWARD EVERETT HORTON _ . ERIC BLORE ROMF COWAN GALLIAN WM. BRISBANE MARK SANDRICH PANDRO S. BERMAN **Production**

(For information of theatre and film exchange bookers, VARIETY presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of the reviews as given in VARIETY and the running time of prints are included.)

COPYRIGHT, 1937, BY VARIETY, INC. ALL RIGHTS RESERVED

WEEK OF RELEASE	TVILE		DISTRIB.	TYPE	TALENT	DIRECTOR		WHEN REVIEWEI BY VARIET
3/19/37	TROUBLE IN MOROCCO TROUBLE IN TEXAS PERSONAL PROPERTY HER HUSBAND LIES CHINA PASSAGE GET ALONG LITTLE DOGIES	Col E. Finney J. W. Considine B. P. Schulberg Cliff Reid A. Schaefer	Col GN MGM Par RKO Rep	Drama Western Drama Drama Melodrama Western	Jack Helt Tex Eliter Harlow-Taylor Cortez-Patrick V. Haworth-C. Worth Gene Autry	E. Schoedsack R. N. Bradbury W. S. VanDyke E. Ludwig E. Killy J. Kane		3/17 4/21 3/24 4/21
	BILL CRACKS DOWN TIME OUT FOR ROMANCE HER HUSBAND'S SECRETARY	A. Schaefer W. Berke M. Feld WB	Rep 20th WB	Drama Rom-Com Rom-Com	J. Withers-J. Allen C. Trever-M. Whalen W. Hall-B. Roberts-J. Muir	W. Nigh M. St. Clair F. McDonald	75 61	3/17 3/24
3/26/37	LET'S GET MARRIED 23½ HOURS' LEAVE MAYTIME	E. Riskin D. McLean H. Stromberg	Col GN MGM	Com-Dr Comedy Musical	Denny-Lupino J. Ellison MacDonald-Eddy	A. E. Green J. G. Blystone	68 73 132	4/14 3/24
	WAIKIKI WEDDING	A. Hornblow P. Berman	Par RKO	Musical Rom-Dr	Crosby-Raye-B. Burns Henburn-Tone	R. Z. Leonard F. Tuttle G. Stevens	88 84	3/31 4/14
	TEAIL OF VENGEANCE SEVENTH HEAVEN WE HAVE OUR MOMENTS	A. W. Hackel R. Griffith C. Rogers	Rep 20th U WB	Com-Dr Rom-Dr Rom-Com Musical	J. Travis-W. Livingston Simone-Stewart Dunn-Eilers Gravet-Blondell	S. Newfield H. King A. L. Werker	100 66	3/31. 5/5
4/2/37	MING AND CHORUS GIRL MOTOR MADNESS RACKETEERS IN EXILE	M. LeRoy H. L. Decker	Col Col	Com-Dr Melodrama	. Wilson-C. Quigley	M. LeRoy D. R. Lederman	95 61 66	3/31 5/5 4/14
	BACKSTAGE —GIRL LOVES BOY	Col H. Wilcox B. Zeidman E. Finney	GB GN GN	Drama Rom-Com Western	Bancroft-Venable Nagel-Tracy E. Linden-C. Parker Tex Eliter	E. C. Kenton H. Wilcox D. Mansfield	00	4/14
	HITTIN' THE TRAIL SONG OF THE CITY MAN WHO FOUND HIMSELF LIGHTNING CRANDALL	L. Hubbard C. Reid	MGM RKO	Drama Drama	J. Dean-M. Lindsay J. Beal-P. Huston-J. Fontaine	. N. Bradbury E. Taggert L. Landers		
	LIGHTNING CRANDALL MIDNIGHT TAXI HISTORY IS MADE AT NIGHT	W. Hackel M. Feld W. Wanger	Rep 20th UA	Western Melodrama Rom-Com	Bobby Steele Dinehart-Donlevy Boyer-Arthur	S. Newfield E. Forde F. Borzage		4/7 3/31
	WHEN LOVE IS YOUNG MEN IN EXILE	R. Presnell WB	WB.	Rom-Com Drama	Boyer-Arthur V. Bruce-K. Taylor D. Purcell-J. Travls	H. Mohr J. Farrow		4/21 5/5
4/9/37	TWO GUN LAW THE GOLD RACKET GIRL FROM SCOTLAND YARD	Col Condor E. Cohen W. Sistrom	Col GN Par	Melodrama Western Mystery	Charles Starrett C. Nagel-E. Hunt K. Morley-R. Baldwin Shirley-J. Morley	L. Barsha L. Gasnier R. Vignola		
	TOO MANY WIVES SOLDIER AND LADY JIM HANVEY, DETECTIVE FIFTY ROADS TO TOWN	W. Sistrom P. Berman A. E. Levoy	RKO RKO Rep	Rom-Com Melodrama Mystery	Shirley-J. Morley A. Walbrook-E. Allen Kibbee-T. Brown	B. Holmes G. Nichols	61 83 71	4/28 4/14
. Y	FIFTY ROADS TO TOWN MARKED WOMAN	R. Griffith WB	20th WB	Com-Dr Melodrama	Ameche-Sothern Davis-H. Bogart	P. Rosen N. Taurog L. Bacon	80 96	
4/16/37	TWO WHO DARED MAN IN THE MIRBOR ROMEO AND JULIET	E. Frenk e J. Hagen I. Thalberg	GN GN MGM	Drama Comedy Rom-Com	Sten-Wilcoxon . E. Horton-G. Tobin Shearer-Howard	E. Frenke M. Elvey	130	10/26/36
	WAY OUT WEST HILLS OF OLD WYOMING INTERNES CAN'T TAKE MONEY	H. Roach H. Sherman B. Glazer	MGM	Comedy Western	Laurel-Hardy William Boyd McCrea-Stanwyck	G. Cukor J. Horne N. Watt A. Santell	64 78 75	5/5
	INTERNES CAN'T TAKE MONEY OUTCASTS OF POKER FLAT GUNS IN THE DARK NAVY BLUES	R. Sisk W. Hackel	Par RKO Rep	Drama Western Western	P. Foster-J. Mulr J. M. Brown	C. Cabanne S. Newfield	75	5/5
	NAVY BLUES STEP LIVELY, JEEVES	B. Kelly J. Stone E. Grainger	Rep 20th U	Comedy Comedy Drama	. Purcell-W. Hyme: Treacher-Ellis J. Barrett-J. Howard-N.	R. Staub E. Forde H. Young		4/7
	STEP LIVELY, JEEVES LET THEM LIVE THAT MAN'S HERE AGAIN CALL IT A DAY	WB WB	WB WB	Comedy Comedy	M. McGuire-T, Brown De Havlland-Ian Hunter	L. King A. Mayo		4/21
4/23/37	I PROMISE TO PAY SPEED TO SPARE THUNDER IN CITY	M. Connolly R. Cohn Atlantic	Col Col Col	Drama Melodrama Com-Dr	C. Morris-H. Mack-Carrillo C. Quigley-D. Wilson E. G. Robinson-L. Deste	D. R. Lederman L. Hillyer		3/3
	SILENT BARRIERS KILLERS OF THE SEA GOOD OLD SOAK	GB R. Friedgen H. Stromberg	GB GN	Drama Outdoor	D Arlen T Delmen	M. Gering M. Rosner R. Friedgen		5
	NOBODY'S BABY RING OF GAMBLERS	H. Roach R. Florey	MGM MGM Par	Drama Comedy Drama	Capt. W. Casswell W. Beery-J. Beecher P. Kelly-R. Armstrong A. Tamiroff-L. Nolan-C. Trevor	R. Thorpe G. Meins Robert Florey		4/28
	WOMAN I LOVE GUN SMOKE RANCH HIT PARADE	A. Lewis S. Siegel N. Levine	RKO Rep Rep	Rom-Dr Western Musical	W. Livingston	A. Litvak J. Kane G. Meins	80	
	WAKE UP AND LIVE	K. MacGowan A. Korda L. Brock	20th UA	Musical Outdoor Musical	F. Langford-P. Regan Winchell-Bernle-Faye-Haley W. E. Halleway-D. J. Williams	S. Lanfield	91 81	4/28 4/7
	TOP OF THE TOWN NIGHT KEY MOUNTAIN JUSTICE	R. Presnell WB	Ŭ WB	Mystery Melodrama	D. Neian-G. Murphy-H. Herbert B. Karloff-J. Rogers G. Brent-J. Hutchinson	R. Murphy L. Corrigan M. Curtiz	8 6 68	3/31 4/21
4/30/37	CRIMINALS OF THE AIR KING SOLOMON'S MINES	Col GB	Cel GB	Action Spectacle	C. Quigley-M. Keith C. Hardwicke-E. Young-P. Rebeson	C. C. Coleman R. Stevenson		
	JUGGERNAUT NIGHT MUST FALL MAKE WAY FOR TOMORROW	J. Hagen H. Rapf L. McCarey	GN MGM Par	Melodrama Comedy Comedy	Boris Karloff R. Montgomery-R. Russell V. Moore-P. Hall	H. Edwards J. W. Ruben	115	5/5
	SHALL WE DANCE? ROOTIN' TOOTIN' RHYTHM ESCAPE FROM LOVE	P. Berman A. Schaefer	RKO Rep	Musical Western	Astaire-Rogers Gene Autry-Armida G. Stuart-M. Whalen	L. McCarey M. Sandrich M. E. Wright E. Forde	30	
	THAT I MAY LIVE	L. Landau S. Wurtzel D. Selznick	20th 20th UA	Rom-Com Rom-Dr Rom-Dr.	G. Stuart-M. Whalen R. Hudson-Robert Kent Gaynor-March	E. Forde Allan Dwan W. Wellman		/28
	KNIGHT WITHOUT ARMOR CALIFORNIA STRAIGHT AHEAD SLIM	A. Korda	UA U WB	Rom-Dr. Action Drama	Dietrich-Donat J. Wayne-L. Latimer P. O'Brien-H. Fonda	J. Feyder A. Lubin R. Enright		,
232.00	MELODY FOR TWO FRAME UP	WB WB	WB Col	Musical Com-Dr	J. Melton-P. Ellis P. Kelly-J. Wells	Louis King		,
5/7/37	THEY GAVE HIM A GUN GUN LOEDS OF STIRRUP BASIN CAFE METROPOLE	H. Rapf A. W. Hackel N. Johnson	MGM Rep 20th	Rom-Dr Western Com-Dr	Tracy-Tone-G. George Bobby Steele A. Menjou-L. Young	D. R. Lederman W. S. VanDyke S. Newfield		_:_
	IT HAPPENED OUT WEST WOMAN CHASES MAN	S. Lesser S. Goldwyn	UA.	Western Comedy	. Kelly-J. Allen-J. Arthur Hopkins-McCrea	H. Bretherton John Blystone	70 76	5/5
	AS GOOD AS MARRIED PRINCE AND PAUPER	E. M. Asher WB	WB	Com-Dr Rom-Dr	J. Boles-D. Nolan E. Flynn-Mauch Twins	E. Buzzell W. Keighley	76 115	4 5
5/14/37	VENUS MAKES TROUBLE NON-STOP NEW YORK FOREVER YOURS	W. McDonald GB Alberto Giacalone	Col GB GN	Com-Dr Drama Musical	J. Dunn-P. Ellis A. Lee-J. Loder-D. Tester Benismino Gigli	G. Wiles R. Stevenson Stanley Irving		
	THIRTEENTH CHAIR NIGHT OF MYSTERY YOU CAN'T BUY LUCK	J. J. Cohn Par M. Cohen	MGM Par RKO	Melodrama Rom-Com Comedy	M. Evans-H. Danlell E. Karns-H. Burgess O. Stevens-H. Mack	Stanley Irving G. Sietz E. A. Dupont L. Landers		
	TOAST OF NEW YORK AFFAIRS OF CAPPY RICKS MICHAEL O'HALLOBAN	E. Small B. Kelly H. Schlom	RKO Rep	Drama Com Rom-Dr	E. Arnold-C. Grant W. Brennan-M. Brian W. Gibson-Jackie Moran	R. V. Lee		
	GREAT HOSPITAL MYSTERY DAVID HARUM (REISSUE)	S. Wurtzel S. Wurtzel	Rep 20th 20th	Mystery Comedy	J. Darwell-S. Rumann W. Regers-L. Dresser	Carl Brown J. Tinling J. Cruze R. V. Lee	. '6	
	LOVE FROM A STRANGER WINGS OVER HONOLULU CHEROKEE STRIP	M. Schach E. M. Asher WR B. Foy	WB WB	Melodrama Rom-Dr Western Rom-Com	A. Harding-B. Rathbone R. Milland-W. Barrie D. Foran-J. Bryan	Noel Smith	87	4/21
/21/37	DEAEGERMAN COURAGE DEVIL IS DRIVING	Col E. Finney	Col GN	Meller Western	J. Muir-B. MacLane R. Dix-J. Perry	Louis King H. Lachman		31
	SING, COWBOY, SING A DAY AT THE RACES TURN OFF THE MOON	L. Weingarten Miss Fanchon	MGM Par	Comedy Musical	Tex Ritter Marx Bros. C. Ruggles-E. Whitney	R. N. Bradbury S. Wood Lew Seiler		
	COME ON, COWBOYS CHARLIE CHAN AT OLYMPICS	Cliff Reid Sol Siegel J. Stone	RKO Rep 20th	Com-Dr Western Mystery	Lee Tracy-D. Glbson B. Livingston-R. Corrigan W. Oland-K. de Mille	R. Rosson Joe Kane B. Hum'stone		
/28/37	THE GO GETTER LEAGUE OF FRIGHTENED MEN	Cosmo E. Chodorov	WB Col	Rom-Dr Drama	G. Brent-A. Louise L. Hervey-W. Connolly	B. Berkeley Al Green		
, 20, 0.	GANGWAY EMPEROR'S CANDLESTICKS I MET HIM IN PARIS	GB J. Considine W. Ruggles	GB MG Par	Musical Rom-Dr Rom-Com	J. Matthews-B. Mackay Powell-Rainer Colbert-Melvyn Douglas-	Sonnie Hale	20	
	THIS IS MY AFFAIR	K. MacGowan	A 198	Musical	R. Young R. Taylor-B. Stanwyck-	W. Ruggles		
	UNDER THE RED ROBE DREAM LIPS	R. T. Kane M. Schach	20th UA	Drama Rom-Dr	V. cLaglen C. Veidt-R. Massey E. Bergner-R. Massey	V. Seastrom Paul Czinner		
	KID GALLAHAD	WB	WB	Drama	E. G. Robinson-B. Davis	M. Curtiz	105	

Inside Stuff—Pictures

Metro made the short currently being shown on behalf of the Will Rogers Memorial Hospital drive, formerly the NVA Sanatorium, Saranac Lake, N. Y. Robert Taylor is the topper-offer with the appeal for the passing-of-the-baskets among the audiences. Gary Cooper, Harry Carey and Allan Jones participate in the forepart in characteristic mesa makeup-and backgrounds including Jones' occalizing of a cowboy bellad.

In between the governor of Oklahoma is shown briefly and news clips from Rogers' former Fox films are reprised, including 'David Harum,' State Fair,' 'County Chairman,' Life Begins at 40' and 'In Old Kentucky.' And of course Rogers' greateness as a humanitarian and arist is painted. All kept within 10 minutes. Considering Rogers' former Fox connections, the trade may wonder why Metro did the physical production although aware that Taylor and Jones are M-G stars. Cooper is captioned as 'By courtesy of Samuel Goldwyn,' and Carey via RKO-Radio Picts.

Action of the Kansas censors is cracking down on 'March of Time,' and then voluntarily releasing the reel for showing handed 'M. of T.' reams of publicity. Officials of 'Time' subject checked and estimate now that the front page of nearly every important newspaper carried the yarn and that 35 editorials were written on the topic. Recalls the time that the Kansas board mutilated 'Trankenstei so badly that the distributors refused to release it. Censors took it all back subsequently, using only a minimum of shearing after the newspapers launched a heavy campaign of criticism.

Sameness of war scenes and fact more adequate coverage has been supplied from the Loyalist (Madrid government) side has discouraged newsreels from using Spanish revolutionary material in recent weeks. Some American newsreels continue to get footage from Loyalist and Rebel sides of conflict, though predominance of Loyalist views has prompting the control of the con ed many news weeklies to forget the whole thing. Figure that it would give prejudiced slant.

One newsreel found ish front is a ing of the past.

Salary publicity provision of the income tax laws was half-erased. It week when the house passed the Doughton bill to prevent publication sucker lists. Measure requires senate concurrence, which is unlike The bill, which drew stubborn opposition from a handful of liberal lislators, would end annual reports to Congress showing persons who earnings exceed \$15,000. For the past two years names of scores of figures, including exces, directors, writers and technici as well talent, have been headline fodder under the present

Souvenirs of days when Caspar W. Briggs and Charles T. Milligan turned out magic lantern slip-slides to give the nation its first taste of celluloid drama are on exhibit at the Pennsylvani istorical Society in

Philadelphia.

Exhibit honors Briggs' 90th birthday, displaying a collection of early lantern slides, still and moving, from 1840 to 1875. Included are first seteroscopic pi introduced in 1850 by Langenheim brothers and early temperance sli slides.

James Cagney and Warners are coy over talk that outsiders are atempting to arrange a kiss-and-make-up scene. Warner spokesman says
tudio policy is silence until the California supreme court hands down final
pinion on concern's pending lawsuit. Lower court here sustained Cagney
the sought freedom from his pact a year ago in argument over billingcagney representative said Warners has profiered olive branch and desire
in out-of-court settlement. Grand National points out that Cagney is tied
or two more pictures for that company's release.

Hollywood studios expect to grab stock footage for libraries May 3-5 when United States Army opens its biggest peacetime airplane concentration to motion picture and newsreel cameramen at Moroc Dry Lake, March Field, and at other air bases. Total of 4,000 planes will do air maneuvers to perfect a plan of aerial defense for Los Angeles and environs. Is the first time the government has opened up picture-taking privileges without Washington red tape.

While no attempt is being made to send films into Spai, American distributors have some prints in circulation within cities controlled by government troops. These are being distributed on a makeshift plan at little or no profit. However, distribs are shifting the prints from spot to spect to prevent the government from stepping in. Authorities have threatened to take over the distribution if civilian firms fall down, according to word to New York headquarters.

Avalanche of favored femmes with recommendations from various studio execs threw a monkey wrench into LeRoy Prinz's selection of beauts for Paramount's 'Artists and Models.' Dance director had picked 18 girls on his own and ordered them to report when the 'must' candidates began filtering in, expecting preferred listing. The 18 first choices were told by Prinz to await developments.

A film reviewer's feud with a Pittsburgh manager is becoming a serial. Manager's latest burn came when reviewer panned Universal's reissue of 'My Man Godfrey,' which gave his house seven weeks. He retaliated with sassy ad saying 'wrong as usual.' Manager then becfed because his stuff did not make the reviewer's page. Reviewer's me. told reviewer to tell the manager off. He di, so the ad came out. But for one edition only.

ividends received from Du Pont Film Mfg. Co. boosted Pathe Film's net profit for the March quarter to \$59,372, which was almost a 40% pick-up over the initial quarter last year. Pathe's net profit from operations amounted to only \$12,920 before this coin was added from Du Pont, the company in which Pathe holds a substantial interest. Company also obtained \$11,442 from sale of securiti

Considering the Coronation important from the fashion angle, Fox-Movietone is going after footage on this angle alone. Vyvyan Donner, F-M's fashion editor, sailed Tuesday (4) to direct the newsrecling on this phase of the show and will also ritish designers for worthwhile material.

Reelection of Robert R. Young and Frank F. Kolbe as directors to Pathe Film Corp. came the day after they bought control of railroad and real estate securities of Midamerica Corp., along with A. Kirby. Young and Kolbe have been active in Pathe management since the re-capitalizati

Claims at United Artists exces are that last week was the largest played-and-earned week in history of the company. Some exchanges, including New York: broke every existing played-and-earned record, Week marked the last of the George J. Schaefer sales drive, irst drive UA ever ducted.

Arthur DeBray has moved his quarters in the Hays organization into the office formerly occupied by J. J. McCarthy. However, he is not taking over any duties in the advertising code department. Roger Allbright, ide to DeBray, moves into DeBray's old office.

Studio manager at indie plant, new to his job, has agent for brother-ticles and is relying on latter for advice relative to employment of per-onnel and situation is causing plenty of talk. Placing clients of relative's gency in studio is the basis for the offside palaver.

Chasen's Beef

Hollywood, May 4.

Dave Chasen, Joe Cook's old stooge, who opened a bite-and-beat-th blocks from any studio and looked set to starve to death in a nice quiet way, has moved up to the eaviar class. Price for steaks chez Chasen is \$3, coffee extra. Steaks are presumably flown from New York daily. Ace producers like the place because there's an iron rule against buttonholl by either talent or agents. To keep riff-raif out, cheapest Chasen steak is \$2.50. It's called the B steak. Ground up, it becomes the second feature.

Lehman Bros. Swaps Par Debentures: Sells 65,000. SEC Reports

Washington: May 4

Sale of Paramount debentures by Lohman Bros., in which John Hertz, Paramount director; is a partner, came to light Monday (3) the semi-monthly report of the Securities & Exchange Commission.

Topping, all, other reports of transactions film industry insiders, Lehman ros, reported swapping 167,000 % debentures for an equal number of 34% debentures and then selling 65,000 of the batch. Lehman wound up March with 6,000 shares of Paramount common 8,000 six percent second preferred, and 102,000 three and one-quarter percent 1947 debentures.

Sale of 2,000 shares of Consolidated Film Industry preferred January, 1936, was revealed in report on holdings of Setay Co., personal investment firm of Herbert Yates, Consol prez. Belated statement showed Setay disposed of 1,600 shares common in November, 98 shares of preferred in February and 2,000 preferred in a dozen transactions, during January last year. Latest figure on contents of Yates strong-box is 154,173 common and 98 preferred.

Smil Sale by U. Corp.

The selling of 100 shares of Universal common by Universal Corp, holding company owned by picture management, was reported. Cuts execs portfolio to 228,927 common and 20,000 second preferred.

Late report on holdings of General Theatre Equipment insiders disclosed Earle G. Hines of New York officer and director, owned 1,000 common when G.T.E. paper was registered early in the year. Only other film biz statement showed Leo Spitz held no Keith-Albee-Orpheum stock in Brest interest when put on the board last year.

RCA'S FIRST OUARTER UP \$1.000.000 OVER '36

Net profit of Radio Corp. of America for the first quarter of 1937 was nearly \$1,000,000 higher than in the comparable period last year, the official statement this week revealed. official statement this week revealed. The company's net profit for the March quarter totalled \$2,243,056 against \$1,280,691 in 1936. Surplus as of March 31 was \$16,787,705, an increase of about \$3,500,000. Statement from RCA showed gross-income of \$25,109,349 or approximations.

income of \$25,109,349 or approximately \$2,600,000 more than in similer quarter last year. Report showed interest charges had been cut about \$20,000 and that money set aside for depreciation had been trimmed almost as much. Provision for federal income taxes rose about \$150,000 to \$327,900.

to \$327,900. Strong surplus was made despite the fact that the company paid out \$790,000 in dividends. the preferred stock in the quarter. This compares with only \$431,148 paid on the old Preferred A stock in 1936

See Extra Loew's Divvy

Another extra molon-cutting is anticipated Wall Street for Loew's common shareholders when directors meet today (Wed.). This is the usual ividend meeting for Loew's, Inc., with doubt as to maintaing \$2 annual cash rate.

In addition to the 50e declaration for the quarter on the common, the Street is looking for a cash extra of 50e to 75c. Either or a large payment would be justified by the per share earnings rate being sustained. However, the directorate probably will follow eustomary conservative policy. This is taken to mean a 50e extra melon slici

Meet-the-Manager, or Reissues Get the Fans Seeking Him Out; **Favor Oldies Over New Shorts**

Slight RKO Reorg Plan Changes May Aid Gen'l Creditors

Chances are an amended plan of reorganization will be submitted on behalf of RKO on May 12; when hearings on the feasi lilty of the reorganization plan resume before Special Master George W. Alg. Changes to be made are those the trade has been anticipating for some time. In general, those chang a contemplate an improved position for general creditors. This, of course, would alter the position of course, would alter the position of debenture holders and stockholders. However, the mai, the alterations will not affect the broad principles or the essential purposes of the plan as it stands.

Were sponsors of the plan able to conclude their presentation in the proceedings before Special Master Alger, May 12, as hoped, RKO's chances, of emerging from its 77b situation will have been greatly accelerated.

Hearings were adjourned after amorning session Monday (3) to per-

celerated.

Hearings were adjourned after a morning session Monday (3) to permit attorneys for the sponsors to gather certain statistical and operating data. Attorney H. C. Rickaby is handling the situation for the Sponsors.

sponsors.
Peter , former Atlas Corp.
Peter , former Atlas Corp.
official, was examined Monday and
cross-examined later by Attorncy
Carlos Israels, attorney for general
creditors. Rathvon's testimony related to the manner in which the reorganization managers arrived at
certain conclusions now incorporated in the plan. at

Incorporations

New York Broadcasting System, nr., Manhattan; general broadcasting business; capital stock, 10 shares, nn. Januari and the state of the

Maurice Sherin, Manny S. Levine ad Leon Mohr, all of 26 Gourt street, Br ok-17.

Leon Mohr, all of 26 Gourt street, Br ok-17.

Leon Mohr, all of 26 Gourt street, Br ok-17.

Leon Mohr, and Machattan; matton pile-ture buniness; capital stack, 190 shures, no par value, Incorporators: Henry Bulin; Mohle Strelcher, Bernard Krosucy, all all the street, 190 shures, no par value, Incorporators: Henry Mathattan; heatrical business; capital stock, 200 shures, no par value Incorporators: Morel, New York City: All of the Street, New Hollands, 190 shures, 190

h. Thompson, and n. A. Street, Grove, all n. C. 49. North Main street, Grove, all n. C. 4. North Main street, Grove, and n. C. 4. North Main street, publishing busines, capifel street, 140 share, 4100 par value, 140 corporators in the street, 140 par value, 140 street, 140 par value, 140 pa

Chicago, May

With the coming of double features, the headache of shorts is agai causing plenty of blckering between chibitors and exchanges, the theatres trying to get through some kind of agreement with the distribs for a substantial rivilege of shorts-climination. Claim that they can't possibly use the shorts in conjunction with twin bills which are running overlong as they are. But the exchanges haven't budged enough make the theatres py.

Best that the exhibs seen able to get from the exchanges is a general olay on a 25% climination on shorts, but only on the candition that the exhibs take the full output of the exchanges feature catalog. Plewarcels aren't included in the shorts deal and as such are not within the ruling of the 25% climination.

However, one ite in the business

shorts deal and as outh are not within the rulling of the 25% climination.

However, one ite in the business has received a startific imputs because of the shorts taming; and that's the sudden revived interest in reissues. Old pletures, some five and six years of age, are being brought out of hiding and slapped on the accent.

This is due the fact that the exchanges are permitting the thearters additional climination of shirts as long as they are tree. In the same amount of coin in reissues, after the companion of the exchanges up on the amel level, which melies the shorts trade-in for reissues of a with the distributors. And the thearters find that they can use the reissues well chough, where it's impossible to make use of the shorts. In this manner the theatres are manneling to ret their shorts contract down to 65% or 50% of the total oldernand.

Oldies Have B.O.
is that a good many of Oldies Have B.O.
is that a frood many of
those reissues proving boxoffice. Metro is leading on the number of reissues on the local screens,
with Paramount seend, and 20.
Contury-Fox, RKO, Warner, Universal and United Artists following.
Among the lettures for which
thare is a big reissue demand ar
such former cliefs as "Big House."
'After Office Hours, 'Robinson
Crusce, 'Cleopatra,' 'If I Had a
Million, 'Rungles of Red Can,' The
Chamn,' Cleopatra,' 'If I Had a
Million,' Rungles of Red Can,' The
Chamn,' Cleopatra,' 'If I Had a
Million,' Rungles of Red Can,' The
Sage,' Monkey ,' Horsefeathers,' 'Bulldog Drummond,' 'Si
of Madelon Clau de t,' 'llin'
Through,' 'Les Miserables,' 'srntenstein,' Fugitive from a Chain Can,
Most reissues asked for are hency
dramas. Little or no asking for
musical stuff, due to the general
agreement that the songs and dances
('Continued on page 27)

(Continued on page 27)

son. Phil T. Henderson, Joseph A. 1911. Ower A Philippin. Capillal Schools of Management of Philippin. Capillal Schools of Management of Philippin. Schools of Management of Philippin Schools. Capillal Schools of Management of

Cornicle, F. Hegoock, Howard C. William Prymo, A. Gundelinger, within a Prymo, A. Gundelinger, more subsectived, Grant Company, C. William, C. Gundeling, C

Box Caucit Shedlark, 1936
Shot 21st attory, Brooklyn.
Shot

"AS GOOD AS GOLD!"

- Hollywood Reporter

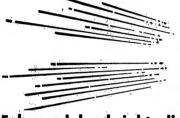
"Smart showmen will do well to draw a ring around this picture on their program schedules... audience entertainment every foot of the way...a showman's show that gives managers plenty reason to become enthusiastic.. has appeal for classes and masses . can be billed as a laugh show!"

- Motion Picture Herald



"Should be a box office standout... the sort of thing wordof-mouth advertising sells ... has those delightful qualities that made such hits of 'It Happened One Night', 'Theodora Goes Wild' and the like... laughs galore...in every sense it can well be termed grand entertainment!"





"Enhanced by bright dialogue and leading roles performed with charm. picture should attract attention hits new angle!" — Daily Variety

"Strictly top flight...exudes class and captures laughter...from beginning to end it will ring a merry chime at the till on all theatre levels...scintillating... top quality...sparkling...it is just about perfection!"

- Hollywood Reporter



"Should provoke word-of-mouth advertising . . . first rate!"

- Motion Picture Daily

"Bright, snappy comedy-romance....certain to please...fast moving...clever...fine!"—Film Curb

"Sparkling ... clever ... amusing ... top flight ... sprightly ... excellent . . . zippy . . . delightful a welcome feature for any theatre!"

-Showmen's Trade Review

The New Universal's

"As Good As Married

DORIS NOLAN · JOHN BOLES

Walter Pidgeon · Alan Mowbray · Tala Birell Katharine Alexander Mary Philips · David Oliver Esther Ralston Ernest Cossart Walter Byron DIRECTED BY EDWARD BUZZELL ASSOCIATE PRODUCER E. M. ASHER

CHARLES R. ROGERS

EXECUTIVE PRODUCER

A New H'wood Feud A-Borning?

Set-Designers Vs. Dance-Directors—Camera Angles Vs. New Terps

Hollywood, May 4.

Set-designers are beefing because producers keep pressing them for more dance novelties and ask what about riding the dance-directors for

a change?
Designers' contention is that,
camera limitations being what they
are, they can't keep building up
steps forever, and it's about time the
dance directors built some steps

steps torever, and its about time the dance directors built some steps themselves.

Dance directors say their work ends in routining the chori, but the designers have an answer for that one also. They contend that the Ballet Russe would still be a buck-and-wing number confined to the Omsk Ircuit if other dance directors thought that way.

Dancers point to their modern Dance Gulld to prove they can do deft stu in their own time and on their own money, and ask the designers what Daghlieff ever did that was better than ruce Burroughs. Credo. 'Negro Cycle' and Little Fugue of Bach?' Scenic designers say sure-seater

Scenic designers say sure-seater applause is no sign of skill. Let the dance directors get that sort of stuff in Top of the Town and things like that before taking bows for bravery studentics.

D.D.'s say ruce Burroughs id, get a Chinese swordsman bit in Town and, besides, they don't totol production, they only contribute to it.

Not contend the S.D.s, who their scenery moves around more than do the D.D.'s dance routines.

Finney's GN Sales Bait

Hollywood, May 4.
Edward Finney, advertising and publicity ief for Grand National, is staying over to supervise company's 1937-38 sales announcement book.

book.

Tome, a 24-page color supplement,
will be distributed at GN's convention opening at the Ambasador May
15. Ten thousand books will be
mailed exhibitors.

LaRocque's 'Shadow'

Hollywood, May 4.
Rod LaRocque has the lead in the
rst of Grand National's new whodunit series featuring 'The Shadow,'
now in work with Lynn Shores directing. Max Alexander produces.
Lynn Anders, femme lead in the
film, has been optioned for three

ore. Supporting cast includes anneth Harlan, James Blakely, Cyendall, Walter McGrail, Jack Carvale, Norman Ainsley and Wilson navale, Norman Ainsley Benge,

May 'Casino' in June

Casi 'rolls at Warners June 1, Joe May directing. Cast includes Ruby Keeler, Joan Blondell, George Brent, Warner

Blondell, George Brent, Baxter and Patric Knowles.

STORY BUYS

STORY BUYS

'Navy Bride, by Midred Cram, bought by Republic. 'High toge, original by J. Robt. Bren Hal Loon and Kathleen Shepherd, sold he was story. 'Circus Lady,' bought by Monogram for 1937-39 program. Universal bought 'Mightier Than the Sword,' by William Rankin. 'He Had to Fight,' by Phil acquired by Maurice Conn. Jed Buell bought 'The Roaming Codboy,' original by Bennett Coten. Jed Buell bought 'The Roaming Codboy,' original by Bennett Coten. 'Som Cooper, original by Bennett Coten. 'George Hollman purchased 'Fools of the Legion,' novel by J. D. Newsom, 'Goorge Hollman purchased 'Fools of the Legion,' novel by J. D. Newsom,' and the service of the Legion,' novel by J. D. Newsom,' columbia acquired 'Flash,' original

som. Columbia acquired 'Flash,' original by George Clarke and Guy Trosper:

TITLE CHANGES

Hollywood, May 4.

Universal changed title of BuddyDeSylva's production, "Broadway
Jamboree," to Young Man's Fancy.

The Reluctant Bachelor at Republic now "This Business of
Love." Is now "This Business of
Love." Brown starrer from 'All is Confusion' to 'Riding on Air."

Grand National has changed 'Some.

Call It Love' to 'Maybe It's Love."

Radio switched from 'Mexican
Quarter' to 'Border Cafe.'

Pic Flacks Whirl Around

Hollywood, May 4.

Switches and additions in studio publicity departments brought many realignments last week.

Phil Gersdorf and Dick ittinger joined Harry Brand's department at 20th-Fox. Gersdorf came from David L. Loew Productions. Pittinger was last at RKO. Map Harrison upped from press book staff to Pittinger's spot. Mervin Houser and Phil Evans have been added to the RKO staff.

Al Parmenter resigned from 20th-

Al Parmenter resigned from 20th-Fox to join Tom Baily at National Screen Service.

Hendrick years
manager of Warner theatre,
Memphis, has gone to Hollywood to
join the Warner studio publicity
staff there. He is joint author, with
Howard Waugh, of the recently published Encyclopedia of Exploitati

Court Lifts Mindlin's Plaster; Suit Sticks

Summons in an attachment action y Michael Mindlin, agent, against ational Provi Distributors, by Michael Mindlin, agent, agents Midnal Provi Distributors, National Provi Distributors, Ltd., of London, was vacated Friday (30) by N. Y. Supreme Court Justice Frankenthaler, but the suit was permitted to stand.

Mindli Suing asserted by Micha National

thee Frankenthaler, but the suit was permitted to stand.
Mindli suing breach of contract ing firm owed him \$7,000 on an agreement signed last October to run a year.
He claims he contracted to distribute the National's pictures in the U. S. at a salary of \$150 a week, etc. In February, he states, he was fired and sued on the remaining 40 weeks. When C. N. Wilkinson, a director of the firm came to N. Y., Mindin served him. The court held Wilkinson not responsible. Mindlin is seeking to attach company's The Mill on the Floss' and 'Stardust,' now in New York: in New York.

Autry's 8 Mesquiters

Hollywood, May 4.

Armand Schaefer, who produced
Republic's Gene Autry si ing westens last year, been placed in
charge of the
1397-38.

Sol Siegel will produce the eight
Autry so the coming seconds produce

Sol Siegel will produce the eight Autrys on the coming season's pro-gram in addition to eight 'Mesqui-teers' and four serials. Stories for the productions are being readied for announcement at the Republic sales convention here June 1-3-

CONTRACTS

Warners handed Edmund Gould-ing a termer. Ditto for Joe May, who directed 'Confession' Murray Cutter, musical conductor and irector, renew for Metro

and rector, renew for Metro stretch. Metro optioned Dolly Tree, stylist. Karen DeWolf signed as 20th Cen-tury-Fox scripter. Arthur Rosenstei won Metro ex-

Karen DeWolf signed as 20th Century-Fox scripter.

Arthur Rosenstei won Metro extension.

Harry Ruskin ticketed at Metro for 'My Girl Friday script.

Robert Livingstone's acting contract to run another year at Republic.

Houston ranch signed to develop stoay'd Niven rew new ticket with year for J. J. Cohn at Metro. David Niven rew new ticket with year like from Samuel Goldwyn.

Marjorie Gateson pacted by Warner's for featured femme part in First Lady.

Joseph Schildtr at 20th-Fox.

Aben Kandel tagged by Walter Wanger to script Vincent Sheean's Personal History.

Metro ontioned George Zucco. Richard Meiboum handed a Metro writing contract.

Mc you tickete Jack Conway to metro ontoined George Zucco. Richard Meiboum handed a Metro writing contract.

Mc you tickete Jack Conway to metro on William Boyd featured in Hopalong Cassidy Westerns.

Sam G. Engle. 20th-Fox associate producer renewed for another year.

Max Steiner given termer at Warners, tees off with special score for The Life of Emile Zola.

Paramount renewed Miss Fanchon's producer pact. Next ill be Summer Romance.

Martha Raye won renewal at Paramount with salary tilt.

Greza Herczeg tied to personal pact by Winfield R. Sheehan after wash-

Paramount optioned ; moopet.
Geza Herczeg tied to personal pact by Winfield R. Sheehan after washing up at Warners.
Alexander Brothers optioned Rod LaRocque for three more in 'The Shadow' series at Victory.

Flagg's Waiver

Hollywood, May 4.

James Montgomery Flagg, leaving town after doing portrait of Madeleine Carroll, regaled his pals with this blurb emblazoned on new stationerty.

Jas. M. Flagg, High Class Illustrations. Magazine covers under protest. Occasional commercial work at exorbitant prices. Snappy hand-painted oil portraits done on pree lightly solled originals sale or given away. Special attenti paid to Rich People. How your radjo? Mi 's O. K. 340 West 57th street near avenue 'New York Telephone. Circle 7-3513.

Mrs. Fox, Leitstein Must Show Or Else

Camden, N. J.. May 4. istrict Judge, J. Boyd Avis. signed an order here Friday (20) judging Mrs. William Fox and Herbert Leitstein, Fox's secretary, in contempt of court. Sentence was made provisional on further refusal to testify i Fox's \$9,535,000 bank-ruptey, being heard in Atlantic City by Referee Robert E. Steedle.

Judge Avis: said. Mrs. Fox must face sentence June 4 unless she appears before Steedle prior to that and follows instructions. The order was the same for Leitstei, with date set for June 18.

Mrs. Fox. was adjudged in coatempt by Judge Avis March 29 after she left the Atlantic City necedings, after one day, pleading illness. The Ju said she have testified. Camden, N. J., May

Casey Says

(Continued from page 3)

Casey Says

(Continued from page 3)
involved, may have the true picture of the labor situation in the stu ios as it exists today. I believe that they should know and understand the attitude of the studios and a little of the studios and the Fainters. In the past all union agreements governing local, studio employes have been negotiated between a committee consisting of the resistence of the international lons concerned and a committee consisting of the presidents of the studio corporations involved. These amiciable negotiations brought about the 1926 basic studio agreement, to the presidents of the studio corporations involved. These amiciable negotiations brought about the 1926 basic studio agreement, to the presidents of the studio corporations involved. These amiciable negotiations brought about the 1926 basic studio agreement, to the presidents of the studio corporations involved. These amiciable negotiations brought about the 1926 basic studio agreement, to the presidents of the studio corporations involved. These amiciable negotiations brought about the 1926 basic studio agreement, to the presidents of the studio corporations involved. These amiciable negotiations brought about the 1926 basic studio agreement, to the presidents of the studio corporations involved. These amiciable negotiations brought about the 1926 basic studio agreement. This agreement was signed on Nov. 27, 1926, by the International unions), which is the parent body of Local Union 621. Malevan Artists. International unions, which is the parent body of Local Union 622. Malevan Artists and assistants. International the studio Locals of Painters and Sceni Artists for recognition of additional unrelated erafts, and term of the painters of the International presidents of the International

Lefty Gets 4 Days' Picture Work, And They Threaten a Strike on Him

By Joe Laurie, Jr.

Hollywood, May 4.

Dear Joe:—
Well at last I got a break. I met Lew Cantor and he told me about a studio looking for a guy to play a detective, so I gest here early before the casting director's eyes were really open and he okays me. I'm playing the part of an assistant detective, just got a few. lines like 'Okay,' bass' 'Oh yeh?' and 'No you don't?' The boss-detective in the picture has got all the snappers, but without me feeding him with looks he wouldn't get any laughs. He points all his wise cracks at me mostly, and some of the boys on the set showed me how to take it away from him just, by what they call 'double takes,' but I don't believe in that stuff. I say live and let live, and annyway he is the star of the picture and if he thinks I'm stealing it he'd have me fired.

Right now the main part is to get a bankroll together, then I can sit back and tell 'cm plenty. The casting irector told me it would be a 'd-day job, but the assistant director thinks it will last a week on account of the star is a slow study. Well, no matter who is right, I'll end up with a little wrinkle remover. It's funny what handling a held winhels quicker than anythi. If Dear Joe:—
Well at last I got a break. I met
Lew Cantor and he told me about a

Two Agencies Split Up

Hollywood, May 4. Hollywood, May 4.
Agency partnership of Ben Jacksen and Harold Leyton was dissolved
Saturday (1). Jacksen reenters production hile Leyton continues in
the percentery as Leyton, Inc.
Norman Frescot thas sewered with
Frescott-Sedgwick and is on his own,

I ever show her time she would

I ever show her time she would Temple.

You know me and Aggie have been through an awful lot the past five years, and I found out that worry is worse than bei hungry: of course if you're not hungry there's nothing to worry about. Paying rent isn't the worry being hungry 'cause you got the landlord helpi you worry. He has to worry if he's gonna get it and you only have to worry if you can raise it, so I call it a 50-50 worry. Anyway we're living in a trailer and it's swell, cept when you lose anything, it's hard find because there ar so few places to look for it ha strailer. But we ain't got nothing to lose, that's another worry often our mi.

There's another worry though that the target would be the standard of the standard

that's another worry often our mi
There's another worry though that
I just got. They're talking about a
big strike out here in the 'studios.
That would be just my luck. I just
am learning, how to 'walk' and
some guy will come along and ask
me to 'walk out.' Well, me and Aggi
can take it. We've been laying off.
so long we nearly forgot what business we're in. Anyway I hope everything will blow over, but it's a
heluva time to call a strike when I
get four days work. But that is life.
Just as you think you've all set to
tide, you gotta walk.

I see by the papers that the burlesque managers have worries to
oin New York. Well, it's their own
fault being closed by. I am plenty
sorry for all the porformers'n everybody it throws out of work because
it aint their fault. They just did what
the managers told 'em to, and the
stuff they told them to do even kids
stopped writing on fonces. Maybe
they'll put back the real burlesque
shows like Gordon and North and,
and Max Spiegol. Louis Robie, Barney Gerard, Charles Waldoon, Harry
Bryant and Hurtig & Scamon had. A
first part she would help vaudeville
come back too, and would give a
chance to the good comics to show
their stuff; not the stirje-teasers.
There's plenty of good talent in burlesque if they got a chance.
Well my pal, Tom-Phillips, president of the A. B. A., will straighten
things out. He knows all the angles.
If real burlesque comes back, me and
Aggie will get plenty of jobs. Of
course she can't wear tights any
more because the gams aint what
they used to be, but she's a good
character woman and I can put on
baggy pants with the best of them.
Everybody seems to be worrying
these days. The guys that are work
ing with me on the lot chew the
fat all day about the mistakes and
waste 'neverything in the leture
business and the whole business is
going to hell, and all that kinda
talk. Well, me and Aggie went

hope the picture I'm is half as good.

I got a letter from Nan and Taddie Lynch, you remember them, used to be Keller isters and Lynch? Well, the two girls are doing a double now at the State in New York, so get a load of them because they're swell performers. They're another, good bet pictures because they got a letter from the Great Gerson; he's playing around with a unit that's got 50 people in it, including the audience. They played 10 weeks and are now waiting for mor houses to be built.

Well I hope everything is straightened out, as the agent sail to the contorti ist act. Give best to the gang.

Your Pal.

P.S. The sun is shining every day and I'm getting sick of it.

NOW IT'S NEW YORK'S RIVOLI

REVELING IN A 20th HIT!

Ushers rush and cashiers wilt, as long waiting lines storm the Rivoli doors. And that romantic duo, Tyrone Power and Loretta Young, implant themselves deeper than ever in the hearts of audiences...while thousands laugh and cheer!

The critics keynote the sentiments of the crowds:

Daily Variety: "Should fare handsomely at the boxoffice. Has the show elements which appeal beyond class limitations. Loretta Young never so lovely. Tyrone Power splendid!"

Hollywood Reporter: "Topnotch! Provides class amusement for all classes! More strength for Young-Power team!"

Film Daily: "Bright and witty show. Glamour love-team of Young and Power score strong. A cinch the femmes will go for them!"

N. Y. Daily Mirror: "Miss Young and Tyrone Power in a gay romance to the demonstrated delight of their following! Yesterday's audience signified box-office success!"

N. Y. Daily News: "Sure to please any audience! Tyrone Power and Loretta Young carry on the splendid teamwork they commenced in 'Love Is News'."

N.Y. American: "Here's another 'yes' one. Definitely! Loretta and Tyrone at their most engaging! Glides along merrily!"

N.Y. Eve. Journal: "One of the season's most amusing comedies! A charming vehicle for a group of charming players!"

N. Y. Eve. Sun: "Light-hearted and laughing comedy in a gay mood. Tyrone Power and Loretta Young have proved themselves an excellent comedy team."

N. Y. World-Telegram: "Recommended to your attention. Over-bountiful with funny lines. Loretta Young altogether sparkling. Tyrone Power at his best!"

Showmen's Trade Review: "Big name cast for top grosses: Young, Power, Menjou and Winninger great. Definitely a class A production!"

THE WAITING LINE

LORETTA TYRONE
YOUNG POWER
ADOLPHE
MENJOU

CAFE METROPOLE

GREGORY RATOFF CHARLES WINNINGER HELEN WESTLEY

Directed by Edward H. Griffith
Associate Producer Nunnally Johnson
Screen Play by Jacques Devol - Original story by Gregory Ratoff
Darryl F Zanuck in Charge of Production



THE KEYSTONE OF YOUR FUTURE



while just a block away-

"WAKE UP AND LIVE" IS HELD OVER AT THE ROXY AFTER SETTING A NEW WEEKLY GROSS RECORD!

EXPLOITATION

By Epes W. Sargent

Photo Contest

One of the most successful confests worked by a small house recently was one in which prizes were offered for the most absurd portraits or poses made by amateurs. To show what he meant the manager offered the familiar feet first pose in which foreshortening gaye huge feet and an apple-sized head.

As a pesult most of the wrints to

foreshortening gave, huge feet and an apple-sized head.

As a result most of the prints followed the same lines, but there was a sufficient number of different poses to yield a supply and for six weeks every change of bill offered four lantern slides made from the submissions, and some of them rocked the house with laughter. At the end of the contest of the 10 best were thrown on the screen and an audience vote taken. Meantime the submissions not put on slides were shown in lobby frames and most of the town filed into the lobby twice a week to look the displays over. Cost of making the slides was small as compared with the business drawn, and stunt is down for an early repeat, but with a slightly different angle.

drawn, and stum is down for an early repeat, but with a slightly different and the state of the

Fountain Stuff

Fountain Stuff

Bill Hendricks' new Encyclopedia of Exploitation gives a number of illustrations of running water effects, most of which depend on the stream of water covering a glass feed pipe, but he is not one of Thurstone of the stream of water covering a glass feed pipe, but he is not one of Thurstone of the stream of the stream

Up Boston Way

Up Boston Way

Loew's State and Orpheum, Boston, day-dating, have been doing lenty for 'Maytime.' Joseph A. DiPesa, Joe and Al Longo went at things in an intensive way, including two full page portraits of Jeanette May and the state of the

Radio Tryout

Washington.

Frank LaFalce. Cap WB boss pubman, killed two birds with one stone last week. Wanting to find out definitely if 'Mountain Justice' held any appeal for dames, since it washing total more cit claimed, he picked up phone and told station to announce first and told station to announce first summer to hit road in advance to manager to the last week. Washing to find out defining 'em, and whether WOL, local Mutual station, had the audit and told station to announce first and told station to announce first week was to first whether whether week and told station to announce first whether week and to announce first whether week and told station to announce first whether week and the Musicians' Union has nixed Palace Theatre's plans for fow wing concert on Palace stage as tiellows and the distance of the distance of the Musicians' Union face at the Musicians' Union has nixed Palace Theatre's plans for fow wing concert on Palace stage as tiellies was not print whether data was to bring votation as nixed Palace Theatre's plans for fow wing concert on Palace stage as tiellies was not proportion. Shall we Dance?

Local Mutual Station, had the audic announce first wh

and got 800 replies, which amply satisfied latter doubt.

Only string was that women who were mailed passes should indicate on accompanying card if they wanted more of same type of pic. Cards, which were left at theatre as they left, indicated about 65% liked show, rest evenly split between no like and no reply. In view of response, theatre had upped number of passes to 500, 30% of the bearers buying extra tickets.

WB's 'Pauper' Bally

WB's 'Pauper' Bally

Warner Bros. have worked up an
unusual campaign for Prince and
the Pauper, 'tying current release
with next week's Coronation ceremoroability
on domer Brakking on
parred from actual ceremoroability
barred from actual ceremoroability
barred from actual cereconsister Abbey, WB have issued series
of Coronation scenes from the pic,
including virtually every vital function of the event. Servicing them to
several hundred new spapers
throughout the U. S. Claim already
to have received numerous requests
for the stills.

Campaign by Charles Einfeld

to have received numerous requests for the stills.

Campaign by Charles Einfeld stresses film's timely treatment of story of the crowning of the young king of England with George VI's coronation, skedded for next wednesday (12). Pic will by that time be playing first runs. It opens today (5) at the N. Y. Strand.

Trying Windisch, of the Warner.

New York of the Warner of the Coronation angle through a hook-in with the N. Y. American which takes care of itself.

American's stamp department with

itself.

American's stamp department will give 50 sets of Coronation stamps to the 100 words on why I liked The Prince and the Pauper. Winners can have a pair of tickets instead, of they prefer.

Things don't come much softer than this—but you have to think them up. That's the catch.

. It Was McCormick

Leon, J. Bamberger, who recently was credited with the very nifty press book on RKO's 'Shall We Dance?' writes that it was the work of S. Barrett McCormick. He's entitled to all credit on a super-super job.

Theatre Changes

Rodgers Circuit to remodel old Lyric, Anna, Ill.

Thomas Berta will replace Witton, Wilminton, Ill., recently destroyed by fire, with modern theatre building. Majestic, Belvidere, Ill., to be reopened after being thoroughly remodeled by owner, Edward Zorn, who also operates Apollo at Belvidere.

dere.
Charles Schleffler new adv. sales mgr: for Paramount here, replacing William Sharpe, upped to supervisor of 19 eastern exchanges.
Rex Barrett, operator at Columbia, Mo, elected mayor of town.

of 19 eastern exchanges.

Rex Barrett, operator at Columbia.

Mo., elected mayor of town.

RKO has taken term lease on new building, on film row being erected by Dr. Meyer Weiner and Mrs. Hymar Lowenter of the many second new exchange bldg. This is second new exchange bldg. Started recently. New quarters for Warner Bros. will be ready for occupancy soon, also on film row.

Thomas M. Campbell, Terre Haute. opening new Palace, Newton, Ill., Its. opposish will be Star, operated by K. W. Rought.

Trenton, Trenton, Ill., operated by J. M. Block, darok. No date for repening Dickson. Duquoin, Ill., recently sold State at Duquoin. Ill., recently sold State at Duquoin to A. Frorino. and the Voque, Palestine, Ill., to B. Temporius and J. S. Fox. Gem. Richland. Mo., transferred to D. F. Atkinson by R. Parson.

Rex. Lilbourne, Mo., disposed of to N. D. Fielder by W. E. Gately. Okaw. Findlay, Ill., now owned by J. F. Jansen, who, also ir transferred Grand Robinson Ill., to Glenn Start, formerly Tuscola, Ill., taken over by Tuscola.

Graphic Circuit has appointed two managers from the staff of the Keith Mcmorial here. Charles Patterson, from press department, goes to the Brandon, in Brandon, taken to the Mcmorial here of server, takes over the Campus, Middlebury, V.

Pitt. Grosses Dampened

Pittsburgh, May 4.

High waters last week cost five
Golden Triangle spots around \$15,000.
Most of it represented charges for
flood preparations.

Iggest loss was in lopped grosses.
Customers were air id to venture
downtown.

Nebraska Halts Banko As Lottery; Writ Ends Cash Giveaways Pronto

Lincoln, May 4.

Banko is a lottery in Nebraska.

Cash giveaways were ruled illegal (29) in Judge Messmore's court at Beatrice, where the test case of the state attorney general's office against the Beatrice Theatres Corp., a Foxwesco subsi, was aired.

Appeal was made by bank night counsel to the supreme court, but a permanent injunction was granted which will blot the practice in Nebraska pending the supreme court's decision. Banko attorneys included John Mullen and Bill Wright, of Omaha, plus S.-L. Halpern, of Mineapolis. Attorney General Hunter was assisted by Paul Chaney, Francis V. Robinson, and Barlow Nye.

Hunter ruled shortly after taking office that bank night was a lottery, said the fact that if was unnecessory to buy a ticket was only a subterfuge. Banko forces refused to abide and Hunter selected Beatrice for the test. Whole argument in the case was around consideration necessary. Hunter contended a man's presence at the theatre at drawing time, or effort i istration, was consideration. was upheld.

Judge Messmore put the ban in effect May 3.

DETO SEES BIZ BOOM AS SIT-DOWNERS RISE

Detroit, May 4: After three months of auto strike, hich cut grosses 25-50%, biz is on

which cut grosses 25-50%, biz is on the upbeat. Something like \$70,000,000 in wages was lost to workers, but ex-hips believe there should be a rush for theatres with the millions of in-

Soft Drink Plug Shows Gurgle in L. A. Theatres

Los Angeles, May 4.

Four nabe houses have taken second group of advertising shows sponsored by Bireley's, Inc., orangeade distributors, following successful try-out in three local theatres.

Shows are underwritten by Bireley's for three weeks at \$1,535, including \$220 weekly for theatre rental, \$255 for gifts, and \$150 for amateur and semi-pro talent.

First group at Fox Belmont, Arlington and Oriental theatres hit a take equalling the house rental figures. Theatres also shared in nightly Bireley radio plugs. Houses in second series include the Fox California at Huntington Park, Fox Highland, Regina-Wilshire and Burd's Adams.

Moss' B'way 600-Seater

B, S. Moss has taken over the site of what was once Churchill's restaurant at 49th St. and Broadway and will reconstruct building into a 600-seater for two-a-day policy runs. Building was last location of Joy Yoeng's chowmeinery.

Two-story interior per its easy rebuildi of the spot into a small theatre, stimated that \$100,000 will be spent, pens some ti in September.

'HARD FEELINGS'

Union Nixes Swing Contest As Film Exploitation Stunt

Columbus, May 4.
Local 103 of the Musicians' Union has nixed Palace Theatre's plans for swing concert on Palace stage as tieup with Fred Astaire-Ginger Rogers film, 'Shall We Dance?'
Idea was to bring nocat ban s-in nightly to play swing tunes from stage, with a prize of some sort for the 'best swing band in Columbus.'
Union figured contest would bring the bands nothing but hard feelings.

Scheduling the No. 1 Pic on Dual **Setups Presents New Headaches**

Bard No Bargain

Los Angeles, May 4.
Suburban exhi thought a
British-made picture on second
half of his dual bill so bad that
he offered his customers a raincheck for the following night.
Film was, an adaptation of a
Shakespeare play,

Interstate Is One Circuit Which Takes Its Shorts Seriously

Probably the most complete booklete ver gotten out on the short subjects is being sent the managers of the Interstate Circuit, in Texas and the southwest. It was prepared der the supervision of R. J. O'Donicell, who shares with Karl. Hoblitzelle the conduct of thi chain, and is a combination of the printed page and mimeograph; whichever best lends itself to the reproduction desired. Probably the most complete book-

bage and minegraph, whenever best lends itself to the reproduction desired.

Interstate is one of the few major circuits which has not gone in for double features, and recognizes the importance of the short as supplemental attractions and not merely a filler. It uses shorts to help sell the shows, and this booklet is a chief means to that end. It describes the set-up of the shorts department (appropriately enough headed by Mrs. Besa Short), gives an exact and detailed summation of its operation and then goes on to tell the resident managers how to extend the campaigns laid out by Mrs. Short. It shows them how to make money with what most theatres regard as excess baggage. It is an achievement.

Scheinberg Unloads

Los Angeles, May 4.

With the sale of his 500-easter in Fillmore, Calif., Nate Scheinberg, washed up his indie theatre interests and will confine himself to Fox-West Coast alliances. James Edward and Ralph Perkins bought the Fillmore house.

Scheinberg recently disposed of a half-interest in his two Van Nuys houses to F-WC and is negotiating a deal for the sale of his Canoga Park theatre. F-WC and Scheinberg, operating in purtnership, have acquired a site for another house in the San Fernando valley.

6 Friday Pix Openings **Dizzies Detroit Critics**

Dizzies Detroit Critics

Detroit, May 4.

tate theatre to Friday
openings, putting six of town's
seven first-runners on that schedule,
has cricks in a whirl.
Fridays now mean 17 hours of
cricking, 15 devoted to pix and two
to stage shows at Fox and Michigan,
six hours each for the three Free
Press reviewers, Len G. Shaw,
James S. Pooler and Ella H. McCormick. For the two Times cri
Ralph Hollmes and Charles Gentry,
it's about nine hours each. itto for
News crick. 1 Weitschat and John
Finlayson. Finlayson.

Par Writers Assigned

Hollywood, May 4.
Writing assignments were passed round on ictures at Paraunt last week.

mount last week.

Brian Marlowe draws screen play
of Murder Goes. Jail. Cladys
Unger prepares original for Anna
May Wong. rancis, Martin and
Walk eLeon do another
with college backgroun. M.
Coates Webster scripts Ensenada.

CLEV. VARIETY CLUB'S \$1,200

CLEV. VARIETY CLUB'S \$1,200 Cleveland, May 4. Variety Club's campaign to bring picture programs to hospital shutins went over the top financially through committee work of Harry Goldstein, in charge of raising money for projectors, and Moe B. Horwitz, chief barker and originator of the charity idea.

of the charity idea.

More than \$1,200 was raised by

Double bills look to stick something stronger blows them out, in the opi ion of showmen, but both chain and independent operators are becoming more and more disturbed over how to maintain duals and make them pay the most. The pu lie, paradoxically, despite its leaning toward, doubles, pattonizes film houses in many cases just to see the No. 1 feature, passing the other one up. This fan apathy toward the supporting feature is definitely noted, theatres having conclusive proof of it through the large number of ophone calls which inquire as to what time the top film is going on.

Knowledge that the customers are starting to shun the second feature is not only creating the fear, that theatres are not gettin normal value of ictures in line with rentals pai iving managers operating hea in making up schedules.

rentals pai erating hea schedules.

value of lettures in line with rentals pai iving managers operating hea iving managers operating the majority of draught, at off hours, the turnover in admissions would be better. But how there is considerable question as to whether that policy is less. While the effort was directed toward getting more play for the supporting feature, making it pay better at the windows, it is feared that business might be lost altogether it coming on at the off hours, such as at the di conting the conting the conting the conting the conting on at the off hours, such as at the di conting the conting the conting the conting the conting the conting on at the off hours, such as at the di conting the continue to make a certain number of inexpensive or Grade B films to fill this demand.

A recent check reveals double-billing has about reached the saturation point, meaning that ther is little remaining territory into which dual bill scould extend. While there is no indication, that the exhibitors would retrent from the double-feature habit immediately, at least the trend towards increasing the number of houses going off the single-bill status has been halted.

When the continue to the continue to the continue to the saturation point, meaning the the saturation point meaning the the saturation point meaning the the saturation point is meaning the the saturation p

WB's Ranko Salurge Worries Philly Indies

Worries Philly Indies
Philadelphla, May 4.
Local indi exhibs are in an a
mitted state of lather now that Worner Bros. has made the plunge into
the 'game' racket. No action has
been taken officially but somethi
may blow off any hour.
Seventeen key WB houses have
announced bank nights; the Sedgewick, Strand, Germantown. Wynn
Benn, Manor, Cross Keys. 'dmore,
Cadet, Frankford,' leatheny, Kent.
Strand- (Readi jalto, (West
Chester), Seltzer (Palmyra, J.),
Majestic (Gettysburg.), and
(Hanover).

NEWMAN QUITS PKO

Holly and Foy 4.

Norman Newman, who stried with the local Radio Exchange 12 years are when it we. FBO, has resigned to enter bust self-No successor

RKO's New Mt. Vernon Spot

Mount Vern n. May 4.
Loow's purchase of the Camen, i
New Rochelle, rempted RKO t
lease the, Fleetwood, 600-seater
Mount Vernon, eat closed by
Russell Ende, ohin Squiers retiri
Charles Octrich, Proctor manag
becomes city manager, Jack Schne
der, formerly bis assistant, take
aver, the house, Will be remove

s assistant, takes Will be renamed RKO Fleetwood.

M-G-M REPRESENTATIVES KNOW WHAT THEY'RE TALKING ABOUT!

They went direct to the Studio for the Most Important Convention in film history! And they're bringing you the happy facts about M-G-M's Greatest Year of Hits, 1937-1938. What a Product Message they've got. Put Welcome on your mat for the boys of M-G-M!



Film Reviews

DR. KNOCK

from page 16)

from page 16)

Jouvet, in the lead, does the best work of his celluloid career, playing the title role seriously. There is no suggestion at any time that Knock is a quack; there is no proof that he did not benefit those healthy country folk he talked into becoming patients; but there is no suggestion that he does lem good, either.

Film is demissed. Requires a little underway it scoots along like a Bermuda sloop, and holds right till the surprise fadeout.

Jouvet is credited with half-a-hand in the directing. Others in the cast have all subordinate parts and i dividually not many feet before the lenses. They're all o. k., standouts being Palau as the old medick, Rignaull as, a village addienate, and Ita Reyner as a wealthy and robust farmerette.

ROARIN' LEAD

RUARNIN LicraRepublic release of Nat Levi moninction. Stars Three Meaguitiers, 56th Liviingston. Ray Corrigan, Max Terhuce,
Directed by Mack V. Wright, San Newneld, Adaptation, Oliver Drake, Jick
Bornald; Camera, William Nobles, At
Arena, N. Y. dual, May 3-4, 57.
aing time, 61, infautes.

Robert Livineston
Tueson Smith. Ray Corriga
Luilaby Joslin. Max Terhune
Doris. Christine Maple

Tucson Smith	Ray Corrige
Lullaby Joslin	Max Terhun
Dorls	Christine Manl
Hackett	Hooner Atchle
Canary	Yakima Canut
Bobby	Tommy Dup
Blondle	Mary Russel
Baby Mary ' me	ra Lynn Kauffman
Prima Donna	Beverly Luf
Apache Dancer	Theodore Fry
Apache Dancer	Katherine Fry
Dancers	eglin Kiddie
110	-

This is a robust alfalfa portrait good enough to adorn any of the pullman programs. Picture will do the right thing for the customers because, next to good action, it has kindly humor and several kid performers. Making a triple-barrelled allure although light on, the romantic and

allure although light on the romanticend.

Aptly named, nicely scened and the male leads fit the roles cut out for them. Picture runs a fast action pace which sustains interest. At least two of those Three Mesquiteers are likely to be heard from in bigger things, in the future.

Of course, even this western, a nifty for the type, compels its plainsmitty for the type, compels its plainsmitty of the course of the thing the course of t

craniums, because they rough the bath.

Stry is pretty nice. Three heroes, so the transfer of the income is devoted to support an orphan asylum. Estate also is the majority stockholder in the cattlemen's protective society. G.m. of this society has been grafting through fake rustling. He wants to close down the asylum and the girl in charge puts up a vain squawk from the cattlement of th



Arno's omnibus of which is the best us yet."—Buffalo Tin

BRUCE M. DENHAM

Please communicate with me at once with reference to Johnny Eppert accident August, 1936, Important. Pinkney Grissom, 1801 Republic Bank Bidg., Dallas, Texas,

ADVERTISEMENT

Astrologer

Learn What 1937 Holds for You! Get this new type of Astrological Service, keyed to the needs of professional men and women. Half-hour consultation, hy appointment, 1 to 9 P. M., fee, \$2.00. Sibs. 7-3290.

Outcasts of Poker Flat

RKO-Radio release of Robert Sisk puluction, Stars Preston Poster, Peatur Jean Muir, Directed by Christy Caban	
Screenplay by John Twist and Harry Sega musical supervision by Roy Webb; came	-11
Hobert DeGrasse. At Rhalto, N. Y. we April 26. Hunning time, 70 mins,	201
Oakhurst resion Fes	te
Luck	ŭ.
Redford Phone	in;
Kentuck Si Jer Stumpy Dick Elli	***
Uncte Billy Al St. Jo Sonom: Bradley P. Righ-Grade ichard La	
Charley Bille Clib	ht
Wilkes Dudley Clemen	nţ

Despite two rather convincing portrayals, this screen version of Poker Flat Arte's Outcasts of Poker Flat Outcasts the names of Preston Poster and Jean Muir, which doesn't help much for the houses where they go for adventurous attractions. Undue length is another weight that will keep it in double-feature locations. Undue length is another weight that will keep it in double-feature locations when the property of the five outcasts from the town of Poker Flat This obviously is a weakness because highlights of the Harte piece were wrapped up more decisively in the affairs of this quintet. Failure of scripters and producer to reconnize it hurts the sincerity of the Reature of oes the film grasp the true western atmosphere or living characters intended for that period in the California gold rush days. Even with the central figure of Oakhurst, big gambler, which is overly stressed here, there is little that smacks of genuineness.

smacks of genuineness. Other characters are overdrawn, often becoming mawkish.

Preston Foster, as the gambling king and saloon operator, does a nice bit of acting though, he never seems suited for the part. Only in his wavering between the hewcome many constant, gun-stooting element does he really shine. Jean Muir, as the school teacher just arrived in town, displays marked restraint and registers her customary clean-cut performance.

her customary clean-cut performance.

Margaret Irving, who plays the Dutchess character with verve, also contributes outstanding thespian effort. Virginia Weidler also clicks as the obstreperous child, Luck'. Van Heflin's ministerial character is too good to be true, and not up to his usual standard. Si Jenks does a highly burlesqued 'Kentuck', while AI St. John, alumnus of the slapstickers, shows up better as Uncle Billy. Monte Blue, an Indian, and Bradley Page, in the role of Sonoma, furnish the villainous foils with some skill.

Apparently, the scripting team of

furnish the villainous foils with some skill.

Apparently, the scripping team of John Twist and Barrby Segall were attentioned the state of the stat

Sullivan East on F-WC Buying Deals

Hollywood, May 4.
Sullivan entrained for New
York Friday (30) for several weeks
on his annual film-buying expedition
for Fox-West Coast.

Buyer will clean up F-WC deals for the 1937-38 season with Warner, Radio, Columbia, Republic and First National.

20th-Fox Gets 'Borneo'

Hollywood, May 4. Osa Johnson signed with 20th-Fox for company to distribute Borneo last adventure film shot by her hus band, Marti Johnson, jungle ex plorer. Johnson in a Coast

Segregation

Albany, May 4. N. Y. State Scnate today passed the bill introduced by George F. Rogers of Rochester extending to up-state the provisions now applying to N. Y. City picture theatres, under

N. Y. City picture theatres, under-which separate sections are set aside for ildren unaccompanied by adults. ill now goes to Assembly. Dunnigan Bill extending powers of Commissioner Paul Moss over-theatre licenses is still in committee:

BOOT FOR THE BIZ

Pasadena Suburb Wants No Part of Theatres

May 4. Ordinance recently adopted by San Marino, snooty Pasadena suburb, prohibits building of theatres within 600 feet of a residence or school 600 feet of a residence or school building thereby putting up bars against all film and theatrical entertainment.

Ordinance forbi iveaways and restricts advertising drastically that exhibs claim operation would be ruinous. Town becomes the first Southern Califor ia community to legislate out exhi ition.

GN Releasing 'Spy

Hollywood, May 'Spy of Napoleon,' Astor Productions ritish-made film, will be dis-tributed in U. S. by Grand National. Richard Barthelmess and Dolly Haas have the leads.

LON YOUNG'S MONO PIC

Hollywood, May 4. produce 'Tele-for Monogram Scott Dunlap, Lon starting starting Scott Dunlap, Monogram v.p. in charge of produc-ti , has assigned John Krafft to the ti script

Krafft recently completed 'The 13th Man,' which rolls today (Tues-day) with Young produci

R. R. NEWSREELER SET

R. R. NEWSKEELER SET
Grand Central's newereel theatre,
242-seater located on station's upper
train level, opens May 12. House
plans 60-minute program and will
use cartoon comedies, short features
and occasionally previews.
John Sloan, a member of N. Y.,
State Racing Commission; Donald
Bayne, W. Lyon and Harold
Ley head company operating.

COAST MONO-ITES TO CHI

COAST MONO-ITES TO CHI
Hollywood, May 4.
Ray Olmstead, Howard Stubbins
and Al Goldstein pulled out for Chicago today (Tues,) to attend the annual Monogram sales convention
opening there Friday (7).
Goldstein is Seattle branch manager for Olmstead-Stubbi Coast
franchise holders for Monogram.

20-FOX WRITER DEALS

Hollywood, May 4. Bess Meredyth has been signed to Bess Meredyth has been signed to a 20th-Century Fox writing contract on an eight weeks deal. Henry Johnson and Max Magnus have joined the same studio as writers on a week-to-week basi

Ralph Hommeras, studio technical studies and seeks to the studies and the seeks to the studies and the seeks to the see

cian, signed a one-year ticket.

PERT KELTON'S 'BACHELOR'

Hollywood, May 4,
Pert Kelton has been set for the
lead in Reluctant Bachelor, Republic comedy. Colbert Clark is
producing.
Ralph Staub is directi ic rolls

tomorrow (5).

CHANSLOR'S FIRST AT M-G

Hollywood, May 4.
Roy Chanslor's initial assignment under his new Metro writing ticket is to dish up a screen play for 'The Gravy Gang.'
Tom Reed will produce.

CHURCHILL'S CHORE

Hollywood, May 4. stepped in as technical adviser 'Exclusive,' newspaper pic.

Al Hall is directing.

Reissues

(Continued from page 21)

in the music flickers would be too dated. Tear-jerkers such as 'Smilin' Through,' 'Lee Miserables' and 'Back Street,' get the femmes flocking back: remembering the good cry they had when first gandered.

It has built up the greatest meet-the-manager, wave in the history of local theatre operation, with a large number of customers hunting up the manager or house-womer to make a

number of customers hunting up the manager or house-owner to make, a request that the house book a certain picture out of the old files. Many houses are putting blackboards up in their lobbies and holding a general voting campaign among the customers to find out what reissues the majority of the customers would like to see area.

Hunky-Gory

Arthur Mayer, self-styled Merchant of Menace exhibitor at the Rialto, N.Y., specializes in the blood-and-thunder pix. When the b.o. is good, the ushers have their own coded way of expressing it. 'Biz is hunky-gory.'

More Minn. Theatre Bldg

Minneapolis, May 4. Wave of independent theatre Wave of independent theatre con-structi is sweeping territory. Per-mits are asked for two new habes. Avalon, seating 1,000 and costing \$100,000, is nearing construction. Eddie Ruben is completing a house at Montevideo, Minn., and the Frank circuit one at Hutchinson, Minn.

'Wild' One for Jane

Hollywood, May 4.

'Wild an Woolly,' new Jane
Withers starrer at 20th-Century
Fox, gets starting signal May 10, Alfred Werker directi John tone fred produces Walte ie Scarl

go in cast.

COMEDY SERIES ROLLS

Production started last week at Radio on first of a series of, ix musical comedy shorts to be produced by Bart Gilroy with Jean Yarborough directing.

Gene Austin tops the cast with Candy and Coco. Bryan Sisters, Jane Shirley and Whities Ferguson also spotted.

CONDOR'S SHORTS RELEASES

Hollywood, May 4.
Condor closed a deal to release
26 shorts through RKO with Louis
Rantz assigned as associate producer
by George Hirliman.

Louis Gasnier directs the first, a water polo sport reel.

CHI EXHIBS ON **NEW GIVEAWAY** RAMPAGE

May 4.

ild bigger lobbies, boys. That's the cry along film row. With bank night, screen and other games out, and with double features making it a matter of quantity, local exhibitors are beginning what appears to be an abnormal iveaway campaign.

to be an abnormal iveaway campaign.
Since running time prevents giving away more than three hours of pictures, though to houses, such as the Rosewood, have hit as high as five hours of pictures for a single and prevention that was a way to be a while the hours of pictures for a single and preventions.

as five hours of pictures for a single admission, the exhibitors have 'decided they'll add to 'quantity' bargain by the premiums route.

In the few weeks bank night and single features have been out, minor premiums, such as kitchenware and tableware, have been washed up as too weak. Exhibs are being forced into giving away furniture, automobile accessories, clothing automobile accessories. automobile accessorics, sporting goods, etc. clothi

Various merchant associations in the Midwest have passed resolutions condemning these elaborate giveaways by the theatres.

WILSON SHORTS GROW

Hollywood, May 4.

Metro has added two more Carey
Wilson psychology shorts to the
current program.

First will start next week.

SHINE ON JUNE MOON'

Hollywood, May 4.
George Archainbaud is collaborating with Lillie Hayward on screen play of 'June Moon' at Paramount.
Archainbaud will direct.

New York Theatres



CAPITOL ** Robt MONTGOMERY Rosalind RUSSELL 'NIGHT MUST FALL'

TATE Chas. BOYER Jean ARTHUR "HISTORY IS MADE AT NIGHT" Plus!-BIG STAGE SHOW

Warld Premiere - Tonight,
"THE PRINCE AND
PAUPER"
"RROL FLYNN and the
MAUGH TWINS

ndway & 47th St.

EDWARD G. ROBINSON THUNDER IN THE CITY Criterion 245th 25c

'Hurricane's' Horizon

Hollywood, May 4. United Artists will take over In-United Artists will take over In-ternational studio for 60 days on a deal with Ralph Like for production of miniatures, process and trick shots for Samuel Goldwyn's "Hurricane." To rush process work, UA is dick-ering space at other rental lots.

PARAMOUNT SQUARE BARBARA In Person

STANWYCK **JoelMcCREA** "Internes Can't Take Money" **XavierCUGAT** MARY SMALL DIXIELAND

"CAFE **METROPOLE**"

UNITED RIVOLI B.WAY AT ARTISTS RIVOLI B.WAY AT

ROXY ALL 25° 10

WAKE UP AND LIVE" On the Stage: JOHN STEELE 3 SAILORS MILES & KOVER

RADIO MUSIC HALL "A STAR
IS BORN"
IN TECHNICOLOR
Spectacular Stage Productions

ASTOR
Bway, at 45th 8t.
All Seats Reserved.
All Seats Reserved.
Since Sail, 2245, 845,
Since Sail, Prices Injust
Isan). Maty. (ex. Sail.,
Since Sail, Prices Injust
Isan). Maty. (ex. Sail.,
Since Sail, Sail.). Soil of
\$11. Eres. Soic to \$2.
Hairriday Billinite and
Sunning of P.M., 50c to
\$1.00



Can't Satirize Commercial Program **By Calling It Sustainer, NBC Rules**

Legal dept. of NBC has nixed use of the word 'sustai ing' on the Ed EastEralph Dumke program heard locally only WJZ. New York, under Kellogs sponsorship. Fearful of laying the company open to even a hint of 'advertising misrepresentation' the NBC ban followed the initial broadcast. Program is now referred to in the continuity as 'Eddie and Ralph's own program.'

Based on the satirical idea that we goofs are happy sust ing and

Based on the satirical idea that two goofs are happy sust ing and continually refuse from the Kellogg company sponsor them, the program has worked out this artful method of getting the commerci over with a reverse twist. But actually descri ing themselves or their program as sust iners, is verboten.

This part of the Kellogg account is with Kenyon & Eckhardt. It is also unique in that one of its production men, Jack Nelson, lives in duction men, Jack Nelson, lives in Florida and gets the scripts by mail for going over. Nelson is the former New York radiolic who is learning real estate under his father-in-law. His continued connection with the East and Dumke show is due to having been in on the auditions prior to his retirement from radio.

WMCA-WHN Clash Again; Farley from Cincy Was Ballyed for N. Y. Banquet

WMCA, N. Y., got put in an embarrassing spot last Thursday (27) by the committee in charge of the banquet tossed for Sam Fassler, N. Y.'s Commissioner of Bidgs. Post-master im Farley was carded ashonor speak-guest, so station several weeks in advance arranged to run in a wire and air.

Meanwhile WHN.

Meanwhile WHN, announced that it was carrying Farley from Cincinnati, where WLW was feeding out a mess of Midwest post-mysters.

from Cincinnati, where WLW was feeding out a mess of Midwest postmaters.

Radio eds on the N. Y. dailies were confused by both dating Farley from different points, same, hour, same day, and kept bombarding both broadcasters with pleas to straighten matter. Stations checked the irsources, and were both given goaheads 'till the night before the speech, when the Fassler committee admitted they were not going to have the Postmaster.

It was too late in many instances to correct the info already sent out by WMCA, for which the station is mumbling in its beard and blushing. WHN is peeved, on the other hand, because though it really served un the Farley spiel from Cincy, some of the papers, bored with the bickering, credited in advance WMCA and let it ride at that.

ianapolis, May 4, winer was all set for mike spiel by emocrat head man Jim Farley, who came to Indiana for conference with state party leaders, and to see how the new postoffices at Franklin and Danville looked. WIRE had spent the coin for the 20-mile wire, but Farley spent so much time at Develle that he missed the Franklin airling allowed. ianapolis, May 4.

Farjey spent so much time at Den-ville that he missed the Franklin air-ing altogether.

Time of broadcast rolled around, and Jack Stilwell and Al Beveridge. Jr. had a mike open and broadcast to do, ith no way of getting in touch with home studies, 20 miles away. And no Farley arrived. So the boys, chased up and down the street for one of those man-on-the-street airings, while awaiting the missing celeb. Heavy rain started to complicate matters. That drove most of crowd off the street, and WIRE announcers got their mike in front of the Masonic Home band of Franklin (Ind.). Band blared forth martial which, due to unprepared open-air and rain set-up, came out in corny style.

Doernbecher Dies

Tacoma, May 4.

Tacoma, May 4.

E. M. Doernbecher, President of
the Puget Sound Broadcasting Co.,
owners of KVI (CBS), died in
Seattle April 27. He was 54 and a
pioneer of the radio industry in the

Pacific Northwest.
Was ill at Seattle hospital since
February. Funeral services and interment in Tacoma.

See Forum This Week

letters of interest current week's

is an official interpreta-tion from Robert Huse, asso-ciate director of Informational Service, on Social Security. Another is station sales rep's attitude on chain-breaks and how they have encouraged big-ger radio commercial accounts.

New Transradio Suit Versus U. P. **On Booklet Barb**

United Press has until tomorrow (Thursday) to file an answer to the summons of a suit which Transgadio News Service has begun in N. Y. supreme court, asking \$50,000 damages for alleged maliclous libel. It makes the second piece of litigation which Transgadio has pending against the UP, the other being the \$1,170,000 conspiracy in restraint of trade action which is due to come to trial in the Federal Court, New York, within the next few weeks.

the Federal Court, New York, within the next few weeks.
Transradio based its latest suit against the UP on the contents of a promotional brochure which the latter is alleged to have distributed among broadcasters and advertisers.
Transradio claims that the statements not only sought to discredit it but were commercially damaging. Named with the UP in the conspiracy action are the Associated Press, the International News Service, NBC, CBS and the American Newspaper Publishers' Association.

L. A. CATHOLIC SCHOOL'S 'DON'T LISTEN' RULES

Los Angeles, May 4.
Censorship of radio programs has been instituted by Catholic schools in Southern Californi. Lists are compiled at frequent intervals and studes told what shows to avoid and those in favor. Youngsters at one parochial seat of learning were istructed to spin the dial away from script shows with gangster themes. Among those nixed are 'Gang Busters,' Calling All Cars' and 'Court of Human Relations.'

Carl Haymond Seeks Net Alliance for KIT, Yakima Yakima, Wash., May 4. Carl E. Haymond, general manager of KIT, is i San Francisco seeking chain affiliation. KIT has just had its wattage upped to 500, has changed to new regional channel, and is erecting a new transmission tower. Those are the selling angles Haymond is using.

Realign NBC Personnel In Artists Service. N. Y .: Fred Niblo as Pix Man

NBC Artists Service is shifting around duties of its staff. Larry Fitzgerald, who has been doing general contact work, will handle peddling of concert and operatic talent directly and exclusively to ad agencies. As yet NBC has not replaced Rubey Cowan who left April 1 to join Paramount as radio contact in Hollywood, and it looks likely that no one will come in to fill the gap, rather others dividing up the work since outif thas added Fred Niblo to do pic contacting and Billy Hillpot to assume Fitzgerald's old duties.

Chester Stratton and Jack Von Tilzer are splitting Cowan's old duties selling vaude acts and shows, while Jack Potter has assumed some of the brunt of the film contacting, which he is divi ing with the newly arrived Niblo.

John J. Colli moved from Artists Service over to Auditions Dept., where he assisting Ernie Cutting.

13 YEARS IN RED; FINALLY AHEAD-\$54

Atlantic City, May 4.

After 13 years of spending the taxpayers' payers' money, Municipal
Station WPG boasts of its first profit
-\$54.31. This was revealed when
the March statement of income and
expenses was submitted to the City
Commission. The \$54.31 profit compares with a \$933 loss for the same
month of 1936.
Station cost more than \$150,000 to
build and up to 1936 had been leased
to CBS for five years when the
city found itself unable to mai in
the station. CBS lease was on a
profit sharing lead, but always
operated at a loss.

L. A. Local Approves Air Band Limitations

those in favor. Youngsters at one parochial seat of learning were istructed to spin the dial away from script shows with gangster themes. Among those nixed are 'Gang Busters,' 'Calling All Cars' and 'Court of Human Relations.'

Clem McCarthy, visited Tast week with L. B. Wilson, head of WCKY, Cincinnati, while en route to Lexington and Louisville tracks for a warm-up on atmosphere prior to miking the Kentucky Derby at Churchill Downs, May 8.

Admen Ga-Ga Over Film Names

Radio Entertainers Get Nominal Fees, While Big Dough Goes for Cinema Personalities

Talent complai that ad agencies and accounts important in radi developed film-name complexes to where it's become almost impossible to sell them on anybody from another field. Mike material, say the agents, is being measured more i terms of screen association and less in entertainment value. Singers with established reputations on the air, but without film glamour must either accept \$200 or thereabouts for a broadcast, or they don't work.

In support of their contention that the trend among advertisers toward Hollywood as a source of mike supply is stronger than ever the talent reps cite a recent statement by Myron Kirk, v.p. in charge of radio for Ruthrauff & Ryan, the set policy of F. Wallis and the latest Coastward movement of its programs by the J. Walter Thompson agency, A fourth agency cited in the argument is Benton & Bowles, whose ace pro-

Housebreaking Announcers

By Hal Block

Announcers should not get familiar with the artists. For instance, after Toscani conducts a particularly stirring symphony such expressions as 'Attaboy, Arturo'. 'Wow, was dat sumpi' are to be discouraged.

In case a short wave broadcast is interrupted in the middle, the announcer may fill in with a maximum of 65 seconds of double talk, providing he is adept. If at the end of that period the connection is not made there will be an organ ready and waiting with a waltz arrangement of Moonlight and Roses.

Announcers should try to keep awake during broadcasts as much as possible. A snore sounds like a razzberry over the air and is disconcerting to the artists.

Announcers should eliminate the personal element in announcing, as it may sound conceited to use such phrases as 'Your announcer has been Clatdle Elki', the Yoice of a Million Friends.' Such practice would soon lead to personal squabbles with other announcers and eventually louse up the air.

In announcing 'This' is the Consolidated Broadcasting Corporation' the announcer will work up gently from the key of C on 'This'... through the chromatic scale till with a heroic crescendo ieler hits SOLidated.' This should be deafeni The rest doesn't matter.

There must be no swing versions of the tar Spangled Banner on our programs. Also no medley inclu 'Bells of Saint Mary' and 'Hold That Ti'.'

ith sponsors may

Announcers should try to dress according to the programs they are on. For instance, on a symphonic program formal attire is in order; on a cereal program the announcer might wear a pair of pajamas, on a soap program the spieler might add a bit of color by donning an old laundry wrapper (or a reasonably exact facsimile) and if the announcer is on a comedy program and the star decides to come dressed as the Empire State Building it might be jolly for the announcer to come as a hydrant.

The following songs can be played but not sung: You showed me the gate...now we're gonna swi

The following songs can neither be played or sung:
My daddy s-l my r-d.

Any departures from above rules will lead to instant dismissal or loss of job, or both.

Smaller Station

Owners of WSM, Nashville, had not up to Monday (3) closed for a controlling interest in WSIX, local 100-watter. Negotiations, it is understood, have been on for some time, with Steve Cisler, WSIX manager, meanwhile checking with WSM officials on divers important business angles affecting the smaller outlet.

Mutual is expected to ti in on the deal in so far as it will make available time for Mutual commercials whenever the schedules are shuttight on WSM.

Mrs. Schneider to You

Seattle, May 4.

With Mrs. Franklin D. Roosevelt here visiting her son-in-law and daughter, Mr. and Mrs. John Boettinger for a few days, radio production and publicity men from major studios keeping the First Lady busy, each trying to beat the other on a guest hookup.

In an effort to surprise the family here she took the name of Mrs. Schneider on her plane trip expecting to drop in unexpectedly but the news boys as well as the radio hounds knew of her coming and were at the field when she arrived.

Judy Starr's Divorce

Judy Starr, singer on Vallee pro-gram, has filed for a divorce from John Walton Marti in Clarksburg, W. Va., allegi incompatibility and

Case will be heard May 10. Martin is a glassworker in Clarksbur

Savitt From Manhattan
Jan Savitt and his Top Hatters,
tooting three-a-week dansapation
over the NBC red from KYW,
Philly, slated to ori WEAF
in couple of weeks.
Bankrolled by Hudnut, ith
B.B.D.&O agenting.

Bob Barrett Heads East Chicago, May 4.

Robert J. Barrett, Jr., manager of the local WOR offices, going East ou an official visit.

Will confab with the WOR exces on general spot business for summer, and the coming fall season.

Expect WSM, Nashville, to Acquire MPPA'S \$150,000 IN 6 MOS. FROM **WAXINGS**

Mechanical rights bureau of Music Publishers' Protective Association estimates that it will do \$150,000 in transcription royalties the first six months of 1937. This is exclusive of the royalties paid for works controlled by the Warner Bros. publishing combine, which does its own licensing.

MPPA took in \$97,800 for the first half of 1936, while the entire year brought \$225,000 from radio discources. It is figured that the MPPA overturn on transcription licenses this year will exceed the \$300,000 mark, while the WB publishing group is expected to do around \$70,000.

FLING FOR YOUTH ON WILLIAMS' SHOW BOAT

Hollywood, May 4.

Promising talent new to radio will be given the preference for the guest spotting on Maxwell House Show Boat during fits Coast origination, starting July 8. Herschel Williams trained in last Friday (30) and started his talent roundup. Williams, who produces for Benton & Bowles, id that no decision had yet been reached to move Palmolive Beauty Box to Hollywood. also scotched reports that negotiations had been under way with Bill Bacher to take over production of the two shows.

Riehl to KVOO, Tulsa

Nashville, May 4.

Nashville, May 4.

J. liver Riehl, production manager at WSM for the past two years, becomes musical director of KVOO.
Tulsa. He resigned at WSM last month.

month.

He is succeeded at WSM by Peter
Brescia, a musician at WSM for several years. Brescia conducted a number of seasons in West Coast theatres.

SPONSORS ANALYZE

The Importance of Radio

Taking a birds-eye view of broadcasting the chairman of the A.N.A. radio session last week itemized reasons for the importance of radio and its problems. He mentioned:

le mentioned:
25,000,000 home sets
5,000,000 auto sets
\$135,000,000 gross billing
\$2,000,000 for baseball
Scripts part of fans'
Films use air for plugs
Mags solicit subs by, radio
Unions sponsor programs
Radio a flood hero

Petry Partners Banked Over \$100,000 **Not Including Stock Dividends**

Washington, May

Washington, May
Three partners of sales rep firm
of Edward Petry & Co. banked well
over \$100,000. last year. Total does
not include dividends, upon which
the three have an absolute monopoly,
owning every share of both the common and the preferred stock. Heading the list is the firm prez, Petry,
who is majority stockholder. ther
two partners, with less than half the
common and two-thirds of the preferred, received identical compensation.

Salary figure for Petry is \$27,083, or more than \$500 weekly. In addition to dividends on 51% of common and 33½% of preferred, he also dragged down a \$10,000 bonus.

dragged down a \$10,000 bonus. Henry I. Christal, secretary-treasurer, who just returned from European junket, and Edward E. Voynow, the Chicago partner! who is vice-president, each get \$23,333 annually in salary—approximately \$50 a week under Petry—and a \$10,000 bonus. Christal has 44% of the common and one-third of the preferred, while Voynow represents the remaining 5% common and last third of preferred. "

ferred.—
While the Petry trio paid themselves an average of \$4,000 in salary and bonuses the dividend splitup has generally been considered in the trade as running their individual incomes up into film star brackets. Prosperity of some—not all—sales reps has become a part of the burnup of broadcasters that was personalized last week when Walter Damm of WTMJ, Milwaukee, took a sarcastic jab at Christal's European vacation in mid-winter.

BOWES BACK INTO NO. 1 SPOT ON C.A.B.

Major Edward Bowes hopped back last week into No. 1 spot among the full hour shows tabulated for popularity by the Cooperative Analysis of Broadcasting. It's a return after several months pegged at lower ratings. His present percentage tally is somewhat lower, however, than Jack Benny in the half-hour group who hermains the pace-setter for commercial network shows.

Bowes is still toying with the idea of going to the Coast this summer. Bowes is still toying with the idea of going to the Coast this summer. Large staff would need to be transported west to handle the Chrysler Programs out there and it is uncertain if the move can be worked out practically.

[Cold at present is the prospect of road dates with personal appearances for Bowes. That loomed as anaybe if the western trip (largely social in motivation with the Maj) materialized.

Bob Hope's Ticket

Contract of Bob Hope, who goes on for Woodbury Soap this Sunday (9) over the NBC blue (WJZ), guarantees him 13 weeks and contains the usual options for three more such cycles.

Shep Fi and Frank Parker continue on with the program.

George Gore, baritone, back at WELI, New Haven, after several month's absence.

GUEST STARS ON THE FARM

Bedtime Also Figures In Findings of Special C.A.B. Survey

Latest special survey of the Cooperative Analysis of Broadcasting
relates to farm listening habits in
contrast with metropolitan listening.
Reduced to charts and graphs the
survey was 'previewed' last week by
A. W. Lehman at the spring session
of the A.N.A. and when completed
and given more detailed analysis the
survey will go forward to C.A.B.
subscribers.
First rural survey of its kind ever
made by an impartial body in radio
the latest research study finds many
points of similarity in city and country program likes but emphasizes
the importance of bedtime among
the cows and chickens.
Light also thrown upon the
question of rural audience reaction
to guest stars.

Sun Oil Sportcaster Opposite Own Sponsor Three Nights a Week

Schenectady, May 4.

Protest from Roche, Williams & Cunnyngham of Chicago has cancelled Jim Healey's sports series on WGY for Penn Tobacco. Healey, broadcasting locally three nights a week for Sun Oil, was opposite another Sun Oil program, Lowell Thomas, for the tobacco company the other three nights of the week. Agency squawked and Healey ill be off after two weeks notice.

NBC sold Healey to Ruthrauff & Ryan for \$150 weekly.

KXBY Plays Host

KXBY, Kansas City, has extended an invitation to New York and Chi-cago agency men to be the station's guests over the coming week-end when the outlet dedicates its new studios.

Acceptees will be planed to and from Kansas City, with all expenses underwritten by KXBY.

BOATLOAD OF RADIOITES Sea-Going Week-End roadcas Employes Forecast

Employes Forecast

ig boati bust-out of the year
for radio folks will be the five-day
spurt down to Bermuda and back
on the Statendam over Decoration
Day week-end. To date 125 persons
from agencies, networks, talent lists
and artists' bureaus h secured
reservations.

Quite a show is being lined up,
and when completed will probably
be as pretentious a layout as ever
played the cruise-time. To date
farry Hirschfield, Belle Baker, Eric
Titus and Ottlile George, and Nat
Brusiloff's band have been set; four
other acts are yet to be inked in.

Lauder's Radio Yen

Sir Harry Lauder sailed Monday (3) from New Zealand for Los Angeles after a tour of Australia.

'He's coming to the U.S. in search of a radio spot.

A.N.A. DISCUSSION

Frank Discussion of Chain Fvil? Coverage Break Maps, Mounting Talent Costs Heard at Hot Springs Convention

TIME COSTS

Radio got a going-over last week at Hot Springs, Va, by the men who pay the bills—the sponsors, Scrutinizing ceremonies were m.c. by D. P. Smelser, fact-finder and radio authority of Procter & Gamble, who presided as chairman of the radio session of the spring convention of the Association of National Advertisers.

Question period was 'off the rec-ord but the general tenor of sponsor opinion and thinking was pretty clearly articulated by Dr. Smelser, who itemized many of the points of controversy. He took a strong posi-tion against chain-break announce-ments and also ridiculed coverage maps.

maps.

This station coverage proposition is the greatest piece of bunk that has ever been put over on us; Smelser told his fellow-sponsors. When you look at the map of the United States as far as coverage is concerned, as put out by each of the three chains, you think you are covering the country. I happen to know of instances where programs have been on a coast-to-coast chain, and in addition have been on 75 stations, and have produced no results in dozens and dozens of counties of the United States.

That the mounting cost of talent

United States.'

That the mounting cost of talent and production is disturbing to sponsors was clear from the general comment of the advertisers both in and out of the convention hall. Allusion was also made to the gradual pushup of station and network time. Sale of stations for big prices, competition between networks for local affiliations with time rates used as a bargaining factor by the networks, all were seen as raising radio costs to the advertiser.

Time Scarcity

all were seen as raising radio costs to the advertiser.

Time Scarcity
Soapman Smelser, a prime advocate of daytime radio, summarized his various comments as follows:
(1) Generally speaking, all-of the hours which we have heretofore thought of as being the most valuable time for broadcasting are sold by the chains and in most cases are being considered as valuable franchises by the advertisers owning them. To take care of additional sponsored programs the broadcasting companies will have to experiment with the possibilities of using other hours of the day and night and will have to determine the relative value of such hours.
(2) Formation of new chains will not solve is problem. Theoretically, the greater humber of programs on the air at a given time the greater the size of the total audience, but there is a natural limit to this. Generally speaking each time a new chain is formed the audience to the other chains is decreased. (3 Competition between programs at the same hour becoming more intense. This has led to the idea that only the most expensive talent can draw an audience and advertisers have bid ri iculous prices for talent being used by other advertisers. All of this has resulted in such a marked increase cost of talent that radio, especially night-time radio, is not available only to those able to use blue chips.
(4) For some time we have felt that the rate structure of the chains was based on information which was considerably out of date. To say that each hour of the day was worth the same as any other hour of the day was worth the same used to the same as any other hour of the day was worth the same (Continued on page 36)

(Continued on page 36)

SMELSER LEADS Why Air Advertisers Read Variety'

Introducing Variety's spokesman, Bob Landry, at the radio session of the Association of National Advertisers' convention last week, D. P. Smelser of Procter & Gamble said:

Stix Nix Hick Pix-that was a headline in Variety. Tuesday to some people is the day the Saturday Evening Post comes in. Friday to others is the day Time arrives. To a great many people Wednesday, or out in the sticks Thursday, is the day Variety arrives, why do radio advertisers read Variety? Some of them read it to find out what the program critics of Variety have to say about our programs. But most of us read it to find out what we are going to do next.'

Combo Radio-Screen 'March of Time' Gives A.N.A. Members Light Dusting

Karol on Showmanship

Karol, director of market research for CBS, was one of the three guest speakers at the A. N. A. radio session. He discussed 'How to Test a New Radio Program.'

Openi ith the statement, 'Radio program research is no substitute for brilliant showmanshi or creative program research is no substitute for brilliant showmanshi or creative genius, but it sometimes can be a useful tool in the building of success-ful programs, 'Karol detailed con-sumer jury and other experimental methods of pretesting programs.

H. D. Weld of McCann-Erickson reported to the A. N. A. radio session on status quo in 'he Committee of 15's efforts to standardize research methods.

Alfred Vanderbilt Orders Publicity for Race Track: **Includes Waxed 'Re-Runs**

Baltimore, May 4.

Baltimore, May 4.

Altred Gwyn Vanderbilt, who recently bought in on Pimlico race
track here, is turning to radio to
popularize rehabilitation historic
course, tying up with station WFPR
for daily airings direct from track
and a nitely re-run of races vi
cordings made at time of running.
WFPR only station here equipmed

WFBR, only station here equipped with portable short wave pack, uses this setup, WX30, for 15 minute period daily, to pick up color and random interviews handled by Nancy Turner, station's fashion spieler, and Henry Hickman of prouncing staff.

nouncing staff.
Rebroadcast races nightly at 10:30, irs recor ing of actual running as itnessed by track nouncer giving results and prices. Understood tie-u ill also permit airing of famous reakness May 13, although actual running of this classic been sold as commercial to American Oil Company, via WBAL, track officials figuri no con let involved. nouncing staff. Rebroadcast

Sealtest at 10 P.M.

ill take over the 10 to
11 spot on NBC red (WEAF).
link Sunday nights starting 23, replacing the United Ice Dealers
America. Latter account washes up
next Sunday (16).
It's been using Gladys Swarthout
and Frank Chapman from 10 to 10:30.

CANADIAN PROGRAMS

Winnepeg, May 4.

nudian Broadcasting Corp. will release 106 shows a week this sumtmer to the nutional and midwest networks, with 41 coming from the castern part of the Domi ion and 49 from, the west, Remai ing 13 will be exchange programs, nine from NBC and four from Mutual.

Frograms' which are being added to the schedule for the warmer months show a sharp swing to con-

to the schedule for the warmer months show a sharp swing to con-

An ex-vaude villai , Doug Merservey, now advertising manager of the du Pont cellophane division, ran the entertainment that climaxed the A.N.A. banquet in Hot Springs last week. Part of the show was Professor Quiz, broadcasting twister-upper, who preserves incognito while strongly, suggesting somebody that used to play the Gus Sun circuit. Another part of the show professional model from N. brought down as a stunt to play-act at the art of Gypsy Rose Lee and causing a little mild worry until the audience realized that innocent suggestion rather than realistic demon-

estimence realized that innocent sug-gestion rather than realistic demon-stration was her assigned role. The show was topped and stolen by 'The March of Time.'

March of Time.'

Two-way open circut from CBS I
New York to the hotel in Virgi
permitted synchronizing the proprogram's regular announcer, V. H.
Van Diver, talking at the banquet
with actors, musiclains and sound
effects corps, in network headquarters. Part-radi , part-newsreel, ali
in the typical whammy style and
kettle-drum histrionics of Time,' the
stunt kidded advertisers and products. And did both slickly. Roy
Larsen and Howard Black were
slightly tense laugh-clockers for the
home team.

Soupy skies kept the convention

home team.

Soupy skies kept the convention indoors. A few brave golfers dredged up the juiciest divots this side of Pago-Pago. It was the bi turn-out of membership for a spring convention of the A.N.A. nine. years according to a nose-count of 245. S.R.O. on several occasions in the 'club' which Virginia's limited license system makes mandatory.

CECIL UNDERWOOD TO DIRECT 'FIBBER McGEE'

Cecil Underwood, May 4.
Cecil Underwood has been sign by Needham Louis & Brorby agency of Chicago to produce Fibber Me and Molly program for Johnson Wax 'Hollywood Likely remainder of present seriek will air from here as Paramount ass other pictudes mind for Marion and Jim Jordan comedy team. Underwood recently with Ruthrauff & Ryan as producer on Al Jolson show here.

G. M. Mulls Winchell

Walter Winchell is being offered around for \$5,500, or twice what he has been getting from Jergen's. Lat-ter also wants to renew. General Motors is reported

Lawrence's Sanka Off

Deal between Gertru rence and General Foods for a ries next fall under the Sanka Coffee lubei

has gone cold.
Young & Rubicam, agency, on the account, is working on another gram for the account.

Patricia Norman's C Patricia Norman'n 'Hit Parade' - peri Strike over CBS an Its's Miss Norman's commercial;

30

TIGHTER REGULATION, CLARIFYING F. C. C. POLICIES FORSEEN AT CAPITOL

Recent Demand for Stock Distribution Data Significant-KSFO, San Francisco Case Focuses Attention-Gary Passes Complaint Back to Commish

Washi May 4.

Tighter regulation of the internal affairs of broadcasters, accompanied by promulgation of clear-cut policies which ill eliminate most of the uncertainty about government attitude toward the industry, will be the reply of the Federal Communications Commission to repeated charges of lax administration of the Communications Act.

With first results of the moral reform wave now becoming visible, the FCC, last week was seen readying to crack down on licensees who have been shooting the government and taking steps to apply more stringent control to station operation. Commish is on the verge of

and taking steps to apply more stringent control to station operation. Commish is on the verge of getting tough about sales, leases, stock deals, and other matters in a way which foreshadows end to the era of favoritism and casual supervision of the industry's conduct.

Atthough the FCC still is responding only slowly to agitation for a Congressional investigation, the body is reaching the point where it seems inclined to offending industry members wood-shed treatment. Simultaneously, an ternal house-cleaning in the Commish is gai ing speed, with the Broadcast Division becoming more independent and aggressive.

Following developments all have a direct bearing on the matter of general regulatory principles and Commish concept of its powers and duties:

Eirst recent cell for data about

First, recent call for data about contracts affecti station operation

and ownership.

Second, consideration of a uniform yardstick to be applied in regulating

Third, imminent showdown on long-term lease policy.

Fourth, ifts of examiners and

sourin, its of examiners and lawyers.
Fifth, growing sentiment for longer permits.
Sixth, sudden side- ling of Robert 1. Berger in the secretary-ship race.
Most important trend, from the industry viewpoint, is in the direction of a concrete stand regarding sales and leases. Promulgation of definite policies on these matters looks just around the corner, as a result of the amount of discussion in Congress about monopolies and law evasion.

Legal Aneles

Jaw evasion. Legal Angles

As a starter toward the adoption of a standard principle, the Commish recently called upon all licensees to furnish information required under Broadcast Order No. 2 and demanded from General Colunes Hampson Gary a discussion of the legal factors involved in passing upon license-transfers and stock shifts, Amend-ment of regulations requiring submission of various types of data is, possible in the immediate future. Most Important event in the recent series of, trend-showi linci

possible in the immediate future.

Most Important event in the recent series of, trend-show incit was the call for Gary's views on the license-trafficking controversy. Given a severe dressing down for failure to outline a general policy Gary Friday (30) turned in confidential opinion, several pages long, in which he passed the problem right back to the broadcast division. Leaders in the movement to crystallize the slant toward high-priced transmitter swaps are reported to be Commissioners Norman S. Case, one of the roadcast divisionites, and Irvin tewart, vice-chairman.

While the Gary memo is described as inconclusive, it ill be the meium for a show-down on the vague policy under which the Commish has been ratifying station sales. Chief counsel reported there are no binding principles established by court decisions but pointed out that the same general questions confronted by the F. C. C. in protecti the public interest have come up in admi stering other Federal statutes which have been taken to court.

None of Government's 12:

The Broadcast Division asked Gary's views in its search for a formula by whigh to measure the

None of Government's iz!
The Broadcast Division asked
Gary's views in its search for a formula by whigh to measure the reasonableness of payments for transmitters. Group is seeking a middle course between the view that the price paid for a station is none of the government's business and the

idea that a station cannot be sold for more than its physical value. Members are in a quandary about allowing for going-concern value and charge for good will and at the same time preventing transactions in which the iggest item appears to be the right to the franchise.

which the iggest item appears to be the right to the franchise.

Related matter of policy on leases will come to a head in the near future when the Broadcast Division is called upon to act on Columbia's request for permission to take over KSFO, San Francisco. Show-down was made virtually unavoidable last week when CBS was disclosed as likely to file, exceptions to report of Examiner Hyde which recommended denial of the application.

While some web exces are disposed to let the matter drift, Columbia is expected to force a test by challenging Hyde's findings in several respects. Fundamental legal question may possibly be presented with CBS attacking the Commission's power to deny consent to a lease and bringing up the issue of jurisdiction. In industry circles, and also within the Commish, there is hope that Columbia ill follow this course and, in the event of a turn-down, go to courts on a positive ruling may be obtained. Both the lease and sale issues are behind the Commish letter of April 20 to all license-holders ordering immediate filing of copies of all contracts negotiated since July 15, 1934,

20 to all license-holders ordering immediate filing of copies of all contracts negotiated since July 15, 1934, which may in anywise affect the control of your station and supplemental dope about stock ownership. In this regard, the F.C.C. is likely to apply the paddle to stations which have been negligent in the past three years about complying with terms of Order No. 2, which is for stiffening. The survey was started after cer-

or Order No. 2, which is for stiffening.

The survey was started after cer-tain commissioners learned the files The survey was started after certain commissioners learned the files are not up to date and that relatively little data; has been received since the order was adopted Aug. 21, 1934. Although the rule requires copies of every subsequent contract which is pertinent, slight attention has been paid to this obligation during the intervening two and one-half years. Likewise, corporate license-holders have been negligent about reporting every transfer of stock, although semi-annual renewal pleas are supposed to be accompanied by lists of stock-owners.

There are several objectives be-

stock-owners. There are several objectives behind the April 20 letter, which requires that oral contracts be reduced to writing and positive statement even when no strings are tied to the transmitter. Response to the call will have considerable to do with fitting rediscipance. with future policies, while revision of the rule is probable if it is found that much specified information has been withheld.

Network Influence

First purpose is to find out just how much control the networks have gained over affiliated stations. Comgained over affiliated stations. Commish wants to be in a position to give precise answers to any Congressional investigators, besides being posted on its own account. Members reall positive responses from the iiness stand in event inquiry is authorized, and are aware of reports that webs lately have been taking more dictatorial position in arranging to supply program service to independent stations.

ply program service to independent stations.

Another purpose is to see just what has happened to minority blocks of stock. While the Commish passes upon transfer of majority holdings and other deals which may result in shifts of station control, it has paid scant attention to where the little lots of paper go. ittle consideration has been given to contrasting each six-month statement, with result that the Commish has been surprised recently on several-occasions to find out just who is interested i

Options

which may constitute disregard for both the public interest and the government.

RADIO

with the sale and lease problems growing more acute, there is more talk about extending the life of licenses. Certain factions within the licenses. Certain factions within the Commish resolutely against lengthening the six-month period, but others feel that regulation would be more effective if one or even two-year franchises were granted. On this point, argument is made that the frequency of renewals imposes a heavy clerical burden which effectively thwarts close supervision. Under present conditions, with a batch of licenses coming due every three months, it is impossible to make as thorough a study as is considered advisable. In consequence, renewals are practically automatic, unless some complaint has been received, the facilities are involved in a controversy, or a change of assigna controversy, or a change of assign-

a controversy, or a change of assignment is pending.

The inner renovation has resulted in several personnel shifts which are designed to counteract political influences as well as increase efficiency. Some months ago the first of these occurred when Examiner Ralph H. Hyde was named acting chief of the docket section. Within the past few days another took place when Tyler Berry of the legal staff changed places with Ralph Walker of the examining division.

Just how far-reaching the reform

of the examining division.

Just how far-reaching the reform movement is probably will be seen within the next few weeks, since there are several pending cases which will involve tests of control of Commish policy. More pen al feuds within the Commish are reported to wind up a shift of the balance of power in the faction headed by Chairma in the faction which is loosely which is loosely vice-Chairman Ste

CBS-WO_1, Cold, Won't Fight F.C.C. On Intangibles'

irst which raises the ques-eral Communications on power to approve or e high-priced station sale enday (3) with disclosure and Southland Industries

Washington, May 4.

draw request for permit to OAI and \$825,000 cash. OAI and \$825,000 cash.

It was decided upon followw-up of efforts to arrange
rms and revise the contract
some months back drew
ream from Examiner P
I. Counsel for the was all
Halff, principal WOA her,
sk the Commish to the contract
principal work of the contract
ing the unfar and Examreport with a salar principal the contract of the contract of

and we forcing a snownon Palpolicy.

the is expected to receive
tion, although in some,
which are been hoped CBS and
would fight through. A test
been desired by attorneys and
in Commish people principally
ee how the Broadcast Division
ted to Seward's reasoning. This
dhave paved the way for estabent of a policy, eliminating uninty about how far license-holdfight go in getting all the traffic
bear. With the WOAI case ashattended, the Commish has no current
e for establishing set of
relative to what consideration
be given to intangibles.

illsbury Show 5 Yrs. Old

given to intangibles

Illsbury Show 5 Yrs. Old Chicago, May 4. will be five years for 'Today's ren' show on NBC for Pills-Flour shortly. ogram has been renewed by the firm, through the Hutchinson cy, for another 52 weeks start-day 29. Continues to ride each day morning on the NBC red out of Chicago.

Another Congressional Blast

Washington, May Machiner charge that the current radio 'scandal' is as bad as in Teapot Dome oil sensation was heard in Congressional circles last week when Congressman Thomas R. Amile of Wisconsin circularized constituents with lengthy blast at Federal Communications Com-

mission. Devoting whole of his weekly 'Congressional News Letter' to radi Amli one of the anti-chain liberals, roasted the F. C. C. for eye-blinking at trafficking in licenses, repeated an accusation that only three fair-haired law firms can 'get any results before the Commissional Commission of Mission in Commission of Mission of Mission in Commission of Mission of Mission in Commission of Mission in Commission of Mission in Commission of Mission of Mi

trust.

Teapot Dome was a noisier scandal than the administration of the Federal Communications Commission, but it doesn't smelt any worse, Amile told folks back home, adding, in conclusion, 'The chairman of the Federal Communications Commission is Mr. Anning S. Prall, for mer Tammany member of Congress.

Wall Street domination of the only great resource left in the hands of the people was flayed in the circular. Amile pointed out that the three networks account for 38%, of the wattage and pointed out the NBC is owned by 'a Morgan Corporation,' while CBS is controlled by Wall Street finance.

Wall Street finance.

In reiterating complaints that the F. C. C. has not prevented peddling of frequencies, Wisconsin lawmaker referred to price paid by CBS for KNX, Los Angeles and Hearst Radio buy of KOMA, Okla-

Much Buzzing in Washington Apropos Dark Horse Winner of F. C. C. Job

Pacific Coast Notes

Feminine Parade, new thrice-weekly quarter-hour program on KFRC, San Francisco, is being pre-sented by Shirley Benstock, re-ceptionist and steno at the Don Lee station.

Myrna Bay, NBC Hollywood music librarian, en route to New York after a stop-over in San Francisco last week to o.o. the network's western headquarters and check with Clare Patrick on music rights

Worth Hale is new at Brew Weeks agency, San Francisco. merly with C. Bentinck Comp

Ed Franklin, director of operat KJBS, San Francisco, has newscaster, airing the 'Fontana News Extra' night Sunday.

Lucy Cuddy adapting 'Idylls of the King' into for a new series of Starting May 9 over web from San Franciproducing.

e, N oducer in San wife, Modesta y violinist, com-nd biz during an Pacific Northwest. Ribbe is producing phony Hour broadcasts and Portland. John Ribbe, N John Ribbe, Francisco, an Mortensen, sy bining pleas auto jaunt While a Standar from

an Cleve, recently in Salt City, has been added to sales at KJBS, San Francisco. Other S appointments include Wallace. Gade, program director; van Consors and Dick De Angelis, announcer-producers. E. P. Frankli, former program director, is now in charge of general operations.

Patricia Morgan of the music rights staff at NBC, San Francisco, is taking dictation from Meredith Willson while Amelia Kennedy is taking Willson yacashes.

Owl rug Co. is now using Robert Stevens, George Nickson, tenors, John Teel, Armand Girard, bari-tones; on its Treasure Island, shows over the coast NBC-Red web from San Francisco Sunday nights.

Connie Boswell rushed to Kraft airing from downtown L. A. theatre when Grete Stueckgold cancelled on receiving word of her usband's

Rudy Cornell named program i-rector of KMTR (Hollywood) to take over from Matti Kemp.

Les ewitt resigned as technical director at KFWB (Hollywod) to join sound department at Warners studio.

Joe Parker KGFJ (Los Angeles) announcing and publicity staff to free lance.

Washington.

Murried change of Admi istrati plans Wednesday (28) resulted unexpected selection of Thomas J. Slowie, former city clerk of Clinton, Ia., and secretary to Congressman W. M. Jacobsen, as secretary of the Federal Communications Commis-

w. M. Jacobsen, as secretary of the Federal Communications Commission.

Filling the vacancy created a year ago when Herb Pettey quit to join WHN, the Commish ended prolonged wrangling over the \$7,500-a-year portion in the property of the

Why
Although all the reasons for the
startling reversal of plans are not
known, opposition within the Commish to Berger, combined ith political considerations, played a large
part in the rapid sequence of developments. According to reports
current in political circles, President
Roisevelt was informed Chair
Anning S. Prall had been seriously
embarrassed when he first (ried- to
put over Berger and the 1 ite
House was tipped that selecti
the Democratic Committee
boss would bring repercussi
the Capitol.

The verdict I lowie's favor

boss would bring repercuss the Capitol.

The verdict i lowie's favor a 4-0 proposition. Three Democrats and one Republican—Prail, Siewart, Sykes, and Brown—did the voting with Case, Republican, being recorded merely 'present' and Payne, Republican, and Walker, Democrat, absent. No formal announcement of the line-up came from the Commis but Case was understood to be posed to hurried action, especial in view of the length of time the vacancy has existed and the sudden White House change of affections. Defeated in the secretaryship or after being all set, Berger now is ported slated for Commerce Department post, presumably with the Bureau of Air Commerce.

Tom Everitt, editor on the Packard show for Young & Rubicam, making a fresh connection in the east.

SEGAL SIDESTEPS PAYNE

1	NBC		
1937 3,541,999 February 3,295,782 March 3,614,283 April 3,277,321	1936 \$2,681,895 2,714,300 3,037,873 2,741,928	1935 \$2,895,037 2,758,319 3,025,308 2,682,143	1934 \$2,391,667 2,211,637 2,507,890 2,373,890
, \$13,729,385	\$11,175,996	\$11,360,807	\$9,485,084
	CBS		,
January \$2,378,620 Febuary 2,264,317 March 2,559,716 April 2,596,238	1936 \$1,901,023 1,909,146 2,172,382 1,950,939	1935 \$1,768,949 1,654,461 1,829,553 1,615,389	1934 \$1,405,948 1,387,823 1,524,904 1,371,601
Total\$9,798,891	\$7,933,490	\$6,868,352	\$5,690,276
ΜÜ	JTUAL		
January Febuary March April Total	1937 \$187,362 202,088 212,861	1936 \$166,266 152,064 191,483 139,834	
	•••	*039,031	
* Not reported.			

April Showers Busmess on Networks: NBC, \$3,277,321; CBS at \$2,596,238

Both NBC and Columbi last month established new highs for April grosses from time sales. NBC did \$3,277,321, or 19.5% better than the tally which prevailed for April, 38, while Columbia, by its gross of \$2,598,238, accounted for a comparative boost of 33.1%. Mutual's figures for last month were not available at press time yesterday (Tuesday). Breakdown of NBC's April, '27, tally gives the red (WEAF) link \$2,741 gives the red

1936.
NBC grossed \$2,741,928 for April,
'36, \$2,982,143 the following year and
\$2,373,890 for April, 1934. With Columbla it was \$1,950,939 for April,
'36; \$1,615,388 for the following year,
and \$1,371,601 for April, '34.

SUMMER MOTH-BALLS FOR COAST PROGRAMS

Hollywood, May 4.

Ruthrauff & Ryan will have only one show on the air from here during July and August. Cocomalt stays on, with Jimmie Grier's ork and soloist, and Gene Austin trio holding up the show. Joe Penner takes his usual summer respite.

Al Jolson and his troupe take an ight-week layoff, and Gillette Community Sing returns east in three weeks. If RKO options Milton Berle for additional icture work the ination will switch back.

In Ruffner, headman on the Coast for R. & R. is of the opi ion that many of the agency's script shows will hie this way by early fall, Hollywood, May 4.

Thomas Thomas Insists

NBC, Met Opera and Maxwell House Coffee have all put in mild requests that something be done about Thomas Thomas monicker. Bartione has refused to change it, claiming that it's a good, first-rate Welsh name. Label gets laughs most of the comparation of Radio City. Middle name is Liyfnwy—so that's out too.

Spieler's Campus Walkaway Walla Walla, Wash., May 4. William Fifield, KUJ announcer, emerged the victor in the College Extemporaneous Speaking Contest, which drew entries from 11 western states.

which drew entries from 'tween States, Mikeman divides his time 'tween KUJ and senior classrooms at Whit-man college.

Three Nebraska Stations

Omaha, May 4.

Buryl Lottridge has handed in his resignation as commercial manager for Central States Broadcasting System (KOIL, KFAB, KFOR) effective May 1. After closing his desk Lottridge will visit with relatives in Enid, Okla., from where he will trip east to consider other offers.

Commercial department is temporarily in hands of John Henry, general manager, as no successor to Lottridge is in sight. Possible a new set-up may evolve, but commercial headquarters will remain in Omaha. Henry expects to make no selection for a fortnight.

Lottridge winds up with over two years and a half. Before he departed Lottridge set Paul Hammond in new position of merchandising manager. Newest addition to sales force is Joe Mathews, attached to Lincoln office. Formerly with WHBF in Rock Island, Ill. Lincoln operators staff increased with addition of Glen E. Martin, formerly chief engineer at WMIN, St. Paul, and Marvin Korinek, previously with KXBY, Kansas City.

Aylesworth at WNOX

Aylesworth at WNOX

Knoxville, Tenn, May 4.

WNOX is planning a powwow of olivings of the Scripps-Howard organizations for its hour and half broadcast Friday (7) signalizing an increase in power to 5,00 watts. Gen. Hugh Johnson will appear on the WNOX stage for an address on The Radio and WNOX, and Merlin H. Aylesworth, former NBC exec and now an official in the Scripps-Howard organization, also ill put in a personal appearance.

ance.
All newspaper editors in East Tennessee and adjacent sections of Kentucky, North and South Carolina and Georgia have been invited to event and banquet at which Chamber of Commerce will be host. Jack Howard will be present along with Gene Katz, of E. Katz special rep house.

Plays Wilder Circuit

Springfield, Vt., May 4.
Alan Parker, who advanced from an announcer at WGY to program manager at WNBX, Springfield, Vt., moved on this week to WSR, Syracuse, where he will do program.

cuse, where he will do programs, and sports.
From WSVR, Parker may move on to WJTM, Jamestown.
All stations owned by Harry Wilder group.

FAIR HEARING'

Washington Attorney Open ly Defies Member of Federal Communications Commission—Charges Member Wants to Embarrass Him With Ouestions

FOLLOWS 'CODE'

Washington, May 4. Paul Segal, leading radio attorney practicing before the Federal Communications Commission, has flatly refused to answer questions unless Commissioner George Henry Payne

resigns as probe boss. Lawyer ex-

Commissioner. George Henry Payne resigns as probe boss. Lawyer explained to Vanery that he declined to appear while Payne sat, as he is involved in Iltigation in which the Commissioner is a party. Segal stated he was not sure of a fair hearing? Segal avers he had been tipped off that Payne would embarrass him with the nature of his questions. Payne in turn states he will not withdraw to oblige the lawyer. What action, if any, he may take because of the lawyer's open defiance he declined to say. Probe that Segal sidestepped had to do with alleged administrative irregularities within the F. C. C. and legal favoritism and skullduggery. Segal is willing to testify before the F. C. C. on any subject providing Payne does not ask the questions. Situation arises just after the promulgation by the F. C. C. Bar Association of a new code of ethics and is expected to disturb the directorate. President Louis G. Caldwell hesitated to forecast if the Bar association might niject itself into the situation.

torate. President Louis G. Caldwell hesitated to forecast if the Bar association might inject itself into the situation.

Repeal of the Federal Communications Commission two-year rule was demanded last week by radio lawyers following adoption of a stiffly-worded code of ethics which denounces wire-pulling, favoritism and other attempts to gain special treatment in broadcast litigation.

As the prolonged controversy neared a climax, the Communications Bar Association formally pertitioned the F. C. C. to erase the regulation which prevents former government attorneys from practicing before the commish for two years after retiring from Federal service. In place of the existing provision, the association suggested the commish force all radio lawyers to subscribe to its own ethical standards which discourage employment on any case with which the practitioner was concerned while in government service.

Change i methods of preventing favoritism was advocated by the executive committee of the legal group after much discussion, livened by outside charges that a few law firms have an inside track in practicing before the F. C. C. Some weeks ago the association directorate declined to urge abolition of the commish rule until a satisfactory alternative had been formulated.

Doesn't Work Well voicing, views on the F. C.

Doesn't Work Well

poesn't Work Well
voicing views on the F. C.
regulation, the executive board in a
formal resolution said the existing
rule 'is unjust under certain circumstances and ineffective under
other circumstances and is therefore
inequitable and unsatisfactory in its
operations' Group suggested more
practical method would be enforcement of the association code with
the commish punishing violators by
disbarment, suspension or censure
after investigation by the association.

Code of ethics not only contains a pecific substitute for the commish Code of ethics not only contains a specific substitute for the commissioners and outsiders. Probably most important, precept ing attempt to eliminate criticism of the legal fraternity and wipe out possible future charges of political influence, personal favoritism and improper conduct. Several articles in the policy statement are in tacit recognition of complaints which

Chain Income from Time Sales 'NOT SURE OF A U.P. Enters Program-Building Biz; Seeks to Avoid 'Time' Comparisons

Deference.

Jack Pearl, the Dutch comic, and Sam Lyons, the talent agent, sat together at the Hip-podrome fights. Friend nearby laughed and asked Pearl which of the two has the better lect.

Pearl pointed to Lyons with-out hesitancy.

Forbes Morgan's Death Defers, Probably Ends, **Booze Air Advertising**

Embryo plans the liquor industry had been making for an air spread along institutional lines have been indefinitely postponed, Recent death of Forbes Morgan, shortly after he was spotted as ezar of distillers at \$50,000 annually still has the industry stalling over naming of a successor, and until one is set radio projects won't be forthcomine. Embryo plans the liquor industr

and until one is set radio projects won't be forthcoming.

Another deterrent is fact a good many of the distillers are getting frigid feet on the idea of assailing the public through the air in a large scale way. Fear is based on the certainty the prohibitionists will how if the liquor lads inveigle the networks to give 'em time.

PACKARD HOLDS TIME: ASTAIRE SUB INDEF

Packard hasn't on the makeup of the program which will replace the one now running, with Fred Astaire and Charlle Butterworth, on NBC Tuesday nights. Latter show vanishes June 1.

Shell Oil had put an option on the Packard spot with NBC some time ago, but this became void last week when the agency on the auto account, Young & Rubicam, gave the network a 13-week renewal order.

Hollywood, May 4.

Fred Astaire is reported to have turned down a 39-week renewal with Packard for radio commercials next

season.

Too tough to make pictures and broadcast simultaneously,

Hedda Hops 'Em Up

Hollywood, May 4.

Hollywood, May 4.

Hedda Hopper starts a film gossip series for Maro-Oil over NBC Coast and mountain red network tomorrow (Wed). Femme listeners will be asked to mail in their mugs for judging and possible screen test. Ten will be picked for lensing here over the 26-week stretch.

Studio casting directors as judges and submit to interviews on the quarter hour show.

M'Williams Passes Honor

Norfolk, Va., May 4.

Norfolk, Va., May 4.
im MacWilliams, NBC performer,
sidestepped the delivery of the opening sermon at Norfolk Presbytery in
Newport News late April. As retiring moderator of the body MacWililiams was entitled to air his views
on reli ion, but he called upon a
Norfolk minister to do it for him.
MacWilliams is a ruling elder in
the Presbyterian church at Viginia
Beach, in which resort he lives between N. Y. broadcasts.

have been fired by members of Congress, commissioners and outsiders.
Probably most important, precept is a long paragraph deploring attempts to exert 'undue influence' upon members of the F.C.C. This rule declared 'marked attention and unusual hospitality on the part of a lawyer to a Commissioner or any

After weeks of experimenting.
United Press ill wax a news
dramatization idea the CBS
studios this Saturday (8) with the
intention of offering it as a halfhour program sponsors. Ed
Byron will do the producing, while
Harry will double on the orchestrations and baton. For the U.P.
it will be a debut in the program
producing and selling business. U.P.
had previously confined itself to sellling news to radio stations and background material to commentators ground material to commentators

ground material to commentators and dramatic shows.

U.P. seeks to avoid having its idea in any way compared to the 'March of Time.' The news service claims that, the program that it has developed will work along entirely different lines and will project the first complete news story in a program, making use of reporters, commentators, remote pickups and other kindred effects.

CRUMIT TEST CASE STALLED UNTIL FALL

Trial of Frank Crumit's injunction Trial of Frank Crumit's injunction action against WHN, New York, was postponed Monday (3) in the N. Y. state supreme court to the fall term with the consent of all the parties concerned. Trial might be avoided altogether if the litigants can get the court to determine the basic issues of law in the case through a series of motions through the summer months.

National Association of Recording Artists brought the original suit against WHN in Crumit's behalf, asking that the station be restrained from using the singer's phonograph

asking that the station be restrained from using the singer's phonograph records unless it obtains his permission. Decca Records later intervened in the action, holding that the right to restrain was Decca's and that if there was any broadcasting fee to be claimed for Crumit's records Decca should be invested with the right to license and collect.

Nice Word for Everyone

Buffelo, May 4.

BBC Music Hall, a variety show on WGR, dished out plenty of free publicity Friday night (30). Words were edged in anent the Joint Chariwere edged in anent the Joint Chani-ties and Community Fund campaign, the Will Rogers Memorial drive, Child Health day, National Music Week and there was even a Corona-tien Salute to neighboring Canada, Events were not merely men-

Events were not merely men-tioned, but to each was devoted a dramatic interlude, brief talk or special music.

WHK-WGAR Switch Date

WHK and WGAR, Cleveland, switch network alliances Sept. 26. Date was agreed to between NBC and Columbia yesterday (Tuesday). WHK goes on the blue (WJZ) link and the other outlet leaves that setup to replace WHK in the CBS basic network.

McJunki Holds Acct.

, May 4.

Persistent rumors that Chicago Motor Coach account had been grabbed by Selvi ir, new ad agency, seem ended. On Friday (30) Mc-Junki that has handled account from begi ing, signed for time on

WBBM.

Deal set is for six five-minute and one 15 per week, the five-minute spots to program the Voice of Carelessness, and the longer period a safety dramatization.

Lou Holtz With Bernie

Lou Holtz guests on American Can (Ben Bernie) program over NBC-blue May 18. Herman Berni

MONDAY, MAY 3,



Unique in the Radio City Music, Born, Is history, A Star Is Born, Hall's history, otoplay hit starring March, Technicolor photoplay hit starring Janet Gaynor and Fredric greater Janet Gaynor and doing gives promise of doing business in its second week than its opening has been building in its opening has opening the steadily since its opening the steadily since husiness exceeding the

The film has opening day the steadily since its opening day the steadily since its opening day the steadily since its exceed sunday until last countries previous day, until last countries highly box office receipts evening night's box office receipts with night's box office receipts evening at the Music Hall's history evening in the Music Hall's history will act in the Music Hall's history will act in show business continuing at the will accept the rare feat in show of beating its own receipts of beating its own ord on its second week ord on its second week

STAR

HELD OVER!

NEW ORLEANS * SPRINGFIELD * WORCESTER *

UTICA ★ ROCHESTER ★ NEW HAVEN ★ BRIDGEPOR

HELD OVER EVERYWHERE!...THERE'S NEVER BEEN SUC

NO WA

where on

NDER IT GOES A THIRD WEEK DIO CITY MUSIC HALL!...

six pictures in six years rated three-week runs!



SELZNICK INTERNATIONAL

Tanak

Fredric

GAYNOR * MARCH

with

ADOLPHE MENJOU · MAY ROBSON ANDY DEVINE · LIONEL STANDER

Produced by_

DAVID O. SELZNICK

The First Modern Picture in TECHNICOLOR
Directed by William A. Wellman . Released thru United Artists

BORN

CO ★ LOS ANGELES ★ PHILADELPHIA ★ PITTSBURGH WORTH ★ COLUMBUS ★ NASHVILLE ★ PROVIDENCE HARTFORD ★ LONG BEACH, CAL.★ SANTA BARBARA

A HOLDOVER SENSATION IN ALL PICTURE HISTORY!

Unionism Spreads in Radio With 5-Day Week Likely Many Places; **Actors Equity Takes No Stand**

Radio's own employees, announcers, irectors and assistants, incers, and in some instances office staffs, look set to achieve a five-day week of 40 hours. This is a result of the various managements' action to forestall unionization that became hot in lock derivations.

stall unionization that became hot in last fortnight. It is also evident that most of the ions or guilds are bobbing up within individual companies. While whispers have mentioned C.I.O. little concrete of that nature is reported. American Radio Telegraphers is sole outside union with membership throughout the country although not in the majority of communities as yet.

Actors Equity Assn. continues to

Actors Equity Assn. continues to nothing. Actors are not active in the union talks or agitation at the present time. Those announcers who also rate as actors, or 'artists,' are omitted from the guilds, etc. One of the larger and better known indie stations in N. Y. puts its announcers under such iron-clad terms, the mikemen haven't a chance to scoop up any shekels for at least five years.

to scoop up any shekels for at reasfive years.

Broadcaster gives contracts to but
a few of its -announcers—those
deemed to have favorable chances of
getting somewhere. If contracted, an
announcer gets \$35 weekly, and
terms of pact call for station to
handle him wherever he goes during
half-decade from date of signing.
Station takes, according to the contract, 25% of his salary when it
touches \$75 working away from the
station and 50% if announcer ever
makes \$250 a week.

And, incidentally, contracts are so

station and 60% in makes \$250 a week.

And, incidentally, contracts are so drawn up that station may fire an announcer at any time for 'sufficient

announcer at any time for Sutnicient reason.'

WOR New York board of directors, at a meeting Friday (30), decided on the adoption of a 40-hour week for entire personnel of station. New working skeds will become effective as soon as the necessary staff additions can be trained. Station has also signed an agreement with the Assn. of Technical Employes, which runs till March, '38. A clause in the agreement called for a 48-hour week, but the station voluntarily reduced this to a 40-hour stretch with its new general policy decision.

untarily reduced this to a 40-nour stretch with its new general policy decision.

For the last couple of years the WOR office staff has been on a 40-nour sked.

Stations WNEW and WMCA, N.Y., last week promised technicians further considerations in working hours. Looks like 40-hour yeek.

Arde Bulova's WNEW has set Aug. Tas the time for inaugurating the regular working schedules. Men were offered a \$3.50 increase in lieu of the time sootling, but preferred of the time soothing, but preferred the latter. Technicians at Donald Flamm's WMCA have also been in-

the latter. Technicans at Donaid Flamm's WMCA have also been informed that a similar plan will be offered them within a fortnight. Neither station has its own house organization of employees as yet. Technicians at WMCA were once affiliated with the International Brotherhood of Electrical Workers, an AFL affiliate, but dropped that organization several years ago when a strike flopped.

WHN New York announcers and production men are building a union unit and will approach the Loewomed broadcaster and utilize their collective bargaining right.

Will ask for briefer blurbing and program-plotting hours, and for upped pay.

Chicago, May 4. Chicago, May 4.

On Friday (30), Columbia here issued an order cutting producers, anouncers and sound men to a 40-hoin, five-day week. Move will mean the addition of two announcers, with no additions ing made either to production or sound effect staff, incompress the second of the columbia of the colu

NBC previously took similar steps

Portland, Ore., May 4.

American Radio Telegrapher's Association claims that it has station sociation claims that it has station technicians, producers and announcers in the Pacific Northwest pretty well organized, but so far it hasn't made any representations to broadcasters. There's been no cultward move on the part of station management to counteract the union's organizing activities.

Harry Gross, local attorney, is han-

dling the legal phases of the unioni-zation of radio in this city. Similar radio unions, he says, have been formed in Seattle, Tacoma, Spokane and other northwest towns.

Associated Columbia Broadcast Technicinns, received word from New York that the 40-hour week will go into effect 100% at eight CBS-owner stations beginning Sept.

Question of wage adjustments will Question of wage adjustments will be discussed at a meeting in New York May 10 between the men and company executives. Harry Spears, chief technician at KNX and vice-pregident of the local chapter of ACBT, will attend the New York session as delegate from here. ACBT includes in its membership the technical staffs of eight stations owned-by. Columbi Other officers of the local-chapter are Paul O'Hara, president, and Alden C. Packard, secretary-treasurer.

WEBS' SELF-CONSCIOUS PUBLICITY POUNDAGE

Chicago, May 4:
oth NBC and Columbia press departments here have sent questionnaires to the various radio editors
around the midwest to check on
their p. a. services. Are, asking
whether, the service is satisfactory
and what the radio editors want in

the way of press data from the webs.

Both Al Williamson of NBC and
Hal Burnett of Columbia are
especially interested in the use of
pictures by the newspapers.

In his letter to the radio editors
Burnett led by referring to
VARIETY'S story of having received
14 pounds of publicity material from
agencies, networks, stations and freelance press agents in one week.

Utility Drops Symphony Sponsored for 10 Years

Chicago, May 4.
Commonwealth Edison on WMAQ (NBC), with Edison Symphony orchestra for past 10 years, has dropped the show, to switch to day-time spot on WBBM.
New set-up will be a three-a-week, with Käye-Bsinker, monologist, and Milton Charles, organist.

Mitton Charles, organist.

Kansas City, May 4.

George E. Halley off for a swing through the east to offer 'Phenomenon' to public utilities. Has a dozen or so auditions lined up for the Arthur Church platter series. He'll be gone a month.

Thenomenon, originally written by Ted Malone was sponsored by K. C. Power & Light several years ago on, Church's station, KMBC. Scripts. for present series are by Barbara Winthrop who is under contract to Church.

Sports Editor' Title

WBBM has created new office of sports editor for James Crussenberry. He's former sports editor of N. Y. Daily News.
Will supervise all sport commentaries, reviews and any copy which in any way is based on all phases of athletic or sporting events.

Lohr Beefsteaking

Indianapolis, May 4.

Lenox Lohr, NBC prexy, will be one of the guests of honor at the Indiana Governor's annual day's outing and beefsteak dinner of Ulen. Country Club at Lebanon (Ind.), on Thursday (6).

Eugene Pulliam, owner of WIRE, NBC-red outlet here, is chairman of the affair.

WDAS Contracts for U.P.
Philadelphia, May 4.
WDAS, 250-watter, will receiv
full day and night report of Unite
Press, beginning next Monday (10
Will be used sustai ing at first.

Station Praises Kids for Generosity, Then Learns Youngsters Stole Money

Albuquerque, N. Mex., May 4. A 13-year-young lad and his nine Albuquerque, N. Mex., May 4.
A 13-year-young lad and his nineyear-young sister were given police
questioning here last week after they
confessed stealing \$8, with which
they bought candy and ice cream to
treat 800 other kids at KGGM's
Saturday a.m. juve show.
Local resident reported that \$19had been thefted from his home, but
when two youngsters were rounded
up, they said they took less than half
that amount day before the broadcast.

on the air KGGM went hook, line On the air KGGM went hook, line and sinker for a concoted yarn in which the two youngsters claimed they had raced errands, scrubbed bables and scoured dishes for the mazuma with which to treat their fellow members of station's 'Big Brother Club.' After learning the truth, KGGM's face is now crimson, because the two guilty kids were highly lauded over the air for their 'generosity'.

SHEER WEARINESS IN THE BROOKLYN MESS'

Washington, May 4.

Political jockeying by backers of three principal candidates for the 1400 kc spot at stake in the complicated 'Brooklyn cases' has followed the conclusion of recent prolonged rehearing of, more than a dozen individual applications from a half-dozen candidates.

While decision is not in sight for some time, hot inside fight appeared inevitable with indications Federal Communications Commission is split into several factions and solution is complicated by injection of political considerations which may have a bearing on what happens in Congress. Controversy remains in the free-for-all stage, although the issues are narrowing as a result of informal discussion by members of Commish. Meanwhile cases have wearled everyone.

wearied everyone. Elimination o wearied everyone.

Elimination of the Brooklyn
Eagle from the scramble appeared
inevitable last week, although the
rag still is in the picture. Due partly
to growing antagonism toward rag still is in the picture. Due party to growing antagonism toward press-owned transmitters, the paper is believed to have only the slimest chance of winning five-year fight for a Brooklyn outlet. Even some Commissioners who favored the Eagle last year are on the other

the Eagle last year are on the other side of the fence currently, principally due to feeling the sheet did not present a very good case at the March hearings.

Principal contenders at this stage seem to be the Brooklyn Broadcasting Co., (WBBC) and the Kings Broadcasting Co., a bubsidiary of the Jewish paper The Day, which wants to consolidate WARD and WLTH. Still in the ring but looking like eventual losers are WVFW, which wants full time, and WEVD, which is seeking a shift from 1300 to full time on the 1400 ribbon.

College Band Sponsored

Des Moines, May 4.

Iowa Soap Co. is now sponsoring the Coe College band, remote from the college in Cedar. Rapids, Iowa, for two half-hour programs weekly over WMT and KRNT.

Account placed through Weston-Barnette agency of Waterloo, Iowa.

REBER'S JAVA JOB

JOHN Reber, radio exec of J. Walter Thompson, is here to supervise setup of new Chase & Sanborn program.

gram.

He ing assisted by three writers and most of the local production staff.

Russell Gohring's Coach

Russell Gohrings Coach Toledo, May 4. Russell Gohring, WSPD program director, will spend summer vacation in Easton, Md., where he will study voice under the private tutoring of John Charles Thomas, Gohring met Thomas through Mario Chamlee, Met.

Gobring sang juve lead in a road company of the 'Desert Song,' in 1929.

Dema Harshbarger and Jack Votion of NBC artists bureau in Hollywood back from N. Y. confabs. Charlle Smith goes east this week.

HERE AND THERE

Bob King has left WATL, Atlanta, to take an announcing job with WLBC, Munci , Ind.

illy Rose, tenor and 'good cheer' spieler, moves from WGY, Schenec-tady, to WSAY, Rochester, with a 15-minute morning program for Daw's Drug Stores.

KVOD, Denver, has new 'Sports Review,' six nights weekly, ith Gil Hodges.

W. B. La Bonte has left commer-cial chieftain spot at KGEZ, Kalis-pell, Mont. to devote self fully to newly elected post of secretary of the Kalispell Chamber of Commerce. Position vacated will not be filled.

Carol Deane, organist, and mike-man Joe Dana are additions to KOY, Phoenix, Ariz.

Jane Froman guests on Bernie's American Can show next Tuesday (11). For his guest shot over Kate Smith's show Thursday (13) of next week, Edward G. Robinson will do scene from 'Five Star Final.' Both deals set by Sam Weisbord, of the William Morris office.

Joe Beck, formerly with NBC in Chicago, now conducting Beck School for Radio, contacting schools and radio stations within a 200-mile radius of St. Paul.

Lowenberg Moore's orchestra is or July 1, replacing Lew Gogerty's or-ganization as studio orchestra for WBIG, Greensboro, N. C. Gogerty has a summer spot at Carolina Beach, Wilmington, N. C.

Esquire mag program WOR last night (Tuesday).

Minnie Dupree, vet legit trouper now on the radio wing of the WPA auditioned by NBC this week.

Elizabeth Love, Orson Welles and Morgan Farley, all Broadway legit players, in 'Stories of the Bible,' sus-tainer series over CBS Sunday after-

Bob Murphy to NBC as assistant continuity editor of Midwestern division.

Jane Kay, WJJD, Chicago, war-bler, joining Joe Saunders orchestra at Blackhawk, for Mutual airing.

Robert B. Evans, formerly of WJW, Akron, now on the a nouncer's staff at WSPD, Toledo.

Tom Rishworth, KSTP, St. Paul, educational director, addressed annual meeting of the Institute for Education by Radio in Columbus, O.

Wayne Babeeck, former KSTP, St. Paul, engineer and operator, now on staff of Hector R. Skifter, consulting radio engineer.

KSTP's second annual yearbook its standard market data for 1937, is now off the presses and in the mails.

Stanley R. Bateman, sales manager of WKRC, Cincinnati, since 1931, resigned to join Burkhardt Bros., local toggery, as a merchan-

Mary Merickel West, of WSPD, oledo, author of new book, 'Nor-Toledo, author of new book, 'Nor malizing,' being promoted by the sta tion.

New manager and program director at KGFW, Kearney, Nebr., i Clark Standiford.

H. Elliott Stuckel, exploitation director for CBS, New York, confined to his home by fever.

Parks Johnson and Wallace But-terworth are looking for a man who has never criticized a woman auto driver for NBC Vox Pop program.

Felipe de Flores, mc on Yumur. Cuban music broadcasts, WMCA, N Y., came to Manhattan radio from XEB and XEFO, Mexico City.

Leslie Atlass is chairman of Chi-cago Jubilee Horse Show committee

Zeke Manners' Hill Billies set for sevendays a week on WNEW, N. Y., with Michaels Credit Dept. store sponsoring. Each will be a 30-min-

ute broadcast, with programs to air at 5 p. m. daily excepting Sunday when they go on at 10:30 a. m. Sup-plant 'Town Tatler' and 'Street In-terviews' broadcasts formerly aired by Michaels,

enrietta Brown setting May 6 as date to marry Cliff Whitner so she can have a Kentucky Derby honey-

Frank Rand, CBS-Chicago public-ity head, to N. Y. for general CBS press meet.

Tom Shirley doing all Harlow Wilcox's free lance Chicago and net shows while Wilcox is on his works' yacaion.

Frank Parker's new summer shack at Rowayton beach, Norwalk, Conn., makes him a neighbor of F. Chase 'Stoopnagle' Taylor and Don Wilson.

Doe Schneider's Texans of WTIC, artford, on May 15 start tent-show-ng through New England, returning base for broadcasts.

Jimmle Lunceford band, at Con-necticut State college prom, Storrs, Friday (7) will be short-wayed by campus station and rebroadcast from WTIC, Hartford.

Jim Durfee, on WBNS, Columbus, four times a week as sports commentator for Sir Walter Raleigh to-bacco and Avalon cigarets.

Thomas Lane, former high editor of N. Y. Herald Tribune, on Monday '(3) joined WOR press de-partment. Formerly handled H-T's Saturday morning radio shows over Mutual home station.

Walter Lesklewics, irector of Polish Varieties program at WJBK, Detroit, off for Europe and corona-tion, accompanied by wife.

Doris Dixon, songstress, replaces Trudy Little on Four-Star Frolic' (MBS), which originates at CKLW, Detroit. Latter to Toronto with husband.

W. E. Macfarlane, Mutual prez and gen. mgr. of the Chicago, was re-elected to the board of the American Newspaper Publishers' Association.

Allen Clark has been named WKY, Oklahoma City, musical direction, with Hal Scher made his assistant on production. Other news appoint-ments at the station are Daryl Mc-Allister, program director, and Perry Ward, chief announcer.

H. K. Boyce, CBS vice-presi charge of sales, setting some Chi-cago deals.

Louis Wasmer, Spokane broad-aster, in Seattle on biz last week.

Northwestern High School Music Institute of the University of Wash-ington goes over KRSC, Seattle, the only station north of Los Angeles on air 24 hours daily.

Jean Wylle, formerly with KMO. Tacoma, with KOMO-KJR, Seattle. Marilyn Boles into publicity-news department of same stations.

Billy euter, new operator for KIRO, Seattle. Now emcees two-hour show every night, midnight to two. Formerly with KIY, Yakima:

Hadol GeBauer new announcer on KOMO-KJR, Seattle. Been on staff of KMED, Medford, Ore., and KORE, Eugene, Ore.

John Held, Jr., and Paul Dumont, of NBC, in Seattle for week getting ready for University of Washington campus show. Mr. and Mrs. Albert Miller of the unit also on hand. Plenty of newspaper publicity.

Staff additions at KUJ, Wa Walla, last week were: Roder Kllse, Richard Crombie, Floyd Fi patrick, announcers; Esther Ing hart, receptionist. Harry Long, p gram director at station, resigned

Cecil Lynch, former mikeman at KGMB, Honolulu, now at KDON, Monterey, Calif.

Herman Bing, film actor, did an interview over KROY when visiting Sacramento, Calif.

Walter iddick holding off his eastern swing of agencies until after the Chicago convention.

N LEE 100% MUTUA

Inside Stuff—Radio

Consideration for legislation designed to iscourage air ballyhoo for foreign commodities was demanded in Congress last week.

In effort to end stalling on his bill, Rep. Joseph W. Martin, Jr., assistant Republican leader of the house, petitioned the Interstate and Foreign Commerce Committee to grant him a hearing on measure which would impose heavy penalties on persons who failed to indicate clearly the source of commodities advertised in this country.

Legislation, which has been in the committee pigeon-hole since late in February, is another Buy American' proposition. Under its terms, advertisers of any imported article would have to state definitely the country where the commodity was made or originated. In radio advertising announcement would be required both before and after each program period featuring foreign-made goods. Conspicuous statement would be required in printed propaganda.

Giving secretary of commerce authority to make rules for enforcement bill proposes a fine of \$5,000 and imprisonment for one year for violators.

WGAR, Cleveland, cutting off second after minister said 'hell' an anecdote caused plenty of ruction until station manager, John Patt, apologized in next day's newspapers by

until station manager, John Patt, apologized in next day's newspapers by saying it was not a reprimand.

Pastor was addressing a PTA's banquet, telli ience in advance he would use a pulpit word to illustrate a humorous story. 'I think that's a helf of a way to run a bank,' he was saying when cut off the air.

Lot of kicks phoned in until station explained minister had over-run allotted time, that shul-off, was necessary for a commercial program scheduled for 8:30 p. m. It was a truthful explanation but coincidence left majority of listeners convinced that not even a pastor can say 'hell' ir and get away with it.

Star of legit and films, guesting gratis on CBS's recent 'Fall of the City' broadcast, bawled out the Grand Sachem of a high-ranking hour because of latter's loud talking during rehearsals just preceding the program. Impresario, burning at the idea of getting told off by a mere actor, waited until the program was on, then knocked over a music rack just behind the actor, causing latter to blow his lines. When the actor found out what had caused the racket the amateur chief had scrammed.

Promotion dept. of Cosmopolitan mag phoned WMCA, N. , last week, asked for the p.a. and to him explained that a member of the station's staff, Larry Nixon, had a piece called 'Vagabond Voyaging' primed for publication in June issue, asking if WMCA would work up a little ballyhoo in behalf of such 'success' achieved by one of the staff.

As yet WMCA has done nothing. It seems that unbeknownst to Cosmop, Nixon is the station's p.a.

WEISS CANCELS TRANSAMERK

John L. Clark Org Takes Steps to Develop Coverage in California-Warners' KFWB, Hollywood, and KROW, Oakland, as First Links

COAST STATUS

Transamerican Broadcasting & Television Corp. has taken steps to develop its dwn hookup in California. Under a deal closed last week Transamerican ill become the selling agent for-time on a hookup between Warner Bros-owned KFWB, Los Angeles, and WROW, Oakland. Two stations will also feed each other sustaining programs but actual installation of the wire will be deferred until enough business has been obtained to cover the essential cost.

cost.

Tentative arrangement between the Don Lee Network and Transamerican whereby the former had assented to accept business if and when available from Transamerican is off. Louis Allen Weiss, the Don Lee gen. mgr., has advised John L. Clark, Transamerican prez, that the Lee setup would not go through with any such proposition.

Clark returned last Thursday (29) from a 10-day tour devoted to talking to national advertisers about

ing to national advertisers about

(Continued on page 63)

As One Publisher Looks at Radio

Johnstown, reeze, a weekly, in its April 29 issue, edi-torialized in sarcastic vein about radio and newspapers. It probably nicely sums up the way many publishers feel about radio. Editorial follows:

BUT IT CAN'T BE DONE!

BUT IT CAN'T BE DONE!

You can't put a radio broadcast in your pocket and read it at your leisure. You can't stop listening to answer the phone and go back to the radio without missing something. You can't skim the news In six minutes with your toast and coffee in the mornings and get an idea what is going on around the world. Of course, your newspaper has limitations also. You can't put a song and dance and some bum jokes in your newspaper and get paid for them at high rates. You can't put song and cance and some bum jokes in your newspaper and get paid for them at high rates. You can't set your callents to accept as your circulation every person in the community that can read. Also (and this is a deep one) you are not smart enough to get your chief competitor to advertise your medium for nothing.

WIRE-WOWO LINKED

Drackett Live Talent Show 1st gional of Kind in State

Indianapolis, May 4. Indianapolis, May 4.
Commercial linking WIRE
here, and WOWO, Ft. Wayne, started Sundáy (2). Hálf hour bankrolled
by Drackett Chemical Co. (beauty
preparations), through Ralph Jones
agency of Cincinnati. This is first
time any regional commercial hookup on a regular schedule has ever
been attempted for Indiana stations;
previous webs of Hoosier outlets being confined to politics or one and
two-day sporting events, such as
Hoosier High School basketball state
tourney.

Hoosier High School basketball state tourney.

Show is titled 'Polly Pretends,' and is combo variety, script, and musical. Talent is Maury Cross and orchestra; Jean Brown, accordionist, formerly airing for Marott Shoe Store over WFBM, Indianapolis, and at Columbia Club. here with Harmodears and Amos Otstot's band; and vocalist Mary Berghoff.

SPONSORED GUEST STAR SHOW ON OPEN SKED

ianapolis, May 4.

ianapolis, May 4.

Acacia Mutual Life Insurance Co, started new 15-mi ute series, once weekly, over WIRE, with Al Beveridge, Jr., bringing up different name guests for informal interview. First was Eddie Rickenbacker,
Unusual angle of new uarterhour is that no time is set weekly for airing, stint being scheduled for whatever 15 minutes the names can arrange to make their mike appearance. Just another means of making traffic managers grey-haired, but OK for showmanship, since Beveridge can shoot in unexpected names on short notice.

William M. Shutt, new program director at KRKO, Everett, Wash., replacing A. F. Becker, who has gone with KROY, Sacramento, Calif.

Be Thrifty ... Buy

more listeners per dollar than any other Philadelphia station*

50,000 WATTS

PHILADELPHIA

*Authority: Most complete and most authentic survey ever made in Philadelphia. Copies available on request,

Agencies—Sponsors

VARIETY

Lucky Strikes starts daily five-minute news series over WBRY, Waterbury, Conn., today (5). Deals exclusively with Yale University, with staff members Yale news han-dling.

is sponsoring Jimmy Scrib-ner's one-man Johnson Family' show, daily except Saturdays and Sundays, at 6 to 6:15 p.m., over WLW. J. Ralph Corbett agency, Cincinnati.

Rol Tan cigars, presenting Happy Times' show Mondays and Fridays, 9-80 to 10 p. m. Music by Phil Davis ork, Wells Ginn as narrator, vocal-ists and dramatic talent, for reminis-cent flashbacks, all from Crosley staff. Gumbi N.Y.C.

Alfred F. Cooke, former professor in department of horticulture at Penn State College, has been taken by Advance Insulation Co. for series of weekly talks on gardens and gardening over WWSW, Pittsburgh. Fitteen-minute spot, which hits the waves every Friday night at 6:15, will cover landscape hints, planting, insect and disease control, discussions about principal garden flowers, advice on pruning and care of the lawn. Stati placed the account direct.

Goodman Motor Co., of Des Moines is now sponsoring Benedict Hard-man's daily 'Final Edition,' a new rogram on KSO.

Cownie Fur & Tanning Co., of Des Moines, is sponsoring a 15-minute Musical Furrier program on WHO

Now Located In NEW

Studios and Offices 22nd Floor Fidelity Bldg.

FORMAL OPENING It Is Now

in Kansas City, Mo.



COLORADO

THEY'LL BE COMIN'

ROUND THE MOUNTAIN

from 8:15 to :30 a.m. Mondays through Saturdays.

Bond Clothes buying Bob Wilson, sports ed of Bridgeport Herald, in daily five-minuter on WICC, Bri

Borden's footing New England re Borden's tooting New England re-gional current events dramatiza-tions, ith Andy Jacobson batoning 18-piece concert combo, 7:30-8 p.m., Tuesdays, from WNAC, Boston, to special net including WTIC, Hart-ford; WEAN, Providence; WICC, Bridgeport, and WSCH, Portland.

Acme Moving Storage Co. signed Freda Swirsky, pianist, to weekly act on WELI, New Haven.

rrederick Seattle partment , has placed t daily programs on KOL. e thre

Mona Marlowe, grapho-psychologist formerly with WGR, KFI, WTAM, and WEAF, signed for I3-week stint for R. G. Dun Cigars over WJBK, Detroit, three times weekly for 15 minutes each.

Hixson-O'Dennell agency of Los Angeles has taken over the Richfield Oil account from H. C. Bernsten. Outfit sponsors Richfield Reporter along the west coast.

Temperance outfit, which publishes 'National Voice,' is sending out platters to 80 stations throughout the country in a drive for booze repeal. Recordings, Inc., in Los Angeles is waxing the job, which carries tag of 'Repeal News Flashes.'

Chicago Cubs ball team increasing its radio advertising schedule by adding nightly 60-word announce-ments on WGN, Chicago Tribune station, on days before home games. Neisser-Meyerhoff handles the ac-

General Food Corp. spotting flock of spots on western stations for 'Certo.' Benton & Bowles are placing

Fontana Food Products Co., San Francisco (macaroni, noodles) bank rolling daily newscasts on KJBS Agency is Brewer-Weeks Co.

Owi. Drug Co., San rancisco, through D'Evelyn & Wadsworth, is calling its Pacific Coast employees together for a sales meeting via radio Wednesday (5), airing pep talks and music over the basic coast NBC-Red web (KPO, KHQ, KOMO, KGW, KFI) at 7:15 a.m., FST.

A. G. Spalding is not considering putting on a half-hour web show with George Raft commentating.

ragnano Products Co., through Emil Brisacher, San Francisco, signed for twice-weekly five-minute live talent broadcasts, 'Betty Butler,' on KFRC, San Francisco. Contract is for one year.

Lambert Pharmacal Co., through Lambert & Feasley, New York, spot-

with \$15,000,000!

• From the Middle and Southwest this summer they'll be coming . . . 400,000 of your best customers to enjoy cool vacations in the Pikes Peak region. Keep them customers of yours by keeping in touch with them on KVOR.

Ö

Full Time 1000 Watts

SPRINGS

Father Vs. Daughter

It's father vs. daughter for ughs and listeners around the ew York City area on Satur-

New York City area on Satur-day nights.
Vet comic Tom Howard is on 'Saturday Party' program over WEAF. His young daugh-ter Ruth is now appearing on the 'Merchants and Melody' show on WMCA, as a comedi-enne. Programs are aired currently.

ting 30 100-word announcements on KFRC, San Francisco, April 26 to

Lewis-Howe Co. of St. Louis (Tums), through H. W. Kastor & Sons, Chicago, has renewed its quarter-hour live talent shows, Songs of Armand Girard, over KPO, San Francisco, May 7 to June 11. Also signed for 30 additional spot announcements on KGO, San Francisco, May 3 to June 11.

rocter & Gamble is running a test campaign for Crisco via daily spots i Jewish on WBNX, N. Y. Comption the agency. Set through Roesler & Howard.

Famous Jury Trials' (Mennen) fades off Mutual with the May 10 broadcast. Slated for fall return.

Tracy-Locke-Dawson agency, Dal-las, will revive an old program of WFAA for a special Texas and Dixie-hook-up of about 30 stations on be-half of Dr. Pepper's beverage. Has arranged for Eddle Dunn to leave position of advertising manager of a milling firm to return to radio and resume the role he played when a mining firm to return to radio and resume the role he played when program was known as 'Sandman Soldiers.' Another graduate of the program, Jim Jeffries, is with Tracy-Locke-Dawson and will again do his stuff.

German Shows in Cincy

incinnati. May

incinnati, May
Initial series of foreign tongue
programs for Cincy is under way at
WCPO, calling for twice-weekly 30minute night airings of German folk
songs. Inaugurated with a couple of
platter stanzas, sandwiched with explanatory chatter by German and
English announcers.
Inviting German singers and instrumentalists to audition for spots
on future shots.

Staff Changes at KMOX

Harry W. lannery gets title of KMOX news editor. Other changes at KMOX are upping of Jerry Hockstra, director of press relations, to Program Dept. in charge of Public Affairs.

His place will be filled by Louis

His place will be filled by Louis Nelson, former promotional director of Phillips Petroleum Co., Bartles-ville, Okla., starting May 15. Violet Evers, former secy. to Guy Golterman, director of St. Louis Grand Opera Company took over publicity duties May 3.

Blue Shows in Toledo

Toledo, May 4

Toledo, May 4.

WSPD is preparing for its impending switch from CBS to NBC. Blue loop shows definitely scheduled to date include: Louis Armstrong's orchestra revue, Pepper Young's Family, Vic and Sade, Richard Himber's Champions, G. M. Concert, Lowell Thomas, National Barn Dance, Melody Clock and Mrs. Frankli D. Roosevelt.

Baughman Upped at WCKY Cincinnati, May 4.

Cincinnati, May 4.

Elmer Baughman, announcer, advanced on WCKY staff to assistant to Lee Goldsmith, studio manager.

Ken Williams, newcomer i radio, has been assigned to the station's newscasts.

Frank Zwygart, recent addition, is sports spieler. For the summer, Mondays through Fridays, he flashes baseball scores, race results and dope on other events at intervals between 3 and 5:30 p.m.

CBS' Femme Foursome

'Four tars,' femme harmonizer composed of Julia and Beverly Free land, Beatrice Wain and Helen Jack son, have been squiggled by Columbia Article. bia Artists.

Quartet has been orioling for past three weeks over CBS on series of twice weekly sustaining quarter-

HARVESTER CO. AIR-MINDED

Farm Stations Getting Attention Via Aubrey, Moore & Wallace

icago, May 4.

For the first time International Harvester is ogling the ether possibilities, and is considering hitting the farm stations shortly with a series of announcements. Some Harvester dealers on their own have used

radio.

If and when, they'll be placed through the local Aubrey, Moore & Wallace agency.

TRAINED UP FROM KID AGE, TRIO NOW ON WXYZ

May 4.

New irls vocal trio, grads of Jim
Jewell's 'Junior Matinee' program
which forms link in station's buildup of its own talent from ground up,
are now with Benny Kyte's band on
twice-weekly musical prog over
WXYZ.

Trio composed of Madeline Gilley, Peggy Fulwiler and Emma Carroll.

Sponsors Analyze

(Continued from page

as any other hour of the day, looks pretty ridiculous in the face of present day information. In the same way we have reason to believe that the rates by stations are based on haphazard information. Not only does there seem to be no relationship between the prices of stations of ar as actual audience is concerned, but there also seems to be no relationship insofar as potential audience is concerned.

Chain Break Ferri

Chain Break Evil

audience is concerned.

Chain Break Evil

(5) I conside: station break announcements to be one of the most important problems facing us. I refer to those 30 word announcements used by stations at the time when they are supposed to give only their call letters. When we advertisers buy one-quarter hour over the air, theoretically we buy a full 15 minutes but practically get only about 14½ minutes. Other 30 seconds for which we pay our money are used by the stations in most cases to sell the wares of other advertisers. There have been instances when these announcements were sponsored by competitors of the company which sponsored the preceding program. I further believe that something could have been done by advertisers to correct this problem two or three years ago, but I doubt very much if we can do anything about it now. In the first place the income resulting from this type of sponsorship amounts to as much as 40% of some stations' income. It has therefore reached the point where the station could with some justice say that it will not give up this source of income unless the regular programs are increased, think we can look forward to the station could forward the station could be the station could with some justice say that it will not give up this source of income unless the regular programs are increased.

this source of income unless the rates for the regular programs are increased.

(6) I think we can look forward to several kinds of new taxes on radio. Not only are some states threatening to place special taxes on radio broadcasting, but a high official in the Government recently proposed a tax on radio stations which in many cases would be much greater than the net profits of the stations. For example, the proposed tax would cost one particular stations for example, the proposed tax would cost one particular stations for example, the proposed tax would cost one particular stations is very important and has peculiar possibilities. From what we know of the coverage of the one 500,000-wat station in this country, we might say that the country could be completely covered by some 10 to 12 of these stations. However, if we do have a dozen such stations, ill the advertiser when he huys a certain hour from a chain be required to take not only these high power stations but all of the little stations which are allied with the chain? If we are forced also to buy these little stations then we can out afford to pay the price manded by the high power stations because we would be doing nothing less than buying duplication of coverage;

ines Up Six

Cleveland Expo Sets Radio for **Second Summer**

Cleveland, May 4.

Cleveland, May 4.

tubby Gordon of WTAM has
musical assignment for Billy Rosefor 'Aquacade' Great Lakes Exposition's reopening May 29. Gordon
is picking 16 musicians who will
double in dance music plus the
Rose's water extravaganza, co-starring Johnny Weissmuller and Eleanor Holm. Orchestra to have
bandstand inside the theatre-restaurant which has a 5,000 seating capacity.

Local band is to with
series of guest name bandmasters,
starting with Abe Lyman, Wayne
King and Shep Fields.

Myon Roman returned from New
Myron Roman returned from New

Myron Roman returned from New York to become director of Expo-sition's Radioland, and is trying line up Major Bowes' amateurs for one of its first broadcasts. Guy Lombardo is set for first week September.

Fishermen's Program

Seattle, May 4.

Washington Fishi Vessel ers' Association has opened season with special Halibut fishing news mightly over KOL. Every night at-11 the fishermen in the Sound and Alaskan waters receive the day's news of the catch and the prices, together with weather and other information valuable to the men.



Little horncome blow your

A greater station has been born!
We tell you advertising men
Of Station WITN.

Wil five-fold power increase now, This station is a buy—and how! We've hitched up with NBC's Blue Which means more listeners for you.

These folks in New York State and

Penn
Are busier than one-armed men
Who hang the paper on the wall
While troubled with the hives and all.

This station—it's been proved by test—Will tap this earning power best.

So we advise you once again

Buy time on WITN!

Co pietely new; from transmitter to studios, is Stution WATN, Jamestown, N. Y. New five-fold power, too! occar on local showmanship. NBC Blue Network affiliation to insure, best of national entertain-

The thriving city of Jan town, the rich oll fields Northern Pennsylvania, the diversified industry the listoric Chautauqua glou represent a half-mil busy -ns - bees buyers uplenty of money to spend

Tap This Rich Market with

JAMESTOWN, N. Y.



PAYDAY SHIFT AFFECTS

More Quarter Hours, Across the Board, 5-DAY WORK WEEK Advertising Agency Stalks Clients On NBC Today Than Ever Before

Huge increase in daytime serial hours a week, NBC during that par-rograms at NBC has accounted this leason for almost double the number of network commercial purposes. programs at NBC has accounted this season for almost double the number

ing user of the quarter-hour package has been Procter & Gamble, with that account extending this policy into the night time runoffs. NBC now has more across-the-board 15-minute customers than it has ever had, while the trend of full-hour and half-hour buyer has been nothing as marked. NBC during an average week in April had 161 commercial programs, or 40% more than there were for an average week in the like month of 1936. As for program hours, the same average week accounted for 1936, and 19

Full Hours Ratio Down

season for almost double the number of 15-minute programs that there ing user of the quarter-hour package has been Procter & Gamble, with that account extending this policy into the night time runoffs. NBC now has more across-the-board 15-minute customers than it has ever had, while the trend of full-hour and half-hour buyer has been nothing as marked. NBC during an average week in April had 181 commercial programs, or 40% more than there were for an average week in April 1936. As for program hours, the same average week in April 1934, hours, or 44% more than the total commercial tour same than the total commercial tour same average week in April 1936. As for program hours, the same average week in April 1934, hours, or 44% more than the total commercial tour some than the total commercial programs hours, the percentage of commercial contingent. The percentage of commercial contingent. The percentage of commercial tour the same average week in April 1934, hours for the average week in April, 1934.

Legath of Times Ti

imes		-Apr	H, 1937-		-	—April,	1936-	
	No.	.C. Tota	J 25.5		7	OF Total	Z rroj	r.nra.
1	18	11.2	18.00		12	10.7		15.
2.	• •					.9	2.00	2.
programs.	-	11.2	18.00	16.6	7 5		14.00	18.
1		1.2	1.50	1.4			1.50	1.
1		35.4						31.
2		.6	1.00	٠.9			1.00	1.
programs.	58	36.0	29.50	77		43.8	25.00	32.
ì	35	21.8	8.75			13.4	3.75	4.
2	8	5.0	4.00				3.50	4.
3	6	3.7	4.50				4.50	5.
	1	.6	1.00					-
	33	20.5	41.25		20	17.8	25.00	32.
		51.6	59.50		48	42.9	36.75	47.
	161	100.0	108.50	100.0	112	100.0	77.25	100.
	programs. 1 1 1 2 programs. 1 2 programs. 1 2 3	r week No. 1 18 2 programs. 1 1 2 programs. 58 1 35 2 8 3 6 1 1 35 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	r week No. % Total 2 2 programs: 1 1.2 1 1 2 2 6 programs. 58 36.0 1 35 21.8 2 8 50.0 1 36 3.7 1 6 3.7 1 6 5.7 programs. 83 51.6	r week No. % Total No. 9 12 18.00 12 18.00 12 15.00 12 15.00	r week 18.0. % Total 1.00 16.6 2	r week No. % Total No. % Total 12 2 programs: 11.2 18.00 16.6 12 12 12 15.00 16.6 12 12 12 15.00 16.6 12 12 12 15.00 16.6 12 12 12 15.00 16.6 12 12 12 15.00 16.6 1.00 1.00 12 12 12 12 12 12 12 12 12 12 12 12 12	r week No. % Total No. % Total 2 10.07 16.6 12 10.7 2 18.00 16.6 12 10.7 2 19.00 16.6 12 10.7 10.00 16.6 12 10.7 10.00 16.6 1.50 1.4 1 1.50 1.4 1.50 1.4 1.50 1.4 1.50 1.4 1.50 1.4 1.50	r week 18.

HELPS SATURDAY

See Friday Night Bigger for Theatres, but Home Audi-Saturday Mornings, Making that 'C' Time Ultimately Important in Advertising

NO CHURCH

General establishment of the five-General establishment of the five-day week in industry and business is expected to cause a marked change in the weekend listening habits as far as Saturday morning is concerned. Impression i spot broadcasting circles is that the fore part of Saturday ill develop into the most valuable morni in the week for advertisers since it will have the loudspeaker attention of both women and men in the household. Saturday a. m. now holds a C rating on the time buyer's chart.

As the seers in the business

time buyer's chart.

As the seers in the business describe the outlook, the men will spend Saturday mornings lounging around the house and to help keep themselves diverted they will make heavy use of their radios. Quest for diversi , such as baseball game attendance and other sports, will be left to the afternoon. Unlike Sunday mornings there won't be the church going angle. The big night out is expected to remain Saturday's, so that the need of extended shuteye among that element shouldn't count as a

By Dramatizing Itself on the Radio

6,000 Miles for 2 Mins Of Commercial Blurb

Rosaline Greene, commercial cack-ler on Mrs. F. D. R.'s period for Pons on NBC-blue, flew to Seattle, where the First Lady was visiting daughter, Mrs. John Boettiger, for last Wed.'s

Does only two mi utes on the quarter-hour, but nevertheless Miss Greene flew out and back from Washington, D. C., for the chore,

DON BECKER EAST

Hollywood, May 4.
Carrying with him a half, dozen transcriptions for castern agency inspection, Don Becker of Transamerican trained for New York last Sunday (2).
He remains east for two months to turn out several wax jobs.

likely major exception to the new theory of listener habits.

One faction of forecasters figures that the spread of the five-day week will have a marked effect on Friday night listening. With the paying-off falling commonly on Friday the family, man will get in the habit of taking his wife to a show that night instead of letting it go to Saturday. This change in payday and leisure may also prove to develop a general shift buying habits, with the stores in the habes and small towns staying open Friday ights instead of Saturday evenings.

Houston, May 4.

John rueys ad agency bought 45 minutes on KPRC and, as a commercial appeal to prospective clients, plugged itself by demonstrating how agency plots, primes and presents programs. It was the first time the southwest an agency ever used the air to advertise self, and likely the first time in the country such a firm undertook, on bought time, to demonstrate how it whips together program for a client.

Listeners were given a picture of the procedure from first hint from a sponsor that he wanted an air show to the final polished rehearsal just before the ozone debut.

GOODMAN OFF WKRC

Florida Vacation Came Before Ceremonies Recently

Cincinnati, May

Cincinnati, May
Timothy S, Goodman, manager of
WKRC since November, 1934, relinquishes the post May 15. Will be
succeeded by John McCormick, who
has been assistant manager of the has been assistant manager of the station for the same period. Mc-Cormick was program manager of WINS, New York, before coming

here.

A socialite and industrialist, Goodman is giving up his only radio stint to devote more time to private interests and travel. He folled in Florida during recent CBS ceremoni in Cinox.

ida during recent CBS ceremoni in Cincy.
Ruth Lyons moves up as program director of the station.



WLW'S leadership in program production and origination has long been firmly established.

An interesting side light on this phase of WLW's operation is the current wide expansion in personnel throughout WLW's entire program department.

PALLADIUM VARIETY REVIEW With Jack Hylton Orchestra, Flann-gan and Allen, George Black 30 Minutes Transoceanic

riday, 2 p.m. DST VEAF-NBC, New York

Friday, 2 p.m. DST WEAF-NBC, New York

One more attempt by NBC special events department to cash in on interest in the approaching Coronation. Half-hour novelty program reaching American dialers in midaternon last Friday (30) originated on stage of London's most celebrated music hall, the Palladium, during the early evening show despectable of the continuality blurned reception, show came over in satisfactory fashion.

Latter half, consisting entirely of Jack Hylton's characteristic style of dansapation carried the major punch. Orchestrations are distinctive and nicely varied, particularly (500° Night, My Love, with choir affangement for one chorus. Also stong cody or single control of the major conditions of the continual control of the control

The gal he's coming to U. S. again son and the story of t

Another feather in our cap!

Iowa Net Feeds **Midwest's Greatest** Sporting Event, 1937 Drake Relays. to:

1100

Columbia Broadcasting System Mutual Broadcasting System Central States Broadcasting Co. KMA, Shenandoah WOI, Ames

It's typical of the spectacular showmanship and expert pro-gramming that keeps our listen-ers loyal and our advertisers happy.

IN IOWA---

IT'S THE **IOWA NETWORK**

KSO — WMT — KRNT

Radio Stations of the Des Moines Register and Tribune

epresentatives:

CLAUDETTE COLBEET
With Joel McCrea, Walter Pidgeon,
Gloria Holden, Ceeil B. deMille,
Louis Silver Orchestra
Hands Acress the Table'
60 Mins.
LUX
Monday, 9 p. m. DST.
WABC-CBS

Monday, 9 p. m. DST.
WABO-CBS

(J. Walter Thompson)

Romantic light comedy, recently fined by Par with Carole Lombard and Fred MacMurray in the leads, was used Monday night (3) by Lux. Yarn nicely suited to air adaptation. Scripting generally touched up story highlights, though the determined whimsy acceptable on the creen had a slightly sugary flavor via the kilocycles. Sly humor in the piece and nice heart throb element loke it rolling. Also germ of real meat in the idea of two penniless youngsters determined to marry for money but tricked into romance by their own emotions.

As the gal in the case, Claudett Colbert taking no loss of standing by the stint. Performance was well-rounded, carrying variety and conjunction of the stint. Performance has suggestion of subtle gaiety.

Joel McCrea was fair in the necessary but not so attractive role of the male lead. Suffered by comparison with the job turned in by Walter-Pidgeon. Latter has unusually fine voice and radio personality. Almost too strong for minor part. Tended to throw sympathy the wrong way. Gloria Holden also walloped over a supporting frolly in the wrong way. Gloria Holden also walloped over a supporting frolly in the wrong way. Gloria Holden also walloped over a supporting frolly in the wrong way. Gloria Holden also walloped over a supporting frolly in the wrong the stanzas, show was notable for its 'sound defects'.

FISHFACE and FIGBOTTOM Nut Comics

FISHACE and FIGBOTTOM
Nat Comics
19 Minus
19 Min

twosome are representative or the nut type. All suffer from the unevenness of their material; all rise on occession to genuine comedon play the sool in candemic cap and gown. First is senator. His partner professor. They garble English, tangle their thoughts, top with whimsical notions, as for example an interview with the Indian on the hickel who turns out to have a brown carming. Both performers have a real flair for nut stuff. What they lack is discipline. Too much waste effort and wordage. Vaudeville clocked its discipline. Too much waste effort and wordage. Vaudeville clocked its laughs and worried about the open spaces. Fishface and Fighottom can regulate emgins, but they need to regulate emgins, but they need to regulate the proper spaces. Fishface and Fighottom can regulate the gins, but they need to regulate the gins, but they need to regulate the state of the property of

EDGAR BERGEN With Claude Rains, Johnny Burke, Russ Brown, Sybil Jason, Alice Marble, Graham McNamee. 50 Mins.

MATDLE,
60 Mins.
ROYAL GELATINE
Thursday, 8 p.m.
WEAF-NBC, New York
(J. Walter Thompson)

Edgar Bergen made good and plus as m.c. in the absence of Londonbound Rudy Vallee. But the guest talent and the material assigned thereto was of the weak-to-wobbly classification. So the entertainment results of the hour program were sub-normal.

sub-normal.

Svenska voice-thrower has the sure touch of the vaudeville-polished entertainer. His poise encounters no difficulty pushing beyond the limits of cross-fire with a dummy to the wider field of rimastering a program and interviewing guests, etc. He was a lot better than the company he was keeping last Thursday (29) under Standard Brands' auspices.

last Thursday (29) under Standard Brands' auspices.
Johnny Burke, working with Russ Brown, vet straight, kept stepping on the gas, but there wasn't, any ozone in the tires. Material never got away from the curb. Patter was silly enough for a household hints program at 9:15 a.m. instead of the program at 9:15 a.m. instead of the program of the curb. Patter was religiously and the standard of the control of th

determined to gett into trouble with physical Tuncflon' jódes).

Sybil Jason, kid actress from films, sid a recitation and a song. Neither particularly appropriate to a night hour. And perhaps: speaking volumes for the present dearth of guest stars as regards the show that practically started the craze. Alice Marble, tennis player, and her trainer exchanged some idle conversation with Bergen which was made shownanly and passable by the comedy by-play with the dummy. Charlie McCarthy. Professional pick-up dates for honor-copping attilets are nothing new and Miss that the speaking of the prominent at the momentation of the prominent at the momentach, the man or woman of the hour has been traditional in music halls for generations and in radio for years.

With a thanks-so-much athlete, an

years.

With a thanks-so-much athlete, an agg-laying comedy routine, a kid actress doing a deucer and Claude Rains in a bit of literary flub-dub, the program was chain of weak links that Bergen and, the music could not quite hold together. Rains, an aristocratic chess-player, out-witted an assassin that came to murden the country of t

ALTON HALL BLACKINGTON 'Yankee Yarns' 15 Mins.—Regional HOWARD JOHNSON ICE CREAM WNAC, Boston

15 Mins.—Regional HOWARD. JOHNSON ICE CREAM WNAC; Boston (Louis Glaser)
Alton H. Blackington, a former newspaper cameramen and currently a lecturer on the club circuit, has a flock of stories and a neat gift of gab that sells 'em. Idea of this show is to tell stories about a place or personality which can be reached by automobile over the week-end. The Howard Johnson outfit prepares summaries of the yarms, illustrated with the sells 'em. Idea of the sell sells 'em. Idea of the company. On the face stands of the company. On the face of it, the tieup is a smart one. Three years ago Blackington did a series of yarms for a paint and varish company; therefore, he has set himself a good standard of comparison for listeners who caught some of the early series. The zoo yarm for the opening spile compared unto the company in the property of the company that the teller's tempo is slowed down to just about the right gait. He airs twice-weekly (Wed, and Fr.) and commercial plugs are in good taste.

WALT LOCHMAN Sports Review 15 Mins.—Local PAXTON-FISHER Daily, 5:45 p.m. KXBY, Kansas City

Daily, 5:49 p.m.

KXEY, Kansas City

(McCann-Erickson)

Walt Lochman, one of town's
busiest broadcasters, is doing a nice
job for Paxton-Fisher Tobacco Co.
(20 Grand Cigarettes) on this quarter
hour gabfest. Besides highlighting
day's events in sports, Lochman interviews some local sport figure. He
goes in heavy for the old-timers.
His extensive knowledge of sports
field makes for easy and entertaining listening. Speler also airs playby-play of all KC Blue games.

Commercials are exceptionally
short, Lochman ad-ii ing 'em when
he can. Hoyt.

GRACIE FIELDS

GRACIE FIELDS
Songs, Comedy
CAMPBELL'S SOUP.
WANDC-OBS, New York

(F. Wallis Armstrong)
Headliner of English music halls, pix and radlo, made her American ether debut Friday (30) night on Campbell's Hollywood Hotel source of the contractive of the contractive

Follow Up Comment

Ruddy Hassett's batting average thus far this season for the Brooklyn. Dodgers may not be very impressive, but his average was 1000 when his average was 1000 when his average was 1000 when later (CBS) period last Wed (28). Guy has the rep around the ball yards of being a cocky, swaggering first-sacker. He certainly betrayed no mike-fright or blushing modesty on the air, strutting pretty fancily when introd by the ol! Bambino. Came through excellently, but what really proved the circus-catch of his appearance was his downright socko hirsh tenoring of Pennies From Heaven.

Years ago Al Mamaux (also from Belyn.) used to vaude four in winder the structure of the st

Steopnagle and Budd continue to retain their mystery drama on their dessert Sunday afternoon broadcasts, but they have mended their ways. Seemingly the idea of the mellest was to have them funny a new the steopname of the steop

'It's a Racket' series, tied in with (Continued on page 40)

PAT BARNES
'Just Between Us'
Songs, Pectry, Organ
15 Mins,
BABIN COSMETICS
Sunday, 11:15 p.m.
WOE, Newark
(Hays-McFarland)

Barnes, who has had an elevator ether career, appears nicely situated on this new Mutual web spread emanating from N. Y. His admixture of songs and homey philosophical—and oft amusing—verse strike a corthat will prove welcome to many a dial twirler on late Sunday evenings when the folks need some uplift to face the week's work.

Not per se a good singer, nor a slick verse-vender, Barnes nevertheless mips off a good rating—and the answer is his personality. His bright spirits—happily not contagious to listens?

Commercials are in good keeping. The backgrounding organ filly unobtrusive.

Tommerciais are in good recoming. The backgrounding organ fitly unobtrusive.

WMCA MATINEE
With Lee Grant's Orch., Don Korr,
Bob Carter King Ler. Hets.
Barnett, Powell Clark, Koy and
Buddy Arnold and Garnett Maria.
Three Hours—Local
GENERAL MILLS
Daily, 230 p. m.
WMCA, New York

A (Slackett-Sample-Hummert)

A (Slackett-Sample-Hummert







DARRYL ZANUCK Mins. ROUP OF BANKS

Falis

S Mins.

GROUP OF BANKS

Friday, 10 p. m.

WABC-CBS, New York

This series have twein dignified ig-biz

This series have taken in the little that and a sedate guest gabbers. Idea man a sedate guest gabbers. Idea in the little series with the symph orchs used to grab goodwill for banks backing the web show.

In choosing a rep from the film industry. Zanuck was neat selection. In the past three years his record and the adroin publicity series are a series of the series

Plerre Monteux beat the baton.

Bert.

ALDOUS HUXLEY
Talk

Is Mins.
Sustaining
Friday, 7:30 p. m. DST
Friday for m. DST
F

DALE CARNEGIE

IS Mins., Local

IMMS., Local

IMMS. BANK

Friday, 8:30 pm. DST

WOR, New York

Author of best-selling 'How to

Win Friends and Influence People' in

new series for Emigrant Industrial

Savings Bank of N. Y. First pro
Friday and Influence People' in

new series for Emigrant Industrial

Savings Bank of N. Y. First pro
Friday and the company of the company of the company

In the company of the company of the company

He thought in his talks that of the company

Achieving success.

Principal requirement in getting ahead, according to writer, is self
confidence. If a company of the company of the

JIM HEALEY
Sports Talks
15 Mins.—Local
PENN TOBACCO CO.
Tu.-Th.-Sa; 6:45 p.m.
WGY, Schenectady (Ruthrauff & Ryan)

Healey, perhaps the biggest radio name in this central New York scenario the second that the second the second that the second the second the second that the second the second that the second the second that the second tha

series.

However, Healey possesses nice air voice and smooth mike technique. This, with his local name and the information offered, via the day's scores, etc., makes the program listenable. Second broadcast was 25% better than the first, and further improvement can be made.

further impro/ement can be made. With his friendly enemy! Announcer Chet Vedder, Healey works on the advertised of Kentucky Club smoking and custile to the control of the

MAIDS AND MISTRESSES With Marjorie Ellis McCrady 15 Minutes—Local Sustaining Tuesday, 4:00 p.m. KSTP, Minneapolis-St, Paul

Carnegies' swise is clay, but he stumbled over his lines several times on debut stanza. Probably needed some of that confidence he refers to go me the stanzal probably needed Men,' bearing out courage formula. Novelty program in which maids wall over their bondage—and missesses his ha or sneer at the woes of their workers. It's a natural. Miss McCrady uses no names on the string and uses in the workers of their workers. It's a natural. Miss McCrady uses no names on the string and uses in the sesses has ha or sneer at the woes of their workers. It's a natural. Miss McCrady uses no names on the string and uses no her sting and uses no names to their workers. It's a natural will see the workers it's a natural. Miss McCrady uses no names on the sting and uses no her sting and uses in the sesses has ha or sneer at the woes of their workers. It's a natural will see workers it between the stoles of their workers. It's a natural was to she work the workers to their beefs. She reads all squawks, comments on them, tries to offer a sane and sensible solution. Principal squawk of the slavey is that 'housework has lost its dignity' and that families generally treat em with disdain, figuring they're gould was just a political catch-line. Clinderellas would like to eat at the family. As it stands now, the show affords a poportunities for product tie-ins, and these, with the elements of child appeal which the show, as a show, has: suggests possibilities.

WOR VARIETY SHOW

With Sid Gary, Bide Dudley, Helene
Daniels, Willard Amlson, Charloteers, Key Men, Embassy, Girls,
Nat Brusiloff Orchestra
60 Mins.
Sustaining
Saturday, 8 p. m.,
WOR, New York
Informality is the keynote of this
weekly Saturday night variety show
from WOR. Strong radio fare for
that time of night, particularly considering it probably operates on modcist b. r. Principal oppositi is Ed
Wynn's show over NBC blue.
On show caught (1) Bide Dudley
guested as m. c. in place of Benay
Venuta, who was out of town with
legit show, 'Orchids Preferred.' Second guestee was Eddie Leonard, Jr.
cinging 'Ida', song his father plugged
years ago. Entire session skipped
through with casual good humor.
Should click with dialers favoring
light fare not requiring rapt attention.
Standou of the show were ar-

light fare not requiring rapt attention.

Standou of the show were arresting arrangements of combo 'Dardenella,' 'Song of India,' Temptation', and 'Shine On, Harvest Moon', Numbers got varied treatment from Gary, Amison, Daniels, the three vocal groups and the ork. La Daniels contributed some warm torching and novelty arrangement of 'There'il Be. Some Changes Made' in Mae West style. Former okay, latter only soison. Gary scored with dramatic warblings and Amison uncorked lyric style of tonsiling. Charloteers (Negro quartet), Key Men. (4), and Embassy Girls (3) also rang the bell in separating groups and in control of the Date of the service of

breezy gagging and puns. Hobe.

'LEND A HAND'
With Martin Block
Job Seeker Interviews
60 Mins.—Local
MADISON' PERSONAL LOAN
Friday, 8:30 p.m.
WNEW, New York
(Klinger)
Idea of conducting free employment service over a radio station
has spread rapidly among stations
all over U. S.A. This latest entry
has Martin Broview of Job seekers.
Block has plenty of an assignment
to hold interest a full hour with
more or less routine interviews of
candidates seeking jobs and still
hold the ear of casual tuner-inners.
Last section is topped off with responses from employers to the applicants, heard on the current air
program, with position. offered to
cooks, hat stylist, steno printer salesman, life insurance policy seller and
nursemaid. Wear.

RUBINOFF MUSIC
With Marla Jeritza, Walter Cassell
Songs, Orchestrations
30 Mins.
CHEVROLET
Sunday, 6:30 p.m., EDST.
WABC-CBS, New York

CHEVROLET
Sunday, 6:30 p.m., EDST
WABU-CBS, New York

(Campbell-Ewald)
Series for the pop-price motor car
is now originating from the Coast
these weeks while Rubinoff flutters
in front of a camera for 20th-Pox.
Sponsor, always straight-laced on
commercial copy, continues to be,
are the commercial copy, continues to be,
are the commercial copy, continues to be,
programmas always tried to wreath
self with. Cassell, bartione, also on
Coast for a film, is on for four successive shows; when caught Sunday,
(2) soprano Jeritza was the guest.
Pair worked the positions vacated
by Jan Peerce and Virgi is Rea
when period plungde west. Iniche,
Peogram fitted neatly in the punch.
Fash was due bit polying the
funch. She was due bit polying the
funch she was due to be to be
funch she was due to be
funch she she was due to
funch she was due
funch she was d

maestro.
Walter Craig produces for Chevvi
Rert.

'OPERATIVE STEELE'
With Al Reibling's Players
Detective Scriai
15 Mins.—Local
Sustaining
Tu.-Thu; 5 p.m.
WMBC, Detroit

MMBC, Detroit

As a thrill purveyor, this 15-minute detective serial has plenty to recommend it. Roles are taken by station's dramatic group, under direction of Al Reibling, and topnotch work is turned in by 'Rod Steele' and his female aide. 'Pat Patterson', In the kid show time bracket, progshould be a cinch for juves, Stories built around Steele, head of a detective agency, who busts up rackets, vice fings, etc., without smashing any jaws. Production flows swiftly, and sound effects are noteworthy.



THE WLW LINE (Pittsburgh, Philadelphia, New York) Answers the Need For a Radio Proving Ground

Advertisers who wish to test with economy can now cover one-third of America's buying power for about ten percent of the cost of covering the nation. This is

"The Most Sensible Buy in Broadcasting"

SOLE AGENTS

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.

JOHN L. CLARK, President

Complete Broadcasting Facilities Wired and Transcribed

NEW YORK

521 Fifth Avenue MUrray Hill 6-2370 CHICAGO

333 North Michigan Avenue STAte 0366

HOLLYWOOD

5833 Fernwood Avenue HOllywood 5315

F.C.C.'S WASHINGTON DOCKET

Something Wrong

Kansas City, May 4.
Station KXBV moved to new quarters in Fidelity building May 1. New space was extensively remodeled before occupancy.
When station had moved over a

check was made of floor space. 108 square feet were missing. A careful bit of Sherlocking revealed a 9x12 office complete with window and light fixtures but sans a door.



EASI CES

SAMPLE BLACKETT HUMMERT, INC.

NACIN

Fred Allen

Portland Hoffa in "Town Hall Tonight" HEPATICA IPANA Wednesdays 9-10 P.M. EST WALTER BATCHELOR **EXAMINERS' REPORTS**

EXAMINERS' REPORTS

New York: Involved tangle of applications submitted by WWRL, Woodside, L. I., and individuals who formerly were partners in WMBQ. Brooklyn-sharing hours with the Long Island station—was temporarily straightened out by Examiner Ralph L. Walker, who recommended to the commish an increase in hours for WWRL and the ash-canning of all other requests. Bust-up between Paul J. Gollhofer, former licensee of WMBQ, and his partner, Lillian E. Kiefer, led to attempts by both to construct new transmitters using the WMBQ assignment. Station, organized as the Metropolitan Broadcasting Corp., also requested newal of its license. WMBQ, according to the Examiner's report, at present is being operated by a receiver who was called in after Gollhofer had appealed to the courts for the dissolution of the corporation. Gollhofer's request was prompted after differences arose' between him and Miss Kiefer, Walker explained. Numerous points were found against Gollhofer and Miss Kiefer, in Walker's report. WMBQ, devoting most of its time to foreign language programs which were sold through 'brokers,' was run by the partners for nearly eight years with only Gollhofer's name, appearing on the renewal applications, examiner pointed out, constituting a violation of commish rules. Fact that five individuals, not employees of the station, were permitted to provide almost 50% of the programs and to sell commercial announcements emphasized Walker's point that the station was not operating i the puble interest.

Increase in the time used by WWRL, and deletion of WMBQ, would be preferable to authorization of a new station to operate on a part-time basis, the examiner said. The Long Island station would use only approximately 30% of its time for foreign broadcasts, while Gollhofer devoted nearly 66% to programs in Lithuanian, German, Polish and Islaian.

North Dakota: Power jump for KPLM, Minot, and frequency change from 1240 to 1360 kc was okayed by Examiner John F. Bramhall. Desire of John B. Cooley, owner of station, to boost

declared.

Oklahoma: Transfer of control of KFXR, Oklahoma City, from the Exchange Avenue Baptist Church to the Plaza Court Broadcasting Co., was recommended by Examiner Robert L. Irwin. Operation of the station by B. C. Thomason, under a private leasing arrangement with the church, presented a 'close question', of violation of the Communications Act, Irwin declared, but participants apparently did not intend to transgress from commish rules. Station would continue with its present assignment of 1310 kc with 100 wats nights, 250 watts days.

Wisconsin: Application of Walter H. McCenty for a daytime station at Rice Lake was approved by Examiner John P. Bramhall. McGenty, publisher of the Stock and Dairy Farmer, showed himself qualified in all respects to construct and operate the proposed \$10,000 transmitter, Bramhall concluded, and operation on the requested assignment of 1210 kc with 250 watts would not create interference with nearby stations. Oklahoma: Transfer of control of KFXR, Oklahoma

DECISIONS

Washington, May 4.

Alabama: Isadore Goldwasser, Anniston, application for new station to be operated on 1420 kc with 100 watts, days only, denied, commish reversing Examiner R. L. Walker.

California: Ben S. McGlashan, San Diego, application for new station to be operated on 550 kc with 250

watts days dismissed at request of applicant; KFVD, Los Angeles, application to change frequency from 1000 to 990 kc dismissed at applicant's request.

Hawaii: KGMB, Honolulu, granted renewal of li-cense on a temporary basis and application for renewal set for hearing; KHBC, Honolulu Broadcasting Com-pany, Ltd., Hilo, granted renewal of license on a tem-porary basis and application for renewal set for hear-ing.

Idaho: KIDO, Boise, granted day power jump from 2½ to 5 km.

Maho: KIDO, Boise, granted usy points, and 2½ to 5 kw.

Pennsylvania: WGBI, Scranton, granted juice jump from 500 watts to 500 watts nights, 1 kw days; Examiner Bramhall sustained; WSAN, Allentown, granted temporary license renewal, pending hearing on renewal application; WGBA, B. Bryan Musselman, Allentown, granted license renewal on a temporary basis, pending hearing on renewal application.

Texas: Bayou Broadcasting Co., Houston, denied application for new station to be operated days on 1210 kc with 100 watts, commish reversing Examiner R. L. Walter

Walker.

Utah: Provo Broadcast Co., Provo, application for new station to be operated on 1210 kc with 100 watts denied as in cases of default for failure to file an appearance.

SET FOR HEARING

California: Floyd A. Parton, San Jose, new station be operated days only on 1150 kc with 250 watts: Colorado: Continental Radio Company, Denver, new ation to be operated on 630 kc with 500 watts nights, kw days.

Georgia: Arthur Lucas, Savannah, new station to be operated on 1310 kc with 100 watts. Massachusetts: Hampden-Hampshire Corp., Holyoke, new station to be operated on 1240 kc with 1 kw.

Minnesota: KATE, Albert Lea, change frequency from 1200 to 1420 kc, boost day power from 100 watts to 250 watts.

to 250 watts.

Missouri: KFRU, Columbia, boost power from 500 watts nights, 1 kw days, to 5 kw night and day, install new equipment.

New Yerk: WUTK, Inc., Utica, new station to be operated on 1420 kc with 100 watts.

Oh: William F. Maag, Jr., Youngstown, new day-time station to be operated on 1150 kc with 250 watts; WHKC, Associated Broadcast Corp., Columbus, install new equipment and vertical radiator, jump power from 500 watts to 1 kw nights, 5 kw days, limited time.

Texas: E. M. McChristy. Brownwood new daytime

July watts to 1 kw nights, 5 kw days, limited time.

Texas: E. M. McChristy, Brownwood, new daytime station to be operated on 630 kc with 250 watts.

Virginia: Havens & Martin, Inc., Petersburg, new station to be operated on 1210 kc with 100 watts nights, 250 watts days, specified hours (requests facilities of WMEG, Richmond, when that station changes frequency from 1210 to 1350 kc).

NEW APPLICATIONS

NEW APPLICATIONS

Arizona: Sims roadcasting Co., Globe, new station to be operated on 1210 kc with 100 watts nights, 250 watts days.

California: ichard-Field Lewis, Oakland, new station to be operated daytimes on 1160 kc with 1 kw.

Hilbois: Jules J. Rubens, Autora, new daytime station to be operated on 1040 kc with 250 watts.

Montana: KPFA, Helena, boost power from 100 watts to 100 watts nights, 250 watts days.

New York: Platt & Platt, Inc., Poughkeepsie, new station to be operated on 1310 kc with 100 watts nights, 250 watts days.

North Carolina: Carolinas Radio, Inc., Charlotte, new station to be operated on 880 kc with 1 kw.

Fennsylvania: WFIL, Philadelphia, jump juice from 10 5 kw. WFBG, Gable Broadcasting Co., Altoona, change power from 100 watts nights, 250 watts days, to 100 watts day and night.

Texas: KGNC-KFYO, Amarillo, transfer control of coporation from the estate of Wilbur C. Hawk and Gene A. Howe to Globe-News Publishing Co., Inc., 498 shares common.

Follow-Up Comment

(Continued from page 38)
Better Business Bureaus over WOR,
is now devoting each stanza to only
single example of some form of
swindle. Carries more punch and
clarity than previously, when listener
was swamped under whole succession and variety of gyp games at

'THE O'NEILLS"

NOW RADIO'S MOST POPULAR

AUGHTER TEARS AND EART-THROBS Presented by Ivory Soap - 99 44 100 1 - pure

LISTEN TWICE DAILY
NBC Blue Network, Mon. to Fri. 11 a.m. DST
NBC Red Network, Mon. to Fri. 3:45 p.m. DST
COAST TO COAST

DIE., COMPTON ADVERTISING AGENCY MGT., ED WOLF—RKO BLDG., NEW YORK CITY

every hearing. Present policy will also conserve material, though there are probably enugh con games currently and the property of the propert

NBC helped WOWO and WGL.
Fort Wayne, celebrate the opening of their new studios and their alliance with the network Saturday night, (1) with an hour's broadcast that gravitated between stock speeches and musical entertainment. Westinghouse's latest acquisition contributed some of the entertainment, but most of it came from New York. Pittsburgh and Chicago.

The standard of the st

to the program were Carol Wiman, Barry McKinley, Vivien Della Chiessa, Everett Davies and Phil Porterfield, the last offered as a local boy who had made good in the opera and concert field and who had come back home to take part in the dedicatory event.

Announcer Wally Beavers. WCOL, Columbus, on the sick list.



May 6th SYMPHONY HALL May 8th SHELL CHATEAU

baker

\$10 Buys 20-Word Chain Break Announcements KFEL programs on List of Available Chain Breaks and Quantity Discounts

Airmail on Request to GENE O'FALLON, KFEL SALES MGR., ALBANY HOTEL, DENVER

Bogus Peter Grant

Atlanta, May 4.

Peter rant's name means something down' this way so when an affable stranger made the rounds of local broadcasting mills and introduced himself as WLW's chief an anouncer he was welcomed with open arms, ined and feted.

Everything was loyely until the alleged Grant tried to hire some WATL's help. Maurice Coleman, station's manager, smelling a rat, made a wire checkup and found out Peter was on the job in Cincinnati, confirming his suspicions that the Atlanta visitor was an imposter.

TRUMPET KING OF SWING

LOUIS ARMSTRONG

FLEISCHMANN YEAST (J. Walter Thompson)

P.M. D.S.T. Every Friday, WJZ Blue Network

Just Concluded 3 Successful Weeks at Paramount, New York

MGT. JOE GLASER ROCKWELL-O'KEEFE

Radio Writer

An agency is in the market for a cracking good writer. Must be experi-enced writing both scripts and commercials, and if he can turn out newspaper and magazine ads so much the better. Send full details, including salary, to Box 530, Variety, New York.







CBS STATIONS CUDGEL FOR STUNT STUFF

May 4. Three way battle going on between the three midwest CBS-owned stations, WCCO, Minneapolis, KMOX, St. Louis, and WBBM, Chicago, for supremacy in exploitation, with WBBM gunning sepecially for KMOX, and H. Leslie Atlass here officially appointing a committee whose sole function is to line up and carry. out top-notch stunts to take play away from the Jimmy Shouse-Jerry Hoekstra airer i St. Louis. Committee consisting of Jack Van

Jerry Hoekstra airer i St. Louis. Committee consisting of Jack Vain volkenburg, Hal Burnett, Bob Hafter, Bobby Brown, Buck Weaver, and Stan Thompson, last week carried out initial gag by offering \$100 to employes who suggested best single exploitation stumt. Prize was copped by Eddle House, organist, and work has aiready started to carry out his idea of turning station over to high school seniors to run for day.

Day is set for a Saturday in June Day is set for a Saturday in June, and all positions, executive and talent, will be turned over to kids. All local shows will be recast; high school orchestras, announcers, producers, and commentators will substitute for regulars.

Plans to carry out stunt will in-clude heavy merchandising both in radio and newspapers, to sell the general public on listening for the slips that might occur, and boosting it to the kids and their parents as a

Smarties Quiz Each Other

St. Joseph, Mo., May 4.
When five high school studes won a national essay contest, KFEQ made a special event of it. Conducted a round table discussion of the studes and their instructors.

Copped lots of local ears.

Tip on Contests

Schenectady, N. Y., May 4.
Hazel Cooper, an Amsterdam young woman who makes a business of competing in advertising radio rewspapermagazine contests and who has magazine contests and who has won 17 prizes, including a Ford car and \$500 in cash, advised WGY listeners to copy down all adjectives used by the announcer in the continuity. With this list, take a dictionary, check on all synonyme, and go to work on your own letter, etc., tipped the contest winner.

LOCAL TALENT SHOWS

Columbus Ice Dealer Sponsors Couple of Novelties

Columbus, May 4.

ity Ice & Fuel Co. is preparing to woo the summer listening audience with two live-talent shows on WBNS. Script show titled 'Road to Nowhere' is scheduled four times a week at 10-45 a.m. with Tom and Agnes Devore writing, producing and acting.

acting.

Devore ill team Irwin
Johnson on the other program, a
weekly half-hour evening session,
Do You Know Columbus? Show
will be a Prof. Quiz type broadcast
with all questions based on Columbus history, civic events, laws, etc.
Small studio audience will provide naterial for the question-bees.

i-Speed Expands on WXYZ Detroit, May 4

Factfinder program, week-night show over WXYZ and state web for about a year, has been expanded by Hi-Speed Gasoline to include Sunday morning stint. Sunday series will use life stories of presidents. Shows written by Richard E. Osgood.

RADIO **Actor-Author on CBS**

Columbia Artists last week signed author Carl Carmer ('Star's Fell on Alabama') and will handle him for commercial air acting and writing. As a buildup Carmer will appear on a sustai ing series, 'Your Neck of the Woods,' slated to start May 31. Carmer will carve out the continuity, and troupe a role in the dramatizations.

Also placed under CBS contract are Raymond Scott, composer and musician, and Johnny Russell. Latter is now spotted on bi-weekly sustainer over web.

Sensitive About Its Police. St. Paul Hears Via KSTP Before-and-After Views

Opened as an attention-getter with a bona fide flatfoot's 'You're under arrest!', KSTP last week took its listeners in tow and gave them a trip through the local police department to show them what happens from the time a copper speaks those saddest words to the time when the victim is ushered to his cell.

With St. Paul not so long ago dubbed poison spot of the nation' by Attorney General Homer S. Cummings, KSTP concentrated on an attempt to show what has happened since aroused citizenry took things in hand, took the police chief's job out of the political-football category, put him under six-year tenure and generally dabbed up the poison.

Particular emphasis was paid, indirectly, to the then-and-now system of training police officers, with mikes moved into the new police school, instituted by Chief Clinton A. Hackert for breaking in rookies and keeping lard off the oldtimers' waistline.

Miss Chiesa on RCA May 16 , May 4.

WEBR Dramatizes New Importance By Staging Concert in Big Music Hall

WKY's Negro Vox Pop

Oklahoma City, May 4.

WKY has an all-colored manIn-the-street program, with the
unofficial mayor of, the town's
colored district doing the interriewing. If yo no for 15 minutes
a night, and tagged 'AfroAmerica Speaks.'

Previous colored programs of
WKY have been limited to
ickups from churches,

SMITH OF WGN, CHICAGO GEN. MILLS' RADIO EXEC

icago, May 4. Ed Smith, production director of MGN, becomes chief of all General Mills ether activities as of June 1. This appointment was made here last week by Sam Gale, advertising head of the flour firm. It marks a further step on the part of General Mills to increase its radio plug-

ging.
Smith lams WGN on May 15 for a fortnight layoff before starting on the new job.

Record Drops Program

Philadelphia, May 4.
Philly Record, after five weeks trial, dropped participation in 'Philadelphia Parade of Events,' March aueipnia Parade of Events, March of Ti type program heard on Saturday nights over WIP. J. David, Stern III, Record promotion man-ager, said he was dissatisfied with results because of poor time of broadcast.

Jack Arthur at Ease
Jack Arthur, tenor who has been singing on WOR and WJZ, N. Y. commercials, ill lop off the radio during summer to extensively vacash.

Last air aria'ing will be June 7. Won't return till sometime in Sept.

Buffalo, May 4.
Big, free concert is being scheduled here to call further attention to WEBR's increased power and prestige.
Elmwood Music Hall as been hired for May 13; Helen Olheim, a local gal who has made good in the Metropolitan, will be guest solol and the 75-piece Buffalo orchestra, directed by Franko Autori, will play. Concert is being called a celebration of recent WEBR technical improvements and remodeling of the studios housed in a former residence. Paul E. Fischler, chief technician,

studios housed in a former residoshes' Paul E. Pischler, chief technician, has been in charge of the work which has included new antenna an transmitter system.

General promotion plan is to impress on public that 100-watt stati is no longer typical small-time, record-playing, spot announcement and foreign language lunger. Station now has virtually a full schedule of Blue network evening commercials, considerable live talent and important daytime shows.

Flippen's New Sponsor

rippen's New Sponsor

Jay C. Flippen's amateur hour,
broadcast weekly from Loew's Ziegfeld stage over WHN, N. last
night (Tueeday) acquired a sponsor
for next 13 airings. Procter & Gamble is plugging Oxydol, set by
Blackett-Semple-Hummert.
For the last three stanzas WHN
has been carrying the program sustaining after Phillips Magnesi
pulled out.

Blair, Pepperday Meet In Denver Denver, May 4.

John Blair, Chicago sales rep, spent a day here last week conferring with T. M. Pepperday of KOB, Albuquerque, N.M.

Signed to represent the station na-

Robert Benchley will do a guest shot on Camel broadcast May 11.

B.O.GROSSES

The Showman's Guide

WEEK FEB. 4th Metropolitan, Boston \$35,000

WEEK FEB. 19th Oriental, Chicago (Lent)... \$21,000 WEEK FEB. 26th Fox, Detroit \$32,000

WEEK MAR. 26th \$14,000 Shea's Hippodrome, Toronto. (Holy Week, 6 Days)

Loew's State, New York \$32,000 WEEK MAR. 11th

WEEK APR. 6th Mayfair Club, Boston

OPENED TUESDAY, MAY 4TH, BEVERLY HILLS CASINO, NEWPORT, KENTUCKY

Opening on May 26 at the Stork Club, Providence, for 2 Weeks

*Box Office

Direction: WILLIAM MORRIS AGENCY.. For RKO: EDWARD S. KELLER

VARIETY RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

He's Coming—He's Near—He's Here

Me's Coming—He's Near—He's Here Chicago.
Plane on which Joe E. Brown was flying here from Coast to guest announce WJJD ball games was delayed, so staff announcer had to take first game, but station ran a wire but to local airport, and gave flashes on plane's progress every 15 minutes.

Brown's arrival between innings and a two-way conversation with him at airport, and John Harrington at ball field, giving the guesting a better build-up than it would have had otherwise.

Gales Talks With Tim

KMOX, Columbia-owned station here, running a daily column in the newspapers to list its radio programs and especial to the library of the portion of the programs of the progr

WHBQ'S Attention-Getters

WHBQ'S Attention-Getters Memphis. Pienty of sandwich men parading the downtown section, trailers on 10 local screens and having sponsors include program box in their newspaper advertisements are methods of WHBQ to get station before the public. Sandwick-men gags include recent one of the state of the st

Party.

Easy contests are put on regularly, with Bob Alburty's aim to award aprize on some program to every block. In Memphis, so WHBQ will get word-of-mouth publicity among neirhors and friends. Audience participation programs have also focused attention on station.

Commerce Chamber Tie-Un

Commerce Chamber Tie-Up.

Wichita, Kan.

KANS. Wichita, did the broadcatting of the local Chamber of
Commerce's annual trade trip,
which took a delegation of business
men through Dodge City, Albers
guerque, N. M. and Pampa, Tex.

Herb Hollister, KANS gen. mgr.,
was one of the delegates, while the
station used its own plane to transport engineers and announcers to
each of the spots for the plekup.

1.79

ealthiest Kid' Contest New Orleans.

Alabama-Georgia Syrup Co. which is bankrolling the Melody Meetin' certification of the Melody Meetin' certification of the Melody Meetin' softering \$100 cash for a picture of the hustiest, healthest-looking boy competent of the medical softering throught up on Alaga Syrup. Contest is illmited to those under 12 years of age, while the photo must be accompanied by the inevitable label.

KDB's Store Window Boast Santa Barbara, Calif.
KDB has a miniature electric train running around a show window in a downtown dept. store, with the disolay placarded 'As this engine pulls these cars, so does KDB pull Each car turged by the choo-choo is labeled with a sign representing some sponsor on the station.

Gas Company's Stunt Idea

Gas Company's Stunt Idea
Seattle, Gas Co. soonsoring Rocky
Mountaineers over KJR plugfire its,
'old range roundup,' a special selling
event on gas ranges. Ranges 10
years old are taken in at \$10, those
15 years, \$15, etc. A prize of \$100
for the oldest ranee in use.
Newspapers, billpoard and street
car Cards helpin. At outset of the
campaign a narade was staged
downtown with cowboys, stage
coaches and plenty of shooting.

wind's 'Bleacher Bors'
Chicago. Case of rabid haseball fans paying is WIND's Blencher Bugs' show spotted 15 minutes before Cub games. Mike in the bleachers gives the boys their opinions.

Extra engineer on show with the in'ele duty of keeping his hand alloways on the mike cut-off switch.

KOMO-KJR Hosts to G. M. Execs Seattle.

General Motors executive group met in KOMO-KJR studios to listen to Alfred P. Sloan, Jr., who spoke from New York, and William S. Knudson, from Detroit, and Richard H. Grent, from Chicarleso. Local stations donated studio for eaffest and to give proper sound facilities. About 50 General Motors executives were present.

About 50 General Motors executives were present.

Besides the telephone talks from the executives, an institutional motion picture, entertainment by KOMO-KJR staff artists and a visit through the radio studios. followed.

Radio Marches On

Chicago, May 4.

Latest of the lower class animals to get the radio urge is a coyote brought here from Oklahoma and auditioned (over WGN's objections) as a guester for Bowman's Fireside Theatre.' Mice, fleas and canaries have already broadcast.

Coyote is under management.

Coyote is under management of local William Morris office.

WMEX, BOSTON, **MAY BE EYED**

Wachi Possi ility of rehearing on appli-cation of WMEX, Boston, for 50-fold wattage jump was suggested in in-dustry circles last week following examination of favorable report to the Federal Communications Comission by Examiner John P. Bram-

mission by Examiner John P. Bram-hall.

Although the case has many political ramifications, there were hints that foes of the power boost may resort to the expedient of sending the application back for further study on question of financial responsi litiv before trying to induce the Broadcast Division to override Bramhall's recommendations. This might be accomplished if WAAB, WNAC and WCOP of Boston, plus WLAC, Nashville, petition for clarification of the record dealing with (Continued on page 51)

WIP, Philadelphia, Waits For a Baseball Sponsor

For a Baseball Sponsor
Philadelphia, May 4.
Some very sad faces around WIP
every afternoon at baseball time
Stationi, during winter, contracted
with clubs to air games and laid
down heavy sugar for franchise.
But so far they've been broadcasting
games without sponsor.
Station exees turning nice even
carmine as other outlets focus horsey grins on them. Pre-season price,
for sponsorship was \$40,000. Now
trying to sell games at \$300 each.

Bernie's Conductor

reddie Berrens is Ben Bernie's new batonist on his American Can programs, which shifted to N.Y. com-mencing yesterday (Tuesday). Ber-rens is augmented with crack house rens is augmented with crack house musicians, although Bernie has re-tained Col. Manny Prager and 'my Coast representative, Al Goering.' Pat McCarthy also stays on as

singer.

WCHV Under Water

Charlottesville, Va., May 4.
WCHV was inundated by flood flows all last week, water rising above first floor of the two-story building in which the 250-watter is leasted.

Off the ozone for seven days, due to juice lack. Equipment escaped serious damage.

WTAM Tooter Joins Janssen

Cleveland, May 4.
Danny Caste, No. 1 trombonist in staff band at WTAM, goes to Hollywood this week to become Werner Janssen's assistant on his Chase & Sanborn hour beginning May 9.
Caste played in Janssen's orchestra here several years ago and got cablegram from maestro in England offerin im the job.

Cincy Curbs Cluttered

inclinati, May 4.
Three man-on-the-street programs
under way here with start of series Three man-on-the-street programs under way here with start of series on WKRC for the Chocolate Products Co., Chicago, blurbing Delicious candy bar, Dick Bray at the mike. Last week Red Barber took on a sidewalk chore for WSAI for Strietmann Biscuit Co. Bob Bentley doing similar job on WCPO for Hostess cakes.

cakes.
They're all 15-minute daily except Sunday.

SPORTS SCOOPEROO

WHAM and WHEC Bitten 'Me, First' Bug

Rochester, N. Y., May 4.

Keen competition between WHEC and WHAM on baseball broadcasts has station staffs ititury trying to score beats, WHEC Sports Announcer Lowell MacMillan and General Manager Gunnar Wiig irplaned to Jersey City to broadcast opening International League game direct with plenty publicity in Gamett newspapers, not overlooking tact WHAM was to get its returns by telegraph. But when first game was rained out. WHAM got busy and series when the strain of the

University of Indiana Has Big Radio Night

Has Big Radio Night
Indianapolis, May 4.

iana University has half-hour
set for NBC-Blue tomorrow night
(5), at 9:30 p. m. (CST), to air 117th
birthday of the school. Edwin C.
Hill will emice the show, which
Hill will emice the show, which
Hill will emice the show, which
Indianapolis, and Hollywood. Hill is
an I. U. alumnus, as is Hoagie Carmichael, song writer who ill be
cut in from the West Coast.
Others carded for the show are;
Johnhie Johnson orchestra, Don
Herold: cartoonist and humorist;
Phil Duey and Wendell Wilkie, New
York utility head.
WIRE will be used for the Indianapolis cut-in of the program, and
Pulliam's station will key this portion to the network for NBC, but
WIRE dialers will only get in on portion of complete show, as station
commercial schedule conflicts.

Breaking In Spielers

Woody Klose, Program Director, WTMV, East St. Louis, May 4.
Woody Klose, Program Director, WTMV, East St. Louis, is trying to iron out a wrinkled forchead. During two years existence of East side station Klose has broken in five announcers, all of whom have been grabbed by KMOX, CBS' 50,000 watter.

grabbed by watter.

Those snared by KMOX are Frank
Cooley, Willard Hemsworth, Jim Alt,
Sid Saunders and Spencer Allen.

WHEC Winds Up Ams

WHEC Winds Up Ams
Rochester, N. Y., May 4.
WHEC all washed up on simon
pures after 117 weekly broadcasts
for Koolmoter Oil. Series closed
with eliminations and 'finals' contest
won by William Warfield, 16-yearold Negro baritone.
Winner offered a spot by WHEC
but he declined to turn pro until
finishing high school.

CKLW Cleric To Mutual

CKLW Cleric To Mutual
Detroit, May 4.
'Quiet Sanctuary,' organ-and-talk
prog conducted for couple years
over CKLW by Rev. M. C. Davies,
rector, of St. George's Church,
Windson, Ont., will be fed to Mutual as sustainer five times weekly
starting this week.
Studies in Black and White,'
piano recital by Wally Townsend,
also will go out hereafter from
CKLW over MBS, four-time
weekly sustainer.

No. 125 for NBC

Radio Easton, Pa., May Radio WSAN-WCBA at Allentown joined the red and blue networks of NBC on Saturday (1). Stations are operated by the Lehigh Valley Broadcasting Service.

Allentown stations are listed as Allentown stations are listed as No. 125 by the NBC.

roup Adds Lewis

Jack Lewis, guitarist, joins Smith's Tennesseans, WSPD's popular hill-billy quintet, in Toledo, Program hits at 6:45 a. m. to 7:15 a. m. Besides Lewi. the quintet includes Roy Smith, Lola Smith, 'Arizona' Slim' Bresler and Dick Willis.

Margaret Hanley Leaves WIP
Philadelphia, May 4.
Margaret Hanley, of WIP program
department for past five years, resigned Saturday (1). She will be
replaced by Betty Shaffer, receptionist.
Marian Plants

Marian Black also added to de-

Copy by W. U.

Santa , Cal., May 4.
KDB has arranged tieup with
Western Union which permits
advertisers to shoot in to station their commercial copy
daily. Sponsors here, in the
main, alter their blurbs ultrafrequently.
Service costs station only
10c. per chunk of copy picked
up. Figured far less expensive
than having salesmen make
daily contact.

KSTP FARM COLLEGE **GETS PUBLICITY PLUS**

St. Paul, May 4. Weekly series of broadcasts from University Farm campus. It's an effort to build up a wider farm audience. Series of broadcasts will result, too, necause farm school icials, deciding that the series would be excellent for the school, are flooding state papers with copy and pix on the KSTP airings. Job of sending out publicity was taken over by the school because of its exceptional connections both with rural editors and county agents throughout the state. St. Paul, May 4

KSTP's Abundancy of **Inventors Tackle Anything**

St. Paul, May 4.
After nearly three months on the air, KSTP's 'I've Got an Idea' stint, which brings to light the brainstorms of embryo inventors, is pulling 'em into such an extent that the SRO

into such an extent that the SRO sign was whipped out to the pseudostedisons for the last two broadcasts. Last two had 17 and 37 inventors, respectively, all with gadgets ready to spiel about on the air, ranging from a Diesəl-powered automobile to a Goldbergian device for trickling sand under car tires during skiddy weather.

With yarn breaking in local rags that one of the idea men has clicked, getting an angel and going into production with his brain-child, inventors are storming the studio, all hoping to get on the program.

2d Besting at WSFA

Montgomery, Ala., May 4.

Not being permitted by local ball club to broadcast home games, WSFA has its sports spieler sit in on the tilts and, irectly after the game, ramble resumes from the park's press-pen.

press-pen.
WSFA angle is that, by running a remote right from the diamond, atmosphere is lent to the cooked-over descripti

Govt. Program Shifts

Washington, May 4.

Search for new audience led to time shift Sunday (2) for Interior Department cducational program World Is Yours, which has been on NBC red network for several months. Moved to 4:30 to 5 p.m. (daylight time), after having occupied 11:30 a.m. spot since inception. Originally carried on 34 stations. program is expected to get additional outlets at the afternoon period.

PULLED UP LAME

Los Angeles, May 4.
Synthetic horse race program sponsored by aspirin outfit has been withdrawn from KFI after five weeks and a weekly murder mystery stituted. is offered for stituted.

stituted. Is offered for thos solving the crimes.

Sponsor pulled the race game be cause of possible legal entanglements.

Yale Music on WICC
New Haven, May 4.
Yale, long chill to cohooting with local radio plants, thawing at last via weekly School of Music series at New Haven substation of WICC. Half-hour programs will be fed to Colonial and Mutual.
Alvings under sunervision of heave

Airings under supervision of Dean David Stanley Smith and arranged by Ellsworth Grumann. Both students and grads will be presented.

WFIL Lays Off Musicians

Philadelphia, May 4. House band at WFIL is dropped or summer by agreement with mu-

Howard Lanin orch had assignment past several months.

WCFL, CHICAGO. **BALLYHOOS** A.M. SHOW

icago, May 4.

One of first moves made by Maynard Marquard, now general manager WCFL, to invoke showmarship on the American Federation of Labor station, is establishment of a two-hour early a.m. shot, to be exploited by 90 billboards throughout city, and trailers running in 22 neighborhood picture houses. Exploitation, which will cost approximately \$450 per week, is to be on program only, and not on the seven acconts participating on it.

week, is not on the seven acconts participating on it.

Line-up of show includes offer of 75 tickets a week to any picture house in town, inner's choice, and two all-expense conducted Holly-wood tours weekly.

To set program, which is to be made up of recordings, graduating in style from hill-billy at 7 a.m. to light classics at 8.45, station brought Morton Blender in as m.c. and assigned Phil Shelly to service accounts participating the 20accounts participating minute periods.

WNBX Gets Into Gear

Springfield, Vt., May. WNBX spent all last week celebrating opening of new studios. Now gets sustainers from Yankee. Colonial and Mutual webs. General Mills and Socony are bankrolling games Boston's major learne clubs on alternate days, with Colonial chain feeding.

ing.
WNBX is also staying up this sumtwo-and-half mer till 11:30 p.m., two-and-half hours later than in past. Idea is to please the vacationists who swarm into this region during hot months,

WNLC Joins Colonial

WNLC Joins Colonial

New London, Conn., May 4.

Annexing of WNLC, local daytimer, by Yankee-Colonial gives
John Shepard, 3rd, his afth Connecticut vent. Others are WTIC and
WTHT, Hartford; WICC, BridgeportNew Haven, and WBRY, WaterburyNew Haven.
WNLC's Colonial li

means a tie with Mutual.

New Faces at WHK

New Faces at WHK

Columbus, May 4.

Another new deal in the United Broadcasting Co. shuffle brings Antonucer Charles Lutz back to WHKC from WHK, Cleveland, Lutz, formerly a part-time mikeman here, returns to a full-time position.

Bernard J. Sweeney, announce, and continuity writer at WHK. is due here May 15 to join the WHKC continuity staff. He'll replace Frank Seidel, who leaves WHKC to make another connection. Fred Sample moves up to head of the department.

Tom Dalton's Texas Idea

Tom Dalton's Texas Idea
Dallas, May 4.
Thomas W. Dalton has originateSouthwest roadcasters. Inc., to sell
Texas and the surrounding South as
a group of individual markets. He
proposes to tell what is his list of
stations are later.
Dalton was formerly
business in Chicago.

Ontario, Flood
Detroit, May 4.

irect broadcast from flooded area
a round London, Ont., shortly aftersituation became critical there, was
picked up WVJ through remote
wire last week, as of station's
special feature services.'
Fifteen-minute
descriptions of
plight of refugees,
Morriss, program dir
London.

WCPO s Post Tag

WCPO see Tag
incinnati, May 4.
WCPO, 250-watter of Continental
Radio Corp., has dropped the 'Voi
of the Cincinnati Post' tag line. Station and paper are Scripps-Howard
holdings. Sheet continues to plug
WCPO in a big way in its news
columns and with a daily column
display listing of the station's programs.

Marion Clare warbles on the Chevrolet program from Hollywood May 9.

Last Week's 15 Best Sellers

*Little Old LadyChappell	
Ron Hoo Shapiro	
Boo Hoo	
*Blue HawaiiFamous	
*Moonlight and Shadows Popular	i
Love Bug Will Get YouSantly-Joy	
September in the Rain Remick	
*Too Marvelous for Words	
*Sweet LeilaniSelect	
*Never in Million Years	
•Where Are You?Feist	
*In a Little Hula HeavenFamous	
When My Dreamboat Comes Home	
CarelesslyBerli	
When the Poppies loom AgainShapiro	
When the Poppies loom Again	The

Inside Stuff-Music

U. Marine Corp and the Army were mixed up in two arrangements made in the music business last week. One was the sale of a copyright by Capt. Philip Egner, retired, of West Points teaching staff and the other a teup by Sam Server of Remick, with Taylor Branson, conductor of the Marine band, on the adoption of 'Song of the Marines' as part of the corps' regular repertoire.

Capt. Egner disposed of the copyright of 'West Point March' to Shapiro, Bernstein, & Co. He is also the composer of 'On Brave Army Team.' In the case of 'Song of the Marines,' which is from the Warner picture of the same title, Server obtained permission to use the Marine's official seal on the tune's band arrangements and standard piano copies.

Peter Maurice, London publisher, got permission from Chappell & Coto turn over the American publication rights of "The Miller's Daughter, Marianne' to Shapiro, Bernstein & Co. Chappell holds an exclusive American rights contract with the British firm. An American version of "Miller's Daughter' has been written by Billy Hill. Co-writers of the Maurice tune are Jimmy Kennedy and Will Gross, who were also responsible for Tsle, of Capri' and 'Red Sails in the Sunset.' Shapiro, in return for 'Miller's Daughter,' gave Maurice the rights to 'Dream Ranch' for England.

"Tiger Rag" (Feist) is currently in two Broadway productions, "The Show Is On' at the Winter Garden, and the new French Casino Folies," ith result the publisher is threatening legal action on the ground the song is being used for production purposes sans proper financial arrange-

Ned Williams, Boswell for Irving Mills, ithin one month cracked Time mag with stories on Mills' new Variety and Master records. He's also in the May Fortune, as one of the Faces-of-the-Month.

2 Music Groups Combine; MPPA Reduces Fees

Music Publishers Association, composed of standard sheet, folio and institutional book firms, may merge its operations with that of the Music Publishers Protective Association Decision in that direction is slated to be made when the MPA holds its annual conventi in New York next

Move would not entail the loss of identity to either organization. The MPA under the proposed arrangement would make its quarters in the offices now occupied by the MPPA in Radio City and have joint use of clerical and circulation facilities, with each of the organizations boards holding its meetings there. Besides the economy angle, the cohousing project is motivated by the idea of bringing the two organizations closer together for action on common problems. MPA under the proposed arrange-

common problems.

MPPA directorate a meeting last Friday (30) approved the new scale of membership fields and urged that efforts be made to bring the Warner Bros. group, the Max Dreyfus firms and Irving Berlin, Inc., into the organization. Revised scale figures as a clip for the members in the higher classifications and a boost for the lowest class. Class A firms will henceforth pay \$600 a year instead of the prevailing \$1,200 a year, while the non-voting members which have been paying \$50 al year are to be asked to make it \$90.

LAURIE'S SONG

Jack Mills has bought a song by Joe Laurie, Jr., and titled You're Unfair to Organized Love.

'Looks like a bi isn't out yet,' says

Mills Music will issue Funny Kind of Love' and two other songs by Jewel Bennett and Beatrice Reddick, kid tune writing combo. Pair han-dled by Philips & Tarbell.

Doris Haven Appeals

iladelphi , May 4.
Judges Thomas D. Finletter ar Francis Shunk Brown, Jr., took under consideration last Friday exceptions to court ruling denying Doris Haven, WCAU organist, an inunction against

junction against Musici Union.

Miss Haven seeks to the union enjoined from interfering with her work at the radio station, she said. She was fined \$200 for disobeying union instruction and, refusing to pay, was ordered to cease work at the station. Continuing to work, she was expelled from the union.

MUSIC CODE STILL JOHN G. PAINE'S PET

John G. Paine, who became general manager of the American Society of Composers, Authors and Publishers last Saturday (1). Ill continue to co-operate in getting the Federal Trade Commission to grant a code of fair trade practices to the a code of fair trade practices to the music industry. It was one of the jobs that Paine left unfinished when he quit the Music Publishers Protective Association for his new post. A letter which Paine got last week from the FTC informed him that the delay in okaying the code was due strictly to legal technicalities in the wording of the document. No date has as yet been set for a trade conference on the proposed code.

FRANK KELTON SET WITH MILLS MUSIC

Frank Melton who had a 'piece' of 'Shapiro-Bernstein, but bowed out of that firm when he and Louis Bernstein's daughter split matrimonially, is set with Jack Mills' music publishinters, but Kelton will concentrate or exploitation. Mills already has Mack Stark and Maury Staub on songplugging exee matters, but Kelton will concentrate on radio and kindred outlets.

The Keltons were married flueyears and while he was later given a percentage in the S-B firm, the music man felt it expedient to resign from the company in view of the private life situation. However, he's still quite friendly with Louis Bernstei , president of S-B.

SESAC WINS 'HOTEL ROOM' PRECEDENT; VITAL PERFORMING RIGHTS VICTORY

Partial to Hubby

Harriett Hilliard, on the Coast in the cast of 'New Faces of 1937,' will do her vocaling on Blue Bird records with Ozzie Nelson's band without returning to N. Y.

uurning to N. Y.
Miss illiard did not like Coast
orchestras and prefers Nelson's accompaniment. She is Mrs. Nelson'in
private like. After band does its stuff,
master is to be shipped to Hollywood, where her voice will be
dubbed in.

HIGH AND LOW **MUSIC CLUB** IN N.Y.C.

Professional Musicians of N, Y, has been organized, ith membership open to anyone making a living out of any end of the music biz and reputed 250 on the rolls so faw, chiefly from rank-anfile. Unique among professional organizations in that members are from both classical and pop clef backgrounds. Club is purely social.

backgrounds. Club is purely social. Tentative board includes Arthur Lief, prez; Sterling Hunkins, sec, and Gerald Rudy, treas. Another election will be held when more members have been drawn into fold. Group now shopping for a clubhouse; site sought preferably somewhere between CBS and NBC citadels, so that radio musikers, cats from the intery sector and symphonic sliders from the Carnegle Hall region ill find spot convenient.

Also being solicited for member-ship are those connected in any capacities with all sorts of music publishing and marketing firms.

First function will be a party at the Savoy ballroom, Harlem, on June 1. Club has hired out the site for \$125 for the evening.

KURT WEIL 'UNKNOWN' SAYS NATIVE GERMANY

Philharmonic orchestra here want ed to play a symphony by Kurt Weil, German exile, under the direction of Bruno Walter. Wrote to a German publisher for the orchestra material.

Got as answer: 'Kurt Weil un-known here.'

Well wrote the music to 'eggar's Opera,' among others. He was at one time the top modern composer in Germany and also wrote the score for Eternal Road,' among others. Localites had to wire to a friend in America to get the score.

Judge Woolsey Sustains Right to Collect-Pennsylvania Hotel Counsel Mulls Matter of Appeal-Implications of Decision Numerous

one of the most important findings on musical copyri down in recent years Judge Woolsey of the Federal Court, New York, held last week that loudspeakers in hotel guestrooms operated from a master come purview of the law on

rights and that the reception of broadcast programs

broadcast chart the reception of speakers constitutes a public performance for profit. Decision developed from the infringement suit brought against the Pennsylvania Hotel, N. Y., by the Society of European Stage Authors and Composers. Judge Woolsey granted SESAC's plea injunction against hotel and ordered the latter to pay damages of \$250 and legal fees.

Pennsylvani operators and the counsel in the case, Campbell & Boland, have not decided whether to take it up on appeal Same firm represents the American Hotel Men's Association and has been identified with such noted instances of copyright litigation as Herbert vs. Shantley's Restaurant and Buck vs. Jewell-Lasalle Realthy Co.

Leonard issu and Abner J. Rubien presented SESAC's side of the issue.

First Case

Judge Woolsey's opi is the

Rubien presented SESAC's side of the issue.

First Case
Judge Woolsey's opi is the first in the history of American litigation in which the copyright owner is granted the right to collect a performance fee on hotel guestroom ioudspeakers. American Society of Composers, Authors and Publishers has been loath to take this same issue through the courts because of what happened in the Court of Appeals, State of Californi, on the Buck vs. deBaum case several years ago. In that case, which involved a lobby receiving set, the court held that if a broadcast was licensed the hotel had a right to pick it. for its patrons without permission of the copyright owners as long as it was okay with the broadcaster.

Even though this loophole was later plugged by ASCAP through the insertion of a clause in its license barring any right but that of the original broadcast, the Society case of the guestroom loudspeaker angle.

In his opinion Judge Woolsey cleared the way completely for the

speaker angle.

In his opinion Judge Woolsey cleared the way completely for the copyright proprietor with the following two sentences: Consequently, the defendant herei, which, without a license, ventured to have a public performance for profit of the plaintiff's copyrighted musical composition—howsoever it was come by and howsoever it was come by and howsoever it was performed—was a tresspasser on the plaintiff's private copyright domain from which its right of excluding others is absolute. This right, however, in these days when so many simultaneous

public performances for profit are possible, can only be protected by continuous vigilance, and the owner of a copyright to a musical composition, should have the chance to gather royalties whilst and where he may.

royalties whilst and where he may."

If the higher courts uphold this viewpoint, providing the Pennsylvania's management appeals, copyright owners, it is pointed out by lawyers in the music industry, will be in an enforced position to demand license fees from the several hundred thousand spots where coin-operated dismachines are installed. It is doubtful whether ASCAP would bring any pressure in that direction, for political reasons, but in the event Judge Woolsey's latest copyright decision stands as the law of the land, the Society, it is estimated, might increase its income from hotel sources by another \$250,000.

Judge Woolsey's opinion on the

by another \$250,000.

Judge Woolsey's opinion on the SESAC vs. Pennsylvania case covers 22 typewritten pages. It retails how SESAC's checker registered as a guest at the hotel and how on the afternoon of Aug. 17, 1984, he picked up on the room loudspeaker a WJZ. New York, program which contained the musical composition. As We Part', which is controlled by SESAC. Christon was one of the SESAC. Part', which is controlled by SESAC. Opinion points out that SESAS's contract with NBC for WIZ spe-cifically provided that nothing here-in shall, be construed as permitting the licensee either expressly or by implication to grant to others the right to reproduce or perform pub-licly for profit, or otherwise, any of the said compositions so broadcast.

the said compositions so broadcast."
Opinion scouted the defendant's argument that transmission of a broadcast through a hotel by means of wires controlled by the later does not kome within the definition of a performance. Judge Woolsey stated that the Pennsylvania's method of giving a performance came within the principle laid down by the U.S. Supreme Court in the LaSalle hotel case.

He also held that since the Pennsylvania plugs the room loudspeaker as one of its services and that since the nature of the hotel's business is one catering to the public, there had been a public performance for profit.

Opinion explained that because no proof of actual damages had been submitted, the court must resort to mi imum penalty provision of the copyright law for the amount of assessment. This minimum penalty is \$250.

Neb. on Warpath

incoln, May. 4.

Without any regard for unconsti-tutional talk, Nebraska's legislature advanced the anti-ASCAP measure by a unanimous vote to third read-ing here.

ng nere.

Senator Frank Brady, sponsor, charged the society had threatened to run out of business persons who testified for the measure when it was given a hearing.

The bill will make ASCAP a viola-

given a hearing.

The bill will make ASCAP a violation of the Sherman anti-trust law, and write the law on the Nebraska statute books, making further ASCAP operation in Nebraska illegal. T. J. ToPoel, counsel on the constitutional committee, warns that this is out of the bounds of state jurisdiction.

Senator. Comstock and Senator Brady, after referring to recent report of ASCAP's 1936 gross, said they couldn't understand where the annual take went, since the opponents of the bill claimed they go abare living.

Bill is expected to pass easily and to be tested shortly in the supreme court.

HARRY FOX'S ASSISTANT

Arthur Boucher Alds New M.P.P.A. General Manager

Arthur Boucher joined the Music Publishers. Protective Association Monday (3) to assist Harry Fox, gen. mgr., in the handling of me-chanical license clearances. Boucher had been in the copyright depart-ment of Warner Bros. Pictures Corp. since 1829.

since 1929.

He got his original training copyright in the office of the Registrar of Copyrights in Washington.

New Instrument in Germany Plays Music on Film in Phonograph Style

Future 'music at home' looks rosy. One will no longer be at the mercy of the ether with its eternal commercial boosts and gone will be

the first 100 meters, can pick up the next groove automatically. This al-lows for 12 uninterrupted hours of music without going near the instru-

rosy. One will no longer be at the mercy of the ether with its eternal commercial boosts and gone will be the days of jumping up every three minutes to change the record. Teficord, a complement to radio and victrola; is ready to go on the German market.

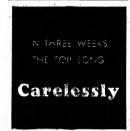
is creation of Dr. is an apparatus that resembles both film, and gramophone. Unlike the latter, a film pack and not a recording to used, whole surface of which may be utilized for sound, with a needle serving as transmitter. It posses is the to have packs with 100 growes placed 25 mms. apart, which makes a total of 200 grooves, as the film is to the surface of 200 grooves, as the film is to the surface of the proposed placed 25 mms. apart, which makes a total of 200 grooves, as the film is to the surface of the proposed placed 25 mms. apart, which makes a total of 200 grooves, as the film is to the surface of the proposed placed 25 mms. apart, which makes a total of 200 grooves, as the film is the proposed placed 25 mms. apart, which makes a total of 200 grooves, as the film is the proposed placed 25 mms. apart, which makes a total of 200 grooves, as the film is the proposed placed 25 mms. apart where a twill. Possibility come to about the same as a good radio set. In addition, sound film distribs are circulating film to the proposed placed 25 mms. apart, which makes a total of 200 grooves, as the film is the proposed placed 25 mms. apart will proposed to the same as a good radio set. In addition, sound film distribs are circulating film to the same as a good radio set. In addition, sound film distribs are circulating film to the same as a good radio set. In addition, sound film distribs are circulating film to the same as a good radio set. In addition, sound film distribs are circulating film to the same as a good radio set. In addition, sound film distribs are circulating film to the same as a good radio set. In addition, sound film distribs are circulating film to the same as a good radio set. In addition, sound film distribs are circulating film to the same

Music Notes

Joe Young and Fred Ahlert au- American backing for a synthetic thoring new Ben Marden iviera Al Stillman will songs. the lyrics for Arthur Schwartz's score of the new Schwartz-Laurence Stallings operetta at the Center, N. Y., next season Robbins Music Corn publishing both.

44

Peter Maurice, London publisher, and his general manager, Jimmy illips, sailed for England yester-(Tuesday). They got over a couple weeks ago, with Phillips mating publisher contacts and Maurice concerning himself with getting





IRVING BERLIN, Inc. 799 7th Ave. New York

HARRY LINK, Gen. Prof. Manager

A TRIO OF TOP TUNES

i Huma Waitz By GORDON and REVEL From 20th Century-Fox's "This Is

WithoutYour Love

When Love Is Young

By McHUGH and ADAMSON From Universal's "When Love is

MILLER MUSIC, INC. ID BROADWAY . NEW YORK

Burton Lane and Ted Koehler have turned in 'Pop Goes the Bub-ble' and ' top! You're Breaking My Heart' for Paramount's ' rtists and Models.'

Lew Alter and Paul Webster are working on 'Fashion Parade,' tune for Walter Wanger's 'Vogues of 1938.'

Eadle Adams warbling My Topic of Conversati , by Joseph Myrow and Milton Royce, as specialty num-ber for Monogram's '13th Man.'

Ray Thompson wrote a tune called 'Celebratin' Time' for her Chester-field program anniversary last Fri-day. A publisher may take it over.

Emil Coleman, who winds up at the St. Regis' Iridium Room, N. Y., next week, negotiating to go to Monte Carlo for the summer.

Mrs. Robert Emmet Dolan, the for-mer Vilma Ebsen, left the Polyclinic hospital, N. Y., last week after a minor operati

'Gypsy, From Poughkeepsie' is Emery Deutsch's latest contribution to song biz.

George Hamilton's ork follows Harry Owens into the Beverly-Wil-shire Florentine Room in Beverly Hills.

Marlin Skiles will score B. Zeidman's Grand National produc-tion, 'Sweethearts of the Navy.'

Ben Oakland and Herb Magidson ave completed 'Crazy Dreams' for columbi ' 'With Kind Regards.'

Sammy Fain and Lou Brown have sold their tune, 'That Old Feeling,' to Walter Wanger for 'Vogues of 1938.'

Rubinoff will play his original violin composition, 'Dance Russe,' in 'You Can't Have Everything' at 20th-

Roseland, Bridgeport, bowing with Dick Fee and James Kedves gypsy

rle Peterson band at Wright's, Plainville, Conn.

Alexander Jahns set indef at Rhineland Gardens, Armonk, N. Y.

Louis Prima ork goes into 'You Can't Have Everything' at 20th-Fox.

M'CUNE ON A BICYCLE: DOUBLES N. Y.-B'KLYN

Only band known to be doubling between two hotel spots is that of Bill McCune currently at the Bossert hotel, Brooklyn, N. Y., and the Hotel Plaza, Manhattan.

Band plays for cocktail hour at the Persian Room of the swank 5th Ave. hostelry in N. Y., and treks to Brooklyn Heights (latter's 5th Ave.) for night session in Marine Grill, He switches from lower floor to Bossert's roof on May 20.

Felton Due at Penn

Happy Felton Orch completed five-week stay at Arcadia-International here last Thursday (29) and left for Hippodrome, Baltimore. Following limited engagement goes to William Penn Hotel, Pittsburgh for summer. Jules Duke, ith seven-piece combo, comes from Hollenden Hotel, Cleveland, succeed Felton at Arcadi Working on week-to-week

2 Hits From New Universal's "Top of the Town"

WHERE ARE YOU? THAT FOOLISH FEELING

By JIMMY McHUGH and HAROLD ADAMSON

SIGMUND ROMBERG AND GUS KAHN'S NEW WALTZ A LOVE SONG OF LONG AGO

LEO FEIST, Inc. 1629 BROADWAY . NEW YORK

Most Played on Air

Combined plugs on WEAF, WJZ and WABC are computed for the week from Sunday through Saturday (April 19-25).

- through Saturacy (April 19-25).
 Carelessy in the Rain
 Never in Million Years
 Too Marvelous for Words
 Boo Hoo
 Where Are You?
 Sweet is Word for You
 How Could You?
 There's a Lull in My Life
 Swing High, Swing Low
 Let's Call Whole Thing Off
 That Foolish Feeling
 Love Bug Will Get You
 To a Sweet, Preity Thing
 They Can't Take That Away
 Dream Ranch
 Sweet Lellani
 It Looks Like Rain

- Sweet Lellani
 I Looks Like Rain
 I Looks Like Rain
 I The Bubbling Over
 II's Swell of You
 I Little Old Lady
 Blue Hawaii
 You Showed Me the Way
 Wake Up and Live
 They All Laughed
 Indicates filmusical song.
 Production number
- t Production number

SUMMER CAMPS SEEK BANDS, RADIO PICK-UP

Summer camps are figuring on name bands, and through 'em net-work wires to the waiting world for a ballyhoo buildun, To date Totem Lodge and Gros-

a ballyhoo buildup, To date Tottem Lodge and Grossinger's, Catskill camps, Copake, near Hudson, N. Y., Wayne Camp, in Wayne County, Pa, and Fairmount at Tannersville, N. Y. have put out dickers with the three big webs for late-night wire accomodations. Of the spots, only one has set a crew for the summer, Grossinger's having booked Johnny Hauser. Others are apparently waiting for an o.k. from one of the webs. Promises are being made that, if serviced, camps will book bands worthy of network prestige.

BOSTON U SETS HUTTON AS FIRST FEMME BAND

Ina Ray Hutton provides first girl band date-for the Boston University junior prom at the Copley-Plaza hotel, Boston, May 7. She hits spot while touring Charlie Shribman's ballroom circuit.

Band also goes into the Earle theatre, Philadelphia, June 4, doing a quick repeat on Philly date she played at the Fox theatre Feb. 5.

Mal Hallett's Wanderings

Mal Hallett set for another full month by Shribman office. Com-mencing May 5 band plays Recreamencing May 5 band plays Recreation Hall, Montclair, N, J.; Lakewood Park, Mahanoy, Pa, 6; Georgetown University, Washington, 7; Hershey Park, Pa., 8; Polish Home, Passaic, N, J., 9; Armory, Albany, N, Y., 13; Buffalo, N, Y., 14; Oberlin College, Columbus, O., 15; Graystone ballroom, Detroit, 16; Columbus, O., 17 to 19; Trianon ballroom, Toledo, O., 20; University of Michigan 21; Flint, Mich., 22; Trianon ballroom, Cleveland, 23; Willows nitery, Pittsburgh, 24 to 26; Oak Grove, Milford, Conn., 27; Franklin and Marshall College, Lancaster, Pa., 28; Sunnybrook Park, Pottstown, Pa., 29; Seaside Fark, Virginia Beach, Va., 30, and Clemson College, Clemson, S. C., 31.

On May 9 he comes into N. Y. to make six sides for Decca and will remain for three days, doing a short for Warner Bros. on last two. A southern tour follows eastern dates.

Not True, Says Mills

Reports that Hudson-De Lange band is touring with pickup musicians is erroneous, according to Irving Mills. Band dropped three of its original crew, and was rumored to have been filled with comy recruits.

Nan Wynn is now vocalizing with the Hudon-De Lange ban

, Crosley, In Atlanta

Atlanta, May 4.

Andy Kirk and orch will play a dance engagement at Shrine Mosque here Thursday (6), Tariff set at \$1.10

here Indisang to the first state of the first state

Larchmont Bands

Larchmont Casino, Larchmont, N. Y., will try a straight name band policy this season replacing its show policy of last season. Bands will policy this season replacing its snow policy of last season. Bands will stick solely to music with no acts or doubling from crew. Opener is Jimmy Lunceford on

HAMMOND ORGAN GETS SPECIAL UNION RULE

Chicago, Mey 4.
With the use of the electric (Hammond) organ becoming more and more frequent by orchestras, the Chicago Federation of Musicians has Chicago rederation of Musicians has passed a rule that, where these or-gans are furnished by Musicians Union members, a charge for trans-portation shall be made in addition to the regular scale. Rule states: 'Where Hammond or-

usue states: Where Hammond organs are furnished by members on engagements, they shall be required to charge \$5.00 per engagement for transportation. On weekly engagements of four or more days, the charge shall be \$15.00 per week additional.

Fio Rito, Kavanaugh To Fort Worth Expo

Ted Fio Rito and Ray Kavanaugh bands booked for stays at the Pan American Expo, Ft. Worth, Tex, by Harry Marshall, starting June 12. Find Rito plays for dancing, while Kavanaugh musicks the show.

Georges and Jalna, dancers, also set there to replace Veloz and Yolanda, who broke engagement to trip at Dorchester hotel, London, during the crowning.

Memo: No Connection

Music Corp., Ltd., of Canada (no connection with MCA), is constructing a new 3,000 capacity ballroom at Vancouver, B. C., to be called the Palomar (no connection with original Palomar, Los Angeles).

Spot expected to be ready around July 1 and will be managed by Harold Singer.

Art Shaw Regroups

Art Shaw, currently at the Capi-tol, Washington, has changed his in-strumentation setup. Dropped fiddle section and now has four sax, five brass, four rhythm, with Dorothy Howe vocalizing.

Band goes into Willows (nitery), Pittsburgh, for indefinite run begin-ning May 21. Also set for a week at Brighton Beach Baths, Brooklyn, N. Y., late in July, Handled by Rock-well-O'Keefe.

Dragon's Summer Ork

icago, May 4.

Griff Williams' orchestra set to re-place the Freddy Martin band at the Aragon ballroom, Andrew Kar-zas 'dansatorium on the northside for the summer. Comes in second week in June for the hot season.

Ted Weems' orchestra took over the southside Trianon from Kay Kyser orchestra last week. Weems in for a month, with Karzas shop-ping for an orchestra to handle the summer stretch.

All set through Music Corp. of

Robbins' Letter

Jack Robbins, music publishing affiliate of Metro; 20th Century-Fox and Universal, airs his views on pic-ture song exploitation in the Forum department of this week's issue.

SLIGHT FACTUAL GAP ON MEEKER INCIDENT

Memphis, May 4.
Bobby Meeker, Hotel Claridge
band leader, got a black eye and
Henry (Ug) Hammond, football star signed to play pro with Chicago next fall, says he hasn't a job any longer, following an altercation at the hotel's Twentieth Century Room Friday

night.

Hammond, floorman at the Clar-idge, claimed Meeker got him fired after he (Hammond) 'put a smart waiter in his place.'

Hotel management said Hammond had not been fired.

Helene Miller with Denny

Helene Miller with Denny
Helene Miller new vocalist with
Jack Denny orch. Joins crew Friday (7) when Denny opens at the
Drake hotel, Chicago, for a threeweek stand.
Last season understudy to Gracie
Barrie in legit 'Scandais,' Miss Miller
has since been solo'ing in niteries.

Horms Presents

WILLING AND ABLE"

T00 MARVELOUS FOR WORDS

VIENNA DREAMS

RRAND NEW

I'M HATIN' THIS WAITIN' AROUND

THE MOON IS IN TEARS TONIGHT

From WB Prod., "Kid Galahad"

THE LITTLE **OLD FASHIONED MUSIC BOX**

HARMS, INC., RCA Bidg., N. Y. MACE GOLDMAN, Prof. Mgr.



'CUBAN PETE' h This Number Swee;

the Nation's Waitz SEVENTH HEAVEN

HOLLYWOOD SONGS ...

RCA BUILDING-RADIO CITY-NEW YORK, NY.
PHIL KORNHEUTER, Gen. Mgr.

GORDON and REVEL Click Again!

in 20th Century-Fox's "WAKE UP AND LIVE" Featuring Walter Winchell, Ben Bernie and Alice Faye

NEVER IN A MILLION YEARS IT'S SWELL OF YOU THERE'S A LULL IN MY LIFE WAKE UP AND LIVE I'M BUBBLING OVER

Robbins Music Corporation

799 7th Ave., New York

On the Upbeat

Clyde McCoy engaged for New Penn, Pittsburgh nitery, May 13 to 28. Exits then for the Peabody hotel, Memphis opening May 29, Reggie Childs follows at New Penn on May 27 to June 16 and is in turn succeeded by Johnny Hamp on June 24 until July 7. Lou Passerolo operates the CRA exclusive spot.

weather April 27 as the season's opener.

Hal Kemp playing slew of colleges, including Rhode Island State, May 3; Temple, 5; U. of Rochester, as the CRA exclusive spot.

May 1 and May 8 at Natatorium Park, Spokane, Griff Williams' or-chestra will appear May 12 at the park, Dick Jurgens' orchestra drew a good crowd in spite of bad



Without Presents

THE GREATEST WESTERN BALLAD

MY LITTLE **BUCKAROO**

When My **Dream Boat** Comes Home

M. WITMARK & SONS 1250 Sixth Ave., RCA Bidg., N. Y. CHABLIE WARREN, Prof. Mgr.





Woody erman band left Rose-land Ballroom, N. Y., and opens to-morrow (Thursday) at the Norman-dle Ballroom, Boston, for two weeks. Set for single week at Brighton Beach Baths, Brooklyn, N. Y. in

Bob Cresby band plays Aragon Ballroom, Chicago, week of May 29, then tours theatres and one-nighters. Now at Congress Caslno, Chicago. Handled by Rockwell-O'Keefe.

Ben Paris dropped his own crew to handle that of Bob Hackett's new eight piece combo. Former just dis-solved his band after exiting the Theatrical Club, Boston. Hackett's mob set for opening of Chez Bur-lesque, N. Y., in September.

Faul Whiteman, after closing at the Drake hotel, Chicago, will one-night it through south starting May 25, before opening for the summer at the Ft, Worth Centennial.

Ozzie Nelson booked for Para-ount theatre, N. Y., June 7 with apitol theatre, Washington, follow-ig. Bill Kent arranged. Capitol

Guy Lombardo, Benny Goodman and Tommy Dorsey bands set for May 29, 30 and 31, respectively at the Steel Pier, A.C., by MCA.

Hal Grayson is premiere band for Energetic Park, Auburn, N. Y., on May 15. George Duffy also set for June 1 by MCA.

Bob Crosby opens at the Aragon, Chicago, May 29, for Rockwell-O'Keefe.

Johnny Johnson goes into the At-lantic City Auditorium, June 16 for one week.

Harold Smith set at Ansley hotel, Atlanta, for May 15 and on for four weeks on an MCA deal.

Hugo Mariana followed Rudolph Friml, Jr., at the French Casino, N. Y., this week.

Stuff Smith going out of the CRA office for a tour of Charlie Shrib-man's New England territory.

Charlie Agnew ballroom, Waukegan,

Ellis Kimball opens at Topsy's Roost, San Francisco, June 1, for four weeks. CRA set.

Lee Bennett and Tweet Hogan booked for Arnold's Park, Okoboji, Ia., May 23 and June 19 respectively.

Russ Morgan slated for Fernbrook Pavillion, Luzerne, Pa., May 31 for one week.

Rita Rio heading west to hit Pa-ficic slope around June 1, after play-ing southwest one-nite territory.

Charlie Barnet bows at New Ken-more hotel, Albany, May 8. Has an NBC wire.

Harry Beser at Graystone ball room, Detroit, May 26. Tom Gen try in following week.

Earl Hines joins Sebastian's Cot-ton Club, Culver City, Calif., May 27

for a month.

Consolidated has set Bob Perry's orchestra for Morrison Hotel Casin Parisi Chicago, to open May 27. Will replace Lou Breese outfit.

Jack Dunn's ork vacated ick Pier at Ocean Park, Cal., May 3, with Bill Fleck's crew taking over. Dunn outfit vacationing after 18 onths at the beach.

Del Courtney moved from West Coast to Netherland-Plaza hotel, Cincinnati, May 1.

ob McGrew opened at iltmore hotel, Dayton, O.

Charlie Gaylord Greene's, Pittsburgh.

Performance Paradox

title announcing restrictions by radio on the music publishers. Freddie Rich was placed in the odd position of making CBS pay a \$50 fee (as a grand right) for the privilege of Rich performing his own Bermuda Sketches? suite on CBS. This was as part of W. S. Paley's series on 'Americana' to introduce new American musical works. On the other hand, Rich's Penthouse Symphony,' when used as the mastero's thematic strai, is gratis. Same goes for other theme songs, although, during the Warner Bros-ASCAP imbrogilo Paul Whiten man found himself unable to perform Gershwi 'Rhapsody in Blue' under circum-

Ferde Grofe's 'On the Trail' movement from his own 'Grand Canyon Suite' fetches a \$50-per-performance royalty whenever used on the Philip Morris commercial program. That's because of its commercial value. Meredith Willson, who composed the 'O. O. Mchy of the work of the

LABOR UNREST **AFFECTS BIZ**

Seasonal opening of Hershey Park ballroom, Hershey Park, Pa, saw Horace Heidt draw 3,500 cutters at \$1.10 per, May 1. Spot opened a week earlier than previous years after recent industrial unrest.

Following night was as big a flop as the preceding night's success for Heidt with only 600 turning out at Polish Home, Passaic, N. J. Local union trouble, with pickets parading before hall, helped rui ight.

tian's Cotton Club i

Earl Carpenter's band replaced Gus Steck's at Dempsey's, N. Y.

Vincent Sorey orchestra set at Mori's, N. Y., succeeding Eddie Roy.

Joey Lee's ork moved in from the El Mirador, Palm Springs, to the Club Marti in Hollywood.

Johnny Dedroit swing aggregation sustai ing over WDSU, New Orleans.

Ben Pollack and Archie Loveland orchs signed with Rockwell-Okeefe.

Courtney band goes into Netherland Plaza, Cincinnati, this week for indefinite stay, Rockwell-O'Keefe handling.

Rockell-O'Keefe set Benny Meroff orch into Manhattan Beach Baths, Brooklyn, N. Y., for week in August.

Lou Bring opens at the Stevens, Chicago, May 27. Francis Hunt will do the vocals.

Jimmy Lunceford is being nego-tiated for through Rockwell-O'Keefe to take up at Sabastian's Cotton Club, Culver City, Cal., later in the

Ted Lewis moves into the Chez Paris, Chicago, May 15.

Mickey Carr's orchestra in for ummer spell at Terrace Gardens,

Clyde Newport, at Beverly Club,

Lou Breese booked for Chez Paree.

Chi, late in August. Stan Myers doing a Warner short through Fanchon & Marco

Dick Fidler plays Purdue U. prom, Lafayette, Ind., May 12.

Dick Dixon hit full-year reco t Gloria Palast, N. Y., this week.

rt Shaw opens the season for The Willows, Pittsburgh, on May 21.

orchestra at Sebaswords.

Hal Kemp will open Danny Duggan's 'Deck' at Lake Quinsigamond,
Worcester, Mass., May 4.

Philadelphia Union Opens Campaign **To Line Up All Local Dance Spots**

ing biz.

him.

Philadelphia, May 4.
Drive of Musicians' Local to union ize bands in all city's niteries got under way last week-end with visits by A. Tomei, prez, and Rex Ricardi, secretary, to several spots. Pickets will be thrown around places unless proprietors agree to take on organized band.

Initial stabs being made at initial stass being made at road-wood Hotel and 20th Century, Barney Zeeman, at latter bistro, was union until fined \$500 in December for playing under scale. Tomei declared pickets will be placed around several other niteries

before proprietors are called on, where he thinks reception might be

announcing drive, Tomei said union intended to be entirely reasonable, even ith tapperies now paying \$2 per man per night and which actually can't afford to pay more. A new scale, between the present B and C, will also be drawn up, he said

BEACH SPOTS NEAR NEW YORK LINED UP

Beach situation around New York, as far as band bookings go, looks to be pretty well ivided by Music America, Consolidated Radio Artists and Rockwell-O'Keefe There will be two exclusive privileges at James P. Day operated Manhattan, Oriental and Brighton Beaches. Tri in the rest of gravy. Two exclusives are CRA's at Rye Beach, N. Y., and Brighton Beach location. Atlantic Beach is in hands of receivers, and still un-

Settied.

Charlie Shribman office was working on a deal for construction of new giant pavillion at Oriental which later they were to service ith bought bands along with other two locations. Deal has gone cold.

locations. Deal has gone cold.

MCA has already set Hal Kemp,
Ted Lewis, Abe Lyman, Tommy
Dorsey, Shep Fields, Ben Bernie and
Horace Heidt for dates at Manhatan
during heated spell. CRA has set
Russ Morgan and Harold Stern.
Rye Beach opens May 15 with Les
Brown's Duke Blue Devils. All are
for at least one week stands.

Frank Dailey, Jack Denny, Mike iley and Harold Sterns set at

Buffalo Band Shifts

Buffalo, May 4. Mal Hallett orchestra set for a one-nighter May 14 in Glen Park, Williamsville, Buffalo suburb, Harold Williamsville, Bullalo Suburb. Harold Austin baind booked for another sea-son at Crystal Beach, Canadian re-sort, beginning May 29. Jimmie Lunceford coming in this month for an evening in Eagles' auditorium. Carlton (Happy) Hauck is beginning his second season in the Alhambra, lakeshore nightery.

Allan Brooks bands, burned out of ballrooms twice within the year, is back in Glen Park in a new ball-room to replace the one that blazed last summer.

Emilio Caceres now conducting and fiddling in Chez Ami minus his

IO ARTISTS, INC., OF BOOK!

HARRY

ESTABLISHING

1650 Broadway, New York, Suite 701, CIrcle 7-5530

"FATS" WALLER

And His ORCHESTRA

(By Arrangement With Philip L. Ponc

Fats Waller on tour starting May 28, write-wire dates, also personally representing the orchestras of JCHNNY MESSNER, JULIAN WOODWORTH. DIXON and others.

Moss controls Fats Waller, Dixon, Johnny Messner and Julian Woodworth bands, which go ith

Harry Moss on Own

Harry Moss has left Charlie Green's Consolidated Radio Artists, after being with org since its incep-tion, to go on his own in band book-

WARREN AND DUBIN SEPTEMBER IN THE RAIN

MELODY FOR TWO

SUMMER NIGHT

TERRIFIC

HOW COULD YOU?

WARREN and DUBIN'S GREAT SCORE FROM THE "SINGING MARI

REMICK MUSIC CORP. 1950 Sixth Ave., RCA Bidg., N. T. CHARLIE WARREN, Prof. Mgr.



'THE ORGAN

THE MONKEY AND ME'

A SMASH HIT ON EVERY PROGRAM!

SAM FOX
PUBLISHING COMPANY



'Sing and Be Happy' 'What A Beautiful Beginning' 'Travelin' Light'

Ready Soon!

MOVIETONE MUSIC CORPGRATION 1250 SIXTH AVENUE

MOSS

RAY FAIBING PRESENTS

HOLLYWOOD INGENUES

THIS WEEK

ORIENTAL, CHICAGO

w:-

WISCONSIN NEWS

COMEDY BILL HEADLINES AT PALACE

By Cecile Lane

Fresh as a spring breeze by comparison. Violet Carlson, whose slapstick has enhanced several Broadway revues, con-vulues spectators with her broad but honest comedy, and ridicu-lons carleatures of men and women you have known."

Davenport, THE DAILY TI

We give top honors to the attractive little blond Violet Carlson, a comedienne, who has 'it,' Violet formerly appeared willi 'George White's Scandals,' and in 'Naughty Marietta,' and huis that certain way of putting herself over with the customers. She has an entertaining line of comedy that is sure to 'click.'"

ENTERTAINER REGISTERS HIT AT COSMOPOLITAN EXHIBITION

By Walter A. Simmons

Headline honors go to wwey' Violet Carlson, blond, d-pan comedienne." Funater Wows 'Em

Funter Wows 'Em

"Miss Carlson panicked Thurshay night's addence as a collision and dence rarely is panicked. Her humors ranged from the cifin to the elephantine, but they were uniformly tickling.

She midde her entrance singling in a fluffy something which made her look excessively feminine. The number over, she executed buck step which revealed a pair unmistakably male galoshes.

Her comody throughout was based on similar incongruities.

Sast costume changes (which rome can watch if you st in the first few rows on the left-inner class of the at itorium' added to the first few rows on the left-inner college of the at itorium' added to the standard of the same and the company of the same and the same control of the same and the control of the same and a procession of giggeles or chirckles, whichever you include in."

W. M:

". It is Violet Carlson, one if the best comediennes on the lowa stage for a long time, whom the audiences like best."

FREDDI

• 15 YEARS AGO • (From VARIETY and Clipper)

Now it was Mrs. Leslie Carter who cut Montreal out of the book. No like the criticisms. Few weeks before it had been E. H. Sothern and an overtime jam. Montreal managed to get

Ringling-Barnum show took \$700, 00 out of N. Y. in five weeks

Paul Whiteman i is fourth week at the N. Y. Palace and still a puller-i Harry Langdon was on the same bill in a sketch. Ninth week for Whiteman on two engagements.

Wi of the burley season and managers glad. Few had made money and many were heavy losers.

New York had 50 little theatres. with 400 active groups in the entire

May Day strike took 450 musicians out of St. Louis theatres.

Nathan Burkan, for the American Society of Composers, Authors and Publishers, seeking to work out some method of taxing radio for song usage. Westinghouse Co., ith four stations, admitted liability.

W. Lederer advertising in put-of-town newspapers for new stage-talent. Heading Broadway Pro-ductions, Inc., financing corp., with capital stated to be \$1,000,000.

, igures showed that only about two per cent of, the season's new acts had been clickers. iefly due to inexperience.

Leo Feist fighting to restrain phonograph people from releasing recordings of his songs until the sheet music has had a chance.

Sells-Floto show was trailing the Ringling outfit and Hagenbeck-Wal-lace stalking Main's outfit. Old cus-

N. Y, authorities relaxed the ban on bare legs in burley shows. Had been all right in musicals for some time.

Mollie Fuller of Hallen and Fuller in a Chicago hospital totally blind and in need. Friends saw her through.

iry Ape' hailed as the best example of stage cursi More of a novelty then.

Strike Forcing

(Continued from page 3)

season delays at the studios caused by widespread illness among stars and featured players, and some 'unusual' 'Hollywood weather during January, threw some of the studios weeks i arrears in production schedules. Some of the plants are said to be within reach of normal producing at present. Any interruption would create annoyance. 'Examination of agures furnished by home offices of the number of films each plant to release this season reveals that there is a disparity of 50 features between the totals listed on distributor contracts and the number actually to be released. Early in the season 483 features were listed, including half a hundred western and action films which are sold on scries. Latest compilation of releases shows that 33 films will be released.

In the nine months from last August to May I the national distributing companies released at total of 285 ictury. There remail 148 films for listing to finish off the segson.

Delivery obligations of all dis-

Delivery obligations of all dis-tributors will be met within few weeks of July 31, it is believed, provided producti ich is now at the summer li it in Hollywood, is not stopped or deferred. Just Jurisdictional

Just Jurisdictional
Industry officials in the east this week are viewing the union difficulties on the Coast as strictly a jurisdictional fight. Belief in N. Y. was that Hollywood officials would let the situation drift for a few days to learn how many were involved.
Executives count on obtaining a fair deal with the unions on the Coast, pointing out companies have, dealt with the five major unions for 12 years, always have had their active co-operation.

N. O. House Reverts To Str. Pix: No Names

New Orleans, May 4, St. Charles theatre here aban-doned stage shows Saturday (2), to return to straight picture policy. Inability to get stage shows of high enough quality to please pat-rons was given as reason for shift

Great Lester, Playing Smorgasbord Time; May Get Radio Date

The Great Lester, once the No. 1 ventriloquist in vaude, is currently making a New York comeback at the Wivel, Swedish restaurant-nitery. He hasn't shown in N. Y. for around

hasn't shown in N. Y. for around seven years.

Besides the Wivel date; reat Lester is auditioning for a spot on Fred Allen's air program, with nego-tiations now on for the ventriloguist act- to follow the Swedish eatery date with an engagement in the French Casino's cocktail room, Billy Jackson is agenting.

Dick Stabile Band Set For Pitt. Return in Fall

ittsburgh, May 4.
Dick Stabile's band, current at
Chatterbox, will reopen William
Penn hotel's spot in fall. He comes
back October 1 for four months at
healthy boost in salary. Present engagement winds up May 28, at which
time he'll have completed 10 weeks
here.

time he'il have completed 10 weeks here.

William Fenn's summer room, Urban Root, reopens in three weeks with two bands. Happy Felton's and Sande Williams', providing contiuous music. It's the first time this idea has ever been tried in warmweather spot, although Chatterbox pulled it year ago but only briefly. Stabile's new vocalist, Paula Kelly, alumns of Major Bowes' ranks, will be joined by her sisters shortly to give band a trio. Understood also that when Gracie Barrie, now in 'Show Is On,' becomes Mrs. Stabile this summer, 'becomes Mrs. Stabile this summer, she'll join outht as featured singer.

Saranac Lake

Mrs. Tom (Francis) Diamond doing well at the Trudeau San, Trudeau, N. Y.

N. Y.

Harry Martin here looking for a soft summer spot where the fish are

Five years or more of strictly in bed and still smiling are Alice Car-man, Margaret Newell, Ethel Clouds, Marya Blake, Dick Moore, Fred Rith, Ford Raymond, Armond Monte, Charlie Barnett

Rith, Ford Raymond, Armond Monte, Charlle Barrett.
Lee LaMar, who has a decade of ozoning up here, to get a break over local WNBZ as ivory tickler.
Camile Carpentier (Boston RKO) all pepped up over a good report.
Johnnie De Giovanni bedding it; ditto for Bill Janney.

all pepped up over a good report.
Johnnie De Giovanni bedding it;
ditto for Bill Janney.

At. Will Regers' Hospital

Sylvia: Abbott; Tommy Abbott;
Marya Blake; Marion Cannon; Camile Carpentier; Pif Climas; Ethel
Clouds; John De Giovanni; Alfred
De Loraine; Jack Edwards; Charles
Poster; Melvin Fox; Doris Gascoigne:
Harry Gordon, Marion Greene; Bill
Janey; Dorothy Kruse; Beatrice Lee;
John Louden; Peggy McCarthy; Ed
McGushi ; Mollie Mantel; Armond
Monte: ichard Moore: Mima Morse;
Margaret, Newell; Cora. O'Coincil;
Joe Parker; Salvadore Ragone; Ford
Raymond; Fred. Rith; Edd. Ross;
Michael Schultz; Ben Schaffer: Garry
Silgreaves; Brian racy; Pauline
Tunicky; Rose Karp; John T. Donahue; William Milne; Robert W.
Bur Mark Vance; Willard Patterson; Joseph Ti; Danny Lee; Jules
Zwilling; Eddie Dowd.

In the Village
Claude Lawson, 68 Lake Flower
avenue; Chris Hagedorn, 28 Church
street; Tommy Vicks, Russ Kelly, 19
Broadway; Jimmy Cannon, Northwoods San; Ray Ketchem, 10 South
Hope street; Harry and Charlie Barrett, 302 Broadway; Manne Lowy,
18 Academy street; Alice Carman, 36
Lake Flower avenue; George Anderson, 91 Broadway; Manne Lowy,
18 Academy street; Alice Carman, 36
Lake Flower avenue; George Anderson, 91 Broadway; Manne Lowy,
18 Academy street; Alice Carman, 36
Lake Flower avenue; George Anderson, 91 Broadway; Manne Lowy,
18 Academy street; Alice Carman, 36
Lake Flower avenue; George Anderson, 91 Broadway; Manne Lowy,
18 Academy street; Alice Carman, 36
Lake Flower avenue; George Anderson, 91 Broadway; Mrs. Eugene
Platzman, 28 Church street; illian
Mansfield, Riverside Drive; Lee
La Mar, S. S. Cottage; Helen
O'Reilly, 40 Main street.

Wite Le those you know in Saranac or elsewhere who are slok.

Chi Niteries Lining Up Names. **Expecting Big Summer Season**

Chi's Pop-Priced Vaude

Chi's Pop-Priced Vaude
Spots Mutually Up Scales
Chicago, May 4.
By tacit agreement, the two poppriced vaudfilm houses of the loop.
Oriental and State-Lake, have
boosted their Saturday and Sunday
evening prices. Oriental goes to
85c., while the State-Lake rides up

Both houses have been playing to turn-away trade on the week-end evenings.

Fox, Detroit, Switching From Straight Vaude To F&M Stage Shows

Fox theatre, Detroit, operated by Dave Idzal, is itching from straight vaude to production type stage shows, May 21, because of the paucity of name acts and units, Jesse Kaye, of Fanchon & Marco in New York, last week set a deal which includes a permanent house line of 16 girls for the Fox, plus F&M providing a producer for the shows. Who the producer will be has not been definitely set. The line and the stager, however, are, as far as F&M goes, Idzal himself, as the past, booking the acts.

Fox in Detroit is in competish with Paramount's Michigan, which has been playing costly stage shows right along. Idzal has been meeting it right along until the names and bo, units became scarce. He figures the production policy to last through the summer.

Pitt.'s No. 1 Roadhouse Okaved for Liquor

Pittsburgh, May 4.
Possi ility that Bill Green, operator of most flourishing roadhouse in this district, might have to shut down, was eliminated over week-end when Pennsylvania Liquor Control Board okayed his booze license for another year. Green was pinched recently for having slot machines in his nitery and subsequently fined \$300.

\$300.

Liquor law in this state forbids any gambling devices in spots ispensing alcohol and Green was threatened with revocation of his license time. He insisted racket cars forced him to put in machines against his will and testified to that effect before grand jury, also naming higher-ups which resulted in flock of arrests.

Charlie Gaylord's band is current at Green's, succeeding Bob McGrew,

2 F.-C. Shows in Chi **Vaude House Competish**

Chicago, May 4.
Battle on currently between the Balaban & Katz Chicago and the RKO Palace its shows, both houses claiming to be presenting the meat of the show which closed last week at the Casino Parisien in the Morrison hotel.
Chicago has the mean control of the control of

contrison hotel.

Chicago has the nesse, with the scenery and Emile Boreo from the Casino. However, the Palace has midgest, live and George, were also midgets, live Bredwi , who 'Montparnasse' revue.

M.C.'s SLICE

permanent mis-ies at Warner's Au permanent mis-tress of ies at Warner's Earle, Washi underwent an emergency appendectomy last week. Recovering nicely.

icago. May 4

biggest season since the World's Fair years. local niteries are beginning to line up special names and attractions. with the spots which formerly along without marquee-shock talent on the hunt for names for the new policy.

on the hunt for names for the new policy.

Among these niteries are the Continental Room of the Stevens, which starts off this new policy by bringing in Lillian Roth to head its floorishow. Cocoanut rove roaderic, which negotiating for the Ted Lewis orchestra; the Bon-Air roadspot, ich is talking for Sophie Tucker at -42,500 for a four-week deal. And then there is the Casino-Parisien in the Hotel Morrison, which has decided to switch its next show from the straight production and nude policy to a b.o. name try. Number of conventions booked for Chi this summer are ahead of anything since 1934, with the hotels already almost completely booked for the Braddock-Louis fight.

CURTIS & ALLEN REP NITERY REVUE TOURS

Curtis & Allen agency this week took over the agenting of the touring Hollywood rest, N. Y., revue. Unit had been handled by NBC's artists' bureau and features Jack Waldron and Iris Adrian.

C & A lass set a deal with Jay Fag-gen, operator of the Harlem Uproar House, Broadway nitery, to send its current colored floor show out as a unit. Erskine Hawki orchestra will be featured.

Now Appearing

CLEO BROWN ROY ELDRIDGE

And Band

"Home of Swing" In Chicago

FAMOUS THREE DEUCES

222 North State St.

OLIVE

ANDREE SAMUELS

May 1st to 31st "Feniks." Krakow, Poland

WHITEY ROBERTS



B'WAY VAUDE'S HOPES HIGH

Anti-Stripping Reform Wave Hits | BURLY SHUTDOWN Jersey Shore Niteries, Strawhats Outposts on Heels of N. Y. Burly Bans MEANS EXPANSION

A reform movement against the atres and niteries using off-color entertainment appears to be gaining national momentum on the heels of New York's shutdown of all burlesque theatres. Action is now being taken or planned in several keys, including Montreal, Canada. All emulate N. Y. City which, after numerous complaints from church and civic groups, last week refused to renew the licenses of 14 strip-em-

In Chicago, burlesque and night club operators are admittedly pa-icky about the eastern trends. Chi has always appeared to follow N. Y.'s

icky about the eastern trems. Sinhas always appleared to follow N. Y.'s lead in taking the wraps off show business, putting them on. A. Broadway reform wave, burlesque and nitery men in Chl. admit, is bound reflect on the midwest city's mode of entertainment.

Out-of-town analysis of N. Y.'s drastic step is best exemplified by the statement made yesterday (Monday) in Washington by Wilbur Lasco, chairman of the Civic Affairs Committee of the Washington Federation of Churches. In deelaring that he would file a complaint with the police against the Capital's lone burlesk house, LaRoe sald:

There's no sense in the Capital

the police against the Capital's lone burlesk house, LaRoe said:

There's no sense in the Capital' putting up with a condition New York will not tolerate.'

Detroit police have already started a cleanup drive on that city's niteries, chiefly sniping at strippers and female impersonators. A conference on the situation there is scheduled to be held; today between Police Superintendent Fred W. Frahm and the operators of eight niteries.

Rising antipathy to smut and nuity in the niteries first came to the surface a few weeks ago in Chicago, with Detroit later showing the same trend, when the top hotel and nitery ops objected to the Chicago papers mingling the advertisements of the ionits with the Grade A spots. One result of this was the ban by the Chicago Daily News on ads and publicity copy from the hideaway spots. A week or so later Hearst followed suit in Detroit, but as yet hasn't taken steps in Chicago.

Detroit's Drive

Detroit Drive

Detroit May 4.

Opening shot in police cleanup
drive on local nocturne spots resulted in the arrest Saturday (1) of
Chang Lee, stripper billed, as a Chiness princess at the Corktown Tavten, on charges of dancing in the
nuce. She was released on \$300
bond on disorderly conduct count.

Raid on nitery is first of new attempt to rid town of obscene floor
shows, according to Police Supt. Fred
W. Frahm, who has ordered owners
of eight local spots to conference tomorrow (Wed.). Femme imps, striptease acts and back to nature shows
must go, Frahm decrede after nitmerous complaints from natives. Striptease turns have only recently made
headway in local niteries, while male
revues have dominated nocturne enter inment here for some months.
Frahm also charges entertainers
have been accepting invitations to
drink with patrons at tables, in violation of state liquor laws.

Eight nite clubs, whose owners
have been summoned by Frahm, are
French Casino, Club Mayfain, Frontena Cate, Club Villa D, Bernhardts
Blue Lantiern, Black Cat Cate, Gam
ble's Inn, and Goeldi's Cafe.

Meanwhile, state liquor commish
Friday (30) extended curfew on Detroit and outstate nite spots, aimed
as blow to increasing number of
speakesies. Ruling gives clubs extra
half hour for patrons to sip drinks,
extending the closing time from 2
to 2:30 a.m.

NEARS SETTLEMENT

Philadelphia, May 4.

Strike of waiters at Arcadia-International was settled except for two issues at meeting here yesterday (Monday). Final agreement possibly will be reached today. Pickets were called off Friday night (30) when Operator Art Padula refused to confer while they were parading.

Radio Acts No Draw at Buff. **Charity Show**

Buffalo, May 4.

An array of radio stars failed to draw as expected at Buffalo's first annual Joint Charities and Community Fund Town Party, held Thursday night (27) in the mammoth new state armore.

day night (27) in the mammoth new state armory. Walter O'Keefe was m.c., Jane Froman, Tom Howard, George Shel-ton, Frank Crumit, Julia Sanderson, the Four Eton Boys and Arthur Boran were among the widely pub-licized entertainers. Around 15,000 customers were expected, but only 3000 showed.

Although the committee isn't say-ing much about it, the nut was prob-ably over \$9,000, with the loss com-ing to around \$5,000.

Balto Nitery Op Holds Public Office 1 Day, Then Came the War

Baltimore, May 4.

Max Cohen, who operates Oasis here, was appointed justice of the peace by Governor Nice and held office for exactly one day. The honor, a somewhat empty one, carries with it privilege of acknowledging legal documents and sitting in precinct courts upon appointment by chief of nolice.

courts upon appointment by chief of police.

Morning and Evening Sun here, however, used appointment to further rib Governor Nice. Hue and cry gathered momentum from various reform circles and Nice requested Cohen resign his commission, which he did pronto.

Oasis, located, in slum section, plays up location and low down policy in its advertising and has operated at same spot for 10 years. Cohen, who makes a hobby of politics, took appointment as a gag.

made in the interests of morality after a six-month investigation by the city police.

Cabarets still, have, their liquor licenses, but the police have recommended withdrawal of these also. Mix on danning and therefore floor shows in the 30 niteries here is a store above to musicipate.

severe blow to musicians.

tenac Cafe, Club Villa D, Bernhard's
Blue Lantein, Black Cat Cafe, Gambles Inn, and Goeld's Cafe.
Meanwhile, state liquor commish
Friday (30) extended currew on Detroit and outstate nite spots, aimed
as blow to increasing number of
speakeasies. Ruling gives clubs extra
half hour for patrons to sip drinks,
half hour for patrons to sip drinks,
extending the closing time from 2
to 2:30 a. m.

And in Canada, Too

Montreal:
A death-blow to 30 of Montreal's
8 niteries was delivered Saturday
(1) by Hon. Maurice Duplessis, Premier and Attorney General of
Quebe, when he refused, them'
hewal of their dance floor licenses'
buplessis stated that the move was

If and When the 14 Strip Tease Emporiums Are Permanently Banned, Variety Entertainment and Unit Shows Will Move In

MINSKYS HAVE PLANS

Shutdown of New York's 14 bur-lesque theatres Saturday (1), via the refusal of License Commissioner Paul Moss to renew their licenses, is expected to reflect Believe Emiliation vaudeville. If and when the ban on, burlesque is made permaneith by they courts, the trade sees the burley ops turning to variety entertainment in a semi-production, form.

a semi-production form.

Denial of licenses to the 14 theatres does not mean a complete shutdown for these houses, as some believe. It holds only so far as the showing of burlesque entertainment as objected to by various N. Y. church and civic bodies, with licensing probably readily forthcoming if the policies switch to vaudeville, pictures or legit.

Already talking vaude policies of one form or another are the Gaiety, at 46th and Broadway, and Minskys, Oriental, Bway and 51st street. Former house is operated by Abe Minsky and Izzy Herk, while H. K. and Morton Minsky are the impresarios at the Oriental.

According to tentative plans, the

and Morton Minsky are the impresarios at the Oriental.

According to tentative plans, the Oriental will play stage shows of the unit style, while the Gaiety, will also have unit productions. Other important burley houses, such as the Republic, Eltinge, Irving Place and Peoples, are waiting for a final decision from the courts on the legality of Moss' refusal to renew the burlesque licenses before thinking about other policies.

Oriental is set to adopt the colored-show policy May 14, at a grind scale of 25-35-55c. Sam Sitefel, operator of three Negro vaudfilmers, the Royal, Balto; Nixon-Grand, Philly and Howard, Washington, yesterday (Tuesday) concluded a deal with the Minsky Bros. whereby he will open his shows at the Oriental before touring the trio of theatres he operates.

First flesh layout at the Oriental

First flesh layout at the Oriental will consist of a unit built around Lucky Millinder's band. The Don Redman crew will backbone the show outlined for the second stanza.

show outlined for the second stanza. Apollo, theatre on 42nd street, because of ian agreement between the owner of the property and Max Wilner & Emmet Callahan (Anii Corio's husband), burlesk ops, will have to adopt some sort of stage policy or else go dark. Lease was worded so as to protect the Times Square, next door to the Apollo and under the same ownership, from opposition to its grind picture policy.

Burlesque's swiftch to variety talent

under the same ownership, from opposition to its grind picture policy.

Burlesque's switch to variety talent will mean the elimination of strippers and nudity of a return to the burlesque's of years ago, when it was called variety and was a family entertainment. It actually started to get dirty around the early 1880s, when there was a schism it sranks, when there was a schism it sranks, the cleaner side becoming vaudeville and the other, later on, burlesque. Greatest benefit of burlesque's probable reformation will fall to the vaudeville performer, and eventually to show biz in general, through providing a developing ground for acts that has been absent for the past several years. Years ago, burlesque was the most prolific talent feeding ground for vaude and legit talent. To mention a few, those who came at the other of the past stress on the comment of the past stress of comedy, something that has been a routine and set thing in burlesque for the past eight of 10 years. Result was that few new comedians have been developed in the past six years.

was that few new comedians have been developed in the past six years.

Doll Up for 'Pre-Depresh' Summer

CHI CHEZ PAREE SETS **TED LEWIS. 3G SHOW**

Chicago, May 4. Chicago, May 4.

Ted Lewis' orchestra goes into the
Chez Paree here May 25 for a fiveweek stay. Reported in at \$5,000

Replaces the Henry Busse orchestra which goes out for a road tour, but will be back on the Chez bandstand on July 2.

With the Lewis orchestra and a floor show costing around \$3,000 besides, it will be one of the most expensive one shows in the history of liftery biz in Chi.

JACK BENNY'S **RADIO DATES** IN DALLAS

Jack Benny and Mary Livingston have been signed as a free-act by the Greater Texas, Pan-American Exposition in Dallas for three days, July 3-5. They'll do one—show nightly, with salary for the date set at \$15,500.

Terformance will be in the Cotton Bowl, stadium seating nearly 60,000. Admish will be gratis.

Figured by the expo officials that the No. 1 radio comedy act will draw plenty of visitors to the expo grounds.

Expo last week also signatured Art

grounds.

Expo last week also signatured Art
Jarrett and Jack Arthur as singers
for the Casino nitery. Both open
with the expo June 12, Jarrett for
10 weeks and Arthur for si Jack Klotz agented.

WB Bicycling Special Unit in Chi to Gauge Vaude's B.O. Reaction

Chicago, May 4.

Real instance of bicycling between theatres is taking place around the southside Warner Bros. houses this week, with Bob Hawk, local ether fav, biking his 'Radio Swing Revue' show between at least two theatres coche cerules.

each evening.

Hawk's unit plays, for instance, the Highland for the 8:15 p.m. show, and then makes the Ogden for the 9:30 show. Warners is using this unit idea in a special b.o. cam ign on the southside to see what it means in the face of double features.

MacQuarrie Hits Road

ollywood, May 4. Haven MacQuarrie opens a -week tour at the State-Lake, Chi-cago, May 14.

He will recruit local talent for his Do You Want To Be An Actor? skil.

DAVIS BACK TO VAUDE

DAVIS BACK TO VAUDE

Pittsburgh, May 4.

Fi ished with his flicker chor in

Par's 'Mountain Music', Rufe avis,
hill-billy comic, returns east this
week for vaude dates.

He opens here at Stanley Friday
(7) on bill Guy Lombardo's
band and Jimmy and Nora Bell.

Doubling Schnozz

Chicago, May 4:

Closing of 'Red Hot and Blue'
Saturday (1), lets Jimmy Durante
double between Chez Paree and Chicago theatre, rather than Chez and
'Red Hot.'
Sct for Chicago week of 14th.

Asbury Park, N. J., May 4.
Anticipating the best season since pre-depression days, the North Jersey coast is burning the midnight oil to present a solid front of enter-tainment enterprise to the summer vacash trade. Niteries are going the limit in new furniture and fatures, while the seashore straw hat circuit is tidying half a dozen spots for stock.

is tidying half a dozen spots for stock.

Ralph Maurice is slated for another season at Ross-Fenton Farms on Deal Lake, and plans the usual week-end importations of Broadway talent. Trocadero, a fop last summer, ill try to climb out of the red, it a new syndicate bank-rolling the West End spot. Jimmy Isola has enlarged and renovated his Kingsley Arms retreat. Guidoges back to Mon Paris at the Monmouth County Country. Club, while Tory's and the Maison Folci are dressing up for Memorial Day 'openings,' although they have been operating at a profit all winter.

The Monterey Hotel will stick to Meyer Davis music, and the Berkeley-Carteret will retain Connie Atkinson's band in Crystal Room. Andy Kress combo is due back at Avon Inn, and Ada Walsh already is dishing out torch tunes at the Coleman House. Vivian Johnson, whose Mommouth Beach spot burned down two seasons ago, is negotiating for the same Long Branch spot she occupied last summer.

Fleating Strawhat

Floating Strawhat

Fleating Strawhat

Newest wrinkle in summer the atres has popped up at Long Branch, where the Mary Patten—one-time flagship of the New York and Long Branch steamboat company—will be converted into a show boat. Backers plan to use a sister ship, the Little Silver, as a floating nitery, with a gangplank connecting the two side-wheelers now anchored in the Shrewsbury River. State ABC Commissioner D. Frederick Burnett has been asked by Long Branch officials to approve liquor license for the Little Silver.

The Warren Players will return

to approve liquor license for the Little Silver.

The Warren Players will return to Spring Lake; the Monmouth. Community Players have taken over the Deal Conservatoire, leased last season by the Fiske-Hammond outfit which produced Timber House. The Point Pleasant Playshop plans another season of revivals and several new plays.

Boardwalk the testalmment will touch a new high. Name bands have caught on at Walter Reade's Casino, and Reade is readying the beachfront auditorium for matinee dancing. The Convention Hall, also under Reade management on a five-year lease with this resort town, may house 'professional sports, although no deals have been closed.

William Hoffman, of New York, has taken over the Long Branch, the theory of the converted to the state over the Long Branch greyhound racing plant for two years, and will bring midget autoracers back to the shore, running two nights a week. Night baseball, and the usual round of Sunday polostate golfing events and water carnivals will complete the outdoor program.

nivals will complete the outdoor program.

The annual Sea right invitation tennis tournament, one of the highlights of the Eastern net campaign, will be held the week of July 26, and the National Sweepstakes, outstanding speedboat classic, will take place on the Shrewsbury River, Au 14-16.

Bergen, Gray Split

Hollywood, May 4.

Jerry Bergen has moved over from the Club Casanov. to Paramount for a comedy part in 'Artists and Models' following 100 consecutive weeks i nitery illy Gray, who goes east for engagements.

Casanova's new show includes. Howurd's band, Beth Wilson, and Josephine Leach, and Weber.

Nitery Follow-Ups

VARIETY

estaurant LaRue, N. Y., remains one of those nicer environments which haven the enver-publicized, the property of the property

Barney Gallant's new spot in Greenwich Village is distinguished the least of the control of the

ne sector.

lock of new niteries downtown near the Washington Arch and there are more pubs and taverns now in the field, in that limited area, than ever before

ever before.

Club Barney, as Gallant calls it, is comeback venture for the former 'Mayor of Greenwich Village.' It's a two-story room, with a

JUST SIGNED BY PARAMOUNT PICTURES

"The Big Broadcast of 1938

12

GUIZAR

Now Headlining LOEW'S STATE, NEW YORK THIS WEEK (April 29)

Columbia Artists, Inc.

spacious downstairs bar and an even larger air-conditioned upstairs dining room. No dance music, just a few specialists—accordion, pianiste, et al., withal as chi-chi and attractive an environment as in the haleyon Gallant days. That the table d'hote is now \$1.50 and the drinks moderately prieed, is, of course, in keeping with the trend of the times.

New Raleigh Room of the Hotel Warwick, N. Y., has caught on to such a degree with Jack Kerr's orchestra for the cocktail dansants that Sunday sessions have been added. New barmen however, If you ask New barmen however, If you ask of the competition of the conceived them, if the said personalities had coats-of-arms.

ie Leonard as a nitery attraction is more than a casual click. To begin with, in the apropos setting and background of Bill Hardy's Gay Nineties spot, N. Y., Leonard has all the necessary environment. Given a respectful buildup by his associates, the vet ministrel man provés and the necessary environment. Given a respectful buildup by his associates, the vet ministrel man provés and man provés and the vet ministrel man provés and the vet ministrel man provés and the came Eddie Cantor's 'Ida'. Then came Ed

this institution.

Nick Bates, since taking over the Maisonette Russe (the old Helen Morgan Club spot, and not the Maisonette in the Hotel St. Regis, N. Y.) has relabeled part of the place the Merry-Go-Round. That dates back to his speakeasy background, when the M-G-Round was fave oasis. However, the hybrid name—calling the outer bar by one name, and the dining room the Maisonette Russe—scems a needlessly complicated proposition. Be that as it may, however, in Harry Rosenthal the Maisonette is taking on new gusto. Rosenthal's danspation has always been ultra and he's attract, Rosenthal's state to peen in the new de luxe restaurant at the Paris Exposition in June.

Sonny Kendis, now batoning the

Exposition in June.

Sonny Kendls, now batoning the dance music of the No. 1 band at the Set of the No. 2 band at the Set of the Ledy Duchin style of pianologistic-masertos, and the way he marathons the dance sessions and has the kids on the hoof constantly augurs well for this nitery dance band newcomer. He's a youngster who arranges his own stuff and manifests an unusual flair in the state of the constant the terp in the state of the constant the terp in the state of the state of



(Continued from page 1)

garded merely as routine. Burlesque has reached the point where the frankest exponents of a strippery are covered by about six square inches of cloth and a pair of slippers. Beyond that it is not possible to go in the public eye. Solo and mass nudity having gone the distance, there is nothing to look forward to in this direction. Perhaps the new dispensation may force a return to the halcyon days of burlesque, when the really was entertainment.

It has always been a fact that dirt and cleverness did not consort in burlesque. When Sam Scribner took over the Columbia wheel and forced a clean-up, it became necessary to be funny instead of smutty. It has been claimed by some that eventually burlesque was made so clean that it ceased to interest. This is not the fact. The real 'answer is that, with cleaner' performances, the comedians were better able to show their mettle and were snapped up for musical comedy and vaudeville. From the time burlesque was developed by Ida Siddons, around 1860, the burlesque stage has always been burlesque stage has always been burlesque stage has always been the time burlesque was developed by Ida Siddons, around 1860, the burlesque stage has always been burlesque comies because of their tendards, it has suspilled Broadway with scores, of comedians of the calibre of Dan. McAvoy, Matthews and Bulger and their like, but roadway managers looked askance at burlesque comies because of their tendards, it has could be clean and clever at the same time, the take-up was more rapid and the ranks of burlesque were depleted of its accomedians more rapid and the ranks of burlesque were depleted of its accomedians more rapidly than a new supply could be trained.

Seribner's Last Stand

At that time New York was under the double wrap of Scribner on the inside and the police on the outside.

Seribner's Last Stand

At that time New York was under the double wrap of Scribner on the inside and the police on the outside.

Seribner's Last Stand

At that time New York was under the double wrap of Scribner

dispirited crew who mumbled the lines of the standard bit and let it go at that.

Plenty of Good Talent

If the Legion of Decency succeeds in driving crass nudity out of burlesque it may upset conditions for a time, but it may mean the remaking of burlesque on older and sounder lines. It may, at long last, prove to be the salvation and not the damaation of burlesque.

It is nobody's secret that even to-day there are i the ranks of the burlesque comedians men competent to do far better things if forced to carry the shows. They see no reason for exerting themselves today because they not only play second fiddle, but are working to a distinctly inferior class of mentality than was represented by the audi inces of 20 years ago. If they are forced to carry the burden, many of them can give competent performances and it will be only a question of time when the old patronage returns to provide proper appreciation. Burlesque may not only come back to its own, but it may move into the slot once occupied by the straight vaudeville shows. Trade observers report a growing demand for vaudeville in the back country. It is possible that burlesque can supply this demand. Still within the memory of the old timers is the success of Mortimer Thiess' Wine, Women and Song which, following its premiere, was taken off the wheel and installed at

Percy G. Williams' Circle, where it prospered for an entire season. Many have not forgotten Harry Moris' A Night on Broadway, a Berlin operetta which had two big seasons and was offered a summer run at that same circle. Morris was vacationing in Germany and beat Al Woods to the rpoperty by 24 hours. Still Iresher in memory is recollection of the Jean Bedini productions, several of which ran at the Columbi during the summer following a prosperous season on the road.

road.

It is merely a question of recruiting a proper company, getti a good vehicle, dressing it smartly and not too extravagantly, and keeping

it clan,
Burlesque is elastic; more so, perhaps, than any other form of theatrical entertainment. Back around 1902 Harry Morris, laying: Chicago engagement, ran into a New York critic, there on a 'I'll show you burlesque at very worst,' he offered, 'on condition that you say in your notice that when I bring my show into New York it will be clean.'

The promise was made and the critic was taken with the troupe to St. Louis, where Morris sought to beat (and did) the record of Rice and Barton, who had beaten his own earlier-in-the-season top figures. He augmented his show with a troupe of seven cooch dancers and The Girl in Blue, regarded as the most daring dancer of the day. The opening day at the Standard theatre Morris or dered the curtain down on the finale of her dance. It was a little too tough for him. Three months later he brought the show, a travesty on 'Cyrano de Bergerac,' into New York and won the approval of two tough writers on the daily papers for the eleverness of his work. The same show, but in New York, played 'as rehearsed.' In St. Louis it was dirtied almost beyond recognition. A burlesque troupe gauged the performance to suit the temper of the town. It can be done today.

Give them such shows as Scriner's 'Morning Glories,' L. Lawrence Weber's Dainty Duchess' and hurlesque may again come to the fore, It may take a year or two tor calmit the old pations, but it can be done, and with eventual profit. It is sueless to fight against the combined religious forces of the Catholic Church, the Protestant organizations and those of the Jewish aid, all solidy banded together and flushed with their triumph over motion pictures. The next best thing is to admit defeat and begin anew upon another tack. It is futile to argue that it will not be possible to populate the road with clean burlesque the row with clean burlesque the read with clean burlesque the read with clean burlesque the read with clean burlesque the row with clean burlesque the row with clean burlesque the row of the carboic forces of the cat

than the cost of two sets of costumes for a Broadway musical.

The public is growing tired of the strip-lease. It has seen all there is to see. It will fall of its own lack of progress presently. It may very well happen that the Minskys with their blatant and exuberant press work have unwittingly done the business a good turn in goading the churchly folk into an anti-burlesque crusade.

Marlow Staples Falls

At L.A.; Back Broken
Los Angeles, May 4.
Marlow Staples sustained a broken
back and a possible skull fracture in
a fall at the Hippodrome theatre
Sunday (2). The trapeze performer
fell when a mouth strap broke.

Toby Wing's Tour

Hollywood, May 4.
Toby Wing and Bob Oakly ill
open a three-week swing around the
midwest on a personal appearance
tour starting May 27.
First stand will be the State-Lake,

Paul Spor Turns Teacher Toledo, May 4. Paul Spor is out of the night club emeeeing to operate training schools for would-be professionals. His last m. c. date at Kin Wa Low club here.

Nitery Reviews

MAYFAIR

Boston)

Boston, May 1.

For past two seasons there have been many reports and promises of big name bookings in local niteries. There have been flashes in the pany that the pany of the p

an impressive list of names including Hal LeRoy, Belle Baker and Benny Fields, who have come and conquered.

With a \$1.50 minimum and no cover, the policy has some of the local situp boys baffled; but Ben cover, the policy has some of the local situp boys baffled; but Ben cover, the policy has some of the local situp boys baffled; but Ben cover in the time of handsome bir. Throo-retically, chiselers can buy one drink and catch the show from the adjacent lounge bar, but this small-timing has thus far been negligible.

Well-stocked with nifty arrangements, an abundance of s.a., and an engaging husky voice that demands attention, Miss Niesen vocaled four times standards. Heat Wrow the caracha and 'St. Louis'). Where Are You' was her fourth offering, and slightly more interesting because not so hackneyed on stage and itery, floor.

Ross Irwin, mc., is another soli singer on the current bill and two standard numbers (Marie' and two standard numbers (Marie' and two standard numbers of the number. Of three numbers by this duo, the Otis' specialty is by far the best. Janis appears twice in taps and fast acro, adding needed action to a generally slow-paced show, ended the conventional. Smith handles himself with dignity and the right amount of grin and gestures. Dud Goldman, violinist, plays for the tript amount of grin and gestures. Dud Goldman, violinist, plays for the terman sings comedy and scat, and Al Maglita vocals the ballads.

GAUCHO, N. Y.

Dimitri's Club Gaucho is a Green-wich Village institution in N. Y. It's an intime basement boite, of the vintage which really bespeaks the Village of yesteryear in atmosphere and adheres to a high standard al-though at more or less pop price via a \$1.50 and \$2 table d'hote, etc.

a \$1.50 and \$2 table d'hôte, etc.

The dancing team of Helen Virgil
and Dimitri is the chief floor shows
interlude, with the latter, who hosts
the place, also mc.'ing and generally
greeting. Apparently it's principally
a personality draw proposition and
the whyfore is obvious. Miss Virgil
is a tallish, but personable, via-a-vis
as dance partner. She's Mrs. D. in
private life.

Current floor shows mostly is "Meni-

private life. She's Mrs. D. in private life. Current floor show motif is 'Mexican Fiestas', with respective specialists. Vaccaro's Gauchos, a fetching dance band, mixes up the Latin rhythms with the foxtrotology. Vaccaro conducts via his accordion and he's quite a feature in himself with his windjammer. Trini Plaza is the prima and okay. There's also a cute soubret, name not caught, and a trio from the band (which numbers five) to round the Mexican motif.

Abel.

Joan Abbott, Yacht Club, Chicago, four weeks starting May 14.

AGENTS

Everyday, Convalescent Greeting Cards In Boxed Assortments Very Liberal Commissions Write for particulars
DOROTHEA ANTEL
226 West 72nd St. New York, N. 3

Show People All the World Over Will Be Interested to Know That SIDNEY FISHER TAILOR (Formerly at 29, Wardour Street)
New Located at More Commodo
Premises at
75/77. Shaftash.....

75/77, Shaftesbury Avenue PICCADILLY, LONDON, ENG.

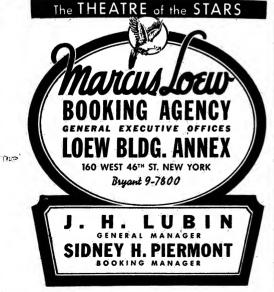
THE SHOW EATERY I

LINDY'S LEICESTER SQUARE

HERBERT

HALLIDAY and CLARK

DANCERS DELIGHTFULLY DIFFERENT CASINO CONGRESS HOTEL, CHICAGO
Mgt. MARRY KILBY RADIO CITY, NEW YORK



Terry Lawler Oshins & Lessy Fox & Ames Andrews Sis Jack Gliford Alfredo R'inba Greenwich VII Casino

Alleen Cook Vera Dunn Peter Randall Ann Stuart Duryea's Doll Variety 4

Hickory House Joe Marsula Orc H'lyw'd Resignes

Butel Biltme Carl Hoff Oro Florence & Alvar 3 Internationals Albernice

Bobby Hayes Ore Ralph Torres Theodora Brooks Oscar Deye Muriel Byrd Bob Berry

Bob Berry

Hotel Essex House
Nat Brandwynne O
Harris & Ashburn
4 Rhythym Boys
Maxine Tappin
Dick Stone

Hotel Fifth Ave

Roy Strum Ore
Hotel Gov. Clinto
Stuart Jules
Kay Marshall
Ray O'Hara Oro
otel Lexington

Junior Raphael Orc Hotel Pennsylvania Bunny Berlgan Orc Hotel Piccadilly

Trent Patterson Toni Gaye Arno & Zola Jerry Stewart Daye Schooler C

otel Plaza

Eil Dantzig 3 Mack Bros

Hotel St.

Juck Sheer Grisha

otel

Variety Bills

NEXT WEEK (May 10) THIS WEEK (May 3)

Numerals in connection with bills below indicate show, whether full or split week

RKO

CHICAGO
PAIACE (7)
Red Skelton
Buster Shaver
Breilwins

CLEVELAND
Palace (30)
Bebe Barri Giris
Fritchard & Lord
Stevens Sir Huger
F. & G. Huger
Billy House Co
SAN-FRANCISCO
Golden Gate (7)
Cleen & Johnson
ST. Frootor's ATV
Procetor's ATV
Red Hot & Beautif'

Loew

NEW YORK CITY NTG
BALTIMORE
Century (7)
Horace Heldt
MEMPHIS
(State (7)

Roger Pryor Orc
WASHINGTON
Capitol (7)
Dave Jones Co
Jack La Vier
Anna May Wong
Mitchell & Dura

NOW AT LEON & EDDIE'S, NEW YORK NELSON'S

Boxing Cats

VI LEDDY & SMITH

Paramount

NEW YORK CITY
Paramount (5)
Xavier Cugat Bd
Mary Small
Orig Dixieland Bd
Rosita Ortega
Del Casino
Larry Blake
AUSTIN
Paramount (7)
Mai Bowes' U

AUSTIN.
Paramount (7)
Maj Bowes U
BOSTON
Metropolitan (7)
Sons of Desert
Bondos Bros
Tito Guizar
Johnny Perkins
Owen Medyney
Miss America
CHICAGO
Louis American
B

Oriental (7)
Jackie Heller
MICHIGAN
Detroit (7)
Anita Jakobl
Bert Nagle Co
Johnny-Burke
Jack Starnes Co
Chester Hale Co

Chester Hale Co
FT. WORTH.
Worth (7)
Maj Bowes Unit
MONTREAL
Loew's (7)
Nada & E Parez
Goss & Barrows
Francis & Carroli
Charile Kemper

TORONTO Shea's (7) C Calloway Or

Warner

KELMIRA

KReney's (5-6)
Sally Ranck Rep
Sally Ranck Rep
Capitod (10-12)
Comique Contin't Thrillers
Capitod (10-12)
Comique Contin't Top Hat Rhythma
Capitod (10-12)
Comique Contin't Selly Hat Rhythma
PHILADELPHIA
Allepheny (6-5)
Allepheny (6-5)
Readons
Re

Capitol (16-12)
Comique Continu's
PHILADELPHIA
Alleghauy (6-8)
Alleghauy (6-8)
Comique Continu's
Reasons
Clyde Hager
Balabanow (8
Earle (7)
Sally Rand (7)
Sally Rand (7)
Woolford's Pets
(8, Sophisticates
Hall Sherman
Milt Britton Bd
L'ouise Massey & W
Patricla Bowman
(10)

Independent

State Lake (7)
Monre & Adkima Sin
Anthroy & Rogers
f Docardon
For Charles & Riley
Sybli Roth
Garner & Worle & H
INDIANAPOLIS
Maj Jarie (7) Maj Bowes' Rev RANSAS CITY Tower (7) Major Bowes Co

MEMPHIS
Orpheum (8)
3 Flames
Lucas & LaSalle
Roy Cumnings Co
Harmonica Rascals
3 Elites
Ted Cook

Ted Cook OKLAHOMA Warner (7-Warner (7 Harry Savoy Louise Tobin

London

Week of May 3

CAMMEN TOWN
GAUMONT
NITO 3
Lee Doon
Collinson & Dean
EAST HAM
Wife Grandia
Wife Grandia
Wife Grandia
Grandia
Frank
Gautler's Br'kiny
Frank
Frank Wilson
Holls' Dros New Victoria
New Victoria
Sones from Shows
Victoria Falance
Victoria

Premier
Frank Wilson
Holls Bros
Lewis & Lawn
EDMONTON
Empire
Alec Picon
Belfont & Toko
Callente & Pine

FINSBURY PARK
Astoria
Billy Cation Bd
HAMMERSMITH
Palace

Galilard
Ellen Kaner &
IPSWICH
Ritz
George Robey
3 Calores

a Calorovey
Togo
ISLINGTON
Blue Hall
Shenton 3
2 and half (3-5)
Hele Bull
Hele Blul
Hele Blul
Equilio Bros
KINGSTON
Geratdo Orc
Bredde Forbes
Glovanni
Co. Jackson Jr
P & V Lennox
Rogina Florian
Helm Perina
LEWISHAM

Henry D Adams

LEWISHAM

LEWISHAM

Mantovaler

LEYTONSTONE

Risito

Wilfred Greene &

Keith Wilbur

Andre & Curtis

SHELFRENDS

Pavillon

Renara

Dollnoft & Raya Sis

WALTHAMSTOW
Granuda
Alee Pleon
Delfont & Toko
Callente & Partnet
WOKING
Ritz
Popeye the Sallor
Fred Bamberger
K & J Winnon
Rose & May

STRATFORD Broadway Frank Wilson Rulls Bros Lewis & Lawn STREATHAM

Mantovani Ore TOOTING

Granuda
Josef Blank Co
Dave Poole
Leon & Lucette
TOTTENHAM
Talare

TOTFENHAM
POINTEAIRE
P

Provincial

Week of May 3 OI May 3

Liptonettes
Van Duck.
Frank Boston
GRASSON
GRASSON
RIMAGE WHON
People & Pre
Walter Jackson
S & M Harrison
Ferry Wilson
Orerry Wilson
Orerry Hison
Office Berein
Hydos
Brath Hydos
Brath Hydos
GRASSON
GRASSO

Week o

AMERDEEN
Tholi
Dave Tholi
Cliff. Holic
Cliff. Harter.
Florence
Jee Boys
Florence
Gliff Cook
Masu & Yuhl
Edwind
D Wakefield with
B Nelson. C O'Neil
& J Butter
Don & Dorette
Culpit & Glenrose
Florence Shannose
Florence
Florence
Florence
Florence
Archie Eiray
CARDIF
Hutch
Copilo
Florence
Floren

Hutch

Tom Jersey
Lorando: Thorpe &
Strike Topope &
S Paramount
Al Bowly
Pola & Barry
MANCHESTER Paramount
Teddy Joyce Bd
SOUTHEND
Rivoll

Rivoil

8 Step Sister
Beryl Orde
Fred Hudson
Clapham & Dwyer

Cabaret Bills

NEW YORK CITY

Burney Gallant's June Elkins Luan King 3 Musical Rogues Meri & Meriam

Eddle Leonar Rudy Madlson Spike Harrison Kipte Gilbert Henry Lamarr Cafe Bull Chie Farmer Eddle Lambert Roger Steele Ore Jack Wallace Ore

Jacqueline Joyce Margie Hart Ruddy Wagner Ore Vic 117de Jun McKerr Jun McKerr Warren Bodce Red McKenzie Ore Rita Jenna Juli Saxe Mily Callenta

Callente

Belh Rabor
Helen Shaw
Ruth Wayn
Carol Sis
J. Rhythm Boy
Caffento Cabelleros

Chuteau Moderne Lanise Raymon Alian Foster Al Apollon Orc

Vaccaru's
Jase Jiliza
Jase Jiliza
Jil

RK CITY

Cotton Club

Bthel Waters

Waters

Waters

Bros

Duke Ellington Ore

Beesle Dudley

Tyle Anders

Tyle Anders

Alan & Anles

May Digger

Wen L'albert' Chol

Bill Balley

Carpenter

To A Perer's

Jack Dempsey's

B Carpenter

To Beesle Fore

Carpenter

Ton & Cherrile

Louise Brydon

Hotel Pierre
Basil Fomeen Ore
Anne Heath
Peppino & Camille otel Plaza
Veloz & Yolanda
Eddle Duchin, Ore
Will McCune Ore
Ifotel Roanevelt
Chaé Dornberger Or
Ifotel Savoj -Plaza
Shella Barret
Emile Peth. Ore
Hotel Shelton
Joseph Zatour Ore
Ilotel St. George
(Brooklyn)
Ell Dantzig

Chita
Lon Rancheros 8
Adelina Duran
Carlos Montoya
Rosita Rios
Don Alberto Orc

El Morocco Ernie Holst Oco El Torendor Benero & Houte. Pansto Delgado Medardo

French Casino

French Casho
Adalet
Foral Bonga
Horga
Horga
Horga
Horly
Brine
Finrence Chumbecot
Hillia Biloute
Solinity
Long
Horna
Horn

Hetel Taff
Gee, Hall Oro
Dolly Dawn
Johnny McKeever
Hotel Vanderbilt
Eddle Lane Oro
Goodelie & Farric
Dorothy Howe

Goodesie & Farrie

Bodesie & Farrie

Bodesie & Farrie

Leo Reisman Ore

Edgar Bergen

Kavier Ougal Ore.

Kavier Ougal Ore.

Georges & Jaina

Hotel Weilington

Ed Mayehoff Ore.

Otal Weylin

Alex Fogarty

Charlie Weilington

Jammy Keilbys

Joe Capello Ore

Montimatire Boys

Cartier & Schaub

Cartier & Schaub

Janny Iligins

Larue

Frances Maddux Clyde Brennan Orc
Marlem Uproar
Erakine Hwkine 18
Elillan Fitzgerald
Edna Mae Holley
Eddie Harro Scott
Mae Brown
Wille Jackson
Tiny Bunch
Lovey Lancis
Dee L McKay
Ebony Rackis
Fred & Ginger
Fred & Ginger
Fred & Ginger
Fred & Ginger
Fred & Holley
H

Frances Maddux Eddle Davis Oro Carlo & Norma Laurel-In-Pines (Lakewood, N. J.)

Laniel-in-Pines (Lakewed, N. J.)
Torry Green with the Manna of the Man atywa Resignani Mitchell Ayres Orc. June Lorraine Dei Casino 6 Debonairs Tania & Kirsoff L. Manuing & Mitzi Kay Taylor Bobby Joyce Ted Adair Patricia Glimore Charmion Agnes & T N) Ji Ruth Gaylor otel Astor

Eddle Elkins Orc
Campbell's Roy'lst
Floria Vestoff

Merry-Go-Roun
Nadla Kortez
Sylvie St Claire
Harry Rosenthal
Boris Koretzky
Tony Sarg Co
Mon Paris
Gene Fozdick O.
Laurence White
Marlon Plerce
Versatile 3
Onyx Club
Spirits of Rhy
Stuff Smith Bd
Faradise
Janlee Anore

Stuff Smith Bd.
Paradise
Janice Anore
Richard & Carson
Barto, & Barto, La
Jay Freeman Ore
Flace Elegant
Johnny Russell
Jay Freeman Ore
Flace Elegant
Matic Basin
Toto Canglosi
Exact Gavitos
Larry Mado Ore
Rainbow Grill
Emery Deutsch Ore
Exalyn Tyner
C & L Bonner
C & L Bonner
C & La Mae
Rainbow Room
Ruby Newman Ore

Ozzle Neison. Oro Shirley Lloyd Jeno Bartal Oro Shirley Lloyd Jeno Bartal Oro Hotel Jiacola Brock Light Oro Hotel McAlpin Encek Light Oro A Gonzales Ens Murlel Sheriman. Hotel Montelair. Coral Islanders Hall Hopp Oro Hotel Murray Hill. (Yountain Room) Jee Cappl) Oro (Fountial Moom)
Joe Cappl Ore
Nancy Gatner
Hotel New Yorker
Lennie Hayton Ore
Andy Jona Oro
Pepplno. & Beatrice
Hotel Park Central
Jerry Bilaine Oro
Roscoe Alin
Dorothy Jeffers
Beitty Lewis
Eslaine & Barry
Hotel. Park Lande

Rainbew Reom.
Ruby Newman Ore
Holland & Hart
Eleanor Sheridan
Dr. Sydney Ross
Evelyn Tyner
Alec Templeton
Eddie LeBaron r

Eddle LeBaron re Stork Club Sonny Kendla Orc Tavern On Green Hughle Barrett Orc Ubangi Club Oyle Alston Orc 3 Gobs Otts Alston Orc 5 Gobs Otts Frown-Mae, Johnson Tondelayo

Tondelayo Giadys Bentley Valladia Maurice Shaw Ore

Marita Lorraine Rond Ilai

Tex Lewis Cowboys
Village Brewery
Hairy Wallaco Ore
Jimmy Burns
Yacht
Ann Pennington
3 Uncket-Cheery
Finy Wolf
Johinny & Goorge
Art Stänley

LOS ANGELES

Bruz I Charles Lawrence Beverly Wishiro

Hotel St. (Irhlium com) Enili Coleman Orc Ramon & Renita Sumy Forbe

Meyerly Wilsilre

Royal Diswaining

Royal Diswaining

A Radio Rogues

Flerre & Teimble

Blittmire Buw

Flerre & Teimble

Bok Welsier

3. Arbythm Raisenle
Fred Scott

Ore

Cufe Casanova

Barl & Jof Lynel

Both Wilson

Rex Weber Cafe La Park Avo Boys Vi Bridley Stan Clahe Oro Clover Clu Clover, Clu
Bob Grant Oro
'aconmit Grove
Ru'h Robin
Chigary Bros
Santgehl & Buckle
Phil Harris Orc
(I Mirador

Dorothy Claro
Ramsdell Girls
Slim Martin Ore
amous Dour
Eddie Beal
Louis Prima Ore

Mavadan Paradles
Wanda
Dlans Toy
Sol Brighte Ore
Sol Brighte O Peggy Pu Vickl Fay King Sisters Janet Jordan Buddy La Ru Al Heath Orc

Palomur
The Reddingtons
Bill Burt
Stanley Hickman
Muzzy Marccilino
3 Debnitantes
Hudson Motzger is

Mark Fisher Orc Easter & Hazelic Helene Carol Helen Park Jerry & Turk lackh

Joe Sanders Ruth & B. Aml Jane Kay Paul Olsen

Paul Olsen
Clies Parce
Cross & Dunn
Minor & Root
Jack Williams
Mariora
Thorne & White
Henry Busse Orch,
Don Cuminings

Club Alabam Virginia James Buddy & Betty Hernard & Henry Mae Sis Art Willams Ore

Club Chesterfield Patt Morgan Devon Sis Harlett Norris Sid Schaps Alice Logan Club Mayflowe

2 Variety Boys Mildred Rock 4 McNally Sis Buddy & Selma 4 Rhythm Girls Lou Sales Oro

Club lunet
Alvina Merton
Dorothy Wall
Dee Downing
Jane LaVonne
Billie Roberts
Jerry Gildden Oro

Jerry Gildden C
Colesimos
Don Enrico
Bob Tinsiey
Juno St. Clair
Stroud 2
Willie Shore
Louis Miller
Gould Sis
Bobby Danders
B & F Gilbert.

Congress Hotel
(Casino)

Bob Crosby Orch.
Chick Endor
Chas Farrell
Kay Weber
Halliday & Clark
Howard Brooks
The Crusuders

Gay. 90's Gay. 80's Colleen Georgia Lucky Low King Jules Novit Oro Marion Miller Joan Houston Joan Bradley Jack Elkins

Harry's N. Y.

Buddy Walker Phelps 2 3 Short Waves Marlon Morgan HI-Hat Jerry Lester Dorla Rhodes Uni Cooper Lelloy & Weaver

Via Lago

PHILADELPHIA

Arraw,
Widdle, Ziegler - Ore Jack - Baker - Baker - Greenwid & Jale - Bottle - Winters - Baye - Browers - Diek - Hanlon - San - Klug - Teddy - Gonzole,

Mgo Jaffo Oro
euny the Bum's
feo Zollo
Ralph Brawn
Beth Challis
Bart, Betty & Juck
Adair & Hichards
Patsy Ogden

Val Dion Dorothy Blaire Vincent Norman Or Paul Rich Koy Hamillon Grace Manners Frank Patumbo's. Baddle White. Lee. Stuart Stephanle & Craig Bardo & Cum'ham 4 Rhythm Steppers Eddle Delega Orc Ted Fie Rite

Paris Ina
Dominio Columbe
Ken Henryson
Gubrielle & Cellita
Yvonne
Rudy & La Tosca
Thora Mathaison
Marguerita del Rio
Juan de Marthie
Pete Contrelli Ore Beven Sens

Lily Gibson Lonnie McIntire O Somerset House Betty Bordo Blif Zerker Camille Saray

Camille Saray
Top.
Top.
The Dec Sisters
Bonnie Lind
Dorrity Reidon
Gingar Weldon
Mixine Manner
Leona Rice
Jane Morgan
Irane Borry
Agnes Johnson
Al Edredge Ore
Troculero
Phil Odnian Or

CHICAGO

Drake Hotel (Silver Forrest) and Whiteman Co Hotel Edgewater Bench

Walter Doughu
Kit at Cafe
Hill Honey
Sid Raymond
Gibbons & Adam
Mary Galo Lee
Manya
Hert St Cluir
Jerry Taps Jerry Tupa Limbs Tavern Joe Landy Oro Liftle Rathskele Juck Griffin Oro Narron & Galla Dolores Di Fres Mundo Domo Mundo Domo Narvo Lee New Overbrook.

Hotel Edgewater
Bench
(Marine Room)
Annop Weiter
Rodrigo & Franche
Rodrigo & Franche
Rodrigo & Franche
Hotel Lamile
(Blue Fountaria
Rodrigo & Hotel
Hotel Lamile
(Blue Fountaria
Rodrigorie Whitney
O & Helen Stone
Marionette Rev
Motel Marrisen
The Lindstroms
The

Henry King Ord Mario & Florio Russell Swan Joaquin Garay 4 Aristocrata Abbott Dancers

Abbott Dancers
Hotel Sherman
(College Inn)
Gertrude Hoffman
Myrus
Arlene Owens
Jack Wilcher
Russell Crowell
Don Amuto
Bill Price Bill Price Coleman Allan Red Nicholas Oro Hotel Stevens (Continental Rec

(Confinential Room J. Confinential Room J. Confinen

Royale Frolles
Dolly Kay
Dawn & Darrow
Burnett & Walt
Francis Wills
Jack Hilliard
Henri Lishun Oro
Chus Engols Ore
606 Club

engols Ore
606 Club
Billy Carr
Nora Furd
Floots Burns
Etta Reed
Ford & Barnes
Three Deuces
Sam Beers
Cloo Brown
Roy Eldridgo Ore
Zutty
Chulys

Gladys ul Silm Green

Via Lago
Jackie Hamil
Dick Hughes
Sally Kolith
Wallace & Lattish
Stan Carter
Frances Fraye
Byelyn Pal
Frank Hall
Robinson
Mine Ribando Ore
5
5
66 Frances
1011 Joseph
Holy Powrry
Burnest
Ulynati
Belyn White

Evelyn Barnes Dolly Bernnan Mildred Boyer Fran Caswell Buddy Fisher Al Wilson Billy Thornton

Joe Follman Or Walt Gallagher John Grady

Leikoy & Weaver Rote Branerts (Walaut Room) (Walaut Room) George Wald McKaille Sis Don & S Jennings Rett Grand Tod Libbling Tod Libbling Tod Libbling Tod Libbling Tod Libbling Tod Sis Company Burgan De Karti Joe Pariato

Arcailla Happy Felton Ore Mayfair Girls (8) Spec & Spot Chas Boro John Hiatr Ann Khucado Don Renaldo Ore

Margle Frammend (1979) Ritis (1 Bellevne-Stratfurd (Planet Room) Meyer Davis Oro Ben Franklin Hole (Georgian Room) Moo Jaffo Oro

Villa
(Limienwold, N. J.)
Phyllis Sterling
Watren Sis
Dines & Anice
Emerald Sis (3)
Bari Watner

But! Watner

(Rits-Carlton
(Orystal Room)
Var Levis Ore

51 Club
George Oliver
Jolinny Mangum
Ted Hendrex
Billy Beryl
Mary Hugherty Ore
Nicky Gnilucel
Silver Dollar Cafe
Estelle Le Roy

Cate sharpery)
Enrico & Novelia
Agnes Tolle
Tinn 3
8 Texas Rockets
Jean Travers
Ross McLean
Vincent Rizzo Oro
Harold Knight Oro
Evan B Fontaine
Hotel Thiladelphian
(Mirror Room)

(Mirrer Room)
Vivin & Eve Dorn
Putricia Rene
Andie Purdy
Putsy Klair
Olive White
Hurbara Jason
Jay King
L. Fraserto Orc
Watter Donain
Nit at Cufe

Milver Dollar Cafe
Satolia Le. Roy.
Metsy Islain
Harry Bass
Moc Goldberg
Rhythm Kings
Silver Lake In
(Olementen)
Eltzabeth Houston
Dan Hardin
Sonya & Romero
Sonya & Romero
Mickey Violin 2
Buddy Roberts
Mickey Familiant Or.
1214 Spruse

1214 Spruse
Roy Smoilley Oro
Edna Enrico
Both Miller
Maude Saunders
Lillian Bartell
Portia Portar
Elinor Shaw 20th Century Tavern Barney Zeeman Ore Ted Piku

Jack & Jack
Diane Rodyne
Vincent & Anit
Long Sis
Carmen
Dorothy Bac
3 Esquires

2 Esquires
21 Club
Tommy Mourae
Sugar Marcella
Sally Landart
Ann Rush
Helon Heat
Mary Hes
Warylck Sis
Naucy Burry
Richard ach

Doc llyder's Or Lane & Ross Ginlys Lucillo Howar Rhetu McChin Reds & C rley Bubby Evans Le Roy McCoy

Parrish afe Prances Alexander Rastus & Murray Vernon Hatchinson Vernon Guy Parishin Or

Dutkin's Ratio

Stamp's Cafe

Camden)
Bob Morrill
Carman D'Anionio
Stanfey & Etains
Syd Golden
Vornon, & Vonnon
Joe Ramona
line Hart
Rose Kirk
Grogory Quinn Co
Louis Chulkin Oro
Ratheldelor Eldor's

Yorktowne Tavern Fili Oakford Iliazel Harmon Musicininster Oro

Moscow

(Continued from page 1) recently built by RCA engineers for a major radio network in this coun-

'To facilitate and accelerate development of television and radi broadcasting and reception in gen-eral, the Soviet Government has re-

ical aid for that Installation of trans operation in with the stations and operation i mitted in Russia only with the pre-liminary authorization of the Peo-ple's Commissariat, for Communica-

Itom of the U.S.S.R.

Two weeks ago u as raised Congress when news leaked out that Russia had submitted a bid for two 35,000-ton battle-ships to be built by two large American shipbuilding corporations. A move was made to block the deal through amendment of the Neutrality Act, and the State Department ruled that export licenses would have to be obtained before any part of the projected vessels could clear from an American port.

When their new television equipment arrives from this country the Russians may be able to get a slant at an American dreadnought by, way

at an American dreadnought by way

Patiginn Or Tony Murray's Cafe Jack Moss Ore Pie Sylva. Bunny Claft. Cell-Shellicht de, Doyle Joseph Original Tony Carmonella Bloanor' Hes Chick Mullery

Margio Smith Jean Van Freddio Lang Cleo Valentine Viola Klaiss Oro Frank Ponti

Stamp's Cafe
Vic Earlson
Flo Hulse
Matto & Torese
Kiki Diamond
Jerry & Souny
Niki Kikola
Jack Huteninson

Venice
Diane Johnson
Emily Raye
Stellato & Sylvia
Joe Helliy
Marty Barton Ore

Marty Barton Ore

Viking Cafe
Lounard. Cookle
Dorothy Mach.
Poggy Shields
Puggy O'Nels
Stove Cole
Pull Walton Roof
Lishelt & Octaves
Susanus Austin
Jill Keen

8 Walton Debs

8 Walton Debs

Weber's Hof Hrus

(Camden)

a major radio network in this country.

Television receivers ill accompany the picture broadcaster in the consignment for Moscow where consignment for Moscow where constructi of a special 'television center' is planned. Russian engineers were permitted to study technical processes, employed in the manufacture of the apparatus in the Camden, plant as part of sits agreement in the contract.

The U. S. Department of Commerce report on radio markets in Russia issued last December throws the following light on the arrangement:

To facilitate and accelerate

cently made an agreement with an American firm for obtai ing technical aid for that purpose,

tion of the U.S.S.R.

of the ether waves since they have been prevented from buting one here.

STATE, N. Y.

Two name acts on stage bill and History Is Made at Night (UA) as film were dragging em in by the fistful opening night (29). Show is strong enough to carry the load Stage portion runs exactly 60 minutes.

Stage portion runs exactly 60 minutes.

Notable item of the show is Tito Guizar, who just a couple of weeks ago made his concert debut at Carnegie Hall. Offers striking contrast. Recognized act of radio, vaude and niteries, Guizar clicks again in present the contrast of the contrast recognized act of radio, vaude and niteries, Guizar clicks again in present the contrast of the contrast recoming through the wringer of concert instruction and technique.

Mexican singer is by race and temperament best at ballads and light numbers of Latin flavor. Has pleasant voice, good looks and boy-shly-attractive stage manner. But not vocal power nor dramatic stature to occupy Carnegie Hall platform, where his operatic attempts were constrained and embarrassingly weak.

With guitar in his mitts and aided.

form, where his operatic attempts were constrained and embarrassingly weak.

With guitar in his mitts and aided by the house p.a. system, however, Guizar sticks mostly to the Spanish stick of songs. Result is an embedding the state of songs. Result is an embedding to the radio fans in Carnegie Hall were courteous and loyally eager for singer to click, spectators at the State are alive with attention. When Guizar announces number the gals know there is an audible murmur of anticipation. And where the Carnegie bunch found about an hour of anticipation. And where the Carnegie bunch found about an hour of state customers recall singer twice state customers recall singer twice and keep him there 14 minutes.

Spotted next-to-last on State's bill, Mitchell and Durant maul each other as usual, getting plenty responserom out front. Open calmly with comedy chatter and hair-brain impersonations. Gradually work into usuals, Afamiliar Mitchell and Surface and the state of the st

ime outside of a unit presentation.

Helen Reynolds and her eight gal robust and the reight gal robust at the pen at rick stuff. Includes all the standard wrinkles and few variations. They keep it going five fast minutes. Wally Ward and gal stooge (New Acts) billed second, drawing okay chuckles with goofypiano and comedy turn. Show closes with Florence and Alvarez (New Acts), smooth ballroom pair, doing three distinctive routing.

EARLE. PHILLY

Philadelphia, April 30.

Philadelphia, April 30.

Earle bill this week extra heavy on the slapstick stuff. Featuring Mill Britton band, show is nothing to create convulsions in smoothle house, but was okay for loud laughs by the Earle's mill tradecally valmown in Philly, and this was seriously reflected in bo, when caught. Despite better than usual pic for this house—50 Roads to Town' (20th—) at all goes to prove again that it takes name bands to keep Philly audiences standing between the velvet-covered ropes.

58 Roads to Town (20th)—It all goes to prove again that it lakes name showing Friday.

Mithough Britton act is a topper for stuff of this type, it wasn't real turn by Hal Sherman that is warranted to stitch up apy and in the country. It's a wow. Rafter-rating plan-pounders refused to let Sherman opens with dead-pan denne stuff, switches into pantomines, so the serve singles ever seen here.

Sherman opens with dead-pan denne stuff, switches into pantomines, so the serve singles ever seen here.

Sherman opens with dead-pan denne stuff, switches into pantomines, booting. He appears in tuxedo about four sizes too large, baggy pants and battered grey hat. Mustache and his plant turn variety, smoothly executed and with absolutely expressionless face. Gels laughs by stopping now about book and the stuff of th

instruments around, chairs and pillows into air, throwing sheet music all ower the place and the place are all ower the place and the place are all ower the place are are all ower are all ower are are all ower are are all ower are are all ower all ower are all ower are all ower are all ower are all ower all ower are all ower all ower are all ower are all ower are all ower are all ower all ower are all ower all ower all ower are all ower all owe

TOWER, K. C.

TOWER, K. C.

Kansas City, April 30.

Lots of splash, lights, people, costumes and no costumes on this stage current week. Faith Bacon with her fanning headling and meaning plenty at the bo. Pic is Fifty Roads (10th) and biz is good.

It house has wisely sprinkled the bill will a couple of hokum acts so the will be completed to the complete of the

less an exhibition.

Bill gets off with line in a military tap as Ted Cook, who finishes a twenty week run here as m.c. this week, brings on Harlan Christie, his successor. Christie gets off to a nice start with his work in his bill. His style is out-of-the-ordinary for the Tower. Clowning and glibness sell him quickly.

Revnolds and White, tramp comics.

him quickly.

Reynolds and White, tramp comics, follow Faith Bacon's first appearance, a swell spot for their hotum, fiddling and freworks. They took too hand at show caught when audience gandered the pay-off, one of tramps is a woman. Their comedy is played to the hilt.

tramps is a woman. Their comedy is played to the hilt.

Keaton and Armfield and an unbilled male warbler supply more hoke. Patter was slow in starting until Miss Armfield takes the situation in hand. She reads comedy lines well, dances oke and does a clever take-off on La Hepburn. They don't need the anonymous canary who's med the anonymous canary who's and Yates, comic deros, and Maxine Young, tapster, please.

Musical assignments are shouldered by Lester Harding, who sings Where Are You?' and takes care of the lyrics for last Bacon appearance, and Judy Conrad's band under Ted Cook's batoning.

The 55-minute bill is largest and most expensive to date for the Tower. Forty-one people in all.

Ropes up for break first evening showing Friday.

A. B. C., PARIS

Paris, April 22.

Open again after several dark days, due to strike of electricians, ushers, etc., which affected a large slice of the amusement houses hero. Mitty Goldin ha rounded up. 1-liked ontertainment. Headlining is Jeanne Aubert, known on both sides of the Atlantic.

Atlantic.

Openers are Michel and Hero, male and female French xylophone players. They dance and play themselves into one of the best applause catches recently seen here.

catcnes recently seen here.
Rivedoux follows with a string of
couplets which, true to French musichall style, are based on politics and
celebrities. He finishes with a short
play in which he acts all six parts.
Act is of the type liked in France.

Act is of the type liked in France.
Steton does credit to the name
with his hat juggling. Marie Bizet,
French femme singer, offers a collection of songs which would click
with almost any French audience.
Rigoletto Bros. are a variety show
in themselves. They open with a
little magic, follow by juggling, a
trained dog, some acrobatics and
finish as a two-man band. Two girls
offer a couple of simple dance routines during the changes and at the
close.

offer a couple of simple dance routines during the changes and at the close.

Frehel sings some new songs and some of the ones that made her well-liked here in the days before the war. Her voice is strong and shows its age very little.

Comedian Harmonists, five singers and a pinnisth all men, open the second half. Singing in English, German and French, they offer mostly harmony but the comedy that is thrown in is good.

Dora Del Monte, Spanish dancer, follows with a well-executed native routine. Gaudsmith Bros. and their two dogs pull laughs stand Baglishy talk in book Field and Englishy talk in book Field and English. It is not to be song in a manner that eathers on beautifully. Her voice is strong and she uses plenty of expression.

Roller skating of the Four Macks turnishes a good fast finish to the bill. Fast acrobatics, especially of the girl member of the troupe, helps. Lionel Cazeaux in the pit, Mile. Oleo announcing.

MICHIGAN, DET.

MICHIGAN, DET.

Detroit, April 30.
Only three acts, plus California Collegians ork, this week. Nevertheless, a smooth-working job with abdance to the control of the contro

no attempt to play the Heroine from Hollywood—in fact, no reference is made to her screen career. She taps well. Act is clean and pleasing, and adds plenty to bill.

Chief Yowlache, Indian baritone, was the opener. Effectively introduced by an overture of Indian melodies by Jules Buffano's orchestra, chants an Indian song, dressed, chants an Indian song, dressed, chants and indian trapeller and the standard of the standard standard for the standard f

CAPITOL, WASH.

CAPITOL, WASH.

Washington, May
Mith a straight four-act bill again, and not even an involved overture, Cap, Loew house, figured it wouldn't have any worries this week. And it didn't have by the second day. But with Art Shaw's entire band delayed by flooded roads and showing up minus music, shaves and sleep just. The shaw's entire band delayed by flooded roads and showing up minus music, shaves and sleep just. The shaw's entire band delayed by flooded roads and showing up minus music, shaves and sleep just. The shaw has a shaw to see the shaw has a shaw h

high.

A. Robbins, as usual, faces house distinctly cool to chalk-faced funnymen, but has em in the palm of his hand at midpoint through steady unloading of music stands, chairs, neckties, liquor and collapsible bananas from coat. Doesn't majke the most of his ability to imitate instruments, but bushess moves so fast he doesn't moves so fast he doesn't (feetro).

TABOR, DENVER

Denver, May 1. Current Tabor stage bill made up f neat bunch of novelties, and well

Current Tabor stage bill made up of neat bunch of novelties, and well received.

Missical Bentleys open with the property of the stage of the stage

off head of emece in William Tell style. Billy Yound is on his third week as emece, and doing a good job. Does a bit of his own between each act. With a double bill on the screen, there's room for only three shows Saturday and Sunday, a break for the acts, because usually they do four. Rose.

PALACE, CHI

Really bang-up show here this week with more entertainment on the stage than has been visible in the stage than has been visible in a line of girls, but our acts and a line of girls, but our acts and a line of stage with the stage of show moves fast, with each told oling its stuff in stepping fashion and then blowing. Just entertainment, And it was a pleasure for all concerned.

Those '16 Roywetter the stage of the st

both the sum in stepping fashion ment. And was a pleasure for all concerned. It was a pleasure for all concerned. It was a pleasure for all concerned. Those '16 Rowyettes turn in two numbers to open and close the show, and both were 'applians-shakers, especially latter routine. This plants concerned the grist shancing on big balls. Globe-rolling acts are extremely rare these days, and to see 16 girls do a routine on 'em is a sight which wins this audience. Though they close the show, girls hold up the curtain for rounds of sight which wins this audience. Though they close the show, girls to the contract of the cont

FOX, PHILLY

FUA, FIILL I

Philadelphi, April 30.

Fox has got plenty of musical comedy on its bill this week. In fact, it looks like a badly balanced combo with both stage show and dancing, torch numbers and gals. Dave Apollon and his 'Star Parade of 1937' are stage headliners with The Hit Parade' (Rep) on the screen.

The Hit Faraue thep, on ansersen.

Apollon's show is one of the best he has put on here and contains the state of the stat

thusiastic. First show ran too long (72 minutes), but that running time was cut for the second matines show.

After Apollon's first spiel into the mike, he introduces his Tropical Swing in a popular medley. First specialist is Ruth Del Rio, who dades the Cucharacha Apollon dood with the help also of his eight Savoy dancing gals, nearly togged in green and yellow. Number two spot is filled by Bobby Brent (English), who has a novel marionette offering containing plenty of comedy. After a sketch with the puppets, he rings the bell by manipulating the strings in one (in full view of audience) to perform a swell 'truckin' number, finally handling the strings in one (in full view of audience) to perform a swell 'truckin' number, in the property of the strings in the light of the strings in the light of the strings in the light savoy and handsprings and other acrobatics. The eight gals then do a unisson dance with canes and were followed by Gloria Rich, whose toe tap is much, much better than her so of 'Gee, But You're Swell.' Apollon the string of 'Gee, But You're Swell.' Apollon Two Guttlars' with special instrumentation. Charlotte and Charles, introduced as deaf and dumb, get away with a corking waltz assisted by the Eight Savoyers. Their thythm was remarkable.

Toni Lane, first time here, does some vocal shouting, starting with 'Inspirational Yes.' Johnny Woods is last with his imitation of airwave celleba Most are good of the Rollen, Rudy Vallee, Bernie, Kate Smith and Boake Carter were perhaps best.

All the specialists come out for the finale, but the 'conservative-Fox'.

Smin and Boane Carrel
haps best.
All the specialists come out for the
finale, but the conservative. Fox
audience, although it gives good
hands to individual numbers, doesn't
do much hand-patting at the end.
Waters.

Embassy Newsreel, N. Y.

Embassy Newsreel, N. I.
Feature section of this bill, and a
fine one, is the Fox special House
of Windsor material as a Coronation
with fine array of historic
clips. Ranging from Diamond Jubic
lee and shots of Edward VII in 1903
down through Coronation of George
V in 1911 and covering England's
Windsor reign until the present time.
Movietone has done a handsome and
commendable job. Off-screen
description is dignified and expert.
Britain's royal pageant of the near

tuture is also the subject of other clips on the program, such as General Pershing and Admiral Rodman sailing to attend the ceremonies, (Pathe) Pale and miniature mechanical real manufacture mechanical real manufacture mechanical real condon shop window, both Fox clips. Mrs. Wally Simpson's house in Baltimore, now a sightseeing mecca, is another Fox clip.

Current bill, except for the foregoing clips, is rather routine in its layout. Covers a wide variety of subjects, but nothing of major in the foregoing clips, is rather routine in its layout. Covers a wide variety of subjects, but nothing of major in the foregoing clips, is rather routine in its layout. Covers a wide variety of subjects, but nothing of major in the foregoing clips, is rather routine in its layout. Covers a wide variety of subjects, but nothing of major in the foregoing clips, is rather routine in its layout the subjects, but nothing some laughs. Universal clips show football heroes taking part as femmes in a college show; picket agitations of the L. I, Press strike at Jamaica, N. Y.; the late Clem Sohn making a bird-man jump similar to the one in which he was killed; and the placing of identification tags on wind geese in Maine. Spring flood the house over by Pathe, and the subject is court situation. Other Pathe subjects are some steel mill footage and femme wrestlers beating each other up with abandon. Paramount clips show college students in Feace Strikes; baseball in Japan; the arrival of WaAnais the new of the subject, it would seen. "Other subject, it would seen." Other subject, it would seen. "Other subject, it would seen." Other subject, it would seen. "Other subject, it would seen." Other subject, it would seen. "Other subject, it would seen." The fordam college girls studying vitamines, and horses racing in the mire at the Jamaica track.

Bill is concluded with issue of March of Time (Amateur Sleuths and the Supreme Court. Rowl.

PARAMOUNT, L. A.

Charles (Buddy) Rogers, one-time screen juve fav and more recently in the limelight because of his forth-coming marriage to Mary Pickford, is topping the Fanchon & Marco stage show here currently and mopping up. Sharing honors with Rogers is Connie Boswell, radio torcher, with a warbling turn that packs a solid wallop.

is Connie Boswell, radio torcher, with a warbling turn that packs a solid wallop.

Another radio artist with a hefty, following, particularly in the hinterlands, is Stuart Hamblen, cowboy warbler, making his initial stage appearance locally. Other talent includes Mary Martin, attractive and capable tocher, and Jack (Rasputin) Douglas, comic, both of whom are part of the Rogers ether offering.

With a martin, attractive and capable tocher, and Jack (Rasputin) Douglas, comic, both of whom are part of the Rogers functions as guest of the stage of the part of the stage of the house Fanchonettes that add to the picture. Rogers functions as guest conductor, emcees and works with most of the talent, in addition to demonstrating musical versatility.

Show has a novelty opening, with Fanchonettes draped over two sets of steps against a deep purple background, there going into a black and white shadow effect against colored drapes, cleverly executed. Before strong the part of thems dra a half stock how the strong of cold for warding of the strong of cold for which a ball and somewhat noisy line of chatter and does a bit of warbling. He's followed by Mary Martin, who does a solo, then duets with Rogers. Material is summer than the office of the switches to readition of 101d for

by Mary Martin, who does a solo, then duets with Rogers. Material is smart the offering isters solidly.

Hamblen opens with a ballad, then, switches to rendition of 'Old Cow Hand' to win approval. Fanchonettes no for a Tyrolean routine, then ork renders. a college number, lyrics of which are double entendre, and a bit suggestive in some spots. Rogers. Sings with the band in this number.

Connie Boswell is in rare form divertified tunes, many of them old favorites a routine of well-chosen divertified tunes, many of them old favorites, that wins unstinted approbation for the state of the production of

LOEW'S MONTREAL

Montreal, May 2.

Calloway is the whole show here currently and though the good weather kept down grosses over the weekend Loew's is doing better than the other houses, abnorn opens with an imitation of the Calloway technique that gets him a good hand and increafter his orch is out. Calloway

starts with a sprinkling of stooges in the boxes and the pit applauding before the curtain rises but has no need of them afterwards. His style before the curtain rises but has no need of them afterwards. His style this the fans at once and combination of soft shoe shuffling, singing and clowing with baton weaving gives him all the attention he and his orch usually command. Show is quite different from his earli appearance here last year. Keys, god obtaing tapper who can click off all the notes in the scale on toe and heel. Calloway does a fine work of showmanship both with her and other acts. He does a little experimentation with his orch, treating it as a solo instrument, and using crescendos, diminuendos, piamissimos and fortissimos as if it were a lingle virtuositi. Avis Andrews, described as a prima donna, a term that usually depresses the crowd, gets by so well that she gets close to five minutes of applause and refuses second encore three or four times. Calloway then illustrates modern dances and intime the stant of the order than the stant of good gags and their is appearance to be replaced by tramp band playing and dancing to music on kitchen utensits and other clowning effects. This gets plenty of applause and end of show is lineup of all acts and brings down the curtain to a continuous burse of depping. (WB) and When Love Is Young' (Col) on screen.

HIPP, BALTIMORE

HIPP, BALTIMORE

Baltimore, April 30.

Making good impression upon his recent one day substitution for Shep Fields who had to fill a radio date during his recent engagement here. Happy Felton and his band were brought hack for the curling the state of the conversational type of song. Backing style and knows how, to sell a conversational type of song. Backing him up is an II-piece combo made up of three fiddles, steel guitar, three sax, one trumpet and a three piece rhythm section. Arrangement feature steel guitar to good purpose. In addition to band, present set-up includes, Ann Kincaid, femme singer, Dolly Ardey, Gassy a conduction of the state of th

New Acts

CARL RAVELL and Orchestra (13)
With Gayle Reess
Silver Grill
Hotel Lexington, N. Y.
This is Tommy Coakley's old band.
When Coakley took his LLL, degree
Seriously and resumed active law single. The Coakley took his LLL, degree
Rockwell-Over Carlotter When
Rockwell-Over to band with the Coakley took over its mongement. Tommy Rockwell rechristened him Ravell—en obviously improved billing—and this youthful and moderne dance combo has been touring eastward ever since.
The Hotel Lexington's Silver rill is its N. Y. debut spot and the impressi is favorable. Ravell at the later was a peach of the combo has been touring eastward ever since.
The Hotel Lexington's Silver rill is its N. Y. debut spot and the impressi is favorable. Ravel at the later was a peach of the combo has been not beloning. The crew back of him knows how to mix up the sweet with the hot and there's a nice looking songstress besides, Gayle Reese, for the foxtrot balladecring. Miss Reese, is a N. Y. girl, once at the Park Central hotel, N. Y., but the augmentation is all right.
Band personnel; besides avell complises: George Kinney, Jack Vance, Art Porter, saxes, latter also arranger; Tommy Smith, Joe Coates, Gene Rizzi, violins, Joe Lucas, Frankershem, bass Vole Gilmore, drums; Lyle Bardo, non-plany arranger; Tanger; Abell Florence and ALVAREZ Dancing

stage as on a cafe floor.

WALLY WARD
COmedy
12 Mins.
Loew's State, N.
Wally Ward uses an unbilled gal
stooge for roughhouse plano and
comedy turn, ith Wally doing
nearly all the array of the company of the company
to the company of the company of the company
to the company of the company of the company
to the company of the company of the company
to the company of the company of the company
to the company of the company of the company
to the company of the company of the company
to the company of the company of the company
to the company of the company of the company of the company
to the company of the company o

Unit Reviews

Hollywood Ingenues (ORIENTAL, CHI)

(ORIENTAL, CHI)

Chicago, April 30.
On its opening, unit looks to be a smasher. The only thing seriously wrong is that it needs another sock comedy turn to help Violet Carlson to the control of the con

that isn't bad on introductions, used as sparingly as it is, but given the appearance of blissful innocence, for getting the appearance of blissful innocence, for getting the appearance and versity of the control of

Okay, Baltimore

grams.
Cordion.

Only attempt at sketch follows. Titled 'Meet the Quintuplets,' it presents the quins as bables, followed to the presents the quins as bables, followed to the presents the follows who dance to 'We're the Fellows Who Married the Quints,' Walk on of five dames in picture hats and flowing gowns next for Florodora sextet finish with men. Not bad. Production number next presents girls on the production number in the production of the production of

Metropolitan Varieties

Metropolitan Varieties

(CAPITOL, ATLANTA)

Atlanta, May 2.

Redeeming feature of Nick Sanin's unit is work of Five Abdallah Girls and music of his Imperial ussin Cossacks band, augmented by seven house toolers, which he directs himself.

The toolers which he directs himself, and the seven house toolers, which he directs himself.

The toolers was a metal of prover lai seven house toolers, which he directs himself, and the seven house toolers, which he directs himself, and the seven house toolers, which he directs himself, and the seven house toolers, which he directs himself, and the seven house toolers, which he directs himself, and he was a seven he was a

Leew's State, N.

Leew's State

Pulitzer Judges, Taking No Chances, Give Prize to Top B'way Comedy Hit

ince there has been squawking about the Pulitzer award, one way or the other, Broadway had some wisecracks about the winners of this year. Feeling prevalent being that the Pulitzer awards committee is trying to re-establish the dwidling value of the prize via the naming of distinct clicks, rather than nonentities as has been done in the

George S. Kautman's and Moss Hart's You Can't Take it with You' won the award for best play; it had received only two votes in the New York legit critics vote on best play of the season a month previous, although it is the undoubted comedy success of the season, selling capacity almost from rst minute to date.

date.

'Action, pop best-seller
was named, 'Gone With the Wind,'
by Margaret Mitchell, adding
strength to the argument that the
committee wasn't taking any chances.

committee wasn't taking any chances. In the past the Pulitzer award has gone on occasion to unknowns and flops. It also, on occasion, has built these flops into the money class. Doubtful whether it will have any monetary effect on anything this year since the major prizes went to subjects already established and selling about as well as possible.

It's a second win for George S. Kaufman, who came in on 'Of Thee I Sing' in 1932. Last year the award committee ruled that no previous

I Sing in 1932. Last year the award committee ruled that no previous winner could be named again. This aroused a lot of criticism and made a choice very difficult, number of fine plays by name writers being ruled out automatically. This year the rule was rescinded, making Kaufman's a law a nossibilities. Kaufman's play a possibility, Rescinding of the rule, also made eligible again 'High Tor' by Maxwell Anderson, which won the critics' award. But the Pulitzerites couldn't

Bet' Reincarnation As 'Money Mad' Runs. Into Equity Trouble

Plais to re-present Bet Your Life, ith a new cast, under the title of 'Money Mad,' were snagged by Equity, rules, and the show was not permitted to start rehearsals until the status of the new management be established. Rights to the play were taken over by Ludwi Satz and Edward Relkin. It was claimed by Equity that Fritz Blocki, icago newspaperman, who authored the play, was apparently still interested on the managerial end. Stated that all stock has been turned back, however, and that Blocki's only remaining interest is the royalty. New management is said to have satished Equity that the original sponsors are out and rehearsals are due to start today. Previously, the management had been told that all players in the original cast not now employed would have to be re-engaged, or the play be held off for eight weeks. Some of the first cast stated they were not interested in reappearing. One of those whom the management did not care to take on again, is blamed for 'Your Life's' poor debut. Reported the player's false teeth dropped out and the lines uttered were unintelligible.

Figinal cast received two weeks salary although only one week was blayed. There had been a paid previews' included, "rehearsal money cannot be deducted.

Steeles' New Play

Norma Mitchell and Wilbur aniel Steele, husband-and-wife Daniel Steplay writing playwriting have completed the script new drama, 'This Day Between,' scheduled to be tried out at a New England summer the

atre.

Understood that Norma Terris is set to play the leading role during the summer tryout. Actress, who is a neighbor of the Steeles in Connecticut, is also likely to appear in several of Noel Coward's Tonight at Eight-Thirty one-acters at Robert Henderspn's Drama Festival in Ann Arbor, Mich., this year.

'ROAD' ACTORS GET **SLOW MOTION PAY-OFF**

With many items pressing for payment, players and chorus of 'The Eternal Road, 'Manhattan O. H., N. Y., have not received salaries on schedule. Part payment has been made out Saturday, with the balance coming on 'various days during the following week. Pay-off last week was not completed until 'Friday and then pay day came and went without the result of the processing the control of the processing the pay day came and went without the processing the pr then pay day came and went with-out the ghost walking at all.

out the ghost walking at all.

Show had \$15,000 on deposit with
Equity to guarantee salaries. That
is being partly used to pay off for
last week. 'Road' has dated the closing for May 15, and will probably be required to post security or addi-tional funds for the final week,

Henderson to Journey To Far Places Mapping Katharine Cornell Tour

That Katharine Cornell is desirous That Katharine Cornell is desirous of making world-wide appearances is authenticated by the plans of her producer-husband, Guthrie McClintic. Latter will send her personal representative. Ray Henderson, of a trip, which will take more than five months, he to visit the far flung stands on the tentative itinerary.

stands on the tentative itinerary.

It is the most-prized assignment ever given a press agent, expenses being on the management. Henderson's first objective will be Australia and New Zealand, with Manila' and the Orient next. He will then stop at Indi, travel to South Africa, and finally into South America. Henderson will enter into tentative bookings and if the tour is definitely decided on upon his return, the dates will be made definite by cable or radio communications. P. a. is not due back in New York until next December.

Miss Cornell's tour would start in

in wew york until next December.

Miss Cornell's tour would start in
June, 1938, and she may be gone two
years, since appearances for a season in London would also be scheduled. Proposed to carry productions
for six plays. Contemplated tour is
not figured for profit and star would
be satisfied if it breaks even.

Easton's Strawhat

Theatre Arts Easton's recently or-ganized dramatic group, has obtained a barn on outskirts of city and will present a number of plays during

Barn is now being converted into theatre, with stage and seating ca-pacity of about 500. First play will be presented in June and will be 'The Sap Runs High.'

GROUP ELECTS OFFICERS

Following the organizing trend in the theatre, those ticket people who specialize on theatre parties have gotten together, elected officers and adopted plans. Party people are all women, who claim their usefulness has been recognized and that as they bring money to the box offices they deserve consideration from the managers.

One of the aims is to establish uni formity in prices, another being to stop alleged chiseling that has crept into their end of the business.

Gordon Taking Time Out From Pic Work to Get Back Into Legit

Hollywood, May wash up

with his current assignment as general consultant for RKO in time to leave for New York (21) and launch legit production plans for next sea-son. He is working here ith Sam

Commitments preclude Gordon's functioning similarly with Mervyn DeRoy on the new Rodgers, and Hart musical for Warners. A new Clare Boothe Brokaw Luce play is coming up for Gordon's production, also, a new Rodgers and Hart stage

In the late fall Gordon will be back in Hollywood to produce the film version of 'The Women,' the Luce play which he produced on Broadway. This, Gordon's debut as a picture producer, will be made in association with Harry Goetz for United Artists releases United Artists release

Gordon plais to adhere closely to the stage play and will use a cast composed exclusively of women, figuring that this departure will be a novelty helping to put the film over and injection of males might jeopardize its attractiveness.

Production will be held off until conclusion of the play's N. Y. run, with possibility that some of the leads in the stage play also will be cast for the picture.

Burleigh New Director At Pittsburgh Playhouse

ittsburgh, May 4.
Board of Directors of Pittsburgh
Playhouse has named Frederick Burleigh, of Indianapolis Civic theatre leigh, of Indianapolis Civic theatre, director of local group for 1937-38 season. He succeeds Herbert V. Gellendre, who recently resigned post he has held for two years following split with Playhouse board over budget matters and policies.

Burleigh is a graduate of Dart-mouth College and Prof. Baker's 47 Workshop at Yale, and is due here next week to spend fortnight with Board mapping plans for new season.

League of N. Y. Theatres Is Likely To Approve NYTPA's Standard Pact

Labor committee of League of New Theatres meets today (Wednesday) to consi standard ontract submitted New York Theatrical Press Agents. Expected basic pact will be speedily okayed as is. Committee has advised press agents' group it will probably have a decision ready by tomorrow.

a decision ready by tomorrow.

Contract, finally agreed upon by the press agents at a meeting last week, after a series of conferences, was submitted to managers last Thursday (29). Reported managers seemed receptive and agreeable. Principal point is stipulation for \$100-a-week minimum. Since all reputable producers have consistently paid press agents more than that figure, no difficulty is anticipated over the contract. Pointed out by press agent body that the standard pact is aimed primarily to protect the less-established agents.

Figured that if the NYTPA and

Figured that if the NYTPA and League agree on basic contract it will keep so-called intermittent' producers from hiring lesser-known

agents for peanuts. is that in case of need, League could refuse lease of Broadway house to any manager not meeting NYTPA contract terms. That possibility is considered remote, however.

When its contract with League is settled, one of the NYTPA's first actions is expected to be toward concreted effort to control pass lists for legit houses. Annie Oakleys have leven major headache to Broadway press agents and now that they're organized, they plan to dope out some formula for silcing the free list. Just what method will be used hasn't been determined, but probably one change will be to require all newspaper requests to come through the dramatic desks.

Ray Henderson is NYTPA prez.

Ray Henderson is NYTPA prez. Elise Chisholm is vice-prez. Phyllis Perlman is secretary. Oliver M. Saylor is treasurer. League of New York Theatres' labor committee includes Marcus Heiman, Warren Munsell, J. H. Ryley, David Fine-stone, L. Lawrence Weber, Leonard

THEATRE PARTY TICKET Wm. Gillette, Author-Star, Dies At 81: One of Wealthiest Actors

William illette, actor, manager and playwright, died in Hartford last Thursday (29), of a pulmonary hemorrhage. Had he lived until July, he would have passed his 2d year. He had been confined in a Hartford hospital for several weeks but was reported to be improving. He had spent some time in the same hospital at the end of last year but was discharged at Christmas time. Recently his physicians urged his return to the institution, but until the day before his death his situation was not regarded as critical. In recent years he had made his situation was not regarded as critical. In recent years he had made his shome at Hadlyme, Conn., where he built an estate on which his chi delight was a miniature railroad which traversed the three-mile track all laid out within the grounds of the estate, to which he gave the name of Seventh Sister. Gillette was one of the wealthiest actors in America, his fortune being estimated as high as \$2,000,000. Estate has been bequeathed to four relatives unknown to show business. He hoped is house and grounds would to fall into the hands of some 'saphead.'

not fall into the hands of some 'saphead.'

He earned most of his money under the management of Charles Frohman, particularly in 'Secret Service' and 'Sherlock Holmes.' His Service' and 'Sherlock Holmes. His share usually was 60% of the profits, plus author's royalties. Around the Empire theatre, N. Y., headquarters of the Frohmans, he was known to prefer seclusion, but liked to lunch in the Echo, first dairy lunch on Breedhus!

Broadway.

Gillette was an agnostic and even when Frohman died he stood on the steps of the temple, although a hon-

Lundy & Kamsler Plan Summer Stock On B'way; at \$1 Top

Stock company, to play regular Broadway legit house at \$1 top, will open May 24 under management of Lundy & Kamsler, new producing firm. While partners refused to reveal which house they would have, it is rumored company will play the 44th St. theatre. Plan to run as long as possible, at least until September

as possible, at least until September.
First play will be "The Bat," with
other standard thrillers and whodunits of several seasons ago to follow. Comedies and straight dramas
may be done later. Ben Lundy will
be billed as producer, with B. F.
Kamsler directing and Frederick
Fox designing sets. Figure on nucleus of about ten players, several
of whom will be names. Shows will
run mi imum of a week. Claim no.
actors have been definitely set so
far.

Plans to Spend \$30,000 Renovating Pitt's Nixon

Pittsburgh, May 4.

irdlinger Bros., owners of the Nixon theatre, town's single legit site, paid their first visit to Pittsburgh in two years. last week, and left for Philly with the announcement they would spend \$30,000 repairing the house for next season. Half of that ill be used for new seats, first time upholstering at playhouse has been touched since site opened more than 30 years ago.

Decision is result of most success.

popened more than 30 years ago.

Decision is result of most successful years house as had in almost a decade. House got around 34 weeks this season, topping by 10 previous high since depression.

Nixon had only two losing weeks.
Curiously enough, they were both turned in by tryouts of London hits.

Two Mrs. Carrolls' and 'Close Quarters'. Latter, which wound up legit season except for current University of Pittsburgh musical, Trailer, Ho, gave house a new low. Estimate of \$2,500 for last week was too high. Two-character play got only around \$1,750, or about a hundred bucks under 'Carrolls'.

'Drunkard' Reels On

Hollywood, May 4.

'The Dunkard' entered its 200th week yesterday (Monday) when the 1,400th consecutive performance was

Play is at the Theatre Mart.

orary pallbearer. Several years ago he communicated with a friend in New York, inquiring about the Catholic religion, but never around to adopting that faith, since the services in Hartford were read by a Congregational pastor.

by a Congregational pastor,
Winchell Smith
Star gave his nephew, the late
Winchell Smith, his first start in
the theatre. It was a part in 'Secret
Service' Smith started writing at
the age of 34 and his first play,
Like Mother Made, 'later Turn to
The Right,' dated the phenomenal
success of Smith and John Golden
as managers. as managers.

as managers.

Gillette, born in Hartford, made his initial stage appearance in 1875 in 'The Gilded Age,' in Boston.' It was followed by several years in stock in Boston, Cincinnati, Louisstock of the Boston in Stock in Boston engagement at the Giobe thestarte was obtained for him by 'Samuel L. 'Clemens (Wark Twain).

Hartford neighbor.

In June, 1881, he made his first
definite advance when he appeared
at the Madison Square theater, N. Y.,
in his own 'light comedy, 'The Professor,' in which he played the leading role of an absent-minded and
rather timid educator besieged by a
Bock of young girls at a summer re-

fessor, in which he played the leading role of an absent-minded and rather timid educator besieged by a fock of young girls at a summer resort hotel. The play, an amusing rifler, ran for more than a year, at the Madison Square, then managed by Gustav Frohman, ided by his brother, Daniel. This was followed by the lead in The Young Mrs. Wi throp' at the same theatre and this in turn was followed by 'Digby's Secretary,' less successful, and then 'The Private Secretary,' done from a German source, in which he scored another emphatic hit in a role somewhat similar to that in 'The Professor,' The play was offered in other versions, by several others, but the Frohman production more than-held its own and it placed Gillette very definitely in the list of important light comedians.

'e' de By the Enemy'
His next hit was his own 'Held by the Enemy,' in which he played the body in the list of important light comedians.

'e' de By the Enemy'
His next hit was his own 'Held by the Enemy,' in which he played the body in the list of important light comedians.

'e' de By the Enemy'
Then came his version of 'Sherlock-Holmes' at the Garrick, N. Y., and in 'Secret Service,' another war play, but on heavier lines than 'Enemy'. Then came his version of 'Sherlock-Holmes' at the same theatre, in which he scored one of his outstand, in successes. The play ran to capacity for more than three years, the only slight variance in The Admirable Crichton,' which also enjoyed a long run, and in his own 'Clarice,' not very successful. He madue to 'York's theatre, London, and later he played at the Criterion in 'Sampson,' which he had adapted from the French.
Other plays written by him were 'Esmeralda,' from the Frances Hodgeson Burnett novel: which he does

which he had adapted from the French:
Other plays written by him were Esmeralda, from the Frances Hodg-son Burnett novel, which had more than a year at the Madison Square; All' the Comforts of Home, 'Mr. Wilkinson's Widows, 'Settled Out of Court,' Ninety Days,' 'Because She Loved, Him So, 'The Red Owl,' 'Among Thieves,' Miss Electricity,' The Dream Maker' and an adaptation of Rider Haggard's 'She,' into which he wrote an additional character, that of a newspaper correspondent, to contribute the comedy reli Loie Fuller, later to invent the serpentine dance, played the dramatic role of 'Ustane.' Owing to casting troubles, he played the correspondent himself for a few weeks on the road.

respondent himself for a few weeks on the road.

His career was interrupted by numerous periods of fetirement, due to ill health, in which he devoted his time to writing. In 1910 he appeared for roadway in revivals of Shorlock Holmes, The Private Secretary, Too Much Johnson' and Secret Service.' In 1914, he was at the Empire Beaucler's 'Diplomacy, and the following year he again revived 'Holmes' and 'Service.' In 1917 he was in Clare Kummer's 'Successful Calamity,' and the year following in Barrie's 'Dear Brutus.' It was the latter play which first attracted attention to Helen Hayes. is last appearance was a brief season in John Golden's 'Three Wise Fools' last year. The tour lasted five weeks, one of which was played in New York, In the fall he contracted a severe cold, which eventually caused his death.

FRISCO'S '39 LEGITIMATE BI

Philly's Mayor Nixes 'Orchids' After 'Command' Performance

Philadelphia, May 4.
Philly's belligerent Mayor, S.
Davis Wilson, who has constituted himself a staunch and relentless defender of the morals of local the atregoers, is at it again. He's closed another show.
Latest row came as a complete surprise to almost everyhody and is concerned with Charles Abramson's new. musical, Orchids Preferred, which opened Wednesday (April ?) night, after two postponements. Show received sharp panning from most of the local crix, but there was nary a peep heard from any source after the first night concerning any possible objectionable matter.
But it seems that members of the theatre control board, body of censors appointed by Mayor Wilson a year ago, found 'obvious vulgarity, indecency of plot and general lowering of theatrical standards.'
Hence a 'command performance' funsday night, which was attended by the Mayor, his secretary, Louis Wilgarde, two members of the censors board, two reporters and the house and show staff. Money for all seats sold had been ordered refunded; there wasn't much.

Before the end of Act I, Mayor Wilson stalked up the aisle putting on his famous fuming and muttering routine.

We can't possibly permit this.

on his famous furning and muttering routine.

"We can't possibly permit this show to go on here, he said for the show's production staff and the lonesome newspapermen. He also told Abramson that the singing and voices were 'rotten,' but on the advice of Wilgarde deleted these remarks from his comments for the papers.

"I fully agree with Board of Theatre Control,' he said, the show is improper and can't be permitted to go on here. Philadelphia will perit only decent shows. There is scarcely a situation in whole plot which doesn't reek of licentiousness."

tiousness."
Wilson's last row was over 'Mu-latto,' skedded for the Locust, last inter... Mayor said 'Nix' and that ix' stood, although Wilson warred with one dissenting member of the Censor Board, Mrs. Upton Favorite, on the matter and suspended her for a time.

Papers here gave plenty of front page space to current row on 'Or-chids Preferred.' Regular review on the play is on

20TH LOOKS SET TO PAY 15G FOR 'CURTAIN'

Picture rights of 'The Curtain Rises,' which was presented the fall of 1933 by Morris Green and Frank McCoy at the Vanderbilt, N. Y., will probably be bought by 20th-Fox. Play was written by B. M. Kaye, a New York attorney, who was a silent partner in several productions. An offer of \$10,000 had previously been rejected and current figure is \$15,000. Jean Arthu: played the lead in 'Curtain Rises' and on the strength of her performance, attracted fresh attention from Hollywood. She returned immediately after the play closed and went on to highest film successes of her career.

Antoinette Perry Ill

Antoinette Perry, the actress-director, was ill with intestinal influenza at her home last week.

She was reported favorably early this week.

DRAMATISTS GUILD MEETING

Special meeting of the Dramatists Guild has been called for May 20 to take up the matter of dues and payments of royalty to the Guild. Figures were considerably cut down last year to ease the payments for those earning under \$2,500 per year, with the result that the Guild is finding itself running behind.

Not Dirty

Newark, May 4.
rchids Preferred, 'musical comedy banned in Philly last week, opened at the Shubert here iast night. First nighters and crix of a. m. sheets couldn't understand what seemed objectionable to Philly's mayor; or, perhaps, much of the questionable material had been taken out before showing here. Some or the dialor, in the first act only, is spley, in the 'Greeks Had Word for It' wanner, but there is a duil letdown thereafter. Show is long-trawn-out on the whole and, in its present state, seems above official criticism.

BURLEY HALT **MAY RECLAIM** 42D ST.

Should burlesque be ruled off defi-nitely, the status of 42nd street, one nitely, the status of 42nd street, one time noted for its legit theatres on the block between Broadway and Eighth avenue, may be considerably changed next season. There were three legiters on the block playing stock burley—Apollo, Eltinge and Republic, all going dark last Saturday when licenses were not renewed.

day when licenses were not renewed. In the opinion of reality men, legit shows have a good chance to return to the block, which has but one theatre with that policy (New Amsterdam, dark). That goes especially for the Apollo and the Eltinge may be re-converted although in need of rehabilitation. Chances of turning two of the spots into picture houses depends on the amount of product available, since there are a fock of grind film theatres on the block.

grind film theatres on the block.

Apollo cannot be used for pictures. It is owned by the Bowery Savings Bank, which also controls the Times Square, adjoining. When the latter was leased for pictures, it was stipulated in the lease that no films could be shown in the Apollo. Eltinge has a frontage of 33 feet and stores may replace the front of the house. Republic is one of oldest theatres in the group, and expected to turn to grind films.

Realty people are very definite in

Realty people are very definite in their ideas as to how the block was ruined for legit—they blame burlesque. If burley is out, failure to pay the rent will lead to prompt dispossesses.

Central City O. H. Signs Ruth Gordon in Ibsen Play

Denver, May 4. uth Gordon will star at the Central City Opera house this sum mer in Henrik Ibsen's "The Doll's House' Jed Harris has been signed

House.' Jed Harris has been signed as producer. Richar Aldrich, who will direct this year, is assembling company in New York, where rehearsals will begin, with the east moving to Central City July 9 to continue rehearsals for the opening, July 17.

EXPECTS BOOM DURING FAIR

Attempt to Be Made to Re store S. F. to High Place Formerly Held as Drama Center of Far West — B'way Interest Shown

PRIZE FOR BEST PLAY

San Francisco ill attempt to restore its former status in theatricals if the plans of its amusement committee for the 1939 Fair there are consummated. In the nineties and before the quake and fire (1906) it was one of the land's best theatre towns for legitimate and stock attractions. That Frisco will again support as many such houses is unlikely nor is its exposition expected to rival New York's World's Fair, dated for the same time, but the stage revival plans will interest show business.

business.

Golden Gate Exposition directors propose to offer a handsome prize for the best American play. Whether the winner be an unproduced work to be first presented there, or whether the selection be made from some standout on Broadway, has apparently not been decided. The expectation, however, is San Francisco's fame as a producing center can be recaptured, for a time at least.

least.

roadway showmen, who have gone to the Coast, have tentatively made plans to operate in Frisco. The great volume of talent around Hollywood makes the matter of casting no real problem. Some Eastern managers will be attracted to the west coast fair, although the season and summer of 1939 are figured to be a natural for New York. That is one reason why legit managers have finally decided to bring their houses up to date with air conditioning systems.

'Frisco's Heyday

Trisco's Heyday

In its heyday as a live show town, attractions were frequently booked in for two weeks and some for a month. Before the fire there were such theatres operating 4s the Al-cazar, Columbia, Tivoli, Princess, Van Ness, Baldwin, Grand Opera House and Valencia. At present

(Continued on page 59)

LEANING ON LETTY PLANS EASTERN TOUR

Charlotte Greenwood will tour the east next fall in 'Leaning on Letty,' in which she starred in Chieago this season during a 20-week engagement. Play is the drama known on Broad-way as 'Post Road,' but is embelway as Post Road, but is embel-lished by the lanky comedienne with songs and dances at the end of each act. lay originally opened cold and was not toured.

was not toured.

Miss: reenwood may ring the show into New York for a repeat in her manner, but is hopeful of appearing on Broadway i a new play around next New Year's. She sailed for London her husband, Marti roones, composer, ucsday (4).

Wilson Grabs London Hit: **Blumey Owns Film Rights**

City July 9 to continue rehearsals for the opening, July 17.

Manhattan Players Fold Mount Vernon, Y., May 4. Manhattan Players, who opened here April 10 for a stay of eight weeks, have departed. Found the going just as tough as every other stock organization in the past.

It was the first attempt at stage shows her i ght years and the attendance was off despite the fact that the auditorium of the ritzy West-chester Woman's club was used, and the club lent its support generally.

Equity's Indie Group Concentrating On Being Represented in Council; Have No Candidates for Officers

Vote of Confidence

Equity's council voted unanimously against a proposal that the salaries of Frank Gillmore and Paul Dulzell be reduced. Idea was the aim of a petition filed recently. The propsal, however, ill be placed before members at the annual meeting and election, June 4.

There will be 14 members of the council present.

B'WAY CUT-RATE TREND A NEW **LEGIT WORRY**

Broadway is eyeing with interest and no little concern the current showing of two plays in New York at radically reduced rates, irrespective of the regular cut-rate channels. Both 'Dead End' at the Belasco and 'Behind Red Lights' at the 46th St., N. Y., have sliced pricos of ducats at the bo. in the hope of spanning the summer. First nemed play has cut from \$3.30 to \$1.65.

Understood that many legiters feel that this is a move i the wrong direction in au ience education. They claim that it will encourage patrons to give full-price shows the go-by in the hope that they, too, will eventually be forced to slice ticket prices if competition gets keen.

For years there has been a vast army of film show customers that has systematically refused to patronize the N. Y. first-run deluxers, preferring to wait until the pics they want to see reach the nabe theatres—at low prices.

EQUITY CANDIDATES MUST FILE CONSENT

Equity adopted a rule last week covering last-minute petitions placing candidates in the field for the coming election. Such late petitions must be accompanied by the written promise of the candidate that he or she will

run.

Same rule had applied to regular candidates, idea being that all candidates must be bonafide and will not be permitted to withdraw after the ballots are printed. There were no petitions received last week and the deadline for independent candidates was Tnesday (4).

Adolphus, Ballet Master, For St. Louis Muny Operas

heodore Adolphus, former premier dancer and assistant mattre of Opera Comique in Paris, has been congaged as ballet master, and Al White, Broadway dance starproducer, as dance director micipal Opera's 1937 scason. Municipal Opera's 1937 scason. Mun Louis, May 4.

The oppositi

have been misinter minist positi

out ing people

out.

With Walter Hampeen having definitely rejected a place on its tick, the opposition states that it has no other candidate for the post or any of the other offices. The position of E. J. Blunkall is left up the His Lambs Club sponsors may enfer the rendidate and, if so, there will be no other opposition to Frank illmore, Paul Dulzell and other officers for re-election for another three-year period.

Agitation for new blood in Equity leadership seems to be not so much a personal opposition to its officers but the methods they claim, have been adopted. Major protest is over the manner which council is essions have been conducted. The adminitrative functions of the council ar alleged to have been usurped, because of wenk-kneed attitude of most of the con illors.

Ifference of Opinion

ifference of Opinion

ifference of Opinion

speciation is that by g tting its council candidates elected there will be an administration along the lines originally planned by the actors association. They claim that for 19 years such functions have virtually passed out of the hands of the council and that officers long in charge have swayed that body. Whether the actors have or have not gotten a fair deal thereby is not stated, but the record shows that most of the reforms or changes in policy sought by the group once known as the Actors Forum are now in force, such as rehearsal pay, limitation of rehearsal hours, rules for cutting salaries.

such as renewall such as released hours, rules for cutting suraries.

The move for a secret ballot is one of the latest demands by the group, which further contends that the admittation has exaggerated the intent of the proposed constitutional amendment on that Issue. It is admitted that the phrasing of the amendment change is open to a difference of opinion but that the only matters for which secret voting is sought is for elections and referendums. They say the Idea that the proposed change might mean that even motions to adjourn meetings by secret balloti iculous. Tuesday council ni to reduc

dues.

Because of that and the expectation of electing its candidates to the council, the opposition is establishing an office and plans to send out press releases. They have already okayed half dozen council candidates on the regular ticket and point out with some satisfaction that those same players were selected last year for the same post by the then called Forum.

ECUITY INDIE GROUP

Gene Buck Honored by Catholic Actors, **Notables Pay High Tributes at Dinner**

By JACK PULASKI

In the ballroom of the Astor hotel N. "Sunday (2) night, Gene Buck was given the adoration of men of walks of life, at a di

formed. On the the stage the stage formed. On the dais were an ex-president, Herbert Hoover, a cabinet member, James A. Farley, church dignitaries, politicians and prominents of the stage. There were no less than 22 speeches, consuming two hours and 30 minutes, the proceedings being on the air throughout that stretch.

air throughout that stretch.

Most of the addresses were in praise of the honored guest, president of ASCAP, but there were huttonerous interludes and displays of oratorical brilliance. The changes of pace were provided by Monsignor Sheen, Harry Hershfield, Clarence Budington Kelland and Ed Wynn, who tapered off the rather dry remarks of a battery of political speakers. Many men of the cloth were seated among the guests.

Praise for Starc Cleanure

Praise for Stage Cleanup

Praise for Stage Cleanup
The keynote from the dais not only lauded Buck, but praised the movement to clean up the stage. Before Edward P. Multrooney introduced the toastmaster, Joseph P. Tumulty, he said, there was another reason, other than Buck's geniality, for the occasion, and that was his wholesomeness and cleanness in the theatre. Paul Moss, license commissioner, who doused burlesque, was called for. He was present, but did not arise, although roundly applauded.

not arise, although roundly applauded.

When Buck arose it was past midnight. his usual, sincere manner he said he had just been splashed with the milk of human kindness. He condemned dirt on the stage—smut without a smirk. President Hoover had spoken briefly but a short time, before, having crossed the continent to dine with the honor guest, it was said. Mr. Hoover was glad to be here with so many other ex-presidents' and said that Buck's custanding characteristic is kindness. Reference to the other excesame after William Gaxton claimed to have been 'the only Catholic president the U. S. ever had. That meant his part in 'Of Thee I Sing' Gaxfon called Buck a great convincer, the man who influenced Flo Ziegfeld to engage such comedians as Wynn, Latter was on next-to-closing, with several gadgets which brought laughter.

Kelland Ribs

Kelland Ribs

Kelland Ribs

Kelland Ribs

Kelland dmitted he came to voice the protest of the old (bloody) sixth ward of Detroit (Buck's home town) 'It pains me to call him mister. Back in 1892 we didn't think he'd amount to much, we stick to that opinion and we don't approve of this whole curious mess.' Hershfield won the best laugh by remarking that because Buck had brought so many character itnesses 'it's not so good for me.'

Tumulty said that after a lifetime in politics he knew about audiences and thought his poor ability inadequate, but o'rer the air he was rated excellent. Tumulty thought the dinner a 'tribute to old days and old ways, a grand medley of men and women.' Buck called himself 'just an old-fashionted guy'. Alfred J. Tally mentioned the statue to Father Duffy, which was unyeiled in Longacre Square Square

'God's Model' drama by Geoffrey Lane acquired by Lodewick Vroom for fall production.

SEEKING TAX DEFAULT LIABILITY IN ATLANTA

Atlanta May

Atlanta, May complaint filed in Fulton Superior court last week by John L. Westmoreland for the Trust Co. of Georgia, executor, asked the city, county and state to set up claims for approximately \$80,000 in back taxes against the Erlanger theatre property, so the court can determine who is liable for the taxes.

Complaint sets out that the matter must be settled before final settlement can be made of the estate of the late Baroness Rosenkrantz, formerly Rebie Lowe, of this city, who died in N. Y. in 1935.

Complaint reveals taxes have not been pai on the property, now under lease to W. F. Wincooff, for approximately 10 years.

Theatre has been dark for a number of years, except for an occasional legit show. Tallulah Bankhead is winding up her tour in Reflected Giory on Erlanger's stage with her performance today (Wednesday).

WPA Plays Skedded For Union City, N. J.

Newark, May 4.

Newark, May 4.

WPA Federal Theatre of New
Jersey, Louis M. Simon, irecting,
is presenting a series of new and old
stage plays at the Hudson theatre,
Union City, for a limited engagement, beginning May 15. Theatre has
been housing burlesque all season,
but lessee, Jules Leventhal, intends
putting a stock company there after
the Federal Theatre engagement.
First production which the Government is sponsoring is a new play,
The Trial of Dr. Reck, by a young
Negro playwright, Hughes Allison,
described as a psychological courtroom drama. Play booked is at
Shubert theatre, Newark, week of
June 7.

Merlin Leaves FTP

Frank Merlin, producer of the variety unit of the WPA Federal theatre, has withdrawn from the

project.
Put on 'Machine Age,' WPA revue
which opened last Friday (30) at the
Majestic, Brooklyn.

Shows in Rehearsal

'Abie's Irish Rose' (revival)— Anne Nichols 'Damaged Goods' (revival)—Rich-

rd Highley.

'Room Service'.—George Abbott,
'Sea Legs'.—Bannister and Byrne,
'Money Made'.—Edward Relkin,

Three Mich. Strawhats

Chicago, May 4.
According to contracts in the local
Equity office Michigan is going
to be quite a center of stock
activity thi summer, with three
spots set for the hot season. Headed
by the Robert Henderson 'spring
festival' annual gallop in Ann
Arbor, plus the Martin Barton stock
venture in Grand Rapids, with the
new entry slated to be located in
Marquette under the idance of
J. R. Calloway.
Grand Rapid stock opens this

Marquette discovery of the control o Josephine Dunn, Wi head, William Dorbi Davi

WPA 'FAUSTUS' HITS 100 MARK

' WPA's most success ful show to date, played 100th performance last night (Tuesday) the Maxine Elliott, N. Y., having played to total

average of 5,000 consecutive run any Federal show. Other notable marks set by WPA

how are the Negro 'Macbeth,' which gave 144 performances 117,000 attendance. Show played three New York houses and seven road cities, finally folding Oct. 17 'Murder in the Cathedral

road cities, finally folding Oct. 17, 1336. 'Murder in the Cathedral' gave 38 performances before around 39,000 people. Gilbert and Sullivan troupe (up to April 1) had given 283 performances for attendance of approximately 254,000.

Various companies of 'It Can't Happen Here' played 267 times for about 184,000 persons up to April 1. Show is still playing few spot bookings. 'Power,' hif show, had given 35 performances up to April 1, for 28,000 attendance. 'Adam and Eve' played 102 times before 138,000 people. 'Emperor's New Clothes' (uwe play) ran 37 performances for 129,000 attendance. 'Horse Play' (portable show playing outdoors to houses of 5,000 to 25,000) has fotaled 174,000 attendance in 17 performances and, up to April 1, The Sun and I' had played 32 times before 19,000 persons.

Seattle's FTP Foursome

Seattle May 4. Federal Theatre Project here wi ambitious this month, with four

go ambitious this month, with four plays, at the Moore theatre. Each will run four days a week. They are 'Stevedore,' May 5, with colored cast, 'Blind Alley,' May 12, 'In Abraham's Bosom,' May 19, and 'Warrior's Husband,' May 26.

Government's Ticket Agency Inquiry May Include B.O. Men and Managers

The government's claim for its been analyzing the records of brokshare of admissions taxes which the Internal Revnue Dept, figures was withheld by ticket brokers, is also stamping tickets with the price sereported to include certain box office and several managers. One of

men and several managers. One of the latter is known to share in the fice which is i the from of gratui-ties, and is said to be paying the rightful percentage of the take to the collector. When the law was changed several years ago eliminating the 50% cut to the government on premiums in excess of 50 cents (later raised to 75 cents, plus tax), that portion of the statute which called for a 50-50 divy, if the manager participated in agency. ice which is 1 the from of gratuities, nd is said to be paying the rightful percentage of the talee to the collector.

When the law was changed several years ago eliminating the 50% cut to the government on premiums in excess of 50 cents, plus tax), that portion of the statute which called for a 50-50 divy, if the manager participated in agency gratuities was left unchanged. The manager offices accepting ticket excess from the box office must split with the collector which in essent with the collector which in essence makes the government participate in the practice.

From the present agitation it would seem that Washington is trying to force some agencies out of lussiness. A corps of Federal men was sent to New York recently to clean up the tax claims and have

Customer Convenience

That agencies are performing service is generally recognized those demand tickets at the

B'way Treasurers and Vet P.A.'s Apply for TMAT Union Membership

U. S. REPS APPROVE COHAN'S GOLD MEDAL

Washington, May 4. concerted

position, the House voted last week to spend \$700 to carry out last year's law authorizing presentation of a gold medal to George M. Cohan in appreci is contributions to American morale.

Fund, pared from \$1,200 last year by the Treasury, was carried in a deficiency appropriation bill which still requires Senate action.

Sharp protest against the item was made by several G.O.P. leaders, with Representative M.

made by several G.O.P. leaders, with Representative M. New York attempting to strike the amount out of the bill. Headed by Representative William P. Connery, Jr., of Massachusetts, ex-hoofer and doughboy, the Democrats kept the money in the bill.

Issue was whether such expenditure is justified in view of the Government's precarious financial position. Taber and Congressman-Earl Michener of Michigan argued that song-and-dance man would not want taxpayers' cash spent for decorations while millions are on relief, but Democrats retorted that country owes recognition to Cohan in view of his contributions to various charities, work during World War, and general morale-boosting.

Paying tribute to whole theatrical profession, Connery, who at one time played in a Cohan show, declared England would knight the song-and-dance man if he were a British citizen, merely for his valuable service in scribbling Over There. Numerous generals have been honored for less-distinguished work than Cohan performed in turning out the outstanding war tune, Bay Stater opined. Pointed out Cohan's \$25,000 royalties for the number all went to various funds for welfare of the doughboys and remarked that Cohan has been generous in offering services for flood relief, drought relief, and other money-raising activiti

BENEDICT ARNOLD AGAIN ON STAGE

The Brink of Glory, a drama, having Benedict Arnold as the central character, was presented at Columbia University by the Morningside Players, last week. Play by Peggy Phillips attracted several showmen, who rated it doubtful for Broadway presentation. During the winter, an Arnold drama called 'A Point of Honor' was presented at the Fulton, N. Y., and was a fast flop. Picture companies only mildly interested in the historical topic, although one has a script for if and when purposes.

when purposes.

Current Road Shows

(Week of May 3) Meets irl, Chestnut, Boy Meets Girl.' El Capitan.

ollywood.
'Brother Rat,' lymouth, ton.

Close Quarters,

City, 7-9.
D'Oyly Carte Repertory, Colo-

D'Oyly Carte Repertory, Colo-Boston.
First Lady (Jane Cowl), Ford's, Baltimore,
Follies, Royal Alexandra, To-ronto, 3-5; Masonic Aude, 6; langer, Buffalo, 7-8.
'Idlot's Delight' (Lunt and Fontanne), Erlanger, Chicago.
'Reflected Glory' (Tallulah, Bankhead), Lanier Aude, Mont-gomery, Ala, 3; Erlanger, At-lanta, 4-5.
Ruth Draper, Wash-

Ruth Draper.

"Tobacco Boad," Mitchell, S. Dak., 3; Coliseum, Sioux Falls, S. Dak., 4; Aude, Sioux, City, Ia., 5-6; Par, Omaha, 7-8.
"Tovarleh," Biltmore, Los Angeles

"You Can't Tabe !! With You, Harris, Chicago.

Approximately 100 applications for membership in the Theatrical Managers, Agents and Treasurers were filed during the past week. That is nearly 50% of the total ofbox office men who attended an organization meeting recently but not all applicants are treasurers, are said to be vet company managers and press agents mostly people who originally belonged to the TMAT, but withdrew for one reason or ain.

but withdrew for one reason or an

and press agents mostly people who originally belonged to the TMAT, but withdrew for one reason or another.

Plan for the TMAT to come within the IATSE which proposes.

Ize the front of the house, is still pending. Strength of the IATSE the factor that led to the first tiations to combi Figured their should the IATSE proceed with its front of the house organizing the box office men might have been to to ion up with the TMAT, or elso.

As for the treasurers their idea is to get jobs, and the only indicated manner, in which they can protect themselves is through the union. They can the offer a complement of experienced people to handle box offices of all types, for events indornand out. The legit will be the smallest avenue of employment for the next four months or so.

There was contact between the newly formed New York Theatrical Press Agents and the union and a committee of the latter will talk it over with Jack McCarron, secretary-treasurer of the TMAT this week. Pointed out that the p. 's could join the union as individuals and still hold their-own association together without objection from the TMAT. Same goes, for the TPROA, the older association of p.a.'s and managers.

New Applicants

Before the new applicants become members of the union they will have to be declared eli libe by the rules committee. Rules may be changed and one requirement may be that the applicant must have been employed in the theater for at least two years. Some ticket men will seek to have the minimum is sed to five years. Another suggestion made is to the effect that if women are engaged for the box office they would be assistants, with men the designated treasurers. Understood that the AFL rules may not permit such stipulation, since there can be no iscrimination against women ioling unions. There were about a dozen women applicants for TMAT membership. membership

membership.

Lee Shubert wanted to know what was going on among the bo. men, and Clarence Jacobson was designated to call 'upon' the manager. When it was explained that the treasurers were taking protective action, manager is said to have expressed no opposition, especially if the movement would not injur theatre.

Complaint Cited

Complaint Cited
Shubert was told that criticism of box office staffs appearing for months in letters to a N. Y. daily had given the treasurers food for thought. He was told that if the conduct of the b.o. staffs was affault, it was up to the ticket sellers themselves to clean house, and that few, if any experienced treasurers' ever brought protests from patrons. Also, it was contended, that women in the b.o.'s are as much at fault as men, if not more so:

in the b.o.'s are as much at fault as men, if not more so:
Chances of another front of the house, union is dim. Hal Olver, once of the TMAT, has been trying to affect such an ization. He, has been on the outsi, after differences with the union's officers, dating back several years. That a charter from the CIO could be obtain is doubtful, since the Lewis plan is for mass industrial unition and the theatra has four or five unions now.

ENGAGEMENTS

Walter N. Greaza, 'Sea Legs.'
William Fay, John Buckley, 'Abi
Irish Rose.'
Ruth Gordon,
Control Gordon, Colo,
Lenore 'Gordon, Miriam Battisla.
Isobel Rose, Clara Thropp, Ralph
MacBane, Starr West, Arden Young,
Kent 'Montroy Francis Spencer:
Teddy Jones, Clement O'Loughlin,
Walter O'Hill, Lester Lonergan, III
Will Henry, Starlight theatre, Pawling, N. Y. (permanent co.).
Kenneth MacKenna, Barbara Rolbins, Elitch Gardens, Denver, Colo,
(permanent co.),

'Red Hot' Quits Loop on Moderate \$20,000; 'Delight' Fine at \$23,000

Chicago, May 4,
Two disappointments in the Spring season in Chicago have been Red, Ho and Blue! which folded here of Saturday (1) and 'Close Quarters,' which opened last week at the Selwyn to sad business.
Red, Hot and Blue never got started, its opening night postponement due to scenery trouble acting almost as a hoodoo. Business picked up last week at mount of the season of the summer, or to continue touring.

whether two shows, 'Idiot's Delight' and 'You Can't Take It With You' continue, with the latter beginning ease somewhat. 'Delight' scrams on Saturday (8), with house going pix once more:

In 'the WPA lists, 'Lonely Man' will finally open at 'the Blackton' May 12, after several postponements, while the new version of 'O Say 'Can You Sing' will start again at the Great Northern on Saturday (8).

(8). Estimates for Last Week
'Close Quarters,' Selwyn (1,000;
\$2.75) (2nd-final week). Got away
to weak notices, word-of-mouth and
flabby biz. Under \$4,000 on initial
week and gots out Saturday (8).
'Iddot's Delight,' Erlanger (1,400;
\$3.90) (4th-final week). Top coin.
with subscription tickets off, and
real money. Up in the bucks with
\$23,000.
'Ree, Hot and Blue, Grand (1,300;

\$23,000.

'Red. Hot and Blue, Grand (1,300).
'Red. Hot and Blue, Grand (1,301).
\$3,85). Folded Saturday (1), after three weak sessions. Ficked up a little on closing notice, but only enough to get \$20,000.

'Can't Take it With You,' Harris (1,000; \$2.75) (13th heek). Tickets now available for all performances without trouble. Okay, however, at \$13,000.

\$13,000. WPA

Lonely Man, Blackstone, coin fantasy opens May 12. Mississippl Rainbow, rincess. All-colored show continues. O Say Can You Sing? Great Northern, Musical reopens after layoff and some revisions on Saturday (8).

PHILLY BACK TO SLEEP; 'BOY' 7G

Philladelphia, May 4.

Philly seems to have a tough time keek it was censor trouble, general was consorted by the construction of the construction

ably profitable. Estimates for Last Week

Bestimates for Last Week

Bey Meets Girl, Chestnut (1,500;
20 Julaining, \$7,000 in 3d week,
which laining, \$7,000 in 3d week,
which all ads amotoably profitable, Origiand and anotoably profitable, Original ads amotoably profitable,
and no decision has been made beyond Saturday.

Orchids Preferred, Forrest (1,800;
2,50). Opening postponed to Wednesday, and then Mayor stepped in
and banned it. Bit the one night indicated it wouldn't have done much,
anyway.

'Lady' \$12,500, D. C.

Washington, May 4.

Second local playing of First
Lady didn't live up to hopes last
week at the National. Played last
superior to the control of the control

FOUR SHOWS OUT

'The Amazing Dr. Clitterhouse' will close Saturday at the Hudson after playing 10 weeks to moderate busi-

THE AMAZING DR.

HOUSE'
Opened March 2,'
lons on this melodrama were
mixed. Atkinson (Times) called
it 'gay and slyly scribbled
,' but Brown (Post) saw it
as 'mild and tepid.'

Variety (Ibee) fairly diverting evening.

ness. Rated the best of the British thrill plays imported this season, it still was under expectations.

still was under expectations.

'Miss Quis' will close at the Miller,
N. Y., this Safurday, after playing
four and one-half weeks. Drew

'MISS QUIS'

MISS QUIS'
Opened April 7, Ward
Morehouse, of the Y. Sun
and author of this play, got
more personal laurels from the
critics than did his script. Althought his dialog and characters okay, but plotting in. g.
Variety (Kauf) said: 'Will
stick around on Broadway long
enough for picture rights—
more than that is hardly likely.'

fairly favorable press, but business did not develop and slid off last week. Frederika' closed at the Imperial N. Y. Saturday, after playing 12 weeks. Operetta did moderately

'FREDERIKA'

PREDERIKA'
Opened Feb Opinions
on this Frans Lehar operetta.
were mixed. Gilbert (Telegram) declared it 'pat-to the
romantic turn of the times,' but
Anderson (Journal) sald, 'all
left me too tired to'
in my seat.'
Variety (Ibee) thought 'there
is enough that is admirable
its presentation to carry it
along moderately well.'

with average grosses around \$14,000. Slated to go on tour next season, house going dark. 'Hitch Your Wagon' stopped at the

'HITCH YOUR WAGON'

Opened April 8, '37. Chances this comedy were unani-ously considered negative by of this comedy were unani-mously considered negative by the first-stringers. Atkinson (Times) said 'the play is a sprawling exercise in comic hocus-pocus.' Variety (Abel) didn't think it 'sturdy or lasting stuff.'

48th St. N. Y. on same date after tepid business during its four weeks stay.

'FOLLIES' SOCK \$23,000, CLEVE.

Cleveland, May 4.

Cancellation of 'Ziegfeld Follies' dates in nearby Youngstown and Akron added two more days to its Cleveland booking and gave the Hanna a whamming \$23,000 for five

rauna a wnamming \$23,000 for five days.

Heavy out-of-town advance reservations almost made it a complete self-tow, with a flock of standees at the two matiness. Reviewers gave the show a couple of pokes, but the natives were too hungry for musicals to pay any attention.

Tost Horizon' (Col) followed Pollies' into the Hanna, opening a two-week road-show stand Sunday (2) Palyhouse idoing 'Her Master's Voice' and 'Bervator' Two Master's in its two theatres, but is only mild competish.

Estimate for Last Week

Estimate for Last Week

Estimate for Last Week.

Ziegfeld Follies' (Hanna; 1/435;

\$3.30). For seven performances in five days, \$23.000 rates as second highest gross at the Hanna this scanon. First time this year every orthestra seat as sold out in last two days.

Carlson's St. L. Job

Chicago, May .
Violet Carlson, starring with 'Hollywood Ingenues' unit current at the Oriental, was signed by ichard Berger to do comedy lead in 'Wild Violets'.

New show ill open Aug. in St. Louis, for Municipal Theatres

Tovarich' Clicks Off Big \$15,500 In 2d Week, L.A.

Los Angeles May 4. 'Tovarich' is in its third week at the Biltmore, ith the advance dicati that it will go fourth stanza to profit. Homer Curran, who

produced for the Coast, spent around \$8,000 on the production and has not sti , ith the result that the pub-

sti ith the result that the pub-lic is turning out enmasse. Boy Meets Girl' is probably in its final week at the El Capitan and, unless there should be an unexpected upturn in trade the first few days of this week, will probably fold next Saturday (8).

stimates for Last Week

stimates for Last Week
Tovarich, Biltmore, Los Angeles
(D-1,566; \$2.75) (2d week). Hitting
near capacity nightly and, at \$15,500, plenty good for a second stanza.
Will be forced out after four weeks
through previous bookings.

through previous bookings.

"Boy Meets Girl," El Capitan, Hollywood (C-1,570; \$1.65). (8th. week).
Hot weather beginning to cut in, plus
the fact that the comedy previously
had a highly lucrative run downtown, so \$4,200 is not to be sniffed at.

"Tomorrow's a Holiday," Mayan.
Comedy drama debuts Thursday. (6)
and runs through May 23. John Langan directed.

"Hely Newself," Hollywood Play.

gan directed.

**Help Yourself,* Hollywood Playhouse. After a successful run down-town and on tour through Southern California, comedy is beginning to catch on in Hollywood; though scheduled for only two and a half week's 'stay.

'Merchant of Venice,' Mason, ticks until May 9.

Chi Folding of 'Hot' Due to Bad Breaks And High Salaries

Brief engagement of 'Red Hot and Blue' in Chicago where the musical was withdrawn Saturday after playing two-and-one-half weeks, Surprised Broadway, where the show ran 23 weeks. First full week at Cohan's Grand grossed \$19,600 and lost \$2,100. About the same figures applied to last week. Show was accorded excellent notices, but was hooked up too high.

Vinton Freedlev sought to keep

hooked up too high.

Vinton Freedley sought to keep
the show going, and suggested the
leads cut their salaries. Jimmy Durante and Bob Hope agreed, but
Ethel Merman refused. She did
agree to withdraw from the show,
and the manager attempted to draft
Wini Shaw into the part. Latter's
bookings this week, however,
could not be cancelled.

could not be cancelled.

'Hot' seemed to run into adverse breaks soon after leaving New York. A train wreck delayed arrival of the production five hours, but that did not cause the Loop premiere to be out over from a Tuesday until Wednesday, after first-nighters were seated. Most of the production is flown and backstage deficiency was at fault. Weight of the production is 12 tons, but there were only 60 tons of sand in the counter-balancing bags.

tons of sand in the counter-balancing bags.

Management claimed that the missed opening was not its fault, and one-eighth was deducted from salaries. Frank Dare, the Equity representative in Chicago, notified Freedley that was okay, but several cast members probested, and the manager was informed the deduction would not stand. Producer has asked Equity to arbitrate the matter.

asked Equity to around the mack-record of the second of t

B'way List Off with Daylight Saving; Hits Steady; 'Eternal Rd' Grabs 24G

While Broadway's list eased off further last week, attendance for The Eternal Road took a surprise spurt. The jump approximated \$5,000 and takings were around \$24,000.

Sunday afternoon's performance was the strongest, the box office counting close to \$4,000. Much of this coin came from out-of-towiers who took advantage of week-end; all rates and attended the biblical spectacle. Announcement of the final weeks: I credited with the spurt, and it is possible with the spurt and it is a spurt. The jump approximated \$50,000 and takings were around \$24,000.

Sunday afternoonly performance was the strongest, the box office counting close to \$4,000. Much of this coin came from out-of-towers, who took advantage of week-end rail rates and attended the biblical spectacle. Announcement of the final weeks: credited with the spurt, and it is possible that the engagement will be extended. However, the problem of handling the red accumulated before the weekly of the problem of handling the red accumulated before the weekly of the problem of handling the red accumulated before the weekly of the problem of handling the red accumulated before the weekly of the problem of handling the red weekly of the problem of the problem of the problem of the strongest draws in town were slightly affected Saturday afternoon. The slipping stock market which has always reacted at the box offices, is still another angle. Two stellar draws are in their last month, 'Victoria Regina' and 'King Richard III,' both ending on May 29. Latter will have created a new run record for the Shakespearean work by playing 132 times, it was one attraction mentioned for Central City, which will get a revival of 'The Doll's House instead Richard may resume in the fall for a limited stay preceding a long tour.

HUB LIKES ITS CULTURE; G&S \$23,500

Boston, May 4

Boston, May 4.
Legit situation is healthy here in the taper-off weeks of the season. D'Oyly Carte company is jamming the Colonial in its fourth, final rance, and the colonial in its fourth, final rance opening. Tother Rat' is still oke in the home stretch of a marathon at the for two the colonial week) and hooks set for two more. Sea Legs, a new musical produced by Bannister and Byrne, and starring Dorothy-Stone, Charles Collins and Charles King, opens at Colonial May 10 for a one week tryout before Broadway.

Estimates for Last Week

Broadway.

Estimates for Last Week

D'Oyly Carie, Colonial (\$3.30; 3rd
week). Wharmmo biz all the way,
and final week practically solid in
advance. Could have stayed two
more weeks easily. Big \$23,500 last

more weeks easily. Big \$23,500 last week.

"Brother Rat," Plymouth (\$2.75; 12th week). Holding okay pace, \$3,500. Probably good for two more stanzas.

Propaganda

with Empire ilm Distri Co., but royalties asked scared them off. This deal may jell in the near future on a few subjects. Republic some time ago made a deal with Obei Ejga Ka-siha, but so far only one pic, Leath-ernecks' has been released.

sgo minde a lear with Ober 15th Nasina, but so far only one pic, Leathernecks' has been released:

Ne Hoss Operas.

Indi producers whose schedulcs
include horse operas cannot hope to
make run-of-production contracts
for this territory, Westerns having
passed out a few years ago. Tinters
are no go, also, because of cost and
the titling difficulti

Jap exchanges are now trying to
figure out a way of cutting down the
high cost of preparing for ign films
for the market. One of their ig
burns is the necessity of buying a
print which they use only for makting dupes with titles. Feeling is that
the print should be loaned them adafter the necessary titled dupes are
made, shipped back to producer.
Weakness of this is that the print
must be run by the customs censor
before being released to the lab and,
as a result, may become badly
scratched.

Tench cos. are overcoming the
look yen in a novel manner. They
lend new films to steamship cos for
use on voyages and notify Jup distribus to have a look while the liners
are in Kobe. Japs gladly pay the
ship's operator for the privilege.

a postponement. Weak press.

ates for Last Weck

Babes in Arms' Shubert (4th
week) (M-1,382-\$3.85), Eased off;
spring musical is fair prospect for
summer stay; takings around \$18,500,
probably profitable.

Boy Meets Girl, Cort (76th week)
(C-1,059-\$3.30), Ruu laugh show
around \$6,500; moves to Ambassador
probably at half ale; Rooi
Service' next attraction hous
May 19.

Behind Red Lights, 40th, St. (17th
week) (D-1,375-\$2.20), Ax-iodrama
operating on reduced budget; about
getting by; takings estimated around
\$7,000.

Brother Rat, Biltmore (21st week)

Spool.

Brother Rat, Biltmore (21st week)
(C-91-\$3.30). One of summer caudidates; eased off last week to around \$10,000; still goodly profit at level.

Brother Rat, Belizone Wah, wedidates; eased off last week to around \$10,000; still goodly profit at level.

CD-1,000-\$1.85). At reduced price dabout \$1,000; gross quoted over \$4,000.

**Excursion, Vanderbilt (5th week)
(CD-804-\$3.30). Getting good business, considering lateness of season over \$11,000 again last weeks.

"CD-804-\$3.30). Getting good business, considering lateness of season over \$11,000 again last weeks.

"Having Wonderfal Time,' Lyceun (11th week) (CD-1,006-\$3.30). Laugh show another summer stayer and from indications, will spun that season.

"Having Wonderfal Time,' Lyceun (11th week) (CD-1,006-\$3.30). Laugh show another summer stayer and from indications, will spun that profit show another summer stayer and from indications, will spun that show another summer stayer, and from indications, will spun that still getting important money, taki its week topping \$16,000.

"Halp Tor,' Beek (17th week) (D-1,124-\$3.30). Off with leid, but still getting important money, taki its week topping \$16,000.

"Itch. Your. Wagen,' 48th St. Closed Saturday, played four weeks of Miss Quile, Miller (5th week) (C-94-\$3.30). Final week; parties, but business light, with its ings estimated under \$4,000.

"Fenny Wise,' Morosco (3d week) (C-901-\$3.30). Spring contrant in doubt, takings about same as first week) (R-1,671-\$4.40). Et ily the best money-getter in town; some performances off, but big at weeks, and; \$280.30. Spring contrant in doubt, takings about same as first weeks, of the same performances off, but big at weeks, and; \$280.30. Spring contrant in doubt, takings about same as first weeks, of the same performances off, but big at weeks, and same as first of the stayed of the same as first of the same and same and

along.

with takings around \$15,000 right along. evivals,

'Candida,' Empire; final eased off last week, but not for \$1,000 right \$1,000 right along the same and \$1,000 right along the same and \$1,000 right along the same around \$1,000 right along \$1,000 right along

' and 'How Long Breth-dance dramas.

Plays Out of Town

playuse property Rose - Directed by Rose - Melen Alexander Directed by Sheld Metcalf. Helen Alexander Mrs. Decource Pornnan . Ferd Nofer Daisy Prennan . Catherine Corcoran Bee Drennan . Cele McLaughlin Ger Daisy Prennan . Catherine Corcoran . Catherine Corcoran . Catherine Corcoran . Catherine Corcoran . Al McGrahary Chicksopher Pegum . Phyllis Whitehorn Miss Pegum . Phyllis Whitehorn Miss Pegum . Rose Margaret Gallage Philip Flative . Gerry Murray-Philip Plative . Gerry Murray-Pursuan . Catherine Reiser

THE ROUND TABLE

Indelphi May 3.

They in three acts by Lennox Robbinson
Presented by the Hedgerow Theatre in Its physhouse at New Yalley, Pa., May 2.

They have been been a second to the tribit of the title is that this homely article of the title is that this particular place of the title of the title is that this particular place of the title of the title is that this particular place of the title of the title woman as an exemplification of the further of the title of the title is that this particular place of the title of the title woman as an exemplification of the thing the title of the title is that this particular place of the title of the title woman as an exemplification of the thing the title of the title woman as an exemplification of the thing the title of the title woman as an exemplification of the thing the title of the title woman as an exemplification of the thing the title of the title woman as an exemplification of the thing the title of the title woman as an exemplification of the thing the title of the title woman as an exemplification of the thing the title of the title woman as an exemplification of the thing the title of the title woman as an exemplification of the thing the title of the title woman as an exemplification of the title of the title woman as an exemplification of the title of the title woman as an exemplification of the title of the title woman as an exemplification of the title of the title woman as an exemplification of the title of the title woman as an exemplification of the title of the title woman as an exemplification of the title of the title woman as an exemplif Hedgerow Theatre, which has done very well by the Irish dramalists in the course of its extensive ready and the read

body else leans. She is the patsy—and without her level head and keen perception the Drennan family would uproceed to the Drennan family would up the process of the proces

Orchids Preferred

A numical in two acts (2 scheep); book and lyrics by Fred Herendeen; music by Dave Stamper, Featuring Eddle Foy, Jr., and Benay Venuta, Staged by Alexander, Leftwich, Costumes by Jenkins, dances, Robert Sanford, Presented by Philadelphia, April 28, 37.

Gertrude MHIde Venuta Staged Stages of the Sanford Sanford, Presented by Philadelphia, April 28, 37.

Gertrude Hilde Venuta Stages of the Sanford Sanfor Philineishin April 943
Gertrude Hilds Khight
Violet Frances Thress
Billie Doris Viston
Marion Marion Viold Cummings
Penelogie Berrymore Coit
Lillian Maioney Benay Venuta
June and July Mary and Watter Brown
limer Traum Jack, Whittidge
Rochard Hope, Jr. John Donaldson

Musicals have been mighty few and far between around these parts this season with only five exclusive of G and S and revivals, checking in previous to 'Orchids Preferred.' This Charles Abramson production, finally bowing in at the Forrest last night (Wednesday) -after two post-pomemts is a more or less unpretentious piece which may have a competition of the competition of

tunes will be up against some tough rivalry on Broadway these days, rown and the second of the secon

chance to warble a bit. Eddy-Mac also deserves mention as a novelty piece.

Book is pretty terrible, although it would seem that Fred Herendeen, who wrote it, had what might have the word of the here of the her

other gold-digger. You can guess the rest.

Of the principals, Eddie Foy, Jr., is agreeable and easy, as a kind of Mr. Fix-It who takes the girls under his wing. His comedy is neat. Benay Venuta has the role of a seductive giren of the night clubs who torchesrather effectively and also shows a sense of humor. The Men of Harlem are a highlight and, so are Mary and Walter Brown, a graceful dance team who do two okay numbers and rate the applause they got.

Hida Knight and Frances Threes are decorative as the older gold-diggers and Jack Whittridge helps Foy, with the clowning. One feels sorry for John Donaldson and Vicki Cummings, as the Jove-birds. They work hard. Miss Colt hasn't much odo but does that little well.

There are some extremely shapely and eye-filling gals filling small,

There are some extremely shapely and eye-filing gals filling small, walk-on roles.

Waters.

ON BROADWAY

WITHOUT WARNING

Mejodrama in three acts presented at the National, N. Y., May 1, '37, hy A. I. Jones; written by Ralph Spencer Zink staged by John Hayden; settings, Nat Karson, Top., \$3.30. staged by John Hayden; settings, Nat KarTop, 83.9.
Clair Carieton
Private Pratt. Bdward Craven
Private Pratt. Bdward Craven
Private Pratt. Bdward Craven
Private Pratt. Bdward Craven
Colonel Hackett. Prankliph For
Colonel Hackett. Prankliph For
Colonel Hackett. Arbur Young
Colonel Rocks. Arbur Young
Colonel Rocks. Arbur Young
Colonel Rocks. Arbur Young
Colonel Rocks. Arbur Holle, Private of the Guard-Lee Worth, Carl
Cart, David Rubin, Prank Ellis.

Colonel. Rodgers. Colonel. Rodgers. Carl Carl David Rubin, Frank Ellis.

There are types of plays which are getting to be more difficult than ever to get across on the stage and mystery melodramas are included. Doubtless screen dramas are a contributing factor in the hazard of such presentation, of which. Without Warning, first called 'Arsenal,' is one.

At its delayed premiere Saturday (1) there seemed to be too much dialog; in fact, the first act was extremely gabby. There is a murder but it was committed before the curtain rose. The sergeant in army test in the stage of the curtain rose. The sergeant in army test in sland is found dead, virtually crucified with the hands run through with bayonets and the body, thereby, held upright.

Author establishes two inquisitors, one the colonel of the regiment quartered there and, for the last two acts, another officer, also called colonel but in naval blue. He is a crack checker-upper summoned from Washington by phone and landing by plane in the water nearby. It is a one-set, show, with steel girders aloft adding to the puzzling story, Nat Karson being the designer.

The guards claim they saw no one-net the building but did shoot at a person fleeing from it. That the soldiers missed is explained by the factor of the colonel of the

questioning and a bit of third de-greeing.
Audience has the belief that this man tied himself to a post and jaboda a bayonet through his hand in an effort to indicate someone else and not himself as the culprit As it turns out, he did not do the killing but his record places him under sus-picion. The fellow dervise had been a captain in the Pullippines and had mistreated his mer so much that he had been cashiered out of the ser-vice. Having changed his name he is trying to earn a living but the author has him on the spot most of the even-uing.

Inside Stuff—Legit

Believed to be stiffest advance royalty ever paid out for a Coast legit production is the \$10,000 demanded by Gilbert Miller before turning over rights to Tovarich' to Homer Curran for the San Francisco and Los Angeles playdates. Gregory Ratoff, whose wife, Eugenie Leontovich, is starred in the piece, put up the \$10,000, with Mervyn LeRoy, Warner Bros. associate producer, putting up another 5G's to apply against the \$8,000 laid out for the production. Royalty terms are said to be considerably higher than the customary 7½%, and with a heavy weekly salary sheet piece must do biz if those interested are to come out on top. Company's share at the Biltmore is 70% of the gross up to \$15,000 then 75%.

tatements in the dallies that Vincent Price, leading man of 'ictoria Regina,' has been signed for pix are 'premature.' Metro has for several weeks been dickering with actor, but contracts haven't been inked. Rumored that Price has been offered \$1,500 a week for minimum of 40 weeks a year.

A New York Jewish daily had around \$3,000 due from 'The Eternal Road,' Manhattan O. H., but accepted that amount in tickets charged at full price. Paper has been advertising the tickets at half price, stipulation with theatre being that they be sold only to sheet's readers.

Tickets are sold at \$1.65 but there is a 30c. admission tax, law calling for 10% of the established price. Paper therefore nets but \$1.35 per ticket. Difference in takings and its bill for the show charged off to promoton.

Brock Pemberton is now an associate member of the Dramatists Guild. He is one of the producers who revises the scripts of plays he presents and did some of that work on 'Now You've Done It' which was first called 'Me Third' when the WPA put it on at Denver. Antoinette Perry, who stages the Pemberton plays, has been a member of the Guild for some time.

Although Federal Theatre Project plays are generally presented in New York and elsewhere at 40 or 50c per ducat, first free admission show in a N. Y. theatre is 'Tobias and the Angel,' which opened at the Provincetown playhouse April 28. This cuffo WPA production even goes the Butler Davenport theatre one better. Latter legit hideaway, active for many years, charged nothing for tickets but passed the hat.

Trudi Schoop, Swiss dance pantomimic comedienne who appeared at the Longacre, N. Y., last week in 'Blonde Marie,' billed as a 'dance comedy,' completed a 20,000-mile tour. Company consisting of 20 people traveled in a bus.

Attraction is one of S. Hurok presentations. He will have 15 on tour next season, all being of the concert type.

Albert Bei , one-legged author of 'Little Ol' Boy' which is the basis of his current suit against Warner Bros, alleging 'Mayor From Hell' infringed on his play, is currently on a Guggenheim fellowship. Young writer has a play about delinquent girls due; also a new book based on his own juvenile delinquency experiences while in a reform institution. That served as the background for his 'Boy' play.

Phyllis Perlman, press agent for 'Yes, My Darling Daughter,' Playhouse, N. Y., received a gold and silver 'vanity' from Cartier's last week. It was inscribed from 'Delly.' Vic Samrock, company manager, got a cigaret

The latter is Alfred de Li , J days before the gift was received. , who sailed several

Jack Curtis is continuing 'Red Lights' at longer the Broadway engagement the better i season will be. Meller is estimated to be bettering an even break through a downward revision of the operating nut.

To clear the record, as far as Equity is concerned, Lucy Beaumont, who died last week, was established to be the first actress to walk out in the 1919 actors' strike. She appeared in 'Chu Chin Chow' at the time. Several others left that show and others on the first day of the strike. First striking actor was Ritchie Ling, who recently died also.

Vinton Freedley plans to produce another play by Ward Morehouse next season. Theatrical reporter is mulling over an idea for the piece which will have a New York locale. His 'Miss Quis' closed at the Miller, N. Y., this Saturday.

blonde and, in some manner, gets her ton the island: They are honeymooning in the building unaware of the murder. References to their love making brought some giggles but it is the girl who even the clue to the culprit.

There are nine in the cast with Franklyn Fox as the first colonel doing the questioning in act one, while Jack Roseleigh is the service sleuth who gets his man and shoots him through the heart. Don Dillaway, Fhilip Ober, Edward Craven (playing the moon-truck private) and Claire Carleton, who entered the cast ablers, ast minute, are among the Meller masks the killer but the show impressed as imed for cut rates.

In Praise of N. Y. U.

In Praise of N. Y. U.

Minold In two acts, (27, seenes) presented of the two acts of two acts of the two acts of two a

mistreated his meri so much that he had been cashiered out of the service. Having changed his name he is trying to earn a living but the author has him on the spot most of the evening.

For comedy relief, there is a private who just married a giddy is fects manage their musical comedy

chores to the satisfaction of two friendly audiences and that is what counts, after all. In no respect is it an outstanding college show but it presents a musical score that con-tains some excellent tunes.

tains some excellent tunes.

Songs were mostly written by
Robert Person, Donald Wynick and
Harold Asen and among the best of
them are 'That's the Way I Am
About You, 'If I'm Good' and 'A
Penny for Your Thoughts'. Jessie
Lubart shows herself to be an okay
blues warbler and Dorothea White
and Bob Manning also score in song
delivery. Ozzie Caswell leads the
orchestra through its paces with
spirit and also serves up a trombone
solo, a la Russ Morgan, in the overture.

Comedy roles in the show entrusted

ture.

Comedy roles in the show entrusted to Pat Montelone, Phil Silverman, Willie Cohen and other N. Y. U. faves, Sylvia Marks reveals a keen comic values in several of the scenes, Dance specialties provided by Adrian Jacobi, Dorobea White and Lou Andre.

Rowl.



I.MILLER

Open Thursday till 9 p.m. in two stores! 49 WEST 34th STREET - 1552 BROADWAY

Mid Season CLEARANCE

I. Miller Beautiful and De Luxe shoes.

1-MILLER

made expressly for I. Miller, for-merly 8.75 to 9.75 formerly to 13.75

MADEMOISELLE SHOES

6.95 and 7.95

in 502 Fifth Avenue St ret

562 FIFTH AVE. 450 FIFTH AVE. 49 W. 34th ST. 1552 B'WAY

Plays Abroad

FESTIVAL TIME

London	. April 21.
Comedy in three acts by	Lionel Hale.
Produced by Milton Rosmer s	t the Embassy
friderike	Yvonne Borle
Fildeling,	Meruun Tohna
Max	Guy le Fenue
Uncie George	Toon Wieken
Lucy	Tirenta Mary
Lucy	Augtle Wiere
Carl Fountain	Augun Hevor
Amyas Florin	Arthur Macrae
Sigismund	.n. n. nighett
A Dreary American	Dodd .hienan
Eleonore	Barbara Hone
Julia Florin	sopnie stewart
Christine	Betty Lynne
Alessandro Viatelli	Laseur
Martin Shepherd	llly Lunge

A very near approach to first-rate stage entertainment, without actually being so. First act promises much nd the other two acts give some and the other two acts give some-thing, but not enough. Author ap-parently capable of creating amus-ing characterizations and perpetrat-ing witty dialog, but in this instance provides insufficient story, and what little there is of it ends on a false

provides insufficient story, and what little there is of it ends on a false note.

In might be hastily revised during the two weeks' run at the Emission of the two weeks of all safe of the two weeks of all safe of the two weeks of the tw

able to secure a sinsoon.

The star cast is augmented by C.
Laseur, Dutch actor, making his first
appearance in this country.
All the country and conducts himself like a younger
prototype of Henri de Vries, and
acquits himself very creditably.
Jolo.

L'Appartement de Zoika

Appartement de Zoika
("Zoika's Apartment')
Paris, April 25.

Drama in seven tableaux by Richel Boulsakov, French version by Marie Reinhardt
and Benjamin Grenieux, Frenented at Thestage settling, Andhoust by Rone Rocher;
etage settling, Andhoust by Rone Rocher;
etage settling, Andhoust by Rone Provent
Zoika
Zoika

Zoika

Jeanne Provent
Ameliator

Bell Richa
Allebuia
Jean Fleur
Rementiny
Allover

A thoroughly enjoyable play, with slant very rarely, if ever before,

taken in a Soviet stage production.

Revolutionary stage works have a
habit of being more or less rosy-

so rosy that they are very Especially when propaganda sets in. It is as though the authors were giving themselves the task of presenting their public with as sweet an image as they can of the world they live in. Probably to make the said public forget a little of the turmoil and excesses of the world Due to that, the great majority of the plays and pix have, to this date, the plays and pix have, the third the plays and pix have, the right to expect.

Zolka's Apartment' definitely breaks away from that tradition. It

and otherwise, gave them the right to expect.

Zolka's Apartment' definitely breaks away from that tradition. It presents a searching, merciless study of life in non-communist circles in Moscow during the period generally referred to as the Nep—around 1927.

Jeanne Provost as a very convincing Zolka was obviously on the upper side of the street during Tsarist days. Now she occupies an apartment, which aithough very small, is way beyond the space allowed per person by the local regulations. Herrolagest headache is her lover, the local properties of the properties o

days. Now the occupies an apart-ment, which although very small, is you beyond the space allowed per person by the local regulations. Here person by the local regulations Here person by the local regulations. Here provides a proper count Obolianinoff, played by Paul Cettly, who, when not in a morphine daze, is convinced that all this revolution is only a nightmare. And that there will soon be a Restoration.

Both he and Zolka have a burner deal of the will be contained the contained that there will soon be a Restoration. Waller Hackett possesses the rare money has starts a faute couture ment of the big shots themselves. A roguish distant eousin of Zolka, Henri Rollan, is a perfect master of ceremonies, and Oetly entertains the company with melancholy pianotumes, All goes well and money is rolled the same mannequins provide amuse ment for the big shots themselves. A roguish distant eousin of Zolka, Henri Rollan, is a perfect master of ceremonies, and Oetly entertains the company with melancholy pianotumes, All goes well and money is possessed and hasten the play's progression. For instance, almost the company with melancholy pianotumes, All goes well and money is rolled the provide amuse the superfluous matter has been should be accomplished to the superfluous matter has been should be allowed to the company with melancholy pianotumes. All goes well and money is rolled the provide amuse the superfluous matter has been should be superfluous matter has be

wallet knifes him, steals the money and disappears. So does Rollan when he discovers the dead body. Just when Jeanne Provost and Oettly are making a go for it a group of officials walk in: "Tcheka"—and the curtain falls on that one word which, to Provost and Oettly is equivalent to a death sentence,

The tableaux, somewhat like a tensor of cinema shots, move on the curtain falls on the contraval of the neurotic, fatalistic Count, and Jeanne Provost tops the femme parts.

The play, which has had more than a year continuous run in Moscow, according to reports here, should be a success everywhere, due to its humanly genuine handling of the characters, coupled with a true dramatic value.

Benjamin's Travels

Jerusalem, April 14.
Adapted from story by Mendele Mosher
Toring by Reuben rossmar; etaseed out.
Toring the story of the s

Conceived as a satire on the ghetto dramers and on the early support-ers of the returnion movement 'Benjamin's Travels' has been clev-erly adapted by Grossman from the 58-year-

erly adapted by Grossman from the 58-year.

An array

An

of-fact, who looks up to him with adoration, confidence and something like pity.

Bartanoff's interpretation of this character takes the honors. Duo's tribulations are desperate. At the outset they are rowly especially the content of the content of the part has been added to the content of the content of

to whom he failed to us such the past.

Mew Habimah creation is bound to click, especially in this country and Poland, where it will eventually go. Doubtful elsewhere, although while Palestine is in the news, 'Benjamin's Travels' may have a chance. Set.

LONDON AFTER DARK

	London, April 26.
Commandia Cir. C	hree acts by Walter Hackett;
Comedy in	he author at the Apollo thea-
produced by	ne author at the Apone their
tre, London.	
Fay Beaudine	Freda Gaye
Carold Beaud	ine Leonard Upton
John Randall	Robert Andrews
Donomont Ari	ist Mendows White anEdgar McEwen
Pavement At	Edgay McEwer
Newspaper M	an
Commercial T	raveler R. Van Boolen
Mrs. Morant.	
Maggie Croft.	Elvira Hendersor
Cladve Ladle	Molly Carden
t mbusala Con	brook Marion Larne
Ammosta nea	clairEdwin Styles
Reginate of	Dishard Cont
Superintenden	t Pike Richard Gray
Manager of C	lnema 2: ivian Reynolds

WELL, IT TAKES TIME TO BUILD GOOD SHOWS

By May 10 all the American imortations for the Palladium coro nation show, except those i the Jack Hylton band, will be out.

First to go was Diane Ray, who was paid off before opening. Roy Smeck asked to be let out after Smeck asked to be let out after two nights, because he was reduced to one number, and is now working off his six weeks in the other GTC houses. Frank Libuse was intended to stay two weeks, but no replacement was available. Moore and Revel, booked in for four weeks, stayed the allotted span and left. Gaudsmith Brothers replaced Libuse and Keene Twins and Vic and Lamar are in for Smeck. Slate Bros, ish May 8, which completes their six weeks, with Vic Ollver replacing.

placing.

No replacement for Moore and

Philly Girl Tries to Win Beauty Contest in Paris-It Can't Be Done

Mademoiselle, you cannot expect to win, you are not French. Politely but firmly, Mary Shuck of Philadelphia was, informed that she did, inot have even the chance of an outsi of carryi the title of "Miss inema" during elections which were held here at Magic City, despite the fact that she took the title of Miss Cinema of the Riviera' in contests held in Nice.

Miss Shuck has been studying voice in Munieh for the last two years and appeared in two films made by Bavaria. She went to Nice for a vacation and entered the contests there. When she won, Camille de Rhynal advised her to come to Paris for the final runoffs at her own expense.

'WONDERFUL WORLD' AT VIC PALACE, LONDON

London, May 4. 'Wonderful World,' another Kurt Robitschek revue designed for the Coronati , opened at the Victoria Palace last night (3), with artists Palace last night (3), with artists contracted for four weeks with options. Cast of successful performers headed by Will Mahoney and Florence Desmond, augmented by chorus and scenery, all indifferently rehearsed. Hits of show are Paul Remos midgets and Wilson, Keppel and Betty, despite fact they've played in London for three years.

Pollocks to Hawaii

Tokyo, April 13.
Channing Pollock, his wife and daughter, touring the world on freighters leave here April 20 for

Hawaii.
While in Hawaii, Pollock will de-

Paris Lining Up New Night Clubs And Revues for the Expo Influx

Claim Chas. Kullman **Broke Opera Contract**

Austrian State opera claims that the American tenor Charles Kull-man breached his contract. He was scheduled to return to Austri to appear as Hueon in Weber's Oberon' on April 15, but Kullmann wired that he was unable to come in time. Kullman is also on the program to sing in Respighi's La Flamma' on June 8.

Jack Taylor Producing 30G Revue at English Spa; 5 U.S. Vaude Acts

London, April 26.

Biggest revue ever attempted by any provincial producer is being staged at the Opera House, Black-pool, by Jack Taylor. Taylor has been producing shows at this North of England Coney Island spot for the past, five years, but this is the first time he has lined up an aggregation of talent that compares with the West End.

Besides George Formby, a name up north, and Frank Randel, also local favorite, he has five American standard acts. These are the 12 Aristocrats, Fred Sanborn, Carroll and Howe, Harris Twins and Loretta and the Three Jades. Show costs \$30,000 to produce, which good money even for West End show, with an overhead of \$6,000 per week. Last year Taylor's show played I'weeks and was seen by an average of \$5,000 people weekly. Show is generally good for another six

weeks and was seen by an average of 35,000 people weekly. Show is generally good for another six months in the big provincial spots after its Blackpool run, where the grosses never fall below \$10,000 per with some weeks as high as \$12,500.

VALLEE, RICHMAN **SCORE IN LONDON**

London, May 4.
Rudy Vallee opened at the Holborn Empire yesterday (Monday),
going over splendidly. First show's
biz was sparse, but second show was
capacity. Vallee is doubling at the
Finsbury Park, where he also
elicked, pulling two capacity houses.
Other newomers on the Holborn
bill include Stone and Lee, a refreshing comedy duo which should
be in demand.here.
Harry Richman opened at the Cate London, May

Harry Richman opened at the Cafe Harry Richman opened at the Cafe de Paris. He received an ovation on appearance and held the capacity audience for 50 minutes with songs and chatter. He got June Knight to duet one number with him and, without doubt, proved the best attraction the cafe has had in years.

New program at the itz has Hildegarde in bright is She, too, scored strongly.

Rome Legit Continues **Active Through Summer**

Rome, April 23.
Four of the ig regular theatrical companies will carry on during the summer season here. They are Ruggero Ruggeri's Co with Margherita Margherita Morelli; the Gandusio-Carli and the Melato-Betrone-Cari Projected run of a review company in Rome during the summer, much talked about, is now to come off. Company will play at the Barberini Cinema, and will feature the debut on the revue stage of Paola Borboni, film actress. Miss Borboni will continue her picture work at the same time.

will continue her picture work at the same time.

Mme. Simon and her French co.
is making a tour of Italy this month.
Starting at the Politeama Margheria
in Genoa, and finishi up at the Argentina in Rome, visiting in all seven 'Italian cities, Progran has, not yet been announced.

Paris, April 26.
With the opening of the exposition scant weeks away, precious little has been done by the boys who are planning to please the customers inside the grounds of the show by way of entertainment.

But while those on the inside are merely making plans, a few of thos taking place on the outside are Among other things five night clubs will open before the middle of next

month.

Tops of these is the Restaurant des Ambassadeurs, where Clifford Fischer has the booking rights and practically has the show he will present for the opener on May 19. Two bands have been engaged. They are the Drena Musette Band and willie Lewis, latter recently at Chez Florence and now at Chez Ray Ventura

Fischer also has the Abbott Dancers, Dario and Di dance team; George Campo, comedy-acro, and A. Robins, clown, and Max and His Gang set for opener. To these will be added several European acts which have not yet been decided upon.

will be added several European acts which have not yet been decided upon.

Two new clubs, both located in the Montmartre, come next. First is the Cabaret de Monseigneur, cated in the rue d'Amsterdam. Raquel Meller will star there, while ian American singer, Spivy, will also be on the opener. Costa Barleaza and his Gipsy orchestra with Balogh will furnish the heat. Other in the same naborhood is the Bagatelle, formerly. Chez. Jean Tranchant, which was closed last year following the killing of Louis Leplee. Max Spiro is operating this spot but nothing definite has been set. Openings are for early next month.

Not far away, in the rue Pigalle, Bricktop is going to get behind her own eash register again and hand out the type of amusement that proved so popular in this town in the bondnza days years ago.

The Etoile's Boom

The Etoile's Boom

Up in the Champs-Elysees disth...

Max Franzesco is reopening the former Chez Josephine Baker club, but without Josy. He hopes to cash in on exposition crowds as she cabaret is only a stone's throw from one of the principal entrances. Jim Witteried has been delegated to line up the band and talent for this spot. In the same snooty atmosphere is the Villa d'Este, which shuttered not too long ago after a fire. M. Romier, who also operates the Caprice Viennois, will have the say here, with bookings having a chance to play the two spots, but no opening date set. On the music hall and revue side, two, and possibly three, new revues-will make their appearance during the exposition. Henri Varna is working on one of his nuder than nude shows to replace a French Marseilles revue at the Alcazar and Mitty Goldin has stated he will run a revue at the Alcazar and Mitty Goldin has stated he will run a revue at the Alcazar and structure of the Cheatre des Ambassadeurs, now cinema, says he will put in a revue if he can get the talent. He has hi eyes on America for that.

Revues now at the Casino de Paris starring Chevaller and at the Folies. He see the control of the Cheatra des Ambassadeurs, now cinema, says he will put in a revue if he can get the talent. He has hi eyes on America for that.

Revues now at the Casino de Paris starring Chevaller and at the Folies. He see the result opened at the Bal Tabari created as an exposition attraction.

Among others, Joseph Baker has expressed the desire to open another night club, this time that the see the sum and the control decided upon.

Story in China

Story in China
Shanghai, April
Rex Story's 'Non-stop Hollywood
Vaudeville Revue,' after 10 weeks
in Japan, Shanghai, Tientsin, Peiping, again Shanghai, Tientsin, Peiping, again Shanghai, is now playing Hongkong, Will proceed to Manila, Singapore, India and Africa.
With Story are Rose Lee, Emily
Winsette, Eva Alexander. Donna
Day, Mitzy Lane, Glori Gray, Fay
Skeeters, Andy Rice, and Jack
Dale.

Odet's Play in Melbourne

Nitery Season Ends
Cairo, April 18.
Continental, one of the smartest cabarets here, has closed for the season.
Final night was marked with agala festival and masquerade, attended by high society.

Odet's Play in Melbourne
Melb

Philly Symph Had Good Season

But Empties a Problem-Soloists Mostly Proved Floppo

iladelphi , May 4. illy orchestra's 1936-37 season, fust completed, was financially best since depression. iscal report will be made public at annual subscrib-

be made public at annual subscribirs' meeting later in month.

Report will show that Symph has
about broken even, which is reason
for plentiful palm-rubbing as symph
financing goes. Credit goes to Altred
Reginald Allen, 32-year-old New
York advertising man, who took
over manafement last-season. During his first year with the symph it
lost only \$25,000, compared with
\$200,000 the year before, when it
it tampering with grand opera.
rossed about \$500,000 this season.
A semi-oublic institution, it is not-

rossed about \$500,000 this season. A semi-oublic institution, it is not-run for profit and no dividends have ever been id, even in boom days, when surpluses were rolled up. It has endowment of \$1,800,000, which rovides annual income of \$60,000. Past season's good showing mainly tributable to outside income derived from radio and sale of records. Orch made twice as many radio appearances this year as last. This, plus increased disc sale, brought in \$15,000. Subscription sales also better this

\$15.000.
Subscription sales also better this ye r, although individual ticket sales disappointing. Financial success of the season, Allen believes, devends sale of about 700 seats at Saturday night concerts. Friday concerts always subscribed out. Management doesn't count much on Tuesday concerts Saturdays tell the story.

desin't count much on Tuesday concerts. Saturdays tell the story.

During past season: about half of Saturday night seats available were sold, Allen stated, leaving 350 seats emnty in pit, parquet and balcony. He'll experiment next season with moving five Saturday concerts to Thursday. These Thursday programs will come early in season, when Allen believes Saturday competition with football is impossible. Prices for Saturdays will also be reduced. Allen said response to soloists during past season was poor. Even

ing past season was poor. Ever Kirsten Flagstad appearance found Kirsten riagstad appearance round 400 empties on Saturday. Conductor Eugene Ormandy, who succeeded Stoti, was said by Allen to have ex-ceeded the management's wildest ex-pectations as a drawing card.

MEMPHIS CANVASS TO **SELL NEXT SEASON**

Memphis, May 4. Local concert season fades May 11 when Gladys Swarthout comes in for a recital. Date happens to be ing of the annual Cotton Festi-

eethoven Club, group of local operaddicts and classical music devotees, has inaugurated a drive for 1,500 subscription members to underwrite series of recitals for next ive. L. Cornetet, from the ivic Music Assn., icago, is here eloing the drive gain momentum. Tentative list lined up for Memphis appearances next year include the St. Louis Symph, Vienna Choir Boys, Eugenia Buxton, Lauritz Melchior, Richard Crooks osc

Lily Pons, Ill, Can't Sing

Detroit, May

Detroit, May

Illiness of Lily Pons, scheduled to
sing title role, caused postponement
of Detroit Civic Opera Society's
Lucia di Lammermoor, ich was
to have closed society's season last
ight (3) in Masonic Temple ude
Opera will be presented with the
name cast Nov. 24, the long delay
being due to impending departure of
Prance Chione, conductor of the
Detroit Symph, for Europe, Ghone
will return in fall to take over permanent duties as conductor of local
halong with Victor Kolar.

Olin Downes at Iveries

Minneapolis, May 4.
Critic turned performer here when
Olin Downes of the New York Times
braved the barbs of local reviewers by appearing as a plan soloist with the University of Minnesota Sym-

nes came off with flying colors, ig the plaudits of local scribes.

TALK NEW ORLEANS' **OPERA: SELF-FINANCED**

New Orleans, May 4.

Offers of Evanston, Ill. and New York groups to furnish capital to finance an opera company here were rejected Thursday (29) by the exrejected Thursday (29) by the ex-ecutive committee of the New Or-leans Civic Opera Association.

leans Civic Opera Association.
Walter L. Loubst, president of the
association, stated that the offers
were rejected because the organization believes that the best interests
of New Orleans and Louisiana will
be served if the project is a civic
one, supported entirely by the
people, and bringing money into the
city rather than taking it out.

city rather than taking it out.

Rebuilding the old French Operahouse would cost approximately \$165,000, he said, and the operating cost of an opera company for four and a hair week session would cost approximately \$100,000.

BAD HABITS **BLAMED ON RADIO**

ianapolis, May 4. speaking at one of the business sessions of the femme clubsters Music Club Federation National Convention held in Indianapolis last week, Paul Weaver, head of Cornell University music department, took a rap at radio as being responsible for nation of half-listeners.

College music head remarks were as follows: 'Modern development of radio is a blessing and a curse. Your radio can be the greatest source of enjoyment and musical appreciation.
The enormous damage it is doing The enormous damage it is doing today is in creating a large group of people who fall to listen to music when they are hearing it, but merely use it as a background for reading or talking.'

Weaver continued: 'The very fact a person will allow a good thing to be only half-heard creates a mental barrier to music appreciation.'

PHILLY SYMPH DONATES **NET TO MINNEAPOLIS**

Minneapolis, May 4.

Net proceeds of a concert to be given here by the Philadelphia Symphony orchestra at the Auditorium May 10, will be turned over to the \$140,000 fund being raised to keep the Minneapolis Symphony orchestra in existence.

Eugene Ormondy, who conducts the Philadelphia symphony, is a former Minneapolis Symphony

Atlanta's Opera Yen

Hoping to revive days that saw Enrico Caruso strutting down At-lanta's famed Peachtree Street sporting cane and munching goobers official movement has been started

to bring back annual seasons of Met-ropolitan Grand Opera seasons here Councilman John A. White is precounciliana John A. White is pre-paring to introduce a resolution in Council authorizing Mayor William B. Hartsfield to appoint a committee of prominent citizens to foster move-ment.

Heifetz to Rest

Jasch Heifetz is leaving for Coast end of May for a long layoff at his Balboa home, Won't make any appearances agai ntil Octo-

Heiletz, just back from tour of British Isles, has pair of recitals still on his book before entraining.

Literary Gypsy

Hollywood May 4.
Konrad Bercovici, the Rou-manian rambler, has sold an ori inal to Manny Cohen for Major Pictures. Refuses to tell what the story is. Let the what the story is. Let the studio p.a. brag about it, is his explanation. "They're the lucky

Bercovici got \$50,000 out of Cecil de Mille for the 'Volga Boatman.'

They only used the title, so they got a bargain, explains the gypsy who now owns trailer.

BIG TURNOUT. **BIG DEFICIT** INST.L.

St. May 4.

Although St. Louis Symph Ork drew 135,500 persons to 51 concerts in Municipal Auditorium opera house for largest attendance in 57 years of ork's existence, 1936-37 season recently closed, ended with defict of \$144,500. Ork made three tours; two during regular season and one at conclusion, playing to 74,000 persons i .27 cities. Tours probably will be repeated during 1937-38 season. Vladimir Golschmann, conductor of ork, sailed for home in Paris, Saturday (24) but will return to conduct New York Philharmonic Symph Ork in Lewisohn Stadium, June 28 to July 6; the Philadelphia Symph Ork on July 8, 9 and 10; the Los Angeles Philharmonic Ork in Hollywood Bowl and Chicago Symph

Hollyv July 29, 30 and 31 and Aug

'BLONDE MARIE' A NEW IDEA—DANCE COMEDY

Dance comedy in two acts (eight scenes), by Trudi Schoon and company. Story and stating by Trudi Schoon and company. Story and stating by Control of the School of the Sch

uto Ubricht Otto Ray. Two-plano accomponiment. Johan Petr. Paul Schoop.

Something new on Broadway.

Romed Marie' is precisely what it's billed—a dance comedy. Not a comedy anne, not a come and the second of those in her repertoire), but a full-length story told entirely in the dance. Unlike other dance performances, this doesn't require knowledge of dance forms nor an acquired taste for construction of the second of t

to reporters just before waking up to discover she dreamed the whole thing.

Trudi Schoop is the servant girl. Blonde Marie. Other members of the company double destrously as the numerous other characters, ocher characters, och can be complishing it amusingly. The entire yarn is told with comic exaggeration, suiting the fantasy. Of a dream and only near the end does the entertainment wears lightly thin. Many of the caricatures are superby etched with wit. The two fakirs in the nitery floor show would click in any spot on \$2d street. Musical comedy satire is enough to end all musical comedies. And the burlesque of the Monte Carlo Ballet should panic Col. de Basil himself. It may be noted that the passing it m

Elman's Oriental Click

Shanghai, April 16.
Mischa Elman has concluded a highly successful Oriental tour, and is now enroute to South America.
Played two months in Japan. Harbin. Tientsin and now upon all-time

record for Shanghai, with four sell-

Literati

inchart Upheld

A temporary injunction restrai ing the Literary Guild from selling three Farrar & Rinehar books, except to actual Guild sub-scribers was handed down by Judge Bernard L. Shientag of the N. Y. Supreme Court.

Trial in the suit for \$100,000 damages brought against the Guild for alleged breach of contract and filed by Farrar & Rinehart at the same time as the application for the injunction ill beginnext week

Gulld Ballot Box Lifted

Guild Ballot Box Lifted
Hijacking of a ballot box on an
important issue last week has Pittsburgh Post-Gazette unit of American Newspaper Guild in an uproar.
Following signing of contract recently with Publisher Paul Block,
morning sheet fired four men and
Guild chapter was voting on
whether to call strike if dismissed
employes weren't reinstated immediatety.

diatety.

Election was held at Guild head-quarters in People's Alliance Building and around 9 p.m., when around 60 of the 73 members had already voted two unidentified men walked into the room, crowded a couple of members of the election committee, lifted the box and sped away.

Detectives were immediately summoned, but no trace of either the box or the men has since been found. Unit is awaiting further developments before calling for another vote, onus dismissal checks of four men are being held by Guild officers pending outcome.

Writers' League Congress June 4-6

League of American Writers has issued a call to a congress to be held in New York City June 4-6. Sessions will open with a mass neeting at Carnegie Hall.

Purpose of congress will be dis-cussion of professional problems in relati to national and interna-tional events.

A New Publishing Firm

The publishing firm of Carrick & Evans, Inc. opened offices in New York Monday (3). Officers are Lynn Carrick, president, Robert F. Evans, vice-president and freasurer, and John Reynolds, secretary.

Carrick was until recently with Bobbs-Merrill and formerly adver-tising manager of Putnam's. Evans resigned from Scribner's, where he handled publicity.

International Mag List

Carolyn Ulrich, chief of the pe-odicals division of the N. Y. Public Library, has compiled a list of 8,200 current periodicals of all countries. Book classifies magazines giving look classifies magazines giving ate of origi , price and publishers, Published by R. R. Bowker for \$12.

New Literary Agency

McKeogh & Boyd, Inc., is a new terary agency formed last week McKeogn & Boyd, auc., is a ne literary agency formed last wee Partners are Ruth Boyd, formerly Curtis Brown, and Elsie McKeogh Charlotte Barbour & McKeogh. Charlotte Barbour has resigned; a a partner in the latter firm, found in 1930, and will henceforth live (

her New Hampshire farm

Literati Deaths This Week

Literati Deaths This Week
Harry M. imme, itor and
owner the Detroit Saturday
Night, weekly magazine, and a
leader in Detroit newspaper circles
for more than 30 died April
30 in Detroit, Former city editor of
the old Detroit Tribune and later
connected with the Detroit News,
he organized the Detroit Saturday
Night in 1997, with W. R. Orr, then
manazer of the News. He was a
member of the Players and past
president of the Detroit Athletic
Club. Survived by two sons and a
daughter. Burial Monday (3) in
Detroit.

Norman Hapgood, Minister to

Detroit.

Norman Hapgood. Minister to Denmark under President Wilson, and editor of numerous magazines, including Collier's, Hearst's International Weekly and Harper's Weekly, died in New York on April 29, after an operation. He had a national reputation as a writer and an editor, and was frequently the storm center of many feets for reform's heetings. of many fights for reform in busines and political practices. His second wife and four children survive him, as well as his two brothers, one of whom, Hutchins Hapgood, is well known for his labor sympathies and

Stanley Walker, editor of New York Woman until mag folded re-cently, was named as assistant man-aging editor of the N. Y. Heral Tribune last Monday (3) by Ogden Reid, publisher of the sheet. Walker Reid, publisher of the sheet. Walker now tops Charles McLendon, who succeeded him as paper's city editor, when former left that post several years ago to join N. Y. Mirror. Dur-ing his absence from the H-T, Walker has served on N. Y. Amer-ican, as manging editor of the New Yorker magazine, and as free lancer for Fortune mag.

Deadlocks Along Strike Front

Deadlocks Along Strike Front
Newspaper Guild's strike at the
Long Island (Jamaica, N. Y.) Press
which to all appearances was settied last week, was resumed as soon
as it was announced by S. I. Newhouse, publisher, that 27 members of
the striking staff would be fried for
reasons of economy. Piciteting was
immediately renewed with the result that mechanical employees were
unable to enter the plant and on.
Saturday. (1) publication was suspended. A five-hour confab on
Monday (3) brought no results and
the situation is again deadlocked.

ings by the arbitrator in the

ings by the arbitrator in the controversy over the firing of two men at the Amsterdam (Harlem, N, Y.) News is due this week. The strike activities at the North Shore (Flushing, N, Y.) Journal continued with the situation still deadlocked. No decision is expected in the application of the management for a permanent injunction for some time.

Sonya Schulberg's Tome

Soriber's will bring out the first novel of Sonya Schulberg, daughter of B. P. Schulberg. It is titled They Cried a Little' and is based on life in a Parisian finishing school for girls.

Budd Wilson Schulberg, son of the producer, is in Selznick Interna-tional's writing department.

CHATTER

neth Roberts returning from Italy this week.

American Booksellers to convene N. Y. May 9-11,

Artemas Holmes elected presi of Street and Smith.

Nancy Hale preparing of letters of Elinor Wyli

I, J. Singer's novel 'The Brothers Ashkenazi' banned in Poland.

Carleton Beals finishing a book on bouth America titled 'All America.' Doubleday Doran has moved its . Y. offices to Rockefeller Center. Robert A. Parker has written a ook on Father Divine due out next

George Sorel's novel, 'Bi-Ba-Bo,' will be published by Somerfield &

LeRoy Greene, feature writer on Evening Ledger, Philly, will cover Coronation for his sheet.

Upton Sinclair's novel of the Span-ish civil war 'No Pasaran' to be pub-

Random House has grabbed up Gene Fowler and will shortly pub-lish 'Salute To Yesterday.'

Clifford Dowdey's new 'Bugles Blow No More,' out week, is a Civil War novel. Grace Ives, editor

Grace Ives, editor.

Hollywood study ions in Walter Wanger's Vogues of 1938.

Look, the picture magazine, heretofore issued as a monthly started
publication as a bi-monthly started.
Janet Cohn sails May 8 to catch
opening of new Emlyn William's
play 'He Was Born Gay, in London.
Don Herold, former film critic and
dramatic editor for Life, now on
the staff of Scribner's mag, contributing humorous comment on current

uting humorous comment on current

Theatrical Press Unit of the N. Y. Newspaper Guild has arranged a film show and dance to be held May 9 at Labor Stage Studios. Most of the coin will go to the Guild's Emergency Fund.

the coin will go to the Guild's Emer-gency Fund.

Ashton Stevens, Chicago columnist and critic, who has been sick all winter, expects to return to work shortly. His book 'When Cabs Were Horses,' scheduled by Covici-Friede for spring publication, ill be out in the fall.

Edward L. Bernays and Doris E. Fleischman are the communication Edward L. Bernays and Dons E. Pleischman are the co-authors of a pamphlet titled 'Universities-Pathfinders in Public Opinion.' Contains a list of courses in public relations. public opinion and related subjects offered in American Universities.

N.Y. Burleys Face Permanent Shutters Frohman and were in the Klaw & Erlanger syndicate. **But Hope for Compromise or Reprieve**

Gets His Wish

Charlie Schwar , operator of the Oxford theatre, BrookJyn, N. Y., and one of the few press agent users in the fled, used to haunt his pa, with for front-page pubSchwarz contended that nothing counted unless it was on the lead cover.

He's got it now.

N. Y. Burley Shutdown

Reacts in Other Towns

burlesque license excitement the Chicago city fathers are doing some yelpi mewspapers them-selves and are getting plenty of pub-licity on a proposed 'clean-up' cam-paign. Two 'papers, the Chicago Times and the Chicago Daily News,

ily News, besides its news yarn, carried the Westbrook Pegler col-umn on burlesque on its front page.

Newark, May. 4.

Harry Brock, manager of the Empire theatre here, rates high with the local police. Chief of Police of Newark stated on the first page of, the Newark Evening News that the Empire productions were above criticism in that they were entirely different from the shows censored in Times Square.

Brock has worked well with the authorities, particularly regard to the 'strippers,' and is now com-pleting a second successful season in

Following lead taken over week-end by New York refusing licenses to burlesque houses, Pittsburgh au-thorities are going to pay strict at-tention to goings-on at Casi , local citade! the strip-tease, in the

tuture.
George Jaffe's spot hasn't been bothered with censorship problems, but Safety Director George A. Fairley, yesterday, ordered a police officer to view the performance and make an immediate report. Fairley said hed 'have an announcement to make later.'

Question which officer must de-cide, according to safety director, is whether taking one's clothes off be-fore an audience constitutes a vulgar performance regardless how gracefully disrobing is done.

Frisco's Bid

Pittsburgh, May

the strip-tease, in the

icago, May 4. New York's current

Sock to burlesque theatres is not as bad as it looks, with exception of the Broadway houses, since several hoped for continuance over warm spell would have remained open only couple of weeks more. The trouble lies in posonly couple of ibility of reform drive sticking unfall when closed theatres

> in Brooklyn, the Century Minsky's, Star and Oxford ing to see the summer bagged. Latter three, hit

before the wholesale closure, are being given Grand action in attempt to convict, which automatically carries license revocation penalty for one year, as with recently convicted Gotham, N. Y.

Those set to stay were Broadway's jety. Republic, Apollo, ltinge and Oriental. Irving Place and Peo-ple's like Brooklyn houses, were go-ing to try to weather the heat, but also considered summer closing.

Other Cities Affected

Business out of town has also beer

Business out of town has also been affected by the spreading N. Y. reform. Repercussion has resulted in other towns, with local reformers stepping into the fray and lessening biz considerably as in N. Y. Fortunately, for road situation, it is in llar position to that of Brooklyn, ith seasonal dropoff anticipated even before trouble started. There are only five wheel shows left now and they would have been played out within a month. Out-of-town stockers are also summer hibernators for most part, so there is also little for most part, so there is also little lost in that direction, unless moral-izers stick around until autumn.

Question of responsibility to land-lords for leases on N. Y. theatres has many sides, and as many an-swers. Action of the law in shuttering the theatres is construed as an fact God' for which operators act God' for which operators cannot be held accountable. Another theory is that since owners knew the condition of the shows and shared in the profit they made, they assumed the same risk as managers. There is also the thought that a lease is a lease, but finer points and arguments pro and will probably make court matter if properties are shuttered for any length of time. Idea that a couple may assume a new character with vaude or films might also obviate the question. also obviate the question.

also obviate the question.

Whether or not the theatres are to be held responsible to performers has not been taken up by the Burlesque Artists Ass'n yet. Union does not want to heap more difficulty on the shoulders of the operators and will not consider the question until other mess is cleaned up. All have been operating with two weeks' notice posted for protection. That means that they could drop within a week minus a union run-in.

Both Commissioner Moss and Mayor

a week minus a union run-in.
Both Commissioner Moss and Mayor
LaGuardia have made it plain that
there will be no quarter given burleys because of their defiant attitude
and consistent disregard for authoritics of the defiant attitude and consistent disregard for authoritics of the defiant attitude and consistent disregard for authori-

and consistent disregard for aumou-ties after repeated warnings follow-conferences. Reports that a couple of new licenses were sought, but the fact that old ones cannot be renewed answers that.

Employment Problem

Employment Problem
What is to become of the idle performers is an enigma for BAA.
roup sees a possibility of eventual return to old burley of girley line, and specialties, but little hope for the strip teasers, of which there about 200 around the country, and for whom N. Y. was the happy hunting ground. Talk of small revue vaules. ne happy hunting ground. Talk of small revues, vaude. "by some managers to take care of the choruses, cleaning of the old book and creation of new sophisticated comedy via new writers can aid comics in legitimate ski Also use of specialties to fill, is seen. Some can gradually swips book its hunders to fill. ties to fill, is seen. Some can gradually swing back into burlesque of better type, it is thought, but the peel looks like its heading for the ash heap along with too blue dialogue. Actually, the talk had asmuch to do with starting the wave as the nudity, say upper handers. Talk of a local censorship body is another factor, although denied officially.

Also In Rome
Rome, April 23.
Rome is already busy making plans for the World Fair to be held here in 1941-42.
Place reserved for the fair grounds will be the largest ever set aside to date for a similar exposition. Its center iil the occupied by a large square, styled after the traditional piazza' that forms the characteristic center of every Italian town. This will be called Axum Square, in honor of the great obelisk which is being brought from Axum, sacredity of Ethiopia, to be erected in the center of the fair grounds.
Buildings on this square will be the largest of the exposition and will have a permanent character. One group will be dedicated to the Arts and the other to the Sciehees. There is also to be a great round tower, dedicated to the triumph of Italian geni this tower will be visible from Rome itself, although the fair grounds are to located half-way between Rome and the sea.

sea.

At the entrance of the grounds there will be a building done all in glass, and surrounded by great fountains. From here searchlights will play all over the fair, over the fountains, and over an artificial lake, This building will dominate the approach to the grounds on the Rome side.

Gardeni is to feature trees characteristic of the Mediterranean countri s—the pine, the live oak, the olive tree, and the palm.

DIXIE'S DELIGHT

Wraps On in N. Y., but Free Peel-in the South

Spartanburg, Spartanburg, May 4.
With Gotham's burlesque houses
padlocked, Dixie's theatre patrons
have suddenly developed a strong
yen for flesh shows. Several houses
in the Carolinas have strippers,
semi-nudes and other stock burley
fashions, but they never draw as
well as they have since news stories
and broadcasts started telling about
the troubles which the burlesque e troubles which the burlesque ontingent were undergoing in New

Some of the managers in this sec r opined today that the coming Some of the managers in, this sector opined today that the coming weeks would find the cream of New York strippers off on road shows in the hinterlands, unless the padlocks are meanwhile yanked off. Tolies de Nuit' company, which recently regaled this town with straight stripping in big doses, minus a word of local protest, is still going big in the Carolinas and adjacent areas.

Burley Theatres Seek Mandamus Writ; Lose Appeal; Trial Set for Next Week

Moss' Power Queried

N. burly theatre owners will base their hopes of compelling License Commissioner Moss to renew their permits on decision recently handed by the State Court of Appeals. The high court held that Moss had no power to revoke a theatre license unless a conviction in court was first obtained.

obtained

During the mandamus argument Monday (3) before Supreme Court Justice Rosenan, former Magistrate Hyman Reit, on behalf of the Eltinge theatre, contended that the high court's ruling also covered the renewal of licenses, particularly where there was no conviction for indecent exhibition.

Ann Corio Anticipated **Burley Reform Action**

Newark. May 4
Ann Corlo, highest priced star in burlesque, interviewed on burlesque crisis in dressing room at Empire Theatre, where she is appearing in Merry Maidens. She states she wrote Vantery a year ago on the possibility of such a clash with the police, due to two serious conditions in burlesque. One was the crudity and brashness of many so-called strippers who would undoubtedly get the same results by toning down and emphasizing the artistic rather than the s. a angle. And the other is the extremes comics have gone to for laughs in the same direction.

Miss Corio believes this official in-

Independent Burlesque

Miss Corio believes this official in-tervention will have a salutary effect and that burlesque will be the better for it, eradicating the taint, and thereby increasing the audiences.

Week of May 9 Snyder's Own Show' -- Casino Pittsburgh.
'Pardon the Glamour'—Gayety, Cincin-

Tarion the Glamour—Gayes,
natl.
Orlental Giris—Troc, Philadelphia.
Giris in Toyland—Howard, Boston.
Grazy Guilt—Gayety, Washington.
Grazy Guilt—Gayety, Washington.
Washington, But Dames—Capitol, Toled
Top Hat Revue—Gayety, Detroit:

Brooklyn Burley, Self-Purged, Reveals **Inoffensive Show on Shutdown Eve**

Frisco's Bid

(Continued from page 53)

there are but two attraction the attres, the Curran and Geary, neither of which are often lighted because of the decline of on the road.

That factor and the fire, which razed most of Prisco's theatres, are angles in the decadence of the attres of the which are often lighted because of the decline of on the road.

That factor and the fire, which razed most of Prisco's theatres, are angles in the decadence of the action of the committee's manufacture of

chance, so does little in his one number show also includes mixed team of two knows hour dancers. Carlton and Miller. They are extremely fast and good. Return appearance in challenge, stuff brings out the best in each, which is something. Opening is clog work and chair climbing and hopping with added, hand noises. Sounds like a lot but only serves to warm them up for a snappy deuce try. Ali Ben Ali, mystic and nerve hyporoist, working as a house filler, is in next to shut spot, still has a good act. Fairs and vaude are undoubtedly better locations; as audience indifference is here indicated. Hurl.

The battling burlesquers will have an opportunity to present their side of the strip tease squabble before a jury in the N. Y. supreme court sometime next week, Justice Rosenman indicated Monday (3) when he reserved decision on the motion of attorneys for four the closed houses for mandamus order to compel License Commissioner Most to renew their licenses. Instead of granting the order asked, Judge Rosenman indicated he would grant an alternative mandamus and have both sides present their case to a jury. Meanwhile the theatres whose licenses Moss refused to renew will remain closed. The four theatres seeking the mandamus Monday' were the Eltinge Caiety, Irving Place and the People's theatre on the Bowery. Robert W. Corillo, appearing for the Irving Place and the People's declared that Moss had acted arbitrarily and had not given the theatres an opportunity to properly defend themselves at the

Moss had acted arbitrarily and had not given the theatres an opportunity to properly defend themselves at the hearings before the Commissioner.

Former Magistrate Hyman J. Reit, on behalf of the Eltinge, told the Court that, although he believed Moss had acted according to his views, his refusal to renew the licenses was contrary to law. He said that from 80 to 90 people would be affected at the Eltinge alone. He pointed out that the Court of Appeals has held that the Commissioner cannot revoke a license unless a concentrative control of the court of the cou cannot revoke a license unless a concannot revoke a license unless a con-viction is obtained in court. The attorney contends that this ruling also applies to renewing a license. 'Assistant' Corporation Counsel Weinstein opposed the granting of a mandamus.

The city feels,' Weinstein said,

weinstein opposed the granting of a mandamus. The city feels, Weinstein said, 'The city feels,' Weinstein said, 'The exhibitions in, burlesque houses in the city during the past several years have been a disgrace to New York. They are exspools of vice and indecency and present productions that are lewed to a degree that: is almost unbelievable. Attorneys for 14 theatres complained of were present at the Moss hearings and had, ample opportunity to refute the charges made against their clients. I am submitting to the Court a copy of the testimony of one of the inspectors who investigated the shows.

shows.
'It is the filthiest thing ever to be It is the miniest thing ever to be put in a court of record in this State or any other State. If the people could read the evidence presented before Commissioner Moss, they would storm the theatres and tear them down. They are habitats of sex crazed perverts and the cause

of sex crazed perverts and the cause of many of the sex crimes.

When will you be ready to try the case on an alternative mandamus?

Judge Rosenman asked Weinstein, indicating he would let a jury decide the facts. Weinstein protested that the defendants were not titled to any such relief.

In my opinion, Judge Rosenman held, 'Commissioner Moss has the right to use his discretion in the granting of licenses. The question here is, whether that discretion was abused and that is a matter for a jury to decide.'

He directed both sides to submit briefs as soon as possible.

Burlesque Review

MIDNIGHT FLYERS

(Princess, Youngstown, O.)
(STOCK)

(Frinces, Youngstown, O.)

Youngstown, O., April 27.

'Midnight Flyers, with Alliem Randolph and Evelyn Cushway current at Princess here, is a sight entertained by the second of the se

VARIETY

Broadway

Irving Mills back from California. Bill Doll p.a. for two-a-day burley due at Fulton. Bob Millford to Coast as aide to George Jessel. Afternoons at the Friars consist of

Afternoons at the Friars consist of hearts and horses.
Harold Scadron envious id izermont's green coat.
Jean Sargent has foined the show at the Hollywood niter,
J. C. Stein back to Chicago after a couple of days in N. Honson, has Holly the steel of the show at the Hollywood niter, and the show at the Hollywood niter, and the show at the hollywood niter, but have shown and have shown in the show at t

man, in town for a couple of days.

Ernest McCauley back from Coast
and Louis McLoon on the way in.

Islin Auster of the Hollywood Hays
office in New York for a week or so.

Leota Lane (Lane Sisters) vice

Jane Pickens with Follles' en route.

A. F. Schwartz named as assistant
to T. P. Loach, secretary of Pathe

Films.

James Agate, drama critic of the ondon Sunday Times, arrived Monday (3).

Tommy Rockwell (-O'Keefe) back to the Coast this week after a quickie

Tommy Rockwell (-O'Keefe) back to the Coast this week after a quickie east on biz.

Abe K.kakuer, Jimmy Drew and Johnny Donlevy ticket men, back from cruise.

Eddie Miller presenting his pupils in a musicale at the Mansfield theatre, May 16.

Merge Bullow, Indianapolis bautie Rymn.

Mrs. E. G. Lewis, who has a string of race horses, is better known as Elizabeth Arden.

Tillie Leblang Jasie ordered to take at least three weeks, rest by drotor, has rone out of town.

Marie Callahan in from the Coast for the control of the contr

boss.

Kelcey Allen and the missus to Klaintic City while their flat is being redecorated. Will be gone a week.

Annual meeting of Percy Williams Home officers and report to be held at home. East Isli L. I., N. Y., May 11.

Jeanette C. Power (Power's Ele-phants) arrived from Europe May 3 after 10 years on the Continent and England.

phants) arrived from Europe May 3 after 10 years on the Continent and England.

Al and Val Reno sail for Copenhagen May 19 for an engagement at the National Scala. Will tour contineer later.

Fisher and Margaret Daum, both of Met, N. Y., signed for appearances at . St. Louis Muny Opera this season.

Jack Kapp, Decca Records prez, plans spending the summer in Hollywood, starting mid-June on an extensive recording trip.

The J. David (N. Y. Post) Sterns tossed a birthday party for Bob Garland, all meritic of the American, at Method Margaret Margare

week. Now commuting to Scarsdele, N.Y.
Mrs. Jack Robbins back to their cverly Hills home for the summer and her music publisher-husband follows later, in the summer, although, eventually, they'll sell the manse and re-establish permanently in N.Y.
Hy (Brooklyn Eagle) Gardner's 8-year-old charges 1c. admish for 16 mm, screenings and has been in the red for weeks until instituting bank nite. Prize was a pass to Minsky's Oriental, his columnist-oapa discovered, so the juve exhib has been romptly disenfranchised.

red for weeks until instituting halfs interest the property of the property of the manager of the Mountains' in Sydney next week and for the Mountains' in Sydney next week. The Mountains' in Sydney next week. The Mountains' in Sydney next week and for the Mountains' in Sydney next week. The Mountains' in Sydney next week. The Mountains' in Sydney next week. The Mountains' in Sydney next week week.

Mrs. Jack Miller after serious illness.

Edda Bergen through town on his way to the Coast.

And rew Melville on sick list.

And Rivers going through bank-trutery.

Metro due to start film productions in London May 15.

George Ross, of N. Y. World-Telegram, here, and off to Paris.

Cornelia Olis Skinner at the Little theatret for a two week's season.

J. Shubert in town and gloing a series of lectures in Melbourne on psychic research.

Shriley Temple's 'Stowaway' will be released here in May during the soll and the released form in Melbourne on psychic research.

Shriley Temple's 'Stowaway' will be released form in May for the Mountains' in Sydney next week in May during the search of the Mountains' in Sydney next week in May during the search of the Mountains' in Sydney next week in May during the search week.

Edda Bergen through town on his way to the Coast.

And rew Melville on sick list.

And rew Melville on the Mountains' in Sydneys week end.

Shriley Temple's 'Stowaway' will be released lere in May during the Scie and the Science of the Common on the serious provided the releas

ceived their Christmas gifts from Ma

ceived their Christmas gifts from Ma
in New York.

"Ride-a-Cockhorse' closed at Royalty theatre 'April 17 after only 17
performances.

Leslie Banks considering an offer
to play New York in the fall for the
Theatre Guild.

Work has begun at insborough
studios on George Arliss' new picthe film rights of 'The Terror' from
the Edgar Wallace estate.

Marjorie Brown replacing Gina
Malo in the second West End production of 'On Your Toes'.

Norman Loudon, head of Sound
City, has formed a new company to
make publicity films in color.

Jon Strieman Inca May 19, for
Columbia's Sales Convention.

John C. Witson to do 'You Can't
Take it With You', with all-English
east, in the West End in the fall.

Charlie Tucker formi another
vaudeville unit, opening in the fall
ostar Afrique and Senator Murphy.

Commander Donaldson, formerly
of City Films, and now in the soap
business, is considering a comebact.

Finewood Film Studios, at Iver.

Pinewood Film Studios, at Iver.

Pinewood Film Studios in England

Most London theatres opening at

Most London theatres opening at

Most London theatres opening at

630 p.m. on Coronation day to en-

working.

Most London theatres opening at 6:30 p.m. on Coronation day to enable audiences to hear King's broad-

Most London theatres opening at 6:30 pm. on Coronation day to enable audiences to hear King's broadcast speech.
Orchestra leader Mantovani recovering from appendicitis operation, for which he was rushed from Dublinto London.
Enid Dixon-Orr. Jack Waller's fleet discovering. In Big Busness, the by Criterion.
Cliff Pischer's London Casino show definitely closes July 21, with the N. Y. French Casino show scheduled to replace on July 28.
Jack Hulbert, guest at ress Club dinner, told all the gags in his forthcoming film, accepting the audience's decision as final.
Reginal Baker, Joint managing.
Reginal Baker, Joint managing the control of the contro

Berlin

Michael Bohnen as Kezel in 'Bartered Bride.'
Beethoven prize to Josef Reiter, composer.
'Alois Melchar to Wurttemberg for prolonged batoning.'
Jushny and his 'lue Bird' celebrating 5,555th anniversary.
Friedrich Ulmer as Faust in Frankfort for Goethe festival.
Hungarian symph off to Cologne after a royal reception in the capital.

tal.

World premiere of Wolf-Ferrari's
'Die Vier Grobiane' at the State

Worth Parties of the State opera.

Gina Falckenberg, picture actress, has a novel published named The Hanna Adventure.

Hanna Adventure.

Hanna Adventure.

Hanna Carstens, vacationing from the Deutsches theatre.

Lina Carstens, vacationing from the Leipziger Schauspielhaus, to do a guest engagement at the Volksbuehne in Berlin.

Dr. Engen Lanske of the Viennese Ministry to hold forth on German-Austrian Pic co-operation at the Reich's theatre chamber.

Paris

Faul Lukas in fawn.
J. J. Shubert in town.
J. J. Shubert in town.
Cher Florence.
Camille Wyrt back from U.S.
Dora Del Monte at the A.E.C.
Cookie Faye at the Grand Jeu.
A. W. Turnbell in from America.
Harold Smith back from Austri
Duvalles making his cabaret debut.
La Rampe, theatrical mag, revived.
Billy Sparrow at the Sheherazade.
Five new nighteries set for open17.

in 7.

Mansfield and Lamar at the Bag-dad.

David Smart in and out on same

boat.
Raquel Meller si
Cite.
Irvi Marks from New

York. Lillian Ellis dancing at the Sceherazade.
Braillowsky concerting at the Salle
Pleyel.
Gela de la Coiffure held at the
Badded.
Clifford C. Fischer in and back to

London, Leon Abbey Bombay, Revue de l'Annee from the

Revue de l'Annee the-Trianon.
Henri back from a short vacation.
Visa charges to be reduced during the expo.
Gwen ing from

Buldapest,
Belle Di
Budapest,
Belle Di
Budapest,
Belle Di
Boumania,
Helena Greasley postcarding from
Manchester.
Gaudsmith Bros. on the current
A. B. C. bill
Two Faderewski recitals announced
for mid-Junether in—the
rece growded.
Albert Powell
Crique Medrano.
Olive May getti
permit renewed.
Trials held for expo fireworks and
lighting displays.
Ballets Russes Monte-Carlo
back from America.
Cecile Sorel scheduled to star on
the Mest Empire and
back from America.
Cecile Sorel scheduled to star on
the Mest Empire and the de
Paris and the Bal Tabari
Mabel Manning recovering from
an appendicitis operation.
Jacques de Baroncelli and Victor
Franchen off for Toulouse.
Les Whelan busy organizing the
20th-Fox Europear convention.
Jacques de Baroncelli and Victor
Franchen off for Toulouse.
Les Whelan busy organizing the
20th-Fox Europear convention.
Jacques de Baroncelli and Victor
Franchen off for Toulouse.
Les Whelan busy organizing the
20th-Fox Europear convention.
Justification of the formance of the Toulouse.
Les Whelan busy organizing the
June Witteried made a member of
Harry Latz International Flute Club.
Henri Varna and Helena Greasley
setting a new revue for the Alcazar.
Lois and Jeannes Sterner drinking
Coca-Cola i a Montmartre restauRobert-Annoux engaged for an imoortant role in 'Mademoiselle, Ma
Mere.'
Alhambra shuttered; reopening
soon with operetta 'La Belle Tra-

More to the following a series of a series of a series of the following a series of the series of the following a series o

around Paris wearing a derby hat and overcoat.
Serge Lifar giving a series of dances at the Salle Pleyel in honor of Pouchkine.
Mireille Fabre, daughter of the Comedie-Francaise a dmin i strator, marrying Leon Sales.
Doris Niels and Serge looking over the colding offers after their successful policing offers after their successful offers with the collection of the successful of the

Sydney By Eric

Frank Neil to London soon.
Harry Hunter arrives next week
for Par.
Sam Snider New Zealand for
the Marcus opening.
Dance halls readying for the cold
season and expect a good harvest.
Williamson-Tait will revive "Maid
of the Mountains in Sydney next
week.

Victoria after a run around the New South Wales golf spots.

George Applegate, W. , is kept on the move these days setting Mirrophonic apparatus into the ace theatres around Australi

rophonic apparatus into the ace the-atres around Australi.

Managerial lads are turning off their icing plants in theatres and put-ting on the heat, now that the first cold spell has hit Sydney.

Cinesound's 'It Isn't Done' swings into the fifth week in Sydney with-out benefit of quota. Pic also go away to a grand start in Melbourne.

away to a grand start in Melbourne, ito Schipa begins his Australian tour in Melbourne on June 19 for Williamson-Tait; Moisewitsch opens under the same management early in June.

Big fight arena in Sydney will reopen next week after several months; closure. Management hope to build the game up this winter and will import some boxers.

White Mersa Long lakes the News

port some boxers.

"White Horse Inn' plays the New South Wales sticks this month after a run around Victoria, including a repeat in Melbourne. Sticks run will be under canvas.

Baseball season will be gotten under way in two weeks' time in Sydney and Melbourne. It's a winter sport over here and has a pretty big grip now in the smaller centers.

grip now in the smaller centers.

Clarrie Gange's Americans open
this week at the Palais de Dance, St.

Kilda, Melbourne, for a short season. Gange is in as guest conductor
by arrangement with the Musicians'
Union.

Melbourne

Stage presentations slowly coming back into theatres.

Trocadero, Sydney, got away to a grand start with dancing.

Orrie Perry brought in a corking stage show at the State, Sydney, in conjunction with Warner's 'Charge.' Stuart Doyle sore about the British censor nixing 'Orphan of the Wilderness,' local pic. Will be remade

derness,' local pic. Will be remade here.
Witth's Circus came to Sydney and opened very strongly after a year on the road. Will stay around four weeks.
Percy Hunter is in charge of the Motion Picture Distribs' Assn. during the absence abroad of Sir Victor Wilson.
In Melbourne Williamson-Tait will revive Lilac Time' and 'Merry England' after a short run of Gilbert-Sullivan.

land' after a short run of Gilbert-Sullivan.
Dorothy Flukes has been ap-pointed in charge of publicity for Warners in Australia. Formerly sec-retary to Ralph Clark.
Hoyt's will bring Col's 'Rangle River' into the Plaza, Melbourne, for a run try. Cinesound's 'It Sn't Done' will also be given a try there.
Williamson-Tait will bring back

a run try. Canesound's it isn't Done will also be given a try there.
Williamson-Tait will bring back the Gilbert-Sullivan troupe for a Melbourne season. Troupe has been playing Australia and New Zealand since 1935.

Trank Neil will probably extend it rank Neil will probably extend it rank Neil will probably extend within the next few weeks. Already he plays two-a-day in Sydney and Melbourne.

Expected that Prime Minister Lyons will hold a few huddles with Eritish producers during his visit to England on protection of British pix in this field.

Acts playing in Sydney include Barry Breen & Wler, Raynor Lehr, Sereno & June, Jed Dooley, Healy & Mack, Rube Damerst, Del Orel and Joe Lewis. Trade is splendid.

Pittsburgh By Hal Coher

The Joe Feldmans to N. Y. for a w days with relatives.

few days with relatives.

Irene Lee back on Coast again in story department at Warners.

L. B. Cool at Bedford Springs convalescing from recent operation. George Degmon, old legit agent, in ahead of Hagenbeck-Wallace circus. Kay Ward and Joe O'Toole are going to tell it to a preacher in June. Jules Lapidus taking the frau along to the Coast for GN's convention.

C. A. letrich, an operator at the Stanley, copped Variety Club's \$500 raftle.

Hollywood

Gene Austin shed 43 pounds. Juanita Quigley lost a tooth. Lou Halper in from Cleveland. Grady Sutton in from Florida. Hugh Herbert convalescing from

op. May Robson had 150 at birthday

Polly Moran to Denver for personal.
Sidney King Russell, poet,

bound. Willy Pogany art-directi Lesser. Eleanore Whitney p.a.'i

Eiganois in the east.

B. P. Schulberg underwent major operation.

William Pine checked out of Queen

of Angels.

Bez Piazza back from
Broauway.

Broauway.
Magician-comic Fred Keati
ing chickes,
Guy Kibbee back from
fishing jaunt.
Lola Lane in Good Samaritan with

ing chickens,
Guy Kibbee back from
Ishing jaum. In Good Samaritan with
Ishing jaum. In Good Samaritan with
Iroat ailment.
Judith Allen moving i
from Van Nuys.
Fife D'Orsay left
Ishough the west.
Frank Forest and Lester Hodge in
from Van Nuys.
Fife D'Orsay left
Ishough the west.
Frank Forest and Lester Hodge in
from Can Wagners is down
Frank Whitbeck snared
sunburn in Pacific.
Al Jolson and Fred Wari
ing softball teams.
Fay Bainter moved to her Santa
Monica beach home.
Mary Garden gol.
Mayor Frank Shaw broke bread
at Par commissery.
Doris Warner LeRoy recuperating
from appendectomy.
George Jean Nathan and Richard
from appendectomy.
George Jean Nathan and Richard
Watty, Jr., planed in.
Herman Robbins and George Dembood tit for London.
Jack Gross conferring with Cli
Work in San Francisco.
Shirley Temple vacationi
parents at Palm Springs.
David Lippincott, N. Y.
Nelson Eddy returning May 8. to
Metro after warbling tour,
Joe Stout, GN salesman,
silver wedding anniversary;
Maurie Suess, ex-newsperman,
joined Bob Frandies agner,
Wheden reported at Par,
Nelson Eddy returning May 8. to
Metro after warbling tour,
Joe Stout, GN salesman,
silver wedding anniversary;
Maurie Suess, ex-newsperman,
joined Bob Brandies agner,
while we Radio pact June 1.
The Wallace Beersy trailered to
High Sierra for a week's fishing.
Wyn Cahoon, Broadway actress,
arrived to start Columbia termer.
Carl Laemmle, Jr., celebrated hi
29th birthday on a rattler to N. Y.
Sylvia Sidney had 18 stitches,
arrived to start Columbia termer.
Carl Laemmle, Jr., celebrated hi
29th birthday on a rattler to N. Y.
Sylvia Sidney had 18 stitches,
arrived to start Columbia termer.
Carl Laemmle, Jr., celebrated hi
29th birthday on a rattler to N. Y.
Sylvia Sidney had 18 stitches,
arrived to start Columbia termer.
Carl Laemmle, Jr., celebrated hi
29th birthday on a rattler to N. Y.
Sylvia Sidney had 18 stitches,
arrived to start Columbia termer.
Carl Laemmle, Jr., celebrated hi
29th birthday on a rattler to N. Y.
Sylvia Sidney had 18 stitches,
arrived to start Colu

N. Y.
Edward Selzer trained to N.
to aid Charles Einfeld on Warner
convention.
Sir Stanley Crick, 20th-Fox
Australian distrib, in for company
convention.
Harvey Gates and Malcolm Stuart
Boylan, writing team, collabed on a
power cruiser buy.
The Work and the standard of the standard of

Grand National Tex Ritter troupe snowed in and frozen out in moun-tains near Palm Springs.

Mary Orr, late of Broadway, film-debuting in Benny Zeidman's 'Sweethearts of the Navy.'

Diana Gibson, petitioned court to use screen name for her own instead of real tag, Rosemary La Bie. or real tag, Rosemary La Bie.
Hal Roach will throw a '49er
binge and barbecue for Metro sales
exces at his rancho near Culver City.
R. W. Haywood, biz agent for projectionists, in Queen of Angels with
fractured ip from roller skating.

fall.

W. P. Lipscomb stocking his San
Fernando valley rancho with fruit
trees transplanted from his native
Britai

New Haven By Harold M. Bone

By Harold M. Bone

Mrs. Martin Johnson
bert June 4-5.

'Great Waltz' a four Performance
sellout at Shubert.

Joe Lavenduski on month's holi
from College staff.
Ben Cohen's new play gets an airing here May 18-19.

Yale Dramat pencils What Price
Glory for annual Spring production.
Farker to Baltimore for finishing the production of th

Glass Dame Only Cleve. Nudity; **Powers Crack Down on Stripsters**

Cleveland, May 4. Mike Speciale's French Casino, the nudest and most expensive item in last year's Great Lakes Exposition here, is being transformed into a Pioneer Palace illy Rose for this season's edition getting under way May 29 for a 100-day run.

similar spot Patterned after in Fort Worth Centenni , Rose has signed Tom Patricola as its m.c. and dancing topliner. Majority of Texas company to be brought up here, including chorus of beef-trusters, bellringers, glass-and-flame blowers in addition to bunch of other old-time vaude acts.

time vaude nets.

With Tony Sarg's puppets taking over the old Globe theatre, new fair concessionaires are finding a scarcity of footlighted auditoriums. Another one will be built for West Coast to the concessionaire of the Drunkard' for a 1.500-seat capacity, leased by the concession of the concess one of their enterprises on Midway. Neither Speciale nor Theodore. DeWitt will be represented in the expo's second year show on lakefront. Speciale claims he lost money last season on casino, due to cold weather and lawsuit by New York French Casino for plagiarism, although his 'Folies' de Nuit' made money afterwards on five-month road tour. DeWitt, hotel manager 'Hollenden, has given up is opmoney afterwards on five-month road tour. DeWitt, hotel manager of Hollenden, has given up is op-tion on floating Showboat and Ad-mirality Club for same reason. Her-man Pirchner angling for it as a huge Alpine beer garden, but fight-ing for lower terms. His lakefront Alpine Village was one of last sea-son's best money-makers.

Cold Hot Number

Old Hot Number.

Gold Hot Number.

Ice-skating spectacle called 'Winterland' is expected to be this year's
top novelty, ranking with Rose's
Aquacade.' Construction costs estimated to be about \$100,000 by Harry
P. Harrison and Isaac 'Van Grove
who are backing it. Walter Arian
here to direct skating ballet. Artinical ice rink is going into building
formerly used by Bcf Hungerford for
Pageant of Years, with a grandstand of 2,500 capacity.

Bert Todd, once manager of Columbia burly house, working on advance ticket sales. Taking place of
Hungerford's pageant as the thematic spectacle of new edition is
Making of a Nation' in underground
exhibition hall. Featured exhibit is
35-foot working model of an oil reinery sponsored by Standard Oil of
Ohio.

John T. Branson buying space for

John T. Branson buying space for Marine Show with deep-sea divers and alligators; R. J. Zouray, for 'Bouquet of Life,' 'Wonderland' and a pony-monkey stand; W. K. Alberty, a pig-slide. Due to official taboo on bare-fiesh, the only all-nude attrac-tion will be the 'Camp Transparent Woman,' shown by Dr. Lester

Staff of 12 professional speak-ers now doing a tour through Great Lakes region ballyhooing Cleve-land's centennial. John H. Gourley again put in charge of 'Streets of World' ich is being partially re-

Money for Parks

Denver, May 4.

Total of \$135,000 has been spent in improving and modernizing Denver's improving and modernizing Denver's two amusement parks. Elitch's Gardens, opening on May 15, put \$75,000 in on a new junior roller coaster, redecoration of ballroom, and other improvements. Under a new policy Elitch's will this season operate all concessions, instead of farming them out as in the past.

Opening May 22, Lakeside Amuse-nent park spent \$60,000 on rides, uildings, and the park proper.

Johnny on the Spot

Washington, May 4. Washington, May 4.

San Francisco Exposition has retained local publicist to aid California members Congress in wangling \$30,00,000 appropriation out of the government to help finance next year's fair.

Lee Cutler, Expo prez, has designated the B. Carros Carros reviews.

Lee Cutler, Expo prez, nas uesu-nated James B. Crane, former news-paper correspondent, as local rep of the Golden Gate organization. Crane has been fundling political details for the Texas Centennial.

Ringling Cleanup

At the conclusion of the Ringlings, Barnum and Bailey engagement at Madison Square Garden last Saturday (1) it was caroen last Saturday (1) it was stated that the circus played to the biggest gross for any comparable length of date since 1822. Plans call for next season's Garden date to be four weeks. This season top played 24 days, less one matinee, the premiere having been at 1ght instead of the usual matinee state Petitional 1811. at ight instead of the usual matinee start. Estimated that total takings topped \$600,000. Final week's business was ex-

ceptionally strong

CAL. MILLIONS FOR FRISCO, L. A. EXPOS

Sacramento, May 4.

Bills appropriating \$5,000,000 for the San Francisco Exposition and \$1,500,000 for the Los Angeles Exposition were approved (28) by the ways and means committee of the assembly.

sembly. San Francisco affair antedates

Mix Rained Out

Mansfield, O., May
The Tom Mix circus missed its
first stand of the season here April 27 because of the soft condition of the only show lot.

RIDE GOES WRONG

St. Louis, May 4.

Collapse of the Kitty Ri 'a re-volving swing at carny operated by Harold Barlow on lots in southwest St. Louis last week caused injury to three persons and arrest of Barlow and John Forshee, ticket seller, on charge of careless operation of a pleasure device.

Metro's 44-52

(Continued from page 5)

with the northern and northwest delegates pulling in earlier, mostly traveling from San Francisco. If has been 10 years since Metro held a sales confab here. Eastern delegation was met at San Bernardino, Cal., 85 miles from here,

Bernardino, Cal., 65 miles from here, by studio femmes distributing fruits and flowers. Party isembarked at Pasadena, where group was met by Louis B. Mayer, studio chief, and his associates and motored to the Am-bassador, where all business sessions are being held. Open with Sabbath Session-Conventioneers held two meetings.

Conventioneers held two meetings

Conventioneers held two meetings Sunday afternoon, one comprised district and branch managers, the other office managers and bookers. First general session convened Monday morning, W. F. Rodgers, general sales manager, presiding.

At close of session party was driven to the Metro studios at Culver City for luncheon and a tour of the plant. Routine sessions are being held today (Tues.) and tomorrow, with Thursday set for entertainment and a windup dinner at the studio.

studio.
Other nights are being given over to previews of new pictures and a barbecue and rodeo tossed by Hal Roach set for Thursday night. Visiting firmen start home Friday, another special trai conveying the delegates to Chicago, New York and way points.

RKO, which holds its sales meet in Los Angeles, starting June 16, plans the same number of features as this year, 54, while Warner ros. will schedule 60 at its convention in New York beginning Monday (10). WB plans the same number of shorts as Neither 20th-Fox nor Columbia has announced the number '37-38

Neither 20th-Fox nor Columbia has announced the number '37-38 schedule.
Ned E. Depinet, A. Schubart and S. Barrett McCormick, of the RKO home office, left Sunday (2) by trai for Hollywood to discussales convention plans.
WB is bringing in all salesmen, plus district and branch managers, around 250, to the convention. Last year the company held regionals. Gradwell L. Sears will preside.

Radio at the Circus

Columbus, May 4.
WHKC moved in on the Hagenbeck-Wallace Circus Monday (3) for a complete description of the day's
events. Picked up unloading and
setting up via short-wave transmitter, described street parade at
noon and then aired afternoon performance from Big Top.
Plan to repeat on Cole Bros.-Clyde
Beatty show May 19. Columbus, May

Cole-Beatty Jumps H-W On Pittsburgh Booking. **But Comes in Later**

Pittsburgh, May Pittsburgh, May
Heated rivalry between Cole
Brothers-Beatty and Hagenbeck
Wallace shows this season cropped
up here last week when one outfit
jumped the gun on the other in
Pittsburgh bookings. Cole circus
representatives slipped in quietly
and snatched up May 21-22 with
much ado made about its being the
first big top to reach town this season.

hrst ong top.

Son.

Few days lafer, H-W came out with announcement that they were comi in for three-day engagement beginning May 8. Show will play North Side grounds that day, lay off over Sunday and reopen. East over Sunday and reopen Liberty site May 10-11.

Although eastern routes for these two shows have been carefully guarded, there was no hint that H-W would be around before Cole-Beatty until latter had the town plastered. Understood C-B outfit is plenty burned at the maneuver.

Hamid-Morton Circus

New Haven, May 1.

Combination of better times and a rep for heavy value, established at its initial stand here a year ago, worked up a gross of two and a half times last year's figure for the Hamid-Morton indoor circus playing a week at the Arena under Knights of Columbus auspices. Show drew nicely despite heaviest competition on local entertainment calendar in weeks. On a scale of 25-40 cents, with 25-50 extra for reserved section, show and sponsor split approximately \$2,500 each, as against \$1,000 each a year ago.

a straitjacket escape while suspended in air:

Bob Morton handles announcing, as well as managerial end of show; Al Hamilton and Doc Stahler in advance; Herman Blumenfeld. New York office manager; Omer Kenyon, Philly manager; Hory Robinson, Toronto manager; Joe Basile, band conductor.

Circus Routes

Week of May 10
Barnes-Sells Floto
Chico, Cal., 10; Marysville, 11; Sacramento, 12; Reno, Nev., 13; Altura, Cal., 14; Khamath Falls, Oregon, 15; Monta u.
Lingling Bros.-Harnu
Brooftlya.

American Participation in Paris World Fair Late, But Plans Set

Real Tarzan

Johannesburg, April 3.

Local showmen now have on exhibit a native boy from Cape Colony, who is unable to walk upright but progresses on hands and seek the District of the Colony was not better the progresses on hands and seek the District of the Colon and feet. Played with baboons when an infant and not only

when an infant and not only ages their walk but is said to understand the simian chatter.

Boy will be taken to England if permit can obtained from the authoriti and may later go to America.

FINNEY REORGANIZES H-W ADVANCE FORCES

Canton, O., May 4.

Reorganization of the advance of the new Hagenbeck-Wallace circus was effected here by C. W. Finney, general agent, who halted advertising car No. 1, here for three days and recalled all advance executives for new instructions. The advance up until here was short of paper and several days behind schedule. Car, with an augmented billing force, left here Sunday for Western Pennsylvania and from there is Canton, O., May 4.

force: lett here Sthday for Western Pennsylvania and from there it is expected to function without further delay. Arrangements have been made for a complete line of new paper which will be available almost immediately. Stock paper and some of last year's was being used. Arthur Diggs has joined as brigade manager and George H. Degnon as contracting press agent, with Barner Kern in charge of No. 1.

Vaude for Can Fairs

St. John, N. B., May 4.
Introduced at the annual meeting
of the Maritime Exhibitions Association, held recently at the Mariof the Maritime Exhibitions: Asso-ciation, held recently at the Mari-time Winter Fair plant in Amherst, N. S., was a motion that the associ-ation sponsor a vaudeville circuit booking for this year's fairs, Claimed group booking would effect a saving of at least \$1,000 for each of the

fairs.

Discussion on is moti was
postponed until a special meeting
which will be held soon at Moncton.
Association voted to seek protection for fairs from the Performing
Rights Society, which claims nominal fees from all exhibitions for

music use. Arrangements on dates resulted in the opening spot being given to Charlottetown, P. I., Aug. 18-21. St Stephen, N. B., is next, for five days, and then St John, N. B., September 4-11. Fredericton, N. B., Sept. 11-18; Halifax, Sept. 27-Oct. 2.

Hurt in Japan

Washington, Ga., May 4. Mary Florence Meeker, 37, a native Mary Florence Meeker, 37, a native of this town and member of an American circus troupe performing at the Pan-Pacific Peace Exposition in Nagoya, Japan, was seriously i jured when she missed her footing during an acrobatic act and fell 60 feet, according to advices received by relatives last week. Her left leg and two ri were fractured.

PERRY'S DANCE TRICK

Geauga Lake, "May 4.

W. Perry, for the past 15 years identified ith the operati of ballrooms at Akron and Canton, has leased for the coming summer scason the dance payili at Geauga Lake park here.

Lake park here.

He plans to open for week-end dancing May 8 and will go on siday operation May 29. Will play name bands at the pavilion Saturdays and Sundays and occasionally through the week.

HOT SHOW

Atlanta, May 4.
Troupers ran for cover and straggling customers were shooed off straggling customers were snoozed on the midway when lightning put out of commission one of the portable generators of Royal American Shows about 1:30 a.m., last Thursday. Bolt caused flames, which were ex-tinguished before they could spread to wooden wagons nearby.

Carny is playing date here under ponsorship of American Legi

American participation in the ternational Exposition is going to be like everything else connected with the big show—late.

With the steel work not yet completed for the

to receive opened. Just when that is going to take place has not yet been offi-cially announced, but at a recent cabinet meeting the date of May 17 was talked of and the possible latest date mentioned was May 23.

date mentioned was May 23.

That meens the American building will not open its doors before the middle of June, or later. When asked, officials the American Embassy here declined to name any definite date.

definite date.

Much of this can be blamed on Congress for the lateness. In voting the necessary credits of \$200,000. Until February only \$50,000 had been given to the planners to play with. Labor troubles in this country, have also played their part i delaying the building, while the spring floods made it impossible for a time to drive the piles for the foundation.

Five-story building tonned by a

foundation.

Five-story building topped by a 120-foot tower was designed by Paul L. Wiener and will be built by Hegeman and Harris. Located on the Quai d'Orsay, it will have two entrances, one from the street side and another from the river.

According to the dope handed out According to the dope handed out here it will embody building masses, light and color in a three-fold movement. Most of the exhibits will be curtailed to government projects, such as Boulder Dam. T. V. A., housing undertakings and rural electrification exhibits.

No amusements are planned and no restaurants included in the plans. Even a typical American soda fountain will be missing.

Show Skips Wheeling

New Philadelphia, O., May 4. New Philadelphia, O., May 4.
Rather than become flood-bound
in the upper Ohio valley, the Wallace Bros. circus, motorized outflt
blew. Wheeling contracted for
April 27, and switched the route
eastward, substituting this city for
the Tuesday date.
Original route from here will be
subtrend to as stands from now.

original route from here will be adhered to, as stands from now on, while in the greater Pittsburgh area, are mostly just outside the flood zone.

St. Loo, Too

Loui , May 4. Two women 'Oriental' dancers and Two women 'Oriental' dancers and three men connected with Dee Lang's 'Girl' in the Moon' carny show were fined a total of \$1,500. the maximum, by Police Court Judge Edward M. Ruddy Thursday (29) on Edward M. Ruddy Thursday (29) on charges of presenting an indecent performance. In fixing penalty Judge said 'The whipping post is missed when it comes to punishing offend-ers of this sort. I regret the ordi-nance does not provide, a workhouse sentence.

Judge Ruddy was unconvi assertion dancers, Mrs. Peggy Schuette Mrs. Mari itchie, that dance was a work of art though clothed only made pinch sandals.
serted he pai to see women
two different exhi itions, their gyrations being likened to a bowl of
relatin. Besides the women those
fined were Lang, Raymond Bixler,
operator of dancing concession and
Henry Meier, ticket, taker. Detendants appealed to Court
Correction.

TOUGH ON LOCALS

Indianapolis, May 4.
Attendance at the Roller Derby i the Coliseum on the Indiana State Fair grounds is so good that Leo M. Seltzer, promoter, is thinking of holding over for a few days. Derby is supposed to cover distance be-tween New York and San Francisco, but with careful timing pace can be slowed down to justify holdover. Newspapers have devoted plenty of art and reader space to Derby much to burn of theatre managers.

OBITUARIES

DANIEL L. WEAVER

DANIEL L. WEAVER

Daniel L. Weaver, 66, who as representative of Klaw & Erlanger brought great actors and artists to the died April 25 at Spokane from septic poisoning. He was so adept at handling temperamental stars that he was sent to Paris by Erlanger to bring Calve, the great French opera star, to this country and conduct her tour.

Weaver, in connection with John Considine, obtained the first rights on the basic patents of the original talking pictures from Dr. Kitise, the inventor, and spent several years in New York promoting them, but had no success.

SNITZ EDWARDS

Edwarcs, for more than half century on stage and in ictures, died May I in Los Angeles of arthritis after long illness. Cremation followed service Monday (3).

Deceased came to this country after years of stage work abroad landed in Frofman productions, generally playing German dialect. He went to Hollywood in 1918 and did character and comedy parts in films until forced out by Illness. Survived by his widow, Eleanor Edwards, who appeared with him in many Coast plays, and three daughters.

GEORGE FREDERICK TRUESDELL

GEORGE FREDERICK TRUESDELL
George rederick Truesdell, 64,
legit actor, ied Monday (3) at his
home i New York, Under the name
of 'Frederick Truesdell he played
leading roles in many Broadway
productions, including The College
Widow, 'Our Betters' and 'East Is
West.' Last robe in N. Y. was in
Shaw's The Apple Cart,' produced
by the Theatre Guild in 1930, 'just
before his retirement.
His wife, Helene Michelller Truesdell, and his mother, Mrs. rances
P. Truesdell of Washington,

TEAN THOMAS

Jean Welsh, known in theatrical circles as Jean Thomas, died April 20 at Easton, Pa., after an illness of

20 at Easton, Pa., after an illness of about two months. She was a native of Philadelphia and made her home in Atlantic City,
For a number of years she worked as vaude artist on different circuits and auso as a night club entertainer. She went to Allentown six months ago to visit friends and contracted a cold which developed into pneumoni

MARY BARTON HENDERSON

MARY BARTON HENDERSON
Mrs. Mary Barton Henderson, 65,
mother of Robert Henderson and
business manager of his theatrical
activities in New York, Detroit and
Ann Arbor, died April 26 in Ann
Arbor. Until her death she was
business manager of the forthcoming eighth annual Ann Arbor dramatic festival, which she started
eight years are with her son. matic festival, which she eight years ago with her son.

Surviving are the husband, rof. William D. Henderson of the U. of Michigan, and the son, Robert.

WALTER M. SMITH

Walter M. Smith, 46, trumpeter and bandmaster, died in Quincy, Mass., May 1, following a long ill-

was vice-president of the American Bandmasters' Assn. and had conducted three Boston bands, including that of Aleppo Temple, the largest Shrine band in the order. He is survived by hi idow, two sons and a brother.

Pasqual Pabris, violinist with Raymond Paige's orchestra and a former member of the Detroit, Philadelphia and Los Angeles Phil-harmonic symphony orchestras, ended his life in Hollywood April 27 by inhaling monoxide gas. He left several fantastic notes indicating unbalanced mi

CHARLES EDWIN FOX Charles Edwin Fox, 54, general counsel and member of board of directors of Pennsylvania Broadcast-ing Company, joperators of WIP, died at his home early yesterday (Mon-

ay) morning. He was former district attorney.

MATDIE HOPE

MAIDIE HOPE
Maidle Hope, 56, former Gaiety
girl, died in London, April 20, following a fall.
She appeared in many George Edwardes musical comedies and trained

for operatic career, but retired from the stage on her marri

J. WALTER GUETTER
J. Walter Guetter, 42, first bassoon t with Philly orch for past 12 years led at his home in Philly Saturday

(1).

He survived by his widow, former lsie V. Goepel; daughter, Marie, and his parents. His father, Juli is a well-known Philly violin-maker.

GUSTAV SCHUETZENDORF Gustav Schuelzendorf, 53, former baritone of the Metropolitan Opera and husband of Grete Stueckgold, died in Berli April 27 of a heart attack.

attack.

He was best known for is per-formances in the Wagnerian operas

PERCY R HUNTING

Hunting, (80) old-time actor, who went west many years ago with John Drew, died last April 29, in Seattle, following an auto ac-

cident.

In recent years he had been employed in county clerk's office, but was retired with the Democratic landslide. For years he was active in Seattle helping put on home talent shows.

PRED KETTLER
red Kettler, ⁷B, for many years
an advance agent for circuses before the turn of the century, died
April 22 at his home, Wooster, O.
He had been identified with many
of the pioneer wagon shows and
later with major rail circuses.

GEORGIE WRIGHT
Georgie Wright, 79; premiere danseuse in 1900, idow of George le
Clerq, comedi died April 20 in Mitcham, Eng.

She appeared at Toole's theatre London, in 1894, in 'A Trip to China-

WAYMAN BOYLES

Wayman Boyles, sports promoter and director of promotion and publicity for Luck Teter's Hell rivers, died in Atlanta last week. Burial was in West View Cemetery here. His wife, two children, father and a brother survive.

WILLIAM GILLETTE

William Gillette, 81, died in Hart-ord, April 29, of a pulmonary hem-rrhage.

Details in the Legitimate

E. M. DOERNBECHER

E. M. Doernbecher, 54, president of Station KVI, Tacoma, died April

He was a broadcast pioneer.

Mother, of S. F. Lindstrom, former Far Eastern mgr. of RKO, died March 27 at St. Luke's Internat. Med. Center, Tokyo. Interment in Foreign Cemetery at Aoyama.

Father, 63, of Clyde Kittell, free-lance announcer, formerly of NBC, New York, died recently on Long Island.

Wife of Solomon Korsak, theatre operating firm partner, died in Chi-cago, April 30.

Wife of Frank Giece, operator of Popeye show with Ward Carnival, died of heart disease at Pine Bluff, Ark., April 29.

Ernest Jaissle, , 20th Fox studio coliceman, ril 27 in Los Angeles.

Coronation

(Continued from page 1)

ago. Both occasions brought in tremendous crowds, but the theatres
didn't get the breaks, the peeperswanting to go around and ogle
things, rather than sit around and
watch shows.
But after that first week, or two
weeks, there should be plenty of
spending around. Americans and
continentals are expected to stick
around only 10 days or two weeks.
Most spots were figuring on a
couple or three months of visiting.
Cabarets figure on boom from
the first minute. Rates here have
been increased, too, in some cases as
much as 200%, but the claims on all
sides are for reservations to capacity.
No new productions are scheduled

for the Coronation, although three are quite, a few on the tapls soon after. Those managements who have been lingering along, waiting for the been lingering along, waiting for the line and to cash in a rea around 30 shows ready to cash in are around 30 shows ready to cash in are around 30 shows.

Picture Houses

On the Activities of the Coronation, as generally during the cannot be attributed to the Coronation, as generally during the summer the product is very mediocre. To cope with the occasion, four houses are showing Englishmades, two of which are released by United Artists. Of the Americans, Metro heads the list ith three; Warners second with two, with RKO and Columbia contributing one each. Nothing from the 20th Century-Fox. Metro heads the list ith three, Warners second with two, with RKO and Columbia contributing one each. Nothing from the 20th Century-Fox company, which is a surprise. Here is the lineup:

(M-G).

Gaumont, Prince and the Pauper (WB).

Gaumont, Prince and the Pauper (WB).

Empire, (M-G).

London Pavilion, 'Moonli nata, (Lothar Mendes-UA).

Leicester Square, 'History Is Made at Night' (Wanger-UA).

Marble Arch, 'Charge of the Light Brigade', (WB).

New Gallery, 'Take My Tip' (GB), Palace, 'Good Earth' (M-G).

Plaza, 'Troop Shi' (Korda-Pommer-UA).

Regal, 'Shall We Dance' (RKO).

Risalto, 'Street Si rit, Nat-Asso,' rit.).

Tlvoli, 'Lost Horizon' (Col).

Revues:

Tivoli, 'Lost Horizon' (Col).

Revues

'Home and Beauty,' (Charles Cochran's), Adelphi, (15th week),
'And On We Go,' (Paul Murray's),
Savoy, (4th week),
'Swing Is in the Air,' (Jack Hylton), Palladium, (7th week),
'Coronation Revue,' (Robitschek),
Victoria, Palace, (2d week),

Musicals 'Balalaika,' His Majesty's theatre,

(18th week). 'Big Business,' Hippodrome, (13th

week).

'Careless Rapture,' rury Lane,
(33rd week).

'On Your Toes,' (revival), Collseum, (9th week).

'Swing Along,' Gaiety, (35th week).

'Over She Goes,' Saville, (32nd
week),

Comedies

'Anthony and Anna,' Whitehall

'Anthony and Anna, (2nd year).

Bats in the Belfry,' Ambassadors, (10th week).

French Without Tears,' riterion, (25th week).

'George and Margaret,' Wyndham's, (10th week).

'Housemaster,' (25th

week). 'London After Apollo, (6th

week).
'Wise Tomorrow,'
week). (10th

Mysteries

'Amazing Clitterhouse,' Hay market, (39th week). 'Black Limelight,' (4th

week). 'Mile Away Murder,' Duchess, (5th

eek).
"The Frog,' Princes, (2d year).
Strip Shows
Andre Charlot's, Vaudeville the

atre. Vivien Van Damm's, Wi atre.

Vivien van Damms, Wi atre.

Cabarets, which, like vaudeville houses here, could not keep open without foreign talent, have given themselves a bigger spread than ever, flguring that an occasion like this, when London will be the most Cosmopolitan city in the world, the programs should be more international than ever. Which is just the opposite view taken by the Variety Artistes' Federation, who began a flag-waving campaign, lasting for months, which when they came to grips with the so-called oppositions made them look even more foolish than ever, if that's possible.

Here's the lineup:
Berkeley Hotel: Walsh and Barker

Berkeley Hotel: Walsh and Barker
(American-Australi Rudi

Grasl (German).
Cafe de Paris:
(American).
Carlfon
(English), ichman

Ronald Frankau and Clarkson Wakefield (New Zealander)

Dorchester Hotel: Revised Edition Dorchester Hotel: Revised Edition of Henry Sherek's floor show, with several American acts, including Maurice & Cordoba, and Moore &

Revel.

Grosvenor House De Marcos
(Americans), Paul Gerrits (Americans), Hutch (West Indies), Harry Moore
ican), Galli Galli (Egyptian),
London Several Continent
tal acts, ree Americans getCoronation.

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. Vanture takes no credit for these news items; each has been rewritten from a daily paper.

East

Phileo Philadelphia plant scene of another strike, with 8,500 men out. Not a sit-down. Work of razing the old Churchill restaurant, B'way and 49th, begun Saturday. To be replaced by a film bauss.

Work of razing the old Churchill restaurant, Eway and 49th, begun Saturday. To be replaced by a film house.

J. Byron Creamer, whose auto license described him as an actor, leaped from the George Washing. The second of the control of the control

one-nife date at Grosvenor House May 31.
Finland the first to send a rep to look over the N. Y. World's Fair site. Jaakko Kahma gave it the o.o. and the o.k. Saturday.
Times Sq. statue to Father Duffy, war chaplain of the old 69th unveiled Sunday.
That project to try out plays on Sunday evenings put over until next season by Show Shop. Can't get a director. But John Parrish anounces start of Author's theatre, which will try out novelties before managers, actors, backers and agent. First cycle train of the season went out last Sunday with 120 bikes.
Joe Bob, N. Y. auto racer, killed at Lancaster, Pa., Sunday when he smashed into another car on the

smashed into another car on; the same ca

steen made believe tacks were under-stood. Y. Association of Teachers of English finds radio 'one of the great-est evils we have to face in getting children to read'. Films, on the other hand; particularly the filmed classics, regarded as an aid. Helen Wallenda, of the big show's wire troupe, fainted while on the wire closing night at the garden. Entire troupe narrowly escaped death.

wire closing night at the garden-Entire troupe marrowly escaped death.

Theodore reiser tells N. Y. supreme court, in answer to a question he is not a 'recognized author.' Testifying in a suit brought by Liveright Pub. Corp for advance

ting illing: Cinda Glenn Briants, and Herman Hyde & Sally

Burrill.

Mayfair Hotel: & Tabet
(French), Grip Quartet (French),
Frakson (Spanish).

Ritz Hotel: Hildegarde (American),
Music Hall Boys (American), Indefatigable Charlie (rench).

San Marco: lorence Desmond

fatigable Charlie (rench).

San Marco: lorence Desmond
(English).

Savoy Hotel: stelle Leroy
(American), Arnaut Bros. (American),
George & Jack Dormonde (English),
Trocadero Grill: Charles Gochran's
Supper Show, vith several American
and Continental novelites.

and Continental novelties.

Troc Cabaret: This is a sole booking of Charles Tucker and playstraight vaudeville acts: Max Miller (English), Hildegarde (American); Hutch (West Indies), Harry Moore (English).

royalties on a book he has not yet delivered, and for copies of other books ordered by him.

N. X. Newspaper Women's made a party at 'Miss Quis' Mon to honor Ward Morehouse.

Cornella Olis Skinner, in London, gave three broadcasts for British Broadcasting Co. following her theatre dates. Will go back next year and posisbly tackle the conti

Coast

Dorothy Sebastian was acquitted of defrauding an inn keeper at San Diego. Sam Hoffman, co-defendant, failed to appear and forfeited \$500 bail.

Superior Judge Westown

defrauding an inn keeper at San Diego. Sam Hoffman, co-detendant, failed to appear and forfeited \$500 bail.

Superior Judge Westover annulied marriage of .Margaret Shelby Fillmore, sister of Mary Miles Minter. Event of Mary Miles Minter Eynn's with Sandard Sanda

her \$4.500 verture against teached firm in California District Court of Appeals.

Greta Garbo was subpoenaed to appear in Los Angeles Superior Court as defendant in suit filed by David Shratter, former Berlin film producer, to recover \$10,500. assertedly advanced to her in 1924.

MARRIAGES

Mary Lombardo to Fred Oliver, pril 26, in Cleveland. Groom is rch leader at the Statler hotel.

Mary Lombardo to Fred Oliver, April 26, in Cleveland, Groom is orch leader at the Statler hotel. Bride is an artists' model. Gladys Cooper to Philip Merivale, April 30, in Chicago. Both legit stars now appearing in 'Close Quarters' at Selwyn in Chi. Jule Wallis to Wallace Klie Imwriter, Mey 2, in Los Angeles. ride is brother of Hal Wallis, Wauners studie exec.

is brother of Hal Wallis, Warners studio exec.
Margaret Schlinker to Al Posner, May I, in Los Angeles. Bride is a stage dancer.
Eva Marti Davi Hutton, church singer, Yuma, May I. Bride is a musician. room is former husband of Aimee Semple Mc-Pherson.

Pherson.
Lucille Thorpe to Elmer Fryer,
May 1, in Las Vegas, N. M. room
heads still dept. at Warners.

BIRTHS

BIRTHS

Mr. and Mrs. Stuart Sherman, in Chicago, April 27. Father is v. and advertising manager of the Pepsodent Co.

Mr. and Mrs. Kent Taylor, ter, April 27, in Hollywood. is film actor.

Mr. and Mrs. Gordon Fawcett, son, April 28, in Los Angeles. Father business manager of Fawcett Magazines West Coast office.

Mr. and Mrs. Warren Newcomb, daughter, April 28, at Santa Monffe. Father is in Metro process dept.

Mr. and Mrs. Sam Ross, daughter, in New York, April 29. Father director of ilvertown Cororchestra.

Wall St.-U. A.

(Continued from page 5)

tained and from whom is a ques-

tained and from whom is a question.

Of the present owners of UAT
(Goldwyn, Chapli Fairbanks,
Mary Pickford and Alexander
Kordal, the last-mentioned acquired
a participating partnership.

der a five-year producing releasing deal following Joseph M,
Schenck's withdrawal from UA to go 20th Century-Fox. Korda, with
better than three years to go under
that contract, will arrive in New
York Tuesday (11) to discuss with
UA the number of pictures he is to
do the coming (1937-38) season. Reports that Korda might leave UA,
with 20th-Fox mentioned as a releasing channel, and that S-I might
get the Korda interest are inconsistent in view of the agreement UA
has with London Films, Ltd.
(Korda). has with (Korda).

(Korda).
Of owners UA, three
founders of the company, Miss Pickford, Chaplain and Fairbanks are not founders of the company, Miss Pickford Chaplain and Fairbanks are nocitive. It is problematical whether
Fairbanks and Miss Pickford will
legage in any further production,
but none of these owners, in view.of
the handsome profits realized each
year by UAsis expected to be willing
to part with their stock. Goldwyn
certainty worldn't.
If blank Setry for the 1937-38 season, Goldwyn. S-I and Korda would
each turn out eight pictures at high
budgets. This would be an increase
over this year of three for S-I, and
two each for Korda and Goldwyn.
Selznick's partner in S-I is John
fay Whitney, who formerly headed
the Pioneer Pictures unit which released through RKO. This company
was washed up entirely when Whitney joined hands with Selznick in
S-I.

Whitney money would probably figure importantly in any deal acquiring a stock interest in UA, while ownership to film rights of Gone with the Wi 'by S-I no doubt would serve as a strong sales point in an effort by Dr. A. H. Giannini or others to gain this interest for the group. There has never been any commitment by S-I as to whether and when this picture will be delivered to UA.

Meeting on Coast

Meeting on Coast
Hollywood, May 4.
Meeting of United Artists partners
ill be held here instead of in N. Y.
so originally planned, due to the fact
that Samuel Goldwyn and Charlie
Chaplin cannot go east because of
the strike and other activity here.
Goldwyn is working on a picture
and Chaplin on a story. Meeting is
expected for sometime between May
14 and 17 when Alexander Korda
Artives from Y. Co. 2. expected for sometime between May 14 and 17 when Alexander Korda arrives from London. Those who will attend will be Mary Pickford, Douglas Fairbanks, Korda, Goldwyn, Chaplin and Dr. A. H. Giannini. Miss Pickford leaves N. Y. this week after arriving from Europe. Selznick has four others to make, Including Tom Sawyer, after Prisoner of Zenda. He made only three pictures in the past year and a half.

meluding Tom Sawyer, after Prisoner of Zenda. He made only three pictures in the past year and a half, Producer reiterates he has made no deal with Metro regarding Margaret Mitchell's Gone With the Wind, and indications are that it will probably be a UA release.

It is, likely that Selznick will be offered one of the member units in UA, continuing after expiration of his current producing contract. Films he has on tap, exclusive of 'Wind,' would take almost a year to make. Selznick trained out of Hollywood May 4 with a party following completion of his 'Prisoner of Zenda.' Group included Jock Whitney, William Welliman, Ben Hecht, Barbara Keon, L. F. Alstock and Russell Birdwell.' They are travelling in a special car attached to the Santa Fe Chief.

London, May
Alexander Korda and Murray Silverstone, latter the head of United
Artists in London, sail tomorrow
(Wednesday) for the U. S. for conferences regarding U.A.'s financing
of Korda's pi Likely that Korda
will make a new distributing alliance in the event he cannot reach
a satisfactory arrangement with U.A.
on the money question. Basil Black,
on the money question. Basil Black,
finen.

them.

With Paramount set to co-operate on the financing and distribution of Korda's Lawrence of Arabia,' it appears as though Korda is headed towards Par altogether.

Dr. A. H. Gianimi, UA prez, who was due here for the coronation, is not sailing from the U. S. and is awaiting the arrival of Korda and Silverstone in the states.

WHAT THEY THINK

Explains Social Security Washington.

Editor, VARIETY:

This is with reference to an article. This is with reference to an article, which recently appeared in VARIETY commenting on the lack of information concerning the tax provisions of the Social Security Act as they apply to persons in radio work.

work.

The confusion which seems to exist in the radio business concerning the payment of taxes under the Social Security Act, as indicated in this article, centers principally around the question who is the employer in any given case. Treasury regulations and rulings have defined an employer and an employee. The difficulty comes in aligning the various relationships that exist in the radio industry, and in the entertainment field generally, according to those definitions. field generally, according to those definitions.

The Social Security Act in Section 811 (b) defines employment for the purposes of the Federal tax as any service, of whatever nature, performed within the United States by

formed within the United States by an employee, except... the exceptions bei cifically defined and includi , in part, agricultural labor, domestic, service in a private home, casual labor not in the course of the employer's busi, and services from employment by a nonprofit educational, religious, charitable, scientific, literary, or humane orranization.

tional, religious, charitable, scientific, literary, or humane organization.

Treasury Regulations 91 states: ... the relationship between the person for whom such services are performed and the individual who performs such services must as to those services be the legal relationship of employer and employee.

Generally such relationship exists when the person for whom such services are performed has the right to control and direct the individual who performs the services, not only as to, the result to be accomplished by the work but also as to the details and means by which that result is and means by which that result is accomplished. That is, an employee is subject to the will and control of the employer not only as to what shall be done but how it shall be

the employer not only as to what shall be done but how it shall be done. In this connection it is not necessary that the employer actually direct or control the manner in which the services are performed; it is sufficient if he has the right to do so.

In Article 4 we find: An employer may be an individual, a corporation, a partnership, a trust or estate, a joint-stock company, an association, or a syndicate, group, pool, joint wenture, or other unincorporated organization, group, or entity. Also, the number of individuals employed by an employer and the period during which any such individual is so employed is immaterial.

In general, Article 3 continues, if an individual is subject to the control or direction of another merely as to the results to be accomplished by the work and not as to means and methods for accomplishing the result, he is an independent contractor. An individual performing services as an independent contractor is not as to such services an employee. He may, however, be an employer. From these regulations it can be seen that the right to control and direct the individual who performs the services is one of the factors determing employer. to control and direct the inividual who performs the services is one of the factors determing employer-employee relationship. This would also seem to be the main factor to be determined in specific questions of interpretation which have arisen in the radio industry and in the entertainment field generally. For example, the individuals carrying on a sustaining program may be employees of the broadcasting station or of a person who provides the program for the station as an independent contractor.

The same situation may exist with most sponsored programs. The sponsor pays the ill, and he may take complete charge of the details of the

The same situation may exist with most sponsored programs. The sponsor pays the ill, and he may take complete charge of the details of the program or turn the job over to someone else—a booking agent, the sponsor of the act, or the leader of the orchestra. These facts will affect the determination of just which person will be considered the employer of the individuals writing on the of the individuals putting on the

show.

A Treasury ruling on a question similar to that which has been raised by Vantery was published on Oct. 18, 1936. In S.S.T. 47 it was ruled, in part, Where the M Company, owner and operator of hotels, contracts with A to ish music for one of the hotels and delivers a weekly check in a Jump sum to A for the services rendered by him and his orchestra. A having the right to hire. orchestra, A having the right to hire, control, and discharge the persons

who work under him, the relationship of A to the M Company is that of an independent contractor for the purpose of title IX of the Social Security Act. Neither A nor the musicians employed by him are 'employes' of the M Company the purpose of that Act.

In most varieties of business it has not been expectally difficult to define the property of the term of of the

purpose of that Act.

In most varieties of business it has not been especially difficult to determine who the employer and who the employer. In the entertainment field, however, with so many persons (perhaps corporate) having something to do with a particular program, it is not always easy to answer offhand all the complex questions that involved.

It is necessary, of course that every case, for an offici ruling, be submitted to the Bureau of Internal Revenue, with all the pertinent facts, in writing. This can be done through the nearest local Collector of Internal Revenue is solely responsible for administer; the tax, titles of the Social Security Act, and tax questions should be sent to that Bureau and not to any office of the Social Security Board.

Robert Huse,

Robert Huse, Associate, irector Information Servi SOCIAL SECURITY BOARD,

Yor , May

As a so-called filmusic publisher does Tin Pan Alley realize just how little say-so publisher nowadays has in the selection of his songs? First, I must take what the Hollywood studios feed me, via the pictures. Secondly, because of the film hookup, even the radio is now ganging up on the publishers and restricting any vocal chorus plugs.

Thirdly, and worse, it seems to me, the songwriters are no longer writing for their publishers (which in turn means the sheet-music buying public—they're writing to please the picture people.

If a producer likes a song, he spots it in the film. It's probably very good for film boxoffice, purposes; but on the other hand if it's not so good as a basic song property, they don't want to know about that. What's more, even though the songs selected may be inferior, the Hollywood song-writers squawk like anything if the plugs aren't forthcoming. They don't want to know about the lack of merit or other shortcomings of the songs.

To them, naturally (and they can't want to know about that do freit or other shortcomings of the songs.

To them, naturally (and they can't want to know about that lack of merit or other shortcomings of the songs.

To them, naturally (and they can't want to know about that alw points will still keep them in the forefront. As It is, writers now collect handsomely from the studios so they don't have to rely on sheet music royalties as they, used to.

But what about the music publisher? If he doesn't show a wronft.

But what about the music nub-

But what about the music publisher? If he doesn't show a profit, where does he get off? What's more, the first ones to squawk would be their Hollywood film affiliates.

It would be grand if Hollywood said, O.K., here's \$25,000 per plcture, and we'll charge it off to exploitation. What's \$25,000 to a big musical? But no, pictures also wants to collect from any song publishing by-products as well.

to collect from any song publishing by-products as well.

If the songs flop, furthermore, the publisher sure gets hell—but quick!

One reason there are so few songs selling at present because the writers are writing manufactured' songs for the producers and directors. They are not writing inspired songs as they would ordinarily if they were writing popular songs, or writing for a Broadway show, or for themselves.

they were writing popular songs, or writing for a Broadway show, or for themselves.
That is why the 'popular' publisher has an advantage over the picture music publishers at present. The popular publisher has a chance to select what he thinks is good for his business. In other words, he has some voice in the selection of songs for his catalog.

The way things are now, the publishers who are controlled by the picture companies have to depend on the songs from pictures, and they are just grabbing up everything from the films. It is like a mad scramble. The producers want title songs written for their pictures and songs manufactured for different spots, so eventually either the publishers will have to be subsidized by the picture companies or they

musicals insist on five to seven songs per picture: and expect anybody to make more than one hit. On Broadway it's been traditional musical comedy history that if one, possibly two, songs showed up, from a new operetta or a musical comedy, that's more than the producer, the songwriters, and the music publisher expected. But Hollywood wants every picture to have a half dozen hits.

Oh well!

Jack.

No Radio Strikebreaking New York, April 30.

New York, April 30.

Editor, VARIETY:
April 28 issue VARIETY carried a story on the activities of American Radio Telegraphers Ass'n in organizing the broadcasting industry. With regard to the organization of WHN the statement was made that

With regard to the organization of the with the statement was made that it had been rumored around New York that the men at WHN had gone on strike and that CBS had rusped, over a couple of men't to handle the stati . "As you say, the rumor of both strike and assistance from CBS was denied by all parties.

There is in this connection, however, the possibility that readers not studying the statement carefully may have obtained the impression that CBS engineers took part in strike breaking activities. We should like to point out to those readers the following resolution adopted some months ago by the Associated Columbia Broadcast Technicians, New York Chapter.

months ago by the Associated Columbia Broadeast Technicians, New
York Chapter.

"Resolved, That this chapter go
on record as opposed to strikebreaking activities against anyone at any time. Such activiti
to include the working of equipment deserted by radio broadcast men on strike, passing
through picket lines set up bybroadcast men on strike, and the
piping of program material to
local stations in which broadcast men are on strike.

We feel it only fair that such of
your readers as may be misinformed
as to the attitude of the New York
Chapter of the ACBT be informed
of the above resolution. While it
is impossible for us to control the
sympathies and to some extent the
activities of CBS executives, the
sympathy with organized labor of
CBS technicians would seem unquestionable.

K. E. Davis,

K. E. Davis, Associated Columbi roadcasting Technicians.

roduction Chart Detroit,

Editor, VARIETY:

Detroit,

Editor, VARIETY:

It seems rather peculiar and Interesting that after carrying a production table at the very times of the year-that it means little, I note in your issue of April 21 it is eliminated. Whether that was done because of the fact it showed that a great many of the companies had not gone through with their commitments or what the real reason is I do not know but it would seem to me that if ever there was a time of the year that theatre owners are interested in the performance of the various companies it is right now.

I shall be very happy to hear from you as to the reason why, this; I believe, rather important department of Variety has been discontinued.

H. M. Richey,General Manager,** Advance Production art.

Advance Production art has not been discontinued. It's being published fortnightly instead of every week as when first incepted. It was out of the April 21 issue, but appeared in the last issue, April 28. Will again on May 12, 26, etc.)

Radio Acorns New York, April 27.

New York, April 27.
Editor, VARITY:
There has been much controversy, as you know, on chain-breaks and one minute announcements around network programs. Two or three of the agencies have raised particular cain,
Columbia Broadcasting System complained to many of the stations.

stations.

It seems to me that many of them have overlooked one important fact and that is, that many of these onebublishers will have to be substituted by the picture companies or they will not be able to remain in business and carry among the lines that they are now, because every publisher is practically gambling \$25 nouncements and now they are using

the hookup between WLW, Cincinnati, and WHN, New York. Among the towns he visited were Washington, Atlanta, Chattanoga, Knoxville, Nashville, Cincinnati, Chicago, Desirit Nach Alexan

100 P. C. Mutual

(Continued from page 35)

the towns he visited were Washington, Atlanta, Chattanooga, Knoxville, Nashville, Clincinnati, Chicago, Detroit and Akron.

Alliance between KFWB KROW ill increase the number of California networks to five. Others are the California Network as represented by the pooling of stations between McClatchy and Hearst, the Don Lee Network, the CBS regional which takes in KNX, Los Angeles, and KSFO, San Francisco, and the two NBC links, with the red bringing together KPO, San Francisco, and KFI, Los Angeles, and the blue, KGO, San Francisco, KECA, Los Angeles, and KFSD, San Diego.

First Mutual coast-to-coast commercial, fed from the West starts May 11 for Skol Products. Don Lee stations (10) along the Pacific slope, will carry, along with WOR, WGN, WAAB, WBAL, WOL, WFIL i east.

Program: originating on KHJ.

east.
Program, originating on KHJ,
Hollywood, will consist of a vocal
trio, the Hollywood Sunshine Girls,
a dramatic actor and a backgrounding band. Peck agency set.

Atlanta's Mutual Special

Atlanta's Mutual Special
Atlanta, May 2.
Not content to wait for his contreres to work out, the detailsbri ing Mutual deeper into Dixie from Richmond, Maurice Coleman, general manager of WATL, has lined up Willys-Overland, program for 13 weeks over his station,
is 30-minute commercial, 'Kysers' Surprise Party,' went on for first time Sunday (2) night and was followed by 30-minute Mutual sustainer. Programs: were piped to WATL from Nashville.

WLW Clears for Barnes Cincinnati, May 4. WLW cleared time for the Pat Barnes Sunday night Mutual pro-gram from WOR, New York but could not—or did not—clear for a could not—or did not—clear for a couple of other recent Mutual commercials, Queried on policy, WLW reaffirms its Mutual, affiliation but is meanwhile anxious to put over the so-called WLW libetween Cincy and New York.

First contracts

and New York.

First contracts on the four-city
loop have been signatured. Vitalis,
Bristol-Myers product, starts sponsoring For Men Only out of WHN,
New York, June 7. Fedlar & Ryan
agency has not included KQV, Pittsburgh, however.
S.S.S. is set for two weekly quartere starting in August 54ts Store

S.S. is set for two weekly quarters starting in August. state Stove will get going in July. Beaumont Medicine and Lewis-Howe are lined up for September and July starts. Kellogg is in negotiation. On account of the time change, the Pleasant Valley variety show sponsored by Crown overalls and originati in the Crosley studios is receiving separate shots over WLW and the Mutual net. Hits the latter Thursday night and WLW on Fridays.

Shifts to WWSW
Pittisburgh, May 4.
Because of WCAE's inability to take Kay Kyser show. (Willys-Overland) due to previous commitments, Mutual program will go out here over WWSW.

over WWSW.

It's second time WWSW has been offered and accepted a Mutual attraction. Last time was Father Coughlin's Sunday afternoon airings.

network shows. Packers Tar Soap last year was a one-minute campaign and today it is anetwork program. In checking over our files, we note many accounts in the past few years

that at one ti were small spot campaigns, but today have network shows. It appears that some of these agencies and even the networks are overlooking a very important factor.

FURGASON & ASTON, INC.

By G. S. Wasser

Vice-President.

Savs It Didn't

Minneapolls, May 4.

Minneapolls, May 4.
Editor, Vaniery:
Vaniery erred in its April 28 issue by reporting that the Minneapolis Star promoted a Joe Louis boxing cord. Paper did, however, stage the Northwest Golden Gloves tournament.

David Silverman Managing Editor, Minneapolis Star.



Thanks for reserving room for me in America's most famous hotel.

Am arriving Friday, May 7th at 9 P. M. EDST via the Columbia Broadcasting System, for an extended stay.

JERRY COOPER

Published Weekly at 154 West 46th Street, New York, N. Y., by Variety, Inc. Annual subscription, \$5. Single copies, 15 cents, Entered as second-class matter December 2, 1995, at the Fost Office at New York, N. Y., under the act of March 3, 1879, COPTANGENT, 1837, BY VARIETY, INC. ALL RIGHER MESRIVER MESSAGE.

NEW YORK, WEDNESDAY, MAY 12, 1937

64 PAGES

HONKY TONKS AS BREAK-II

Up Newsreel Biz; Elaborate Coverage FORMER POSITION

Current week, with the Hindenburg explosion and the Coronation occurring within a few days of each other, is the biggest in newsreel history. Attendance at newsreel theatres over last week-end was variously estimated as between 50% and 100% over normal. Expectation is that grosses will fall off little if any throughout the next week or so. Zep disaster early last Thursday (6) night at Lakehurst provided outstanding material for all five newsreel companies. Crews were on hand Zep disaster early last Thursday (6) night at Lakehurst provided outstanding, material for all five news-reel companies, Crews were on hand for, the regular dirigible landing and all hopped on the catastrophe, Companies got out detailed specials for quick shipment, mostly by plane, all over the country. Demands for prints were so great that laboratories were pushed to capacity. Some theatres were not content with merey one company's reels and ordered prints from other makers, putting all on their screens.

Embassy Newsreel theatre, in Times square, N. Y., did turn-away business nearly all day Friday, and by noon Saturday waiting crowds flied the lobby, with a line extending to 47th street. Theatres every-where reported an instant response at the bo. when marquees and special easels were put up on the material.

Estimated that 22,000,0000 persons a week see newsreels in the U. S., that number swelling to upwards of 50,000,000 thls week, it was figured. Trans-Lux theatres in Philadelphia and Washington reported dong all-time bo. records over the week-end, despite the fact that this is normally an off season.

Zeppelin disaster was a unique newsreel break because it was the first major mishap of that kind which cameramen were on hand to cover as it occurred. However, any sort of catastrophe is always a big grosser for the reels. Previous high attendance figures were chalked up for senes of Morro Castle si ing. Alexander, the Wally Simpson-Duke of Windsor romance and the Hauptman trial.

As for the Coronation, that's already getting most elaborate coverage ever given a subject by American newsreel companies. Five newsreils have been preparing to cover the event for three or four months.

rage ever given a subject by Amerlean newsreel companies. Five newsreels have been preparing to cover
the event for three or four months.
Newsreel coverage of Coronation
today (Wed.) will be on roto basis,
ith each of the five American reels
ing materi . Earl Marshall
of Norfolk) refused to permit
more than one camera at any. Paricular location. Rooms which overlook procession commanded \$1,500.
Early plains to fly them by planewere abandoned because of the cost.
Then the newsreels and still combanies chipped in \$10,000 to hold the
li-fated Hindenburg at its port in
Germany, with idea of using planes
to take the reels to the airship. When
the zep was destroyed newsreel companies sourried for another method
(Continued on page 46)

(Continued on page 46)

Lo Goes H'wood

Hollywood May 11.

Red-skinned habitants of the Palm Springs Indian Reservation are learning Hollywood showmanship. Staging their annual spring dance in Palm Canyon, hard by the tepees of the palefaces, Injuns are splitting the sky with sun-arcs wigwagging for trade.

Result: Powwow is drawing heavy wampum.

ZEP CRASH PUTS BEN DOVA IN COIN CLASS

His escape from the ill-fated zep, Hindenburg, which exploded and crashed Thursday (6) at Lakehurst, N. J., has brought several lucrative offers to Ben Dova, vauda comedy acrobat. In private life Joseph Spahs, Ben Dova jumped from the airship and escaped, suffering only slight burns and a fractured ankle. His first cash-in on his escape came Sunday night (9) via an appearance on the Robert L. Ripley (Believe It or Not) radio show over NBC. For this one-shot he received \$350, with other radi and stage offers said to be pilling in.

en Dova was returning from Eu-

offers said to be piling in.

on Dova was returning from Europe on the zep to make a booking at the Roxy, N, y, starting May 21. His injuries, however, ill prevent him from appearing on the stage and the date has been set back.

Joe Jackson, comedy cyclist, was also scheduled to come over on the zep, but canceled his passage at the last minute on learning that his booking at the Radio City Music Hall had been postponed.

BARD ACTORS DON'T INDULGE IN BASEBALI

When it comes to baseball, Shakes-When it comes to baseball, Shakes-pearean actors prefer a good book. Cast of 'Ki ichard, II,' challenged Cast of 'Ki i ichard, if, chaineighed to soft-ball tilt by 'Brother Rat' corpany, pooh-poohed it. Bard players replied they don't indulge.

Rat' soft-ballers previously shellacked 'Behind Red Lights' troupers

lacked 'Behind Red Lights' troupers 16-0 and laced 'Having Wonderful Time' team '27-8. Games are also skedded with crews from 'Boy Meets Girl' and 'Room Service' (latter set to reach Broadway next week after out-of-town tryout). Showgals from french Casino have challenged Rat' team, but no game is set. All played in Central Park, N. Y.

Agent and Scouts Combing the Hideaways for New Talent-Chiefly Strippers and Bumpers, but Here and There a Dancer or Singer Is Discovered

LOW SALARIES

Chicago, May 11.
Long-standing wail that the passing of vaudeville as an important factor in the amusement biz has robbed the newcomers of a chance to gain experience is being answered by the mushroom growth of honkytonk nite spots in cities, towns and valiages. The hideaway niteries have become the springboards for novices.

Vaude and major nitery agents who haven't been around anywhere

Vaude and major nitery agents who haven't been around anywhere but the top vaude and nife spots in years are now making the rounds of the side-street spots regularly in search of likely talent. Even the picture scouts are beginning to turn off the main stems to hunt up possi illities in the grind-and-bump joints.

In the main these honky spots are

(Continued on page 49)

Eiffel Tower to Be Visible 150 Miles During Paris Expo

Paris, May 2.

Latest plans for lighting the Eiffel ower during the call for

Latest plans for lighting the Einer Tower during the call 'for lights which will be seen, theoretically, 150 miles away.

Andre Granet, who is in charge of the lighting system of the tower, states that the beams of light from the naval zero searchlights, when resisted draight from the property of the call pointed straight up, ill reach an altitude of the miles and will be visible, if mathematical calculations hold true, as far away as the English Channel.

Channel.

Changes are being made in the tower for the benefit of the daytine visitors also. Old dashioned girdle of striped painted iron, which was put up in 1889, being removed. Restaurant on the first floor being enlarged and both restaur have glass walls.

Slight Switch

A fight fan called a Brooklyn armory to find out what bouts were scheduled there that night. 'We don't have fights any more,' was the reply, 'we got Bingo now.'

Hindenburg Disaster and Coronation | REPLACE VAUDE'S | Pix Strike Now Nat'l; Picketing in 8 Keys, but Actors' Tiff Patched Up

All for a Shave

Hollywood, May 11.

Hollywood, May 11.

European director, imported at a high cost, ordered his secretary to phone for an appointment with the studio barber. Clipper said he had to have an okay from the head man because his razor is only for producers, not directors.

Head man is ln New York, but his chief aide nixed the request, refusing to set a precedent. Result is that the European fellow, who draws a heavy pay check, drives several miles for his daily shave, at an estimated cost of \$75 to \$100 per trip on a basis of how much the studio pays for hi time.

HOT CLARINET **KID MAY LEAD SYMPH**

Philadelphla, May II.
Possibility that Benny Goodman may conduct Philip Symph in one or two concerts in Robin Hood Dell this summer was hinted to Variety by Gino Baldini, assistant manager. It is known that the management wants a young jazz batoneer for pair of engagements. Paul Whiteman is unavailable this summer. Other possibilities mentioned beside Goodman are George Gershwin and Rubinoff.
Alfred Reginald Allen, 32-year-old New York ad man, who came here to pull Philip orch out of car ine in its regular season, will manage the outdoor Dell concerts for first time this summer. Men will work on cooperative basis as they have been doing since hot weather concerts inaugurated seven years ago. Last season averaged about \$50 a, week:

NO ADVERTISING TAINTS

Rudy Vallee-Royal Gelatin hour originated before a packed audience at St. George's Hall last Thursday (6) with Landon's Lord Mayor opening the show. ritish Broadcasting ing the show. ritish Broadcasting Co. facilities were used but listeners in the hall knew nothing of the commercial augle. Plug copy was cut in from a room set aside for this purpose. American Telephone & Telegraph Co. shortwaved the program to the American side.

Opinion among the hall attendees was that Vallee show made most English variety broadcasts look amateurish.

Hollywood, May 11.

First unofficial rift in the new producer-Gulld agreement came to-day with conflicting interpretations of terms by both sides, Froducers claim the settlement calls for an 80-20 Gulid shop, while the SAG insists that the agreed ratio is 85-5, the 5% margin being allowed to take care of established players who conscientiously are opposed to joined out by Gulid officials that European players brought to Hollywood would

out by Guild officials that European players brought to Hollywood would come under Guild regulations.
Charles Lessing, Federated Motion Picture Crafts head, told the strike committee, shortly, after midnight last night (Monday) that its terms for an armistice had been rejected by Pat Casey, labor confact for the producers, and that the settlement basis offered by the producers was untenable.

basis offered by the producers was untenable.

Casey later Issued the following statement:

Casey later Issued the following statement: The fact should be borne in mind that the status of the actors and that of the group represented by the FMPC is entirely different. Actors remained at work while their representatives submitted certain definite proposals to the producers. Those proposals were adjusted in orderly and equitable manner through negotiations and the agreement reached was acceptable to both sides. On the other hand, under the terms of the ultimatum originally served on me by Lessing, studio executives were given no information concerning wage demands or any other questions in dispute, Producers were notified they must accept under certain restrictions preliminary to any negotiations with Lessing ordered the strike. Door is wide open for a prompt settlement of any proper question.'

W. B. Cuilen, FMPC president, said painters would sign no contract that doesn't take, care of smaller

proper question.

W. B. Cullen, FMPC president, said painters would sign no contract that doesn't take, care of smaller crafts affiliated with the organization, such as set designers, makeups and half dressers. This morning (Tucsday) dawned peacefully around the studios and picket lines are thinning around the theatres.

Although the Screen Actors' Guild Although the Screen Actors' Guild has won a decisive victory over the producers, the Federated Motion Picture Crafts is settling down to a bitter. Indications are that varianced before a packed audience ts. George's Hall last Thursday of the Continued on page 2)

Non-Alky Nitery

New York's first liquorless cabaret the Golden Glades, opens May 15 on upper Columbus avenue. George Haeffly's band will supply for dancing and thrice

snow:
Oper on Doniger says there
will be no hard stuff in his show and
soda emporium. Will serve regular
dinner, light eats and soft drinks.

Many-Sided Hollywood Union Fight Is Echoed Into Eight Key Cities

(Continued from page 1)

tee for Industrial Organization will be drawn into the hostilities. Spread of the strike has now become na-fioundle, with film theatres in vir-tually all key cities of the country being picketed.

Charles Lessing, FMPC head, said Charles Lessing, FMPC, head, said he expected a total of more than 340,000 pickets at pix theatres throughout the country after he had wired acceptance of picketing offers from AFL and CIO unions in various cities. It was pointed out that the entrance of the CIO into the scrap would not be made as a body. Members of the Lewis group are acting as individuals rather than official CIO recreentatives. ing as individuals rather cial CIO representatives.

cial CIO representatives.

Theatre picketing in Chicago, Philadelphia, Pittsburgh, Cleveland, Detroit, Minneapolis and St. Paul got underway this morning (Tuesday), with New York slated to follow tonight. In Los Angeles, picketing of first-run houses took, on a serious aspect Sunday (9) but dwindled to mere handfuls Monday (10). Heaviest lines were seen at the Pantages. In Hollywood, with workers augmented by young radicals from schools and colleges.

Only a few pickets took up the

schools and colleges.

Only a few pickets took up the march at Loew's State, Chipese and Warner houses. The Beverly Hills police made short work of Fox Wilshire pickets and broke the line, citing a city ordinance against such tactica. Strikers were similarly repulsed at several nearby suburs. The FMPC said arrests would be invited to test the Beverly Hills statute.

CIO Pickets

cito Pickets
ickets from crafts affiliated with
the CIO joined the lines around studios last week on a call from Rudy
Kohl, business representative of the
Painters' Union. They were drafted
from the steel, rubber, automobile
and communications industries and
were assigned to night duty. Studio
police took on an extra supply of
tear gas for storing at all entrances
in case of trouble, but were instructed to use it only when violence
threatened.

About 1,500 affiliated craft mem-bers attended a mass meeting con-ducted last night by the FMPC at ducted last night by the FMPC at Hollywood Stadium. Charles Lessing presided at the session and intro-duced the speakers, who included Charles Eirod, Vern Murdoch, John R. Robinson, Bert Best, Joseph Mar-shall, G. Ruiz, Madge Hoyt, W. B.

All the speakers dwelt on the situation as it affected the International Alliance of Theatrical Stage Employes. Prediction was made, especially by Cullen and Ruiz, that internal strife in the IATSE would soon'blow the lid off in that body. Lessing charged the IATSE and 'overstepped all the bounds of decency and rules of the American Federation of Labor.' Lessing also read a wire from John Brophy, national CIO director, saying that every union man, regardless of affiliation, should support the strikers. All the speakers dwelt on the situort the strikers.

The studio strike reached a climax The studio strike reached a climax last Thursday and Friday (6-7), when numerous fracases were reported and nine affected major lots were beleaguered. Thereafter the situation quieted down temporarily, with the attention of pickets and strike leaders centered on activities of the Screen Actors Guild to the exclusion of fisticuffs.

Most serious casualty of the vio-lence was William Kline, Universal rip, who was severely beaten in a parking lot across the boulevard from the U jot by a number of men said to be affiliated with the FMPC. was formerly in the Painter

Longshoremen, Students

As the week wore on, picket lines As the week wore on, picket lines were reinforced by longshoremen from San Pedro and on Saturday the regular snakeliners, who had grown somewhat bored with their assignment, came to life when their ranks were augmented by youths from the Associated Students Union local schools and colleges. The juveniles brought considerable gayety and color to the picketi

Friday was the busi day.

Friday was the busi day. Femme hair stylists and makeups seemingly were told to make themselves scarce, for none of themshowed up for picket duty. Two trucks were dumped by strikers, one

at 20th Century-Fox and the other at Paramount.

Reports of brawls in groggeries hard by the affected lots trickled hard by the affected lots trickled in all day, with members of the IATSE on the receiving end of most of the wallops. Gendarmes at Universal rescued a truck driver from menac-ing pickets. U locked and barred its commissary. Picket lines were doubled commensurate rei orcements were hurried to the gendarmes.

Earlier in the week a cruising bat-talion of sympathizers, said to be idle groups, staged a free-for-all at IATSE headquarters, Santa Monica and Wilcox. Five men who had accepted IATSE cards were mauled by the attackers and treated in the Hollywood Receiving Hospital.

Hollywood Receiving hospital.

Precautions were taken at all studios against the entrance of those not incertify connected with the producing firms. Hardest hit, were the agents and independent flacks. Agents couldn't get past the front offices and indie blurbists were told to cool their heels elsewhere. For the most part picketing was conducted along recently librae. neaceful lines

peaceful lines.
Word that 15,000 painters affiliated with the international organization in the Los Angeles area had been instructed to join the picket lines yesterday (Monday) was received by wire from Louis Weinstock, secretary-treasurer of the New York district council of the FMPC. The International Longshoremen's Association sent a wire to Lessing saying that delegates to the ILA convention had been instructed to draft resolutions of endorsement and support for the studio strikers.

The telegram added: 'Delegates

The telegram added: 'Delegates have been instructed to inform the membership to boycott theatres showing films from strike-affected studios. District ILA convention sends warmest solidarity greetings to film workers.'

Newsmen's Cash Support

In addition, the Los Angeles Newspaper Guild adopted a resolution supporting the strike and forwarding a cash contribution. FMPC leaders addressed a meeting of the carpenters, informing them of the issues of the strike and asking simport Studies. ters, informing them of the issues of the strike and asking support. Studio molders, machinists and costumers scheduled conferences with Pat Casey, producer-labor contact man, to negotiate their differences.

to negotiate their differences. Plan of settlement arranged by the Los Angeles Central Labor. Council, providing that all strikers resume their jobs pending negotiations of differences, was rejected by the FMPC. Had'the ClO plan been followed, the strike would have ended in the middle of the second week. Statement issued by the producers said that so far as the producers reconcerned the required steps toward establishment of a peaceful and establishment of a peaceful and equitable understanding have been taken by them. The next move is up to the strike leadership.' FMPC's answer to that move apparently was to call for CIO support and to people the picket lines with representatives from CIO bodies.

Meanwhile, the IATSE continued s membership drive, offering class cards to laborers, makeups, hair ylists, inters and scenic artists, stylists, inters and scenic artists, and taking under its jurisdiction practically all the work formerly done members of the Studio Utilities Employes. FMPC leadership claimed there were few detections from its ranks, but the IATSE was giving cards indiscriminately to anyone who applied.

anyone who applied:

FMPC reported receipt of the following message from French film workers: 'We are following its close attention your splendid movement for better working conditions and we wish you a complete success. Secretary of Labor Frances Perkins: moved Edward A. Fitzgerald, Federal labor conciliator, into the situation with instructions to report developments to her in Washington. Fitzgerald interrogated all labor elements, including members of the 37 White Rats, IATSE members who are demanding rank and file elections and membership meetings.

are demanding rank and file elections and membership meetings.

Wire sent to Robert Montgomery, Screen Actors Guild president, by the Longshoreinen, said: "We made possible your high salaries. We can also make them impossible." Was taken to mean that actors should fall into line with the strikers.

It was undersfood that Lessing, FMPC head, was bitter over the sep-

arate peace obtained by the SAG, leveling accusations that his group had been sold down the river. Guild leaders made quick denials of the charge, saying they had never affiliated with the FMPC and that they consulted when the strike isted with the FMPC and that they were not consulted when the strike was called. In issuing the denials, the SAG explained that the action of the FMPC in permitting contract players to cross picket lines would have prevented actors from aligning with the FMPC as SAG members are under contract.

Guild Walkout Averted Producer agreement with the SAG over the weekend averted an actoring. The settlement gives the Guild all the principal concessions if asked.

asked, Concessions gained include Guild shop, salarly boosts for extras and day players and many other advantages. The peace agreement was announced by Joseph M. Schenck, producers committee chairman, and approved by the Guild membership at a meeting in Kollywood Legion.

ducers committee chairman, and aproved by the Guild membership at a meeting in Hollywood Legion Stadium Sunday night (9).

All major and indie studios will be included in the agreement, since Warner Bros indicated, it will enter into negotiations with the SAG under Guild shop rules. Approval of the Guild shop was also announced by David O. Selznick, Walter Wanger, Samuel Goldwyn, Hal Röach, and Republic. Previously Metro, Paramount, RKO, Universal, Columbia and 20th-Fox had accepted the agreement.

Columbia and 20th-Fox had accepted the agreement.

Guild headquarters announced that around 500 members were enrolled yesterday (Monday), Greta Garbo and Jean Harlow being among the group.

In announcing his agreement with the general decision, David O, Selznick was quoted as sayi , 'If the Guild wishes to place my name on a contract with the Guild I will sign the contract without looking at it. For I have that much confidence in the Screen Actors Guild and its individual members.'

Robert Montgomery, SAG president, said the Guild committee had been in continuous session with the

dent, said the Guila committee abeen in continuous session with the producers committee and that William Bioff and Holmden, of IATSE, had supported the movement from the start and deserved much credit

liam Bioff and Holmden, of IATSE, had supported the movement from the start and deserved much credit for the success of the negotiations. In reporting to Guild members the successful culmination of the discussions, Kenneth Thomson said:

Your representatives were able to get this agreement because the senior Guild stood back of us 99% and the junior Guild gave us undivided support. The senior Guild has voted 96% in favor of a strike where producers refuse to sign the contract, and the remaining four percent was not negative. Ballots will be handed out so every senior member who has not voted will have opportunity to do so. We must have that strike weapon in our hands.

Vote Strike Authority
The Guild had voted the strike authority to the committee despite previous announcement that the producers would sign the agreement before the end of the week. Schenck issued, the following statement for the producers committee:

Speaking for my own studios and

before the end of the week. Schenck issued, the following statement for the producers committee:

'Speaking for my own studios and the executives of the others I have been able to reach, I am pleased to be able to say that all important questions discussed by the committees representing motion picture producers and film actors have been settled satisfactorily to both sides.

'It has been the common endeavor of both committees to work out the best possible conditions for players receiving smaller salaries and it is my opinion that the points agreed upon by the two-committees will be regarded by all parties concerned as equitable and just. I believe the result of our conference will represent a permanent basis for mutual, good will and helpfulness between 'producers and actors.'

Serret meetings of the SAG com-

will and helpfulness between producers and actors.

Secret meetings of the SAG committee were held each night last week the homes of Fredric March, James Cagney, Chester Morris and Frank Morgan, At each of the sessions, it was reported, a large number of Guild votes were received. After sufficient SAG ballots were in the hands of Aubrey Blair, secretary, to ensure the required 75% for a strike, the zero hour of the walkout was set for eight o'clock Monday morning.

Imminence of the SAG walkout, with the top salary players on the picket lines; became apparent as early as last Thursday night, when Robert Montgomery and Franchot Tone, members of the megotiating ommittee, went to the Metro Studio where the farewell party to visiting sales delegates was in progress. They summoned Louis B. Mayer into conference and remained closeted with him until three o'clock next morning.

Guild-Producers Agreement

Summary of the terms laid down by the Screen Actors' Guild and accepted by the producers includes the following:

1. Recognition of Guild shop.

2. Abolishment of \$3.20 daily salary for extras, with present wage scale increased 10% up to and including \$15 daily. Minimum check to be \$5.50.

3. Increase for standing from present \$20 models in the same standing that t

Increase for standins from present \$20 weekly to \$33 minimum,

3. Increase for standins from present \$20 weekly to \$33 minimum, or \$4.50 daily minimum.

4. Straight time paid for time consumed to and from location and compensation for traveling time not to exceed one day's pay in any 24 hours. Travel time which occurs during period for which extra is compensated may be deducted.

5. NRA conditions to remain as is except for clari adjustments to be agreed upon by respective committees.

6. Reasonable access to records of the Central Casting Bureau.

7. Guild and producers' committees to investigate and analyze present rules covering weather-permitting calls and suggest changes and improvements therein.

8. Present minimum of \$15 daily for contract players increased to \$25 daily minimum.

\$25 daily minimum.

9. Meal periods not less than half hour, or more than one hour.

10. For costume fittings and test, player to receive one-half check not offered employment in production for which fitting or test is

made.

11. Fifty-four hour cumulative week to apply to freelance players receiving less than \$200 weekly, with straight time for overtime.

12. Arbitration to be covered first by conciliation board consisting of producer and player representatives. In case of conciliation failure, arbitration to be made under rules to be agreed upon.

13. Right of cancellation without pay prior to commencement of employment abolished. In case of termination of freelance contract prior to commencement of term, producers shall be liable for compensation during minimum guaranteed period. If player receives other employment during such period, compensation received by the player from such agreement shall be applied in reduction of the producer's liability.

other employment during such period, compensation received by the player from such agreement shall be applied in reduction of the producer's liability.

14. Present prohi ition of deal contract to be continued except that present minimum is reduced from \$40,000 to \$20,000.

15. Cancellation period for term contract players specified in illness clause of all long-term contracts for featured players to be not less than aggregate periods of three weeks per year.

16. Layoffs for featured players under long term contract shall be for at least one consecutive week subject to recall for retakes, added scenes, etc. Any layoff falling at the end of the contract period may be for shorter time.

17. All terms herein approved for long term featured players shall be applicable to long term stock players whose salaries are under \$150 weekly.

18. Minimum salary for stock players shall be \$50 weekly.

19. Return transportation to be furnished stock players brought here from outside state of Californi, where salary is less than \$75 weekly, with details to be worked out on basis of discussions between committees.

20. There shall be no free tes after the commencement of employment.

20. There shall be no free tes after the commencement of employment.
21. Suspension period specified in 'act of God' clause of all long term contracts for players receiving \$150 weekly or less shall be limited to four weeks, provided, however, that producers shall have the right to continue such suspension from week to week for not exceeding eight additional weeks.

Philly Exchange Help Claim 100% Unionization

Philadelphi , May 11.
Every one of 219 exchange employes in Philly eligible for a card in the Film Exchange Employes' Union has paid his entrance fee and is a member, Harry Cohen, organizer for the LATSE, says.

Meeting will be held Friday (14)

Meeting will be held Friday (14) to elect permanent officers. Pro tem execs were named at a meeting in the Broadwood on April 30. They are Bill Gabriel, prez, and Molly Cohen, secretary. Both work for Matro.

letro. Committee was appointed at the Committee was appointed at the meeting to draw up a wage scale. It is now completed, Cohen says, and will be presented to managers as soon as the present wave of sales conventions is over. He expects no opposition to it, he claims. Cohen went to Washington today to get a charter for his group, Local B7.

L. A. to N. Y.

Beulah Bondi Beulah Bondi,
Maurice Conn.
J. Savington Crampton.
Ned Depinet.
Percy L. Deutsch.
Douglas Fairbanks;
Mary Garden.
Norman Geiger.
Ernie Hare.
Billy Jings. Billy Jones. Al Lichtman. S. Barrett McCormick. A. F. Rodgers. Louis K. Sidney. Leonard Sillman Ralph Stock. Helen Vinson. Ralph Wheelwri

N. Y. to L. A.

Peter Arno. Islin Auster.
Jack Cohn.
Robert J. Mulligan.
Mary Pickford. Leah Salisbury. Lester Santly George Schaefer. Jerry Sylvon.
Harlan Thompson.
John J. Wildberg.
Loretta Young.

COWAN ON UA RELEASE DEAL

Hollywood, May 11.

Negotiations were started last week between Dr. A. H. Giannini and Lester Cowan for a deal by which United Artists is to release three Renowned Artists productions to be made by Tay Gernett and starring Ronald Colman. John Ford will direct

Renowned Artists has set Garnett's story, 'Trade Winds,' as its initialer, using background footage shot by Garnett on his recent tour round the

Cowan figures that UA will okay a releasing deal soon after contracts with the three principals are negotiated.

SAILINGS

SAHLINGS

June 9 (New York London)

Helen Gahagan (Queen Mary).

June 2 (New York London)

Peggy Ashcroft (Europa).

May 22 (New York to Hamburg)

May 19 (New York to Hamburg)

May 19 (New York to London)

Howard Brooks, Al Sherman, Abner

Silver (Normandie).

May 15 (New York to London)

Wera Engels (Europa).

May 15 (New York to London)

Wera Engels (Europa).

May 15 (London to New York)

Rudy Vallee, Elliott Dani Bert

Lown (Bremen).

May 12 (New York to London)

Francine Larrimore, Conde Nast

(Aquitania).

May 8 (New York to Genoa) B. S.

Moss, Janet Cohen (Rex).

May 4 (New York to London)

Vyvyan Doner, Dusolina Giannini,

Vittorio Gianni Walter Slezak

(Bremen).

ARRIVALS

Loretta Young, Juergen E. K. von Alten, Albert Huebsch, Capt. P. P. Eckersley, Alexander Korda, Sidney R. Kent, Andre Daven, Murray Sil-verstone, Martin Jones, Guthrie Mc Clintic, Stell Anderson, Oscar Ho-molka, Diane Ray, Jimmy Richards

SEC TEARS PAR APART

What Guild Shop Means

Hollywood, May 11.

In explai ing that Guild Shop does not mean Closed Shop, Kenneth Thomson said 'Guild Shop merely means that no one may work before the cameras who is not a Guild member in good standing.

The Guild agrees with the producers that new talent and new faces are necessary and we do not intend to restrict those seeking an opportunity on the screen. We merely insist they join the Guild and be governed by the same rules which apply to other players.

'Guild will contract to accept as a member without examination anyone a producer may desire to engage and will further contract never to impose a prohibitive initiation fee.'

FLEISCHER PROD HALTED, SAYS UNION

Strike at the Max Fleischer imated cartoon studios, N. Y. has
completely halted production, according to Commercial Artists and
Designers Union officials, whose
members staged the walkout last
Friday (7) night. Fourteen pickets,
arrested after a scuffle with police
when non-stri ing animators tried
to go through the line, were released on bail and will be given
hearings today (Wednesday) in Magistrates Court.

Thirteen are charged with dis-

istrates Court.

Thirteen are charged with disorderly conduct. Samuel Robinson, an artist, is charged with assulting Charles Shepler, non-striking 'in-betweener' CADU officials claim Shepler is a member of Motion Picture Machine Operators, local 306, and as such is liable for union discipline for attempting to 'cross a picket line.

"Eleicher strike was begun accord."

sach is liable for union discipline for attempting to cross a picket line. Fleischer strike was begun, according to CADU, when 15 studio employees were discharged last week, allegedly for 'union activity.' CADU dispute with Fleischer had been going on for several weeks, union lodging a complaint with the Regional Labor Relations Board for Fleischer's alleged refusal to barga:

In addition to the demands for union recognition, salary increases and improved working conditions, the strikers now seek reinstatement of the discharged employees. Union, an affiliate of the American Federation of Labor, claims a membership of more than 100 of the 135 Fleischer activity. The strikers now seek reinstatement strikers including the entire music department, are also striking, the union asserts.

Possibility of boycott and picketing of all theatres showing Popeye and Betty Boop cartoons is seen in the CADU action of taking complaints to the Central Trades and Labor Council. Union is also seeking active aid of the Federated Motion Picture Crafts, Motion Picture Machine Operators and the American Federation of Musicians. Cartoonist Guild, some of whose members belong to the CADU, is contributing its headquarters as strike office.

Louis Nizer, attorney for Fleischer, declares the studio is running at approximately 17% capacity, Fleischer's alleged, refusal to bargain is based on the claim that his-business is not i terstate, as defined by the Wagner.

alleged refusal to bargain is based on the claim that his business is not itterstate, as defined by the Wagner act. Interstate business, producer, clai is done by Paramount, is releasing outlet. No meetings tween Fleischer and the strikers are scheduled at present, but CADU officials claim the cartoon producer has unofficially offered to reinstate the discharged employees if the strike is called off.

Gordon's London Trip

Hollywood, May 11.
Max Gordon will depart for New
York May 21 and has arranged a
May 26 sailing date for London.
While in New York he will check up
on shows and office business. He
expects to remain abroad six weeks
and then will return to Broadway
to get a couple of shows ready for
fall production.
Gordon is winding up his RKO
cliores next week.

MARY PICKFORD MAY PRODUCE PIX AGAIN

Mary Pickford has received an of-fer for financing and, if plans carry through, she may re-enter-produc-tion for United Artists release, mak-ing one picture during the coming year (1937-38). Further steps to-wards setting up production are ex-pected to follow Miss Pickford's marriage to Buddy Rogers in the near future.

marriage to Buddy Rogers in the near future. Star left New York Friday (7) for

Star lett New York Friday (1) Jur-Olathe, Kan., to visit a day with Rogers' parents, and on Monday (10) boarded a train for the Coast. Miss Pickford's production venture i partnership with Jesse L. Lasky last season blew up after making two pictures.

L.A. Film Rowers Take Secret Vote For Tie With IA

Hollywood, May 11,
Organization of film row exchange
workers, perfected at a secret meeting last Thursday ight (6), will
affiliate with the International Alliance of Theatrical Stage Employees
and already has formulated demands
to be presented to the distributing
companies.

Demands include a 40-hour week,
440 weekly for head shippers, \$35
for head poster clerks, \$32.50 for assistant shippers and \$25 each for assistant poster clerks and inspectors.
Demands represent considerable in-Hollywood, May 11.

creases.
Virtually 100% of the back office staffs attended the meeting.

AFL DUCKING STRIKE ISSUE

Hollywood, May 11.

American Federation of Labor has declined to take any part in the strike situati here. Replying to charges of strikers that the International Alliance of Theatrical Stage Employes was moving in on jobs vacated by members of Federated Motion Picture Crafts, William Green, AFL president, dispatched the following wire to Carl Axelle of FMPC. 'Complaint submitted in your letter should be made to national unions conducting the strike in Hollywood, of which you and your associates are members. American Federation of Labor did not order the strike at Hollywood. Consequently you cannot hold it responsible for ifferences which have arisen between organizations involved. Notwithstanding this fact I ill do all I can to be helpful in overcoming complaints filed in your telegram.

Moss' Television Prowl

B. S. Moss sailed for London, Sat-urday (8), to be gone for several weeks. He probably will tour the continent surveying the theatre sit-

uation.

Among Moss' intenti
abroad will be looking
vision developments. while

DRAW GOV'T IRE

Various Reorg Groups
Worked for Themselves, Not the Stockholders, Washington Points Out-Kind to Fortington Bunch, but No One in Clear

'THOSE BANKERS'

Washington, May 11.
Indignant criticism of various practices and incidents in the reorganization of Paramount Publix Corp. was voiced Monday (10) by the Federal Securities & Exchange

ganization of Paramount Publik Corp. was voiced Monday (10) by the Federal Securities & Exchange Commission in a voluminous report on corporate house-cleanings under bankruptcy statutes. Film company was cited as an outstanding example of many activities which are not in the public interest, although the condemnation was tempered by occasional praise for various parti. Recommending a wide variety of desirable changes in the present laws, the S.E.C. roasted bankers, lawyers and insiders in the Paramount matter, declaiming at length on conspiracies to get hold of the spoils of reorganization. Commist noted that the Par case evidenced the need for new statutes protecting investors against scheming by groups seeking patronage, power and profits. Most of the report was devoted to a review of evidence obtained during the two-year inquiry into reorganizations, and the bulk of the criticism was general. Commish, however, did considerable finger-pointing at individuals and groups involved in the Par wrangling, while many recommendations were based on abuses and practices brought to light in studying the film company overhauling.

Friendly to Fortington

While outspoken in censuring certain parties in the Par proceedings,

Priendly to Fortington

While outspoken in censuring certain parties in the Par proceedings, the report, on the whole, was friendly toward the Fortington group, which temporarily gained domination as a result of the reorganization. Cited as illustrative of the experiences and activities of outsiders, the record of the Fortington group in forcing a significant house-cleaning was termed 'remarkable,' although the Commish questioned some of its motives and accomplishments.

Observing that a serious fight for control occurs only when a powerful, well-heeled outside crowd tries to dictate reorganization, the Commish analyzed in detail the maneuverings of the Fortington bloc (Atlas Corp., Electrical Research Products, Inc., Lehman Bros, and British insurance interests), the opposing financial forces (principally Kuhn(Continued on page 27)

Strike Issue Postpones Prod. of New Product

Hollywood, May
Stri scared everybody But Sam
Goldwyn into slowing down production pending the decision of actorion pending the decision of actorion state week. Studios were hard pressed for reasons, preferring to give any excuse other than the strike.

Warners, if Selz-nick and Metro all ducked starting pictur. Metro, with a convention of its sales staff on hand had the only legitimate reason and the striker put a crimp in the pep talks.

Most cheerful news the strikers got from this source was Al Lichtman's plea for higher tatiffs at the bo. Many figured that to mean that the raises demanded would be granted and passed on to the peasantry.

Two pictures, scheduled to start yesterday (Mon.) at 20th-Fox, were postponed pending outcome of strike discussions.

Films are 'Lancer and Woolly.'

COIN MANEUVERS | Rubens, John Balaban Moving Into St. Louis; A. J. Balaban Retiring?

Playing It Safe

Hollywood, May 11.

With the strike thing embarrassing in a lot of places, some
stars spent a lot of it last
week looking around for ways
to duck ithout bringing the
main issue into the arena.
Many went out of town and
couldn't be reached even by
steephone. Others, figuring that
if a strike is called it would be
a long one, put in various physical disabilities as reasons for
not being available for some
time.

Coast Indies Ask **Exclusion From Striking Pickets**

Hollywood, May 11. Independent Theatre Owners of Southern California last Friday (7) issued a statement of neutrality in the Hollywood labor situation and asked that independent houses not be included i

nati tre picketing plan, gested by the Federated Moti

ture Crafts. President Jack Y. Berman pointed

President Jack Y. Berman pointed out that 'the producers have no interest in the operation of any independent theatre in this territory and therefore the independent theatres should not be in any wise affected by this controversy.

ITO statement added: 'We urge the striker and the public to appreciate the position of the independent theatres. We are certain that they will not purposely cause needless injury to the innocent bystander in this regrettable controversy. Circuit operators appeared to take the attitude that the picketing issue will be dealt with when and if the contingency arises.

ART DIRECTORS BAND TOGETHER

Hollywood, May 11:
Art directors representing major studios, including chiefs and assistants, formed their own organization for collective bargaining purposes last Thursday night (6). Around 85 were present at the organization meeting.

roup passed the followition:

roup passed the following resolution:
We, the undersigned, have formed ourselves into the Society of Motion Picture Art irectors for the purpose of notifying the motion picture producers that we propose to represented by any other body of meinor any organization.
Present were Van Nest Polglase, Sturges Carne, Richard Day, Stephen Goosson, William Darling, Ben Herzbrun, John Hartrider, and many more. Cedric Gibbons, Metr rt head, is also a member.

Drivers' Warning

Hollywood, May 11.

is, May 11.

J. Rubens, g.m. of Paramount-Great Lakes, subsid of B.&K. of Chicago, and John Balaban, have started negotiations for acquiring or erecting houses in t. Louis, Pair made a recent tour through the territory.
Fanchon & Marco have a virtual monopoly on theatre operation in downtown St. Louis, controlling four of the town's five deluxers, and the St. Louis Amusement Co. operates the biggest string of nabes. Between em they have staved off invasions by other outfits for some years, but dope is that Rubens and Balaban are determined to move in.
Plans call for Par-Great Lakes to go into Belleville, Wood River, East Louis, Edwardsville, Centrali and several other spots in the Southern Illinois coal and corn belt Area is now controlled by local operators and several small indic circuits.

Chicago, May 11.

Resignation of A. J. Balaban as president of the Balaban Theatre Corp. next week will take him completely out of the plcture as an active member of the firm and, excepting for a financial interest in it. est in it.

est in it.

Harry Arthur has been in touch
with Balaban several times, trying
to interest him in the Harry ArthurFanchon & Marco string in St. Louis,
without success, Balaban deciding
the prefers to step out entirely. At
the present time he has a small interest, in Milford, the Urbana Campus and a quarter interest in the
Esquire here.

pus and a quarter interest in une Esquire here. Resignation means that Sam Meyers will have to go it alone on any future theatre deals.

Good if It Works

Hollywood, May 11.
Leopold Stokowskl and Homer
Tasker are working on a mixing
panel to handle intakes from 13
microphones at once.
Device will be used on takes for
Universal's '100 Men and a Girl.'



INDEX

19

Bills	
Burlesqu	
Chatter	60
Dance	48
	25
15 Years Ago	50
Film	17
Film	13
Forui	
House Revi	52
Inside-Legit	56
Inside-Pictures	25
Inside-Radio	38
International	15

Legiti Literati News from the Dailjes... 62

Obituary Outdoors Pictures Radi

| Radi | 29-45 | Radio | -Paci | 45 | Radio | -Paci | 45 | Radio | Showr | 42 | Units | 53 | Vaudeville | 49-50 | Women | 25 |

Snubbed—And Piqued

Reps of Majors Expected to Agree On Round Table Discussions with MPTOA's Radio Committee May 18

Producer distributor companies are reported favorably disposed to a conference with the radio committee of the Motion Picture Theatre Owners of America at which the highly controversial broadcasting issue will be discussed and, on their own initiative, are preparing to soften the complaints of exhibitors against stars or films on the air by doing everything possible to curb the practice. While some of the producers look askance at radio broadcasting, in spite of howling by the theatres, the effort to improve film sequences or appearances of stars on radio is said to be general.

At the metting which the MPTOA has scheduled for Tuesday (18) at the Astor, this move by the producers will undoubtedly be discussed pending any possible ultimatums later from the exhibitor side attacking the continuance of broadcasting, no matter how good the presentation. MPTOA committee, headed by Walter Vincent of the Wilmer & Uncent chain, is declared to feel that if broadcasting by stars and film companies is to continue under any possible compromise, the presentation from the radio studios must reflect the same care which is taken at the studios. Otherwise, it is held, a star or picture suffers by being on the air, regardless of the fact that the mere billing for radio may draw fans away from theatres.

May 18 date set by Vincent is tentative and may be changed unless major producers distributors as a charge of the fact that the mere billing for radio may draw fans away from theatres.

May 18 date set by Vincent is tentative and may be changed unless major producer-distributors can all attend on that date. Representatives

major producer-distributors can all attend on that date. Representatives from home offices are expected at the meeting, together with one or more persons from, the Motion Picture Producers & Distributors of America. Will H. Hays will attend if his proposed trip to California does not conflict. He has been planning to go west several weeks now, but no departure date has yet been set.

Vincent's committee, including Arthur Lockwood, Sam Pinanskl and Lewen Pizor, planned the meeting with members of major producer-distributors as a first step preliminary to a round-table conference to which exhibitor leaders and radio broadcasting executives are expected to be invited. Original plan of the committee. In poli exhibitor so fall classes throughout the country may be dr. pped because of the cost and time required, although in exhibitor circles it is felt that a cross-section of theatre operating opinion is needed as a convincer if the committee is to carry the proper weight with the producers.

Exhibitors are looking to this committee is to carry the proper weight with the producers.

Exhibitors are looking to this committee is no entered to be satisfied to let Vincent and the other three members rely on any opinions on the radio issue which do not represent

members rely on any opinions on the radio issue which do not represent the majority.

20th May Keep Cullman And Lesser at Roxy, N.Y.

On acquisition of the Roxy, by 20th-Fox under-the latest offer, which looks to go through, it is ex-pected that Howard S. Cullman, re-ceiver of the theatre, will be placed in charge, and that the present op-erating arrangement with Fanchon & & Marco Will continue. Irving Lesser running the theatre for Cullman and is understood to be favored to is understood to be favored to ain at that post in view of re-

aults shown.

Agreement with 20th-Fox is reported to be that Cullman is to go along with the theatre after it has been turned over to 20th, to the exclusion of the Skouras Bros. who are the Fox theatre operators.

Cullman came from politics and the Port Authority administration in New York to take over the Rox as its receiver about four years ago

WHO WANTS TO BUY?

Hollywood, May 11.
Universal would like to sell its rights to 'Delay in the Sun,' Anthony Thorne novel written against the background of the war in Spain.
Picture recently

Picture recently was rubbed off Robert Presnell's production slate.

How About 'Terrific'?

Hollywood, May 4. Press departments are beef-g because the production end

Press departments are beefing because the production end
is muscling in.
Preisers are asking what
they are going to use for adjectives with producers grabbing off "Gorgeous" (Grand National "Exclusive" (Par)
Topper" (Roach).

'Clitterhouse' to Bow Laemmle, Jr. As MG Producer

Hollywood, May 11. Carl Laemmle. Jr.'s first film us

Carl Laemmle, Jr.'s first film under his one-year producing agreement with Metro will be The Amazing Dr. Clitterhouse, with James
William Powell probably will be
spotted in the lead, although he has
told the Studio he wants a few
months off for rest, his eyes bothering him of late.
Work is scheduled to begin late
in August. Laemmle's contract becomes effective June 1. He is in New
York presently.

STOP ORDER ISSUED BY SEC VS. CONDOR

Washington, May 11.
top order was issued today
against Condor Picts. by the Securities and Exchange commission. Body
upheld the original information filed apnete the original information filed about two weeks ago, in which it was charged that Condor omitted necessary facts and gave a misleading appearance in explaining arrangements for studio space on the Coast. Company is seeking registration for about \$1,900,000 worth of stock

tration for about \$1,930,000 worth of stock.

Apparently amendments to the original registration plea made by Condor failed to give the full and complete information sought on rental agreements since today's order backed up the original findings of Examiner Richard Townsend. Condor owns no studios, but produces in space leased from RKO-Pathe and Western Service (Grand National property).

Par Upping Sherman

Hollywood, May 11.

Production spot at Paramount to be vacated around July 15 by B. P. Schulberg may be taken over by Harry Sherman, who has been turning out the Hopalong Cassidy series for Par release.

So far negotiations haven't passed the talking stage.

PAR FLIRTING WITH ROADSHOW IDEA AGAIN

Undertaking a policy of roadshows for the coming season, Paramount plans setti 'Souls at Sea' into numerous keys on a two-a-day basis June 18, followed by 'High, Wide and Handsome' July 18, and later on 'Angel,' or other pictures which suggest roadshow stature. Harry Royster, of the Par theatre department will hantwice-daily showings under Bob Gillham

depending on where the best deal depending on where the best deal can be made. Par presently is in the former house, with Make Way for Tomorrow' on grind under a per-centage arrangement and spending

centage arrangement and spending close to \$15,000 on an ad campaign. In addition to a New York run at \$2.20 top, Souls at \$5ea' will go into Chicago, Los Angeles, San Francisco, Detroit, Atlantic City and possibly Cleveland.

Decision on theatre its New York roadshow pictures will be reached after the arrival from the Coast tomorrow (Thursday) of Neil F, Agnew.

F. Agnew.

'Lost Horizon' (Col) is nearing the end of its \$2 run at the Globe now

U Passes Out New Tags In Eight-Picture Shuffle

Hollywood, May 11.
Universal went on a title-changing spree last week, hanging new tags on eight pictures.

Night Patrol' becomes 'Midnight Raiders,' Heather of the High Hand' is The Lady Fights Back,' Washington Correspondence' switched to 'Mightier Than the Sword,' Synthetic Gentleman' is released as 'A Welcome Impostor,' Man Who Cried Wolf' becomes 'Too Clever to Live,' 'As Before Better Than Before' 'Yesterday's Kisses', 'New Orleans,' Tonight We Laugh,' and 'Scoop,' That's My Story. My Story.

Spitz to Coast

Leo Spitz, president of RKO, will be leaving for the Coast at the close of this week or early next week, preparatory to his company's annual sales convention, which will be held there later.

On the Coast, Spitz will check in with Sam J. Briskin, studio chief, on production conditions.

Alice Fave on Loan For DeSylva's 'Fancy'

Hollywood, May 11.

B. G. DeSylva has borrowed Alice
Faye from 20th-Fox for his forthcoming Universal musical, 'Young
Man's Fancy.' Others in the cast are
Kem Murray, Ella Logan, Larry
Blake and Dave Appolon's orchestransport of the company o

a. No starting date has been set.

Del Ruth Repacted

Hollywood, May 11.

Roy Del Ruth has been given a new directing paper by 20th-Fox.

Director is now on loan to Metco, where he is handli Broadway Melody.

Present plans are to go into either the Criterion or Globe in New York

Ohicago, May 11. oys on radio row are sore at the boys on film row, the former claiming that they're never invited to the parties given by the latter and that their press and exploitation departments belong just as much as do gentlemen of the press. Radio boys feel hurt at this oversight, claiming that they can do as much to plug visiting celebrities as can the dailies, and are often more anxious to do so. Also say that they're quite willing to arrange interviews and even build special programs on a moment's notice, just to attract attention to a picture company's star, but that they're not going to run after, anybody to do it. Radio is now too important to crash a party and, from now on, unless their press department gets a telegram to come to the press party, none of the stations are even going to recognize that a glamour girl is in town. All three major networks' men claim it's not the free dri the principle of the thi Hospital Scenes Draw Heavy Cuts

From British Censors, Breen Warns

HENIE'S ICE CO. BACK: **OUTDOORS TOO CHILL**

Hollywood, May 11.

Hollywood, May 11.

Sonja Henie's new ice-skating starrer, Thin Ice,' was started at 20th-Fox studio last Thursday (13) after an attempt to obtain outdoor shots at Rainier National Park flivved due to bad weather.

Company sent Miss Henie and Tyrone Power to Rainier with support, camera crew, and director, but no footage resulted. Effects will be made with process shots.

AT&T, ERPI Cleared In Anti-Trust Suit: Dragged on Since '32

Wilmington, May 11.

Federal court for the district of Delaware, through Judge Nields, has handed down a decree in the antitrust suits instituted by General Talking Pictures Corp., and Duovac Radio Corp. against the American Telephone & Telegraph Co, Western Electric and Electrical Research Products whereby the defendants were cleared. As indicated by his earlier opinion, Judge Nields now has formally dismissed charges against A. T. & T. and Western Electric and has denied the injunction sought against ERPI. GTP is expected to appeal from the decision. Court merely retains jurisdiction in case ERPI should later try to enforce the so-called 'equality' and repair and replacement' clauses in some of early contracts.

These provisions were found necessary and legal in Judge Nields' decision during the research and promotion period of talking films. Court found out subsequently that ERPI did not enforce these restrictions to suppress competition and later voluntarily eliminated them from its contracts. Wilmington, May 11.

ERPI did not enforce these restric-tions to suppress competition and later voluntarily eliminated them from its contracts. Latest decree winds up litigation dating back to Sept. 1932, dispos-ing of charges brought in the suits against ERPI and associated com-panies in the Bell System of attempt-ing to maintain a monopoly in the talking picture equipment field.

PROSPERITY'S BACK

So Says Wall Street - Pointing to Those L. A. Meets

Those L. A. Meets

Money boys in Wall Street are viewing the long trek of picture company salesmen to the Coast for their conventions this year as a certain sign of returned prosperity. They regard it as distinctly bullish two ways. First is that it shows the cinema-makers have the necessary coin to gather their sales forces in Hollywood. Secondly, they feel that the visit to the studios will have a great advantage in instilling unsual enthusissm on behalf of neusual enthusissm on behalf of neusual enthusism on behalf of neusual enthusism on behalf of neusual enthusism on behalf of newseason product, thus making for better sales effort and biz.

With industry executives, they feel that a visit to the Hollywood plants where their company creates the screen fare does wonders for a sales staff. Only reason that the picture companies in the past four or five years have not gone for the Coast trip idea is that they haven't had enough extra coin laying around. Estimate is that the Coast conventions are costing each of the seventor more companies \$150,000 to \$200,000.

Hollywood, May 11.

rip of Joe I. Breen to England to check on censor matters for American pictures, as well as ritish product to be released i country, brought him back quite a number of don'ts' for American producers.

Bulletin sent out by Breen to members of the Hays organizati warned them that the British Boar of Film censors had imposed stringent new regulations inst the showing of sordid sickness or scenes of surgical operations in pictures.

As a result of this mandate several recent American and British pictures having scenes of the stype have been severely cut by the British censors. In one case the bulletin narrates that deep incissions were made in a picture in which experimentation on a monkey was depicted. These scenes were deleted because the British Board wanted to avoid showing of scenes, dealing with invisection or the use of animals for medical research, as this is a highly controversial subject over there.

In another picture the dramatic climax was ruined through the deletion of an operation on a child. Cuts in this deletion were deep, with only brief flashes allowed to skip over the situation.

Local studios have been advised that in all future productions, for safety's sake, where sickness and operation sequences are written into the scripts and shot, these scenes should be made and the picture cut in such a way that elimination of the scenes by the British censors will not spoil the dramatic values of the picture for showing abroad.

BARSKY LEAVES WB FOR GN PROD. BERTH

Hollywood, May 11.

Bud Barsky, who severed his
Warners associate producer pact last
Thursday (6), announced a new
affiliation with Grand National the
following day to handle production
of a series of "Wallaby Jim' pictures
starring George-Houston.
First of the cycle, titled "Wallaby
Jim of the Islands," ill get started
within a month.
wetjen

Ginger Rogers Will Have To Wait a While Longer

Hollywood, May 11.

Radio has shelved Vivacious Lady, intended as Ginger Rogers' initial solo starrer, for at least four months and assigned the actress to support Katharine Hepburn in Slage Door.' Illness of James Stewart was cited by the studio as the reason for the change in plans.

George Stevens transfers from Vivacious Lady' to direct 'A Damsel in Distress,' Fred Astaire solo.

Sheehan's in Town

Winded Sheehan is in There's a possibility of his going with United Artists, Sheehan is not commenting, and all indications are that plans as to his future are not yet definite.

Only a few weeks ago, Sheehan's, name was linked with Universal. That seems to be off now.

Radio Film Broadcasts

Prince and Pauper

The Prince and the Pauper' (WB) dramatization on 'Hollywood Hotel' over CBS last Friday (7) night offered a striking example of how radio may be used to hypo a film's timeliness.

Already cashing in plenty on the pic's treatment of royalty in general and the Coronation in particular, Warners obviously went to town to punch home the point. Long sequence near the close of the program punch home the ceremonies of a Coronation, working in an impressive amount of background, color and vital functions of the crowning.

While that portion of the session may not have conformed to the usual entertainment standards, it seemed like extraordinary showmanship under the circumstances. The very fact that the whole Coronation sequence lost much of its punch because the visual aspect of it was missing may have reacted to impel dialers to see what they had previously only heard. Otherwise, 'Prince and the Pauper' was well up to normal 'Hotel' dramatization levels. Story has the weakness (from a radio viewpoint) of two main characters who are remarkably alike. That fact, confusing on the screen, is doubly so via ether. But Billy and Bobby Mauch carried it off as well as could be expected. And they managed to instill conviction into their characterizations.

their characterizations.

Errol Flynn again demonstrated his radio personality and the scripting brought out the punchy qualities of the yarn.

Via radio, 'Prince and the Pauper' has suspense, excitement and reality, What is more important, it may contribute to public interest and curiosity in the film.

60% PIX BIZ FROM 93 KEYS

Cities and Seating

List of cities with population of 200,000 or more, together with statistics including number of theatres, seats and ratio of population in seating capacity, follows:

	at 98 at	Seating	Population
City	P opulation	Capacity	to Seats
New	6,930,446	775,393	8.9
Chicago	3,376,438	334,549	10.1
Philadelphi	1,950,961	220,461	8.8
Detroit	1,703,395	176,373	9.7
Los Angeles	1,238,048	176,462	7.0
Cleveland	1,194,989	126,915	9.4
St. Louis	., 821,960	99,304	8.3
Baltimore	804,874	74,038	10.9
Boston	781,188	99,210	7.9
Pittsburgh	669,817	66,661	10.0
San Francisco	634,394	84,856	7.5
Milwaukee	578,249	80,706	7.2
Buffalo, N. Y		64,078	8.9
Washington	486,869	47,043	10.3
Minneapoli	464,356	50,788	9.1
New Orleans	458,762	52,056	8.8
Cincinnati	451,160	48,183	9.4
Newark, N.		62,557	7.1
Kansas City, Mo.		60,452	6.6
Seattle		40,063	9.1
Indianapolis		46,092	7.9
Rochester, N. Y		38,741	8.5
Jersey City	316,716	31,473	10.1
Louisville	307.745	33,989	9.1
Portland.	301,815	40,888	7.4
Houston	292,352	24,483	11.9
Toledo		29,339	9.9
Columbus		39,218	7.4
Denver		38,857	7.4
Oakland, Cal		44,462	6.4
St. Paul		26,217	10.4
Atlanta	270,366	26,557	10.2
Dallas		30,431	8.6
Birmingham		14,778	17.6
Akron, O.	255,040	22,778	11,2
Memphis		25,621	9.9
Providence,	252,981	25,148	10.1
San Antonio		21,781	10.6
Omaha		23,891	9.0
		28,623	7.3
Syracuse		21,257	9.5
Dayton, O	200,502	21,207	9.5

HAPPY DAYS, ETC.

Wage Increases Handed Around At Par H. O.

ceived yesterday (Tues.), pay-day at the Par h.o.

the Par h.o.

Salary raises are expected to become general, but be applied mostly
to people in the lower brackets, including secretaries, stenographers,
clerks, accountants, etc. They range
up to \$10. These people, together
with those earning higher salaries,
were severely cut several times on
top of the depression and, with rare
exceptions, never got any of the cuts
back.

Coincident with the granting of in-

Dack.

Coincident with the granting of increases, it is expected that staffs will be increased where justified since, under the Balaban policy, all departments were held down to an operating mi imum.

Quimby Preps Briefs

Hollywood, May 11.

Fred Quimby expects to start production around Aug. 1 on his initial Technicolor short for Metro, first of 13 which he will make for the 1937-38 program, replacing the Harman-Ising color cartoons. Quimby, Metro short subject chief, is negotiating for rights to Capitain and the Kids, color comic now being released to 280 Sunday newsnapers.

papers.

First of the new series is due to be released around Nov. 1. Harman-Ising will deliver 14 more by the end of October to close out its

Hollywood, May 11.

Producers Draw New Warning on New Warning on Barney Balaban economy program i Paramount, instituted late last summer when Balaban became president, has now achieved its purpose, with Par in a greatly-impose, with Par in a greatly-improved position and wage increases are starting. First boosts were re-

Hollywood, May 11.

Naval Department in a special bulletin forwarded to Joe Breen has warned the producers as to the con-ditions which must be met in order to assure naval co-operation in the

ditions which must be met in order to assure naval co-operation in the making of pictures.

Attention of major studios is recalled to paragraph II of the bulletin which says: In each case where the Navy co-operates in the production of a motion picture play the finished production, together with all exposed film, must be delivered to the Navy Department for final approval of, scenes, dialog and titles before it is released for any public showing, and the producer must agree not to use or permit to be used in any other motion picture play any Naval scene made with this co-operation until the scenario and finished production of such other picture has been approved by the Department.

This regulation, the Navy pointed out, applies in particular to pictures made without actual Naval approval and co-operation.

New Gov't 4-Reeler

Washington, May 11.

New government film, showing construction of the Boulder dam from the day when engineers first went to work on the huge project, is being readied for distribution by the Bureau of Reclamation.

Chered by the success of its first propaganda pie, The Plow That, tropaganda pie, The Plow That, Broke the Plains, Reclamation will offer both sound and silent versions of the new four-reeler. Number of, prints from the official negative will be made available for loan to educational institutions, civic organizations, other groups and theatres also.

CENTRALIZATION

Over-Seating and Underseat ing Studied-21/2% of 3,-734 Communities Having Cinemas Provide More Than Half the Coin

N. Y. SEATING OKAY

ixty percent of the box office income and film rentals of leture theatres in the United States is concentrated in 93 cities having a population in excess of 100,000 people. Thus only 24% of the 3,734 communities of the country boasting film houses supply about 60% of the total revenue paid to distributors. This is revealed in a special compilation, just completed by the Hays organization, showing the population, number of theatres in each, together with the total seating capacity and ratio of populace to the available seats, in 93 cities. Figures give vital statistics on these metropoli, including data indicating those which are overseated, and others which eare overseated, and others which eare overseated and others which eare overseated and others which are overseated, and others which are overseated and others which are overseated and others which are overseated and others which are overseated.

Survey shows that New York City with a population of 6,930,446 and a total of 617 theatres having a seating capacity of 775,393 hits the mean average for the nation in possessing a ratio of populace to available seating capacity. While the ratio in New York, as balanced against the number of potential patrons listed inside the corporate limits, would indicate a tendency towards underseating, such a situation does not exist. This is because Manhattan has such a vast outside populace from which to draw.

Average seating capacity of the

Average seating capacity of theatres located in the cities surveyed
was 1,021. Report showed that these
93 cities represent 40% of the seating capacity in the U. S. or more
than 4,000,000 of the 10,000,000 seats.
Miami is tabbed as the most overseated city but it has more theatres
and seating capacity than the normal
population can fill because of the
influx of winter visitors. It's estimated that Miamr's population of
110,637 is about doubled in winter
months, which would make it come
nearer to being underseated. Figures
reveal that the ratio of population
to seats there is 5.5.

Other cities which are rated as
overseated are mostly those with a
population of slightly more than
100,000. Thus, Reading, Penn., with
111,171 population, has 13 theatres
and 19,348 ceats; Utica, with 101,740
people, 17 theatres and 17,746 seats;
and Albany, with 127,412 people, 17
houses and 21,038 seats.

Los Angeles,
Angeles, which is listed as
having a percentage of 7.0 population to seats, is considered outright
overseated. Southern California
metropolis has city limits which take
in enough people to leave few outside communities from which to
draw patronage. It is given 1,238,
048 population, with 1st 166 theatres
and seati capacity surpassing Detroit, the other hand, the
Michigan city's ratio is 97, tending
towards being underseated.
Oakland, Trenton, Kansas City,
Mo., San Diego, Hartford, Bridgeport, Los Angeles, Newaria and Milwaukee are regarded as being, in the
overseated class.

San Francisco's ratio is 7.5 tending to indicate overseating. Here
again, the outside population of
nearby cities is figured as taking care
of the surplussage.

Numerous southern cities are
tabulated officially as being underseated, with Birmingham leading the
way on a ratio of 17.5. Here and in
many other communities in the
south, the large colored population
(Continued on page 8)

STATISTICS SHOW 'March of Time' Dares That Bugaboo Of Ads in Pix; Uses Ciggie Contest As B.O. Buildup; May Force Issue

O. Henry in Person

ice boy for a film company was fired. To get even ith his boss, the kid-swiped an inter-office memo and sent the Simon Legree a note saying his services were not required after the following Friday, Used only an i itial for sig.

After five days of jitters, the boss finally discovered the note was a hoax and that he was being criticized as unfair to the boy. So he called the youngster and offered him back the old toh

ster and offered him back the old job.

Nothing doing, the id answered. Tm office boy for your boss now and he thinks my gag was so good he's going to teach me to sell films.

Hays Office Ducks **Opinion on Indie's** '9 Old Men' Prod.

Nine Old Men, story behind the news surrounding the Supreme-Court justices, written by Drew Pearson and Robert Allen, will be released as a state rights feature after produced by Condor Pictures. Attempt was made to interest RKO-Radio in distributing the feature, but it is understood that the company deemed it too controversial to justify handling.

Legal representative for the Pearson-Allen writing team submitted the script for this story to the Hays office production code division. Haysians returned it without comment, claiming that it would have to be presented by a film company as its property before an opi ion could be given.

It was pointed out at the Hays office that the PCA has passed on officially submitted scripts from other independent companies, even though not members of the Motion Picture Producers and Distributors Association, in the past. But the production code division never considers manuscripts submitted by individuals because of obvious difficulties which might arise subsequently or before the script actually is set by a producing company.

Frenke Says U Broke Pledge, Sues for 145G

Hollywood, May 11.

Hollywood, May 11.

Dr. Eugen Frenke has filed suit in Superior Court here against Universal for \$145,424 based on U's ascreted refusal to go through with a contract with him whereby it was to share equally in the cost and profits of 'Life Returns.' Ilm based on dog resuscitation experiments conducted by Prof. Robert E. Cornish of the University of Californi
Owing to U's decisi to recant, Dr. Frenke claims, he realized only \$1,583 on his \$48,008 investment. He is the husband of Anna Sten.

Glazer's Par Washup

Hollywood, May 11 Hollywood, May 11.

Benjamin Glazer will wind up his two-year associate producer contract at Paramount about the middle of July, after completing 'Double or Nothing.'

Glazer is planning a long vacation in northern Europe.

That old headache, commercial advertising in regular screen releases, will be revived and possibly given a fresh slant this week when the March of Time' delves into the intricacies of the current prize contest craze in the U. S. While the general treatment in this issue will be to show that American industrial firms have been alert to the possibiliti of cashing in on the gambling instinct of the American public by giving away something like \$12,000,000 in cash prizes in the past year, it will concentrate to a great extent on the Old Gold picture prize contest, which to date has nearly 4,000,000 entries; it is claimed.

Although the name of the tobacco firm is not specifically mentioned, numerous details and vital facts the contest are included in the clip other factors have also been arranged to make it clear that the reel editors intended not only to take advantage of the contest's popuarity but to make it an obvious medium for exhibitors to arrange tie-ups which could not help but ri the cligarette and brand name.

ri the efgarette and brand name.

Industry spokesmen envision the March of Time' ing the bull by the horns in this matter. Admittedly done in this reel as a matter of "periment, it is understood the producers feel that any introduction of a screen ad slant is justified by what has been done for exhibitors in potential exploitation possibilities. Thus, the release date is the day before the contest closes. With winners not expected to be known for months, reel exces estimate that the good play-date possibilities will have been exhausted by that time. They estimate that at least 25% of the some 4,000,000 contestants will be interested.

With Haysians indicating recently that the 'March of Time' comes under the organization's jurisdiction, because released by RKO-Radio, a member company, this may produce a definite showdown on the question of whether the once-a-month release is a newsreel or an outright short subject. It placed in the latter classi-

is a newsreel or an outright short subject. If placed in the latter classification, it would pass through the eastern code administration office of the Motion Picture Producers & Dis-tributors Association. As a newsreel,

COWDIN NIXES ROGERS 'MYTH'

Hollywood, May 11.

At a inner tendered to 50 Unlversal department heads, J. Cheever
Cowdin, board chairman, quashed
rumors of dissatisfaction with
Charles. Rogers, executive producer. Boss stated that Universal has
the utmost confidence in Rogers'
ability to operate the plant and that
no change was ever considered.

In dissipating the myth Cowdi
stated that: 'Rumors printed
circulated that other men in the picture industry had been offered the
post of executive producer for Universal are not true.'
Cowdin further sald: 'No consi
eration' has been given to a change
i the post and neither I nor my
associates have had any conversations or negotiations with any one
directly or indirectly with that end
in view.'

Jack Cohn to Coast

Jack Cohn, vice-president of Co-lumbia Picts, is due to hop for the Coast shortly for confabs with his brother, Harry Cohn, company president. Not certai ger there.

Open Season on Alibis in L. A.; **Dance' Fair \$23,500, 2 Spots,** 'Night' Falls, 23 G, 'Internes,' 13 G

Los Angeles, May 11.
Trade pretty spotty at the first rune, with managers trying to figure out allibis. Grosses on current week are considerably below previous week's takes and outlook isn't any too bright for the next couple of stanzas.

"Night Must Fall," new Robert Montgomery opus, is disappointment at the day-date State and Chinese, while Radio's 'Shall We Dance, with the popular Astaire-Ginger Rogers combo, is not living up to expectations.

s. own's only two-a-day attraction t Horizon, goes into 10th week i about two more likely before windup.
Estimates for This Week

with about two more likely before the winduy.

Estimates for This Week
Chinese (Grauman) (2,028; 30-40-55-75)—Night Must Fall' (MG) and May Out West' (MG), dual. Just fair trade at \$10,000, but expected in view of conditions generally. Last week, "Wake Up and Live' (20th) and 'Song of the City' (MG), fared a little better but no rave at \$11,500.

Bowntown (WB) (1,800; 30-40-55
60—Mountain Justice' (FN) and sombo viil have to be satisfied with slim \$5,000. Last week, 'Woman Chases Man' (UA) and "Men In Exile' (FN), weak, \$5,600.

Four Star (Fox) (900; 55-83-1,10-1,65)—Jost Horizon' (Col.) (9th week). Nearing end of its run. Last week, eighth, finished with \$5,700. satisfactory, Hollywood (WB) (2,756; 30-40-55)—Mountain Justice) (FN) and Melody for Two' (WB), dual. Joing a little better than its day-date \$5,000 or bit over. Last week, "Woman Chases Man' (UA) and 'Men In Exile' (FN), okay \$7,400.

Pantages (Pan) (2,700; 30-40-55)—'Shall We Dance' (RKO). Off with rest of town, but okay at around \$12,000. Last week, 'Woman I Love' (RKO), fair \$8,200 in eight days. Farameunt (Partman) (3,595; 30-40-55)—'Internes Money' (Par) and stage show. Couple of previews helping pile up fair \$13,000 currently. Col. Week Racketeers in Exile' (SO). Pantage (RKO) Bolly (SO). Shall We Dance' (RKO). Bit below anticipa-

Buddy Rogers, minster war year-good.

RKO (2,950; 30-40-55)—"Shall We Dance' (RKO). Biz below anticipa-tions at \$11,500. Last week, "Too Many Wives' (RKO) and 'Woman I Love' (RKO), oke for dualer at \$7,-

tions at \$11,500. Last week, Too Many Wives' (RKO) and 'Woman I Love' (RKO), oke for dualer at \$7,-200.

State (Loew-Fox) (2,024; 30-40-55)—Night Must Fall' (MG) and 'Way Out West' (MG), dual. Tradevast of the control of the contro

'Star' Mont'l's Best B.O. Bet at \$10,000

Montreal, May Only one of the current shows looks like big biz-getter, 'A Star Is Born, at Palace, heading for \$10,000, exceptional. 'Good Earth' is holding up well at His Majesty's. Balance just

Estimates for This Week
His Majesty's (CT) (1,000; 50)—
The Good Earth' (MG) (2d week).
May touch \$6,000, currently, after
good \$6,500 in first week.
Palace (CT) (2,700; 50)—'Star Is.
orn' (UA). This is topnotcher currently, pointing to \$10,000, very good.
Last, week, Wake Up' (20th) and
'Fair Warning' (Brit), fair \$7,000.
Capitol' (CT) (2,700; 50)—'Prince
and Pauper' (WB). Not likely to
be much over \$6,500. fair. Last
week, 'Way Out West' (MG) and
'Song of City' (MG), average \$6,000.
Loew's (M. T. Co.) (3,200; 50)—
Thieteres Can't Take Money' (UA)
and Girl from Scotland Yard' (Col).
dual, with vaude. 'WI drop to \$100.
Callourrer hand plus 'Melody for Two'
(WB) and 'Penrod and Sam' (Rep).
\$15,000, very good
Princess' (CT) (2,300; 50)—'Elephant Boy' (UA) and 'This'il Make
You Whistle' (Brit.). Won't run to

much more than \$5,500, good enough. Last week, 'Man of Affairs' (Brit.) and 'When Love Is Young' (Col.), \$4,500, fair. Cinema de Paris (France-Film) (600, 50)—'Marius et Fanny.' They do not look for more than \$1,200, poor, on this reissue. Last week, third repeat of 'Koenigsmark'), \$1,000, fair.

St. Denis (France-Film) (2,300; 34)

The Fils du Sheikh' and 'Les jumeaux de Brighton,' Should pick
gross up to \$5,000, good. Last week,
'Menilmontant' and 'La Peau d'un
autre,' fair \$4,500.

BUFF. BLAH: 'CAFE' OK 14G

Cate Metropole' is showing high heels at the Buffalo this week. Ise-where current period looks like an

imates for This Week
Buffalo (Shea) (3,600; 30-40-55)—
'Cafe Metropole' (20th). Got good reviews and doing snappy busines for around \$14,000. Last week, 'History Made Night' (UA), slipped to only fair \$11,400.

fair \$11,400.
Century (Shea) (3,400; 25-35)—Poker Flat' (RKO) and Midnight Court' (WB), Looks about average \$6,500, Last week, Murder College' (Par) and Logger' (RKO), okay

\$6,900.

Great Lakes (Shea) (3,400; 30-50)

Prince and Pauper (WB). Developing strength and may do nice
\$10,000. Last week, Romeo and
Juliet (MG), about as expected at
\$0-50 \$8,400.

so-so \$8,400.

Ripp (S he a) (2,400; 40)—
Family Affair (MG) and 'Secretary' (WB). Average takings at \$7,000. Last week, 'Wake Up and Live' (20th) (2nd week), very nice \$7,300.

Lafayette (Ind.) (3,400; 25-35)—
Glamour' (Col) and Find the Witness' (Col). Satisfactory takings at \$7,000. Last week, 'Slient Barriers' (GB) and 'Happy Go Lucky' (Rep), so-so \$6,000.

Astaire-Rogers, \$10,500; Pauper Fair \$9,000

1st Runs on Broadway (Subject to Change)

Week of May 14

Week of May 14'
Astor—Captains Courageous
(MG) (11),
Capitol—They Gave Him a
Gun' (MG) (13),
Central—23' Hours
(GN) (15),
Criterion—'Make Way
Tomorrow' (Par) (2d wk),
Globe—'Lost Horizon' (Col)
(11b) with (11th wk.).

Music Hall—'Shall We Dance (RKO) (13).

(RKO) (13).

Paramount—'Internes Can't
Take Money' (Par) (2d wk).

Rialto—'Mountain Justice'

Rialto—'Mountain Justice'
(WB) (12).
Rivell—'Cafe Metropole'
(UA) (3d wk).
Roxy—'Talk About the Devil'
(GB).

Strand — 'Prince and the '(WB) (2d wk).

Week of May 21

Astor—Captai (MG) (2d wk). Capitol—They Gave Him a Gun' (MG) (2d wk). Central—Charlie Chan at the Olympics' (20th) (22). Globe—Lost Horizon' (Col)

Globe—Lost Hou...
(12th wk).
Music Hall—Shall We Dance'.
(RKO) (2d wk).
Parameunt—Turn, Off the,
Moon' (Par) (19). (c).
Blatte—Nobody's.
(19).

Riveli—'Dreaming Lips' (UA) (19),

Roxy-'As Good as Married'

Strand—'Kid Galahad' (WB).

Albee with 'Shall We Dance.' ther Estimates for This Week

Estimates for This Week Fay's (2,000, 25-35-50)—Hospital Mystery' (20th) and vaude. Oppo-sish and spring weather combining to keep things down, but at that house is anticipating \$7,500, fair. Last week That I May Live' (20th), fair \$7,500.

5/,000.
Loew's State (3,200; 25-35-50)
Star Is orn' (20th) and Racketeers in Exile' (Col) (2d wk). Pace is soso; probably \$6,000, fair. First week was great at \$15,600.

was great at \$15,600.

Majestic (Fay) (2,200: 25-35-50)—
Prince and Pauper' (WB). Slow in getting started, but gaining momentum and should get at least \$8,000.
fair. Last week Wake Up and Live' (20th) and Charlie Chan at Olympics' (20th), \$10,000, good.

So-so \$6,000. **Prince; Table ** Gerlinder (Col) and Poker Fair \$9,000 business, and that's the so-so \$6,000. **The color of the co

Hotel Strike Dents Frisco

But Powell-Young Good for \$18,000; 'Star' Bright \$10,000 in H.O.

San Francisco, May 11.

Hotel strike has crimped biz considerably, causing some of the houses on the main stem to hit figures far below expectations. Strike came just at time when Frisco is in the throes of preparations for eight-day fiesta commemorate the completion of its second big bridge. The first runs had also just tacked on 15c. to the tariff at night.

'Cafe Metropole' looks like the best biz getter this week.

Estimates for Thic Want

Cafe Metropole' looks like the best biz getter this week.

Estimates for This Week

Estimates for This Week

Estimates for This Week

Fax (F-WC) (5,000; 38-55)—'Cafe
Metropole' (20th) and Mountain
Justice' (WB). This is better than the usual double bills on Market
Street. Expect around \$18,000, which is swell considering that biz is off all extractions of the considering that biz is off all extractions of the City' (MG) (2d week), good \$12,000.

Geary (Lurie) (1,200; 50-75-\$1-\$1.50)—Lost Horizon' (Col) (11th week). With Courist trade nited dy more than the considered (Special Street Courist trade model of the considered of the conside

('Oh, Doctor' (U), and 'Let Them Live' (U). So-so \$6,000. Last week, 'Let's Get Married' (Col) and 'Night Key' (U), weak \$6,000.

Paramount (F-WC) (2,740; 35-55)

—Wake Up and Live' (20th) and 'Song of City' (MG) (36 week). Pair moved over from Fox after two weeks at that 5,000-seater. Lucky to get \$8,000, poor, on 'Wake Up,' which was pretty well milked up the street. Last week, 'Hit Parade' (Rep) and 'That I Let' (20th) anything but a live (20th) and 'Midnight Taxi' (20th) (2d week). After almost hitting the low bell at the Warfield, this pair moved over to the St. Francis (F-WC) (1,400; 35-55)—(Star Is Born' (UA) (2d week). Live (30th) (2d week). Live (30th) (3d Soak' (MG) and 'Doctor's Diary' (Par), \$5,500, fair. United Artists (Cohen) (1,200; 35-55)—(Star Is Born' (UA) (2d week). Pic looks like the hit of the year here. Women are going for it in a big way and pic also is a click with the males. Second week exceptionally strong at \$10,000. First week was big \$11,000. Warfield (F-WC) (2,500; 35-55)—(Prince and Pauper' (WB) and Fair Warning' (20th). Booking of 'Prince' very timely in view of the Coronation, but costume pictures have always been a lemon here, so good the prince was always been a lemon here, so good (20th), \$9,000, very poor.

Minne. B. O.'s Nose-Diving; 'Dance,' \$11,000, Bette Davis, \$6,000, Fair

'The Duke' Readying

Hollywood, May 11, Republic has assigned Adele Buf-fington to write the screenplay of 'The Duke Comes Back,' novel by

Lucian Cary.

Miss Buffington recently completed adaptation of 'She Didn't Want a Sheik,' her own original, for the

NO FLOPS, NO HITS IN WASH.

Washington, May 11.

No flops this week, but no standouts either. Capitol is leading by scant margin with highly ballied eastern premiere of 'Woman Chaese Man,' but pic hasn't the names to overshadow. A Star Is Born' and 'Shall We Dance,' bowing in same time.

overshadow 'A. Star Is Born and Shall We Dance,' bowing in same time.

Belasco continuing to go after the sensational trade with 'Girls' Club,' Cops let it alone and critics called it more amusing than naughty, but buildup should put it across well.

Estimates for This Week 61—

Kestimates for This Week 61—

Wonted Licews (342; 25-35)—and vaude. lenty bally about eastern premiere couldn't overcome lack of names and stiff opposition. Mitchell and Durante, plus Anna May Wong, on stage unable to boost over light 1818,000. Last week, "Personal Property (MG), \$23,000, nice.

Columbia Lloews (1,583; 25-40)—ero, 1818,000. Last week 'Chan at Olympics' (20th), oke \$4,000.

Earle (WB) (2,244; 25-35-40-60-70)—Wings of Morning (20th) and vaude. House can thank first appearance here of Shep Fields' band for satisfactory \$17,000. Last week 'Mountain of Justice' (WB) and For Satisfactory \$17,000. Last week 'Mountain of Justice' (WB) and \$12,500.

Steith's (RKO) (1,830; 25-35-60—Shall We Dance' (RKO).

\$12,500.

Keith's (RKO) (1,830: 25-35-60—Shall We Dance' (RKO). Opened Tuesday (4) and far under past Rogers-Astaire takes, but nevertheless got swell \$18,000 and ho.'s. Last week 'Woman I Love' (RKO), sickly \$2,000 on four and half days forced holdover.

less got swell \$18,000 and no.'s. Last week week (Worm in Love (RKO), sickly \$2,00 on four and half days forced \$2,00 on four and half days forced the second state of the second state of

DANCE' HOT 9G, 'STAR' FAIR \$9,500, IN DENVER

Denver, May 11.

'Shall' We Dance' is registering strong b. o. at the Orpheum, with Star Is Born doing fair at the Denver.

Star Is Born doing fair at the Denver.

Estimates for This Week
Aladdin (Fox) (1,500; 25-40)—

Wake Up and Live' (20th), following a week at the Denver. Okay for a moveover at \$3,550. Last week, 'it Parade' (Rep), good \$4,000.

Broadway (Fox) (1,500; 25-40)—

At the Aladdin (1,500; 25-40)—

At the Aladdin (1,500; 25-40)—

At the Aladdin (1,500; 25-40)—

The Aladdin (1,500; 25-35-40)—

Week, '50 Roads' (20th), nice \$3,000.

Jollowing a week at the Aladdi

Denhem (Cockrill) (1,500; 25-35-40)—

Star Is Born' (UA) and stage band.

Not as strong as expected at \$9,500, fair. Last week. "Wake Up and Live' Corp. (1,500)

Film week of the Drockey though the Composition of the Composition

orpheum (RKO) (2.600; 25-3-40)

—Shall We Dance' (RKO), Astare-Rogers combo delivering sock: \$9,000, Last week, "Night FB!" (MG) and "Way Out West" (MG), 26,000; 26,000, Paramount (Fox) (2.000; 24,01).

("Call It Day" (WB) and "The Man-Here Again" (FN), Good \$3,500, Last week, "Silent Barriers (GB) and 'Jeeves' (20th), fair \$2,500.

Minneapolis, May 11.
Business is at a very low ebb here,
Even such high-powered attractions
as 'Shall We Dance?' and 'Wake Up and Live' cannot get a heavy play. One explanation is that general rise i prices is depleting pocketbooks and leaving less coin to spend on

luxuries.

"Wake Up" was big disappointment at the Minnesota last week, but did well enough to warrant a second loop canto at the Century. 'Dance?', now at the Minnesota, indicates a new low mark for an Astairengers' opus here, though doing better than "Wake Up."

"Lost Horizon" opens a roadshow engagement at the poorly located Lyceum Friday (14).

stimates for This Week

stimates for This Week
Aster (Publix-Singer) (900: 15-25)
—Parole Hacket (Col and Man
Parole Hacket (Col and Man
Spit (Man Hacket) (Col and Man
Spit (Man Hacket) (Col and Man
Spit (Man Hacket) (Man
Fair Warning (200h), dual, Prin
Espionage (MG) and Too Man
Wives (RKO), dual, \$1,000, fair.
Century (Publix-Singer) (1,600:
25-35-55) — "Wake Up and Live"
(20th). Moved over from Minnesota
for a continuation of its loop
first-run, Headed for fair \$5,500. Lay
werage.

weak, 'C average.

average.

Minnesota (Publix-Singer) (4,200; 25-35-55)—Shall We Dance (RKO). Given fine exploitation and advertising campaign and highly praised by reviewers. Previous Astaire-Rogers pictures have been big box-office winners here, but this one started at snail's pace. However, should build, and may climb to fair \$11,000. Last week, Wake Up and Live (20th.), \$10,000, fair, Ornheum (Publix-Singer) (2,890;

Last week. ware up and Live (20th), \$10,000, fair.

Orpheum (Publix-Singer) (2.890; 25-35-40) — 'Marked Woman' (FN). Exploited as 'suitable for adults only. This lim' of sepastionalism and the same of the same

(20th), dual, \$3,000, fair.

Time (Berger) (200) [15-25] — Enlighten Thy Daughter' (Elliott), Sex film for adults only luring some patronage on that score. Looks like fair \$1,200. Last week, Barbary Coast' (FN) (reissue), \$900, fair.

Uptown (Publis) (1,200; 25-35)—
Love News' (20th), First nabe showing enroute to good \$3,500. Last

ing enroute to good \$3,500. Last week, 'Swing High' (Par), \$3,000, fair.

World (Steffes) (350; 25-35-40-50)
—Elephant Boy (UA). Heavily advertised, and may reach fair \$1,200. Last week, 'Nine Days a Queen' (GB), \$900, light.

Bowes' Ams., 'Melody' No Indpls. Panic, \$7,500

Indianapolis, May 11.

Spring and a circus in town over the weekend made the going a little tough for the downtown theatres. Shall We Dance' at the Circle faring very well, however, and out in front of all other first-run spots. Nothing startling at the other houses.

ing very weil, nowever, and out in front of all other first-run spots. Nothing startling at the other houses. Estimates for is Week Apollo (Fourth Ave.) (1,100; 25-40) — Wake Up and Live (20th) (3rd week). Final week is in black at \$3,500. Same picture in second week did sweil \$6,000 following opening week of \$5,000 excellent. Capon, 25-40. Capon of the Monarch (2,800; 25-40) — Capon of the Monarch (2,800; 25-40) — Woman I. Love (RKO) and 'Herlusband Lies' (Par), 4,4300, mild. Indiana (Devine) (3,100; 25-40) — Accused' (GB) and Count Berni Vici stage revue. Latter stressed in ad campaign as first of a series of stage shows to be presented at this house. Gross not promising at \$7,500, moderate, Last week, Smashing the Vice Trust' (Cap), sex pic. dived to \$4,600, poor.

Night Must Fan' (MC) dualled with 'Nobody's Baby' (MG). Fairry good at \$6,000, Last week dual of 'Old Soak' (MG) and 'Elephant Boy' (UA), fairris \$5,500.

Lyric Olson) (2,000; 25-40) — Melody for Two' (WB) and Major Bowes' International unit Latter plugged, but is first of seven Bowes units to play here that is not clicking; \$7,500, so-so. Last week, Ton Stage, \$10,000, dandy,

Strong Pix Hypo Chi Biz; 'Star' **Bright \$22,000; 'Metropole,' 32G;** Astaire-Rogers Big 25 G in H. O.

Chicago, April 11.
There's a strong line-up of product in the loop currently, despite the fact that a number of pictures are.
Especially tops in the holdover line is 'Shall We Dance?' which turned in a terminal control of the long of

Especially tops in the holdover line is 'Shall We Dance?' which
turned in a tremendous session on
tital week here and world
premi , Astaire-Rogers combination evidencing continued high
strength at the b.o.
Of the newcomers, tops is 'Star Is
Born', which got away Saturday (8)
at the United Artists. Also in the
run line with marked strong appeal
is 'Wake Up and Live', which goes
into its fourth week at the Roosevelt, and is holding up remarkably.
'Maytime' finally got out of the
United Artists after establishing a
long run record for the house, going
six full weeks. Still in loop, switch
Descended to the Chicago for three
days only aided the weekend getaway of 'Cafe Metropole.' Town
once more has a roadshower in 'Captains Courageous' at the Erlanger,
and looks for excellent stay.

Estimates for This Week

week, 'King and Chorus Girl' (WB) in second gallop downtown, oke \$5,300. Chicago (B&K) (4,000; 35-55-75)—Cafe Metropole' (20th) and stage show. Louis Armstrong band head-lining for full week, with Eleanor Whitney, Paramount contract player, other of the stage of the loop of the loo

sean vaune. Second stanza going for, 255,000, socko. Last week, \$30,000, terrific.

Roosevelt (B&K) (1,500; 35-45-55-65-75)—'Wake Up' (20th) (4th week). Has had remarkable staying power, 16,000 current, after fine \$12,100 in third week. State-Lake (Jones) (2,700; 20-25-35-45-55)—'Racketeers in Exile' (2010) and vaude. Steady grosses is the mark of this house. Again to \$13,000, fine. Last week, 'Espionage' (MG), fine \$13,400.

United Artists (B&K-MG) (1,700; 35-55-65-75)—'Star Is Born' (UA). Looks like one of the biggest coin turnouts in the history of the house. Started with a wallop and pulling sake \$22,000 for i nitial stanza. Lagrange and got away with fine \$10,800.

Lincoln Back to Normal But 'Horizon' N.G. \$1,500

Lincoln, May 11.
With roadshows out of the way and all houses back to their regular runs, pix should do nice business current week.
Estimates for This Week

current week.

Estimates for This Week
Liberty (LTC) (1,200: 10-15)—
Esplonage; (MG) plus Mighty' (U),
split with 'Laughing at Trouble'
(20th) plus 'Old Corral' (Rep), Good
\$1,000. Last week 'Ghost Patrol'
(Par) plus 'Clive of India' (UA),
split with 'Park Avenue Logger'
(20th) plus 'Mary Burns' (Par),
ended with next \$800.

"Old Sonk' (MG), Fr 25,500. Last
week 'Top of Town' (U), little under average at \$2,300.

Orpheum (LTC) (1,600; 10-25-35)—
Estasty (Jewel). Doing nice
\$2,700. Last week 'Good Earth
(MG) at roadshow prices, followed
by Marian Martin Johnson in person
(MG) at roadshow prices, followed
by Marian Martin Johnson in person
(MG) at roadshow prices, followed
by Marian Martin Johnson in person
'MG) at roadshow prices, followed
by Marian Martin Johnson in person
'MG) at roadshow prices, followed
by Marian (MG), Will do good
\$3,500. Last week 'Personal Property' (MG) finished strong with
\$3,000.

Varsity (Westland) (1,100; 10-15-15)

Varsity (Westland) (1,100; 10-15-15)

Varsity (Westland) (1,100; 10-15-15)

\$3,600.

Varsity (Westland) (1,100; 10-15-20-25)—'Thunder in City' (Col).

Looks weak at about \$1,200. Last week 'Lost Horizon' (Col), not so forte, \$1,500 at roadshow prices.

CIRCUS VS. B'KLYN PIX

Competish Hurts but Muni-Hopkins Dual Nifty \$16,000

Competish Hurts but Muni-Hopkins
Dual Nifty 316,000

Ringling circus in town this week. This is first time for show under canvas in Ridgewood section, having been forced out of Flatbush site because of college construction.

Picture houses in downtown area are bucking the outdoor competition, with Fabian's Paramount and RKO Albee doing better than average.

Estimates for This Week
Albee (2,500; 25-35-55)—Woman I Love (RKO) and 'Outcasts of Poker Flat' (RKO) and 'Outcasts of Poker Flat' (RKO), plus the new Dionne quint short will give house nifty 316,000. Last week, 'Our Moments' (U) and Soldier and Lady' (RKO), \$14,500, satisfactory. 26-35-55)—'I Promise to the property of Color (Navy Buce) (Rev. 27) (Color May Buce) (Rev. 27) (

Dance' Hot 33G In 9 Hub Days; 'Horizon' N.S.H.

Boston, May 11.

With ideal foggy weather blanketing a week-end exodus, most film stands are in good shape this week. Shall We Dance' is chalking up a hefty take at the Memorial; Prince and Pauper; with stage show, is very pleasing at the Met; and 'Night Must Fall' and 'Old Soak' dual very good at the Orph and State.

Estimates for This Week

Estimates for This Week
Boston (RKO) (3,00); 25-40-55)—
Gord as Married' (II) and Two Wise
May Boston (Rep) dual. N.S.h.; about
\$8,000. Last week 'Hit Parade' (Rep)
and Outcasts Poker Flat' (RKO),
dual, good \$10,000.
— Wake Up' (20th) (2d run) and
'Time Out for Romance' (20th) (1st
run), dual. Dandy \$7,000 promised.
Last week '56 Roads to Town' (20th)
and 'Silent Barriers' (GB), dual, soso \$5,000.

Last week '50 Roads to Town' (20th) and 'Silent Barriers' (GB), dual, so so \$5,000.

Keith Memerial (RKO) (2,900; 25-40-55)—'Shall We Dance (RKO). First solo in several weeks is raking in imposant stage of the several weeks is raking in imposant stage of the several weeks is raking in imposant stage of the several cour days of 'Woman I Love' (RKO) and 'Our Moments' (U) (2d week), fair \$8,300.

Metropolitan (M&P) (4,300; 35-55)—'Prince and Pauper' (WB) and vaude. Very okay at \$25,000 clip. Last week 'Mountain Justice' (WB). Last week 'Mountain Justice' (WB). and stage show, \$15,000 p.25-35-40-40.

Orpheum (Look Fall') (MG) at pop prices, \$10,000, poor.

Paramount (M&P) (1,800; 25-35-50—'Wake Up' (20th) (2nd run) and 'Time Out for Romance' (CB), dual, poor \$550—'Wake Up' (20th) (2nd run) and 'Time Out for Romance' (CB), dual, poor \$500lay (M&P) (2,700; 25-35-40-50) and Ollent Barriers' (CB), dual, poor \$500lay (M&P) (2,700; 25-35-40-50)—'Internee Can't Take Money' (Par)

That Brit. Influence

Arthur Loew, head of M-G's foreign department, being a traveled gent has figured out that what is needed for a full day's efficiency, is a mid-afternoon break. With that in mind he has ordered tea and trimmings served to the entire foreign de'pt personnel every attennoon at four.

Loew's paying for it himself.

'HORIZON' ONLY FAIR \$10,500 IN CLEVE.

Cleveland, May 11.

Trade is better than average here despite such distractions as roller-skating marathon at civic auditorium, pre-season openings of amusement parks and general exodus to country spots due to June weather. At the Palace, 'Cate Metropole' and Tce Follies' on transformed stage drawing \$23,000 or better, largest gross at this RKO stand in a coupla market of the state of the sta

Estimates for This Week

Estimates for This Week

Alhambra (Martin Printz) (1,200;
20-30-35)—Top of Town' (U) (2d run). Brief change of policy, but fair \$2,200. Last week, 23½ Hours Leave' (GN) and Mama Steps Out (Martin & \$2,000;
25-40)—Night Key' (U) (Good enough at \$6,000. Last week Promise to Pay' (Col) picked up in midweek and 50. \$7,500, smart.

Circle (Marmorstein) (1,900; 15-5)—History Made Night' (UA) (2d run). A precedent for this nabe spot, held over for total of fittee days for grand biz. Second eight days. perhaps \$3,000, nice. First week, \$3,400, good. Going back to dials Thursday (13) with "Broken Blusyms" (Lar) and 14,485; 55-

duals Thursday (13) with "Broken Blossoms' (Imp) and 'High Hat' (Imp).

Hanna (Carl Hanna) (1,435; 55-\$1.65)—Lost Horizon' (Col) (2d Wk.). Second stanza of road-show run in legit house slowing down run in legit house slowers (1,200; 30-40)—"Wake Up and Live' (20th) (2d wk.). Still banging along on ho., the first of the season here; \$14,500, first. Opening week of \$19,000 was very big.

of the season here; \$14,500, nne. opening week of \$19,000 was very big. Palace (RKO) (3,200; 30-75)—Cafe Metropole' (20th) and St. Moritz Ice Follies' on stage. Top-notch combo, with vaude getting novel ballyhoo as pix yanks em in to probable tune of \$23,000, very sweet. Last week, Love is Young (U), with vaude headlining Win Shaw and Billy House, saddedgainfully, going under \$10,000 s. 30-55)—State Loew (UA). Fast sendoff in the stage of the sendomen of the sendomen of \$10,000 s. 30-55)—State Loew (UA). Fast sendoff in the sendomen of \$10,000 s. 30-55)—State Loew (UA). Fast sendoff in the sendomen of \$10,000 s. 30-55)—State Loew (UA). Fast sendoff in the sendomen of \$10,000 s. 30-55)—State Loew (UA). Fast sendoff in the sendomen of \$10,000 s. \$100 s. \$100

Labor Trouble, Rising Prices Boff Port. Biz

FIRES DUIL FOIL. DIZ

Portland, Ore., May 11.
Labor disturbances, plus warm weather, plus average product bumping the burg's grosses this week. Rising cost of groceries without wage boosts also seriously affecting b. o. returns:

Estimates for This Week
Broadway (Parker) (2,000; 30-40)
—Prince and Pauper' (WB) and Way Out West' (MG), Delivering okay \$6,000. Last week, 'Old Soak' (MG) and Song of City' (MG), nic \$7,000 in 11 days.

Mayfair (Parker-Evergreen) (1,400. 30-40)—Love is Young' (Ul and Thow Wise Maids' (Trouble in Moroccock Tocker, Police only (PRKO), 30-40)—King and Charlie Chan' (20th). Getting good \$5,500. Last week, 'Sole of the stand in quite a while. Last week, 'Marked Woman (Charlie Chan' (20th). Getting good \$5,500. Last week, 'Sole of the stand in quite a while. Last week, 'Marked Woman (Charlie Chan' (20th). Getting good \$5,500. Last week, 'Sole of the stand in the stand in quite a while. Last week, 'Marked Woman (Charlie Chan' (20th). Getting good \$5,500. Last week, 'Sole of the stand in quite a while. Last week, 'Marked Woman (Charlie Chan' (20th). Getting good \$5,500. Last week, 'Sole of the stand in quite a while. Last week, 'Marked Woman (Charlie Chan' (20th). Getting good \$5,500. Last week, 'Sole of the stand in quite a while. Last week, 'Marked Woman (Charlie Chan' (20th). Getting good \$5,000. Ast week, 'Sole of the stand in the stand in quite a while. Last week, 'Marked Woman (MB), \$12,000, good.

Weak (20th) open \$1,000 of the stand in the stand in

Weak Pix, H.O.'s Keep B'way Biz Down; 'Prince' Hot \$40,000; 'Day' Red \$11,000; Ditto 'Tomorrow,' 10G

Sum total of this week's grosses ers. 'Star Is Born' at the Music Hall for 12 downtown Broadway houses and 'Wake Up and Live' at the Roxy. Both are doing so well on their curwith this due partly to a few weak rent third week dates that a fourth box office attractions and partly to the fact that there are four hold-overs. not counting final week for 'Good Earth.'

On the tact that there are four hold feers, not come to the come t

'Horizon' 12-Day **Bloomer in Cincy:** \$8,000 and Out

Cincinnati, May 11.

'Shall We Dance' at the Palace, paced for \$17,000, is the burg's brightest mark in recent weeks. 'Hit Parade' is another winner currently. The parade is another winner currently. Road show policy at the Shubert came to sudden end Tuesday (11), with jerking of Lost Horizon' on 12th day of intended two-week stay due to feeble returns. House goes back to pop prices tomorrow (Wednesday), with 'Wake Up and Live' in for a run. During regular season. Shubert was Cincy's only vaudilm stand.

Estimates for This West

vaudfilm stand.

Estimates for This Week

Albee (RKO) (3,300; 35-42)—'Internes Can't Take Money' (Par)
Mild \$10,000. Last week, Woman
I Love' (RKO), \$9,500, \$0,500, \$0.542)—
Capitol (RKO) (2,000; 35-42)—
Narked Woman' (WB) (Ad run).
Property' (MG) (2d run), \$5,000, \$000

Family (RKO) (10,000; 15 22)

Family (RKO) (10,000; 15 22)

Fair \$4,500. Last week, 'Personal property' (MG) '(2d run), \$5,000, good.
Family (RKO) (1,000; 15-25)—
'We're in Army' (GB) and 'Man Who Found Himself' (RKO), split. Nice \$2,500. Last week, 'Gold Racket' (GN) and 'Breezing Home' (U) split, \$2,300 (Next) (1,200; 25-40)—
(Good old Soak' (MG) '(2d run). Fair \$2,800. Last week, 'Waikit Wedding' (Par) (5th wic), \$3,000, helty.

Keith's ibson) (1,500; 25-40)—
'Hit Parade' (Rep). Swell \$6,000. Last week, 'God Old Soak' (MG).

\$7,000. best take for some time.
Lyric (RKO) (1,400; 35-42)—Her Husband Lies' (Par). Sorry \$2,500. Last week, 'God Old Soak' (MG).

\$7,000. best take for some time.
Lyric (RKO) (1,400; 35-42)—Her Husband Lies' (Par). Sorry \$2,500. Last week, 'Soldier and Lady' (RKO), a no-dicer at \$3,000. \$5-42. Her Husband Lies' (Par). Sorry \$2,500. \$1,700. Astoire-Rogers drawing big-gest figure for this stand in quite a while. Last week, 'Marked Woman' (WB). \$12,000. good.

Shubert (RKO) (2,200; 55-83-\$1.10-\$1.01. Scheduled fortnight's run halted today (11) at end of 12th day with; feebe \$8,000 for that stretch. Wake Up and Live' (20th) opens Wednesday (12) for a run at the usual pop scale, 35-42 cents.

of terms demanded by 20th-Fox for a fourth week. Wary good at \$35,000 this week (3d), white Slar' will be seen that the star' will be seen that the star's will be seen that the star sight (1d). Cafe Metropole, finishing its second week last night (Tues.) at Rivoli, is holding fairly well at \$20,000 after an initial week's take of \$29,800, and goes another week. On Wednesday (19) house brings in When Thief Meets Thief. The Laurel-Hardy coulder, was not well as the star will be seen that the star wil

'Mountain Justice' succeeds.

'Captains Courageous' braves the
arrival of warmer weather and summer opposition on a two-a-day run
at the Astor, inaugurated last night
(10) after a very profitable 13½
weeks' run. Lost Morizon, now in
day Globe May 26, when the
exently-renewed option by Columbia
expires.

Estimates for This Week

Astor (1,012; 55-\$1.10-\$1.65-\$2.20)—
Captains Courageous (MG). Opened last night (Tues.) on a twice-daily engagement after a 13½ weeks' run of Good Earth' (MG). Final week (Tarther Was around \$6,000, mild.

Capitol (4,020; 3-35-\$1.65-\$1.25)—
Capitol (4,020; 3-35-\$1.25-\$1.25)—
Cour, only around \$1.100, pilenty of red. Last week, Night Must Fall (MG), considerably better but not good, under \$22,000. They Gave film a Gun' (MG) opens tomorrow (Thurs.)

Coulon (1,022; 25-40-55)—Make (Thunder) (1,022; 25-40-55)—Make (Thunder) (MG) opens tomorrow (Thurs.)

Coulon (MG) opens tomorrow (Thurs.)

Good terviews help this one, only around \$10,000 the first week, poor. Stays a second, however, Par's idea being to force it for a run. Last week Thunder in the City' (Col) was under \$10,000 on its final nine days after a smarf \$18,000 the week prior. Horizon' (Col) (11th week). Under \$9,000 last week (10th), mild, and out May 28 when option on house held by Columbia runs out. Theatre goes back to a grind policy if not taken by Par for road-showing of Souls at Sea (1,700; 25-35-55)—Woman Talae (1,700; 26-35-55)—Woman Talae (1,700; 26-35-55)—Woman Man's Here Again' (WB) (1st run), dualed. Doing well and on eight days will be \$12,000 or close. 'Solidier and Lady' (RKO) (2d run) and We Have Our Moments' (U) (1st run), very poor \$5,700 on six days. Paramount (3,664; 25-35-56-99)—Internes Carit Take Money' (Par') and the Louis Armstrong orchestra, \$23,000, good. (5,980; 40-80-85-99; 156)—Sitar is Born' (U), is specially the seven days of \$102,000. 'Shall We Dance?' (RKO) bows tomorrow (Thurs.) when Thield Meets Thield (1,000; 1), and stage show (3d) hooked so strong that a holdover fourth week was considered, but decided against two extra days for good \$11,000 on nine days. 'Mountain Justice' (WB) opens today (Weh.). Holding two extra days for good \$11,000 on nine days. 'M

Astaire-Rogers Slip in Philly, But \$18,000 Good; 'Star' H. O. Big 15G

iladelphi . May 10. Considerable activity in a few of the downtown film spots. "A Star Is Born' is still litting on all cylinders and quite likely to get four weeks at the Aldine. House sirt air-cooled and weather will probably decide 'Star's stay, but its terrific trade last week indicates plenty continued strength.

week indicates pienty continued strength.
One block away, the Stanley may hand 'Star' some hefty competition with 'Shall We Dance,' although this seventh of the Astaire-Rogers pix didn't get off to quite so booming a start as some of its predecessors. Captains Courageous' is holding for a fourth week at the Locust on a last-minute decision. Pic will go out Saturday (15), however.

Estimates for This Week

Estimates for This Week
Aldine (1,300; 40-55-65)—'Star Is
Born' (UA) (2d week). Sensation
of the spring season holding up very
well and figures for big \$15,000. Last
week's \$17,500 was phenomenal.
Arcadia (600; 25-40-50)—'Maytime'
(MG) (2d run) (2d week). Ought to
get nice \$2,200. Last week's \$3,000
was well over house average.
Boyd (2,400; 40-55)—'Woman I
Love' (RKO). Getting three and
half days beyond one week, with
Prince and the Pauper' (WB) bowling in at a special evening show toight (Tuesday). Claude Rains will
appear in person. Woman I Love'
got \$10,500 in first seven days and
only \$5,500 in overtime.

ing in at a special evening show toight (Tuesday). Claude Rains will
appear in person. "Woman I Love'
got \$10,500 in first seven days and
only \$3,500 in overtime.
Earle (2,000; 25-40-55)—Nobody's
Baby' (MG) and vaude. Sally Rand
unit headlining. Big opening, but
tepid notices may hurt. However,
looks like good \$1,7500. Last week,
50 Roads to Town' (20th) and Milt
Britton's band, also blike races for
four days, poor \$12,500. —Mountain
lucks' (WB) and September of the confour days, poor \$12,500. —Mountain
Bowman headling and vaude. Patricia
Bowman headling with West 27,
first of the configured. Last week, "Brande'
(Rep) and Dave Apollon, just anaged to squeeze out \$14,500. fair
\$2,700 likely. Last week, "Time Out
or Romance' (20th) .1st run, poor
\$2,100.

Keith's (2,000; 30-40-50)—"Wake Up

Keith's (2,000; 30-40-50)—"Wake Up

for Romance' (20th) (1st run), poor \$2.100.

Keith's (2.00); 30-40-50)—Wake Up and Live' (20th) (2d run). Ought to get neat \$3,000. Last week: Personal Property' (MG) (2d run), \$3,000.

Locust (1,400; 55-86-114-1/7)—Captains Courageous' (MG) (4th week).

On last minute decision additional control of the course of the cours

'Dance,' 10G, 'Gamblers,' 5G, Big in Derby Town

Journal of the control of the contro

Ballots' (WB) and 'Brides Are Like That' (FN), dual. Hoping for average \$1,600. Last week, Married a Doctor' (WB) and '13 Hours' (Par) dual, split with 'Louis Pasteur' (WB) and 'Times Square Playboy' (WB). good \$1,700. We Dance' (RKO). Opend Thursday (13) one day earlier than usual, and snaring plenty of big from visitors in town for the Derby, Heading for grand \$10,500. Last week, Woman I. Love' (RKO). and 'Jeeves' (20th), dual, fair \$6,000. and 'Jeeves' (20th), dual, fair \$6,000. Man Who Found Himself' (RKO), dual. Race fans going strong for Gamblers'; hefty, \$5,000. Last week, 'Wake Up and Live' (20th) and 'Gamblers'; hefty, \$5,000. Last week, 'Wake Up and Live' (20th) and 'March of Time,' moved over from Riatlo for second downtown week, good \$3,600.

NAGS, WEATHER **BOFF BALTO** PIX BIZ

Baltimore, May 11.

Baltimore, May 11.

With races here balmy weather at hand, local biz is just so-so. Loew's Century, in second and final session of its present interlude of flesh, is leading the town with a robust \$16,000 for 'Old Soak' and Horace Heidt's band.

Shall We Dance' at Hippodrome is going along at an even and unexciting pace for its second week, garnering so-so \$12,400. 'Cafe Metropole,' at the New, should up profit at \$7,000.

Estimates for This Week

Century (Loew's-UA) (3,000; 15-25-35-40-55)—Good Old Soak' (MG) and Horace Heidt band, Combo leading town with swell \$4,000, Last week, Hit Parade' (Rep) and Okay Baltimore' local revue on stage, mild

\$12,900.

Hippoerceme (Rappaport). (2,300; 15-25-35-40-55-69).—Shall We Dance' (RKO). (2nd wk.) and Happy Felton orch. Took drop after nice first week, getting unexciting \$12,400 currently. Last week got good \$18,500.

rently. Last week got good \$18,300. Keith's (Schanberger) (2,500; 15-25-30-35-40-55)—Fire Over England' (20th) opens to morrow (Wednesday). Last week, 'Silent Barriers' (GB) mild \$6,100. 15-25-30-40-55)—Cafe Metropole' (20th). Promising profitable \$7,000. Last week, five days in third week of 'Wake Up and Live' (20th), good \$4,600.

\$4,000.

Stanley (WB) (3,450; 15-25-35-40-55)—'Internes Can't Take Money' (Par), Mild going to \$6,000. Last week, second session of 'Marked Woman' (WB), very satisfactory \$7,200.

Star,' 12G, Dance,' 8G, Biz in So-So Seattle

Seattle, May 11.
Biggest campaign at Liberty in
long time is for current 'A Star Is
Born,' which is delivering at the
bo. Except for Shall We Dance,'
other spots doing only moderate biz

other spots doing only at best at best.

Estimates for This Week
Blue Mouse (Hamrick-Evergreen) (900; 32-37-42)—Wake Up (20th) and Murder Goes to Town Par) (3rd wk). Anticipate good \$3,500. Last week, same films, nice enough each

\$3,800. Coliseum (Hamrick - Evergreen) (1,900; 21-32)—"Avenue" (20th) and Beloved Enemy (UA), dual. Heading for good \$3,800. Last week 'One in Million' (20th) and 'Rembrandt' (UA), three days of second week, \$1,000, fair.

ing for good \$3,000. Last mean tradition of the control of the con

Trent's Tonsilitis

Hollywood, May 11.
Sudden attack of tonsilitis forced
John Trent out of the lead of B. P.
Schulberg's 'Let's Talk of Love.'
Shooting schedule for the pic was
revised.

WILCOX TO 20TH-FOX

WILCOX TO 20TH-FOX
Hollywood, May 11.
Robert Wilcox, on loan from
Warners, gets the romantic lead with
Pauline Moore in 20th-Fox's 'Wild
and Woolly,' Jane Withers starrer.
Others in the cast are Jackie Searl,
Douglas Fowley, Berion Churchill,
Lon Chaney, Jr., and Walter Brennan.

4 Out of 5 Pitts. Pix Have B. O.: 'Wake Up' Sock 11G; 'Star' H. O. 8G

Pittshurgh, May 11. Give 'em what they want and they'll buy, daylight savings and lazy weather notwithstanding. The downtown box-offices are proving that this week and four out of five have it. The fifth is in the dog-house, but that's no disgrace against such competish.

have it. The stin is in the dog-house but that's no disgrace against such competish.

Wake Up and Live' sending the Alvin slap-happy and running just a few bucks under house's record. Mountain Justice' at Stanley treated pretty brutally by crix so it's Guy Lombardo who can be credited with shooting house into top money, while Prince and the Pauper' is clicking briskly at Penn, although heading for no outstanding figures. Star Is Born,' after sizzling week at Penn, is repeating sock at Warner in second week, with only the Fulton holding bag with 'Join the Marines' and 'A Man Betrayed.' The Week Estimates for This Week Estimates for This Week Author (Harris (2000; 25-35-40)—Wake Looks like Stinght 12'x record for this site. Looks like \$11,000 easily. Last week, 'Nancy Steele' (20th) not overly strong but not a loser either at \$5,900.

Fulton (Shea-Hyde) (1,750; 25-40)

— Join Marines' (Rep) and 'Man Be-trayed' (Rep). Ordinary twin bill drawing only por \$3,200. Last week, second of reissue of 'No Man of Her Own, 'Par). Okay at \$4,700 on top of \$7,700 opener. That's more than it did on its first release here five years ago.

years ago.

Penn (Loew's-UA) (3,300: 25-35-50)—Prince and Pauper' (WB). Lot of good selling points, including the Coronation, are helping this one overcome the costume angle. Reviews all raves and everything should mount up to nice \$14,000. Lost week, 'Star Is Born' (UA) off slow, but grew bigger day by day and finished close to \$20,000, great.

nnished close to \$20,000, great.

Stanley (WB) (3,600; 52-40-60)—

Mountain Justice' (FN) and Guy
Lombardo's band. Picture discounted
entirely in smart trade here, with
b. o. pull of stage attraction being
credited in toto with sick \$20,000.

Last week, 'Call It Day' (WB) and
Ina Ray Hutton's band not bad at
\$17,500.

usical entertainment is running statistics of the state o

Det. Digs Up New Alibi—Boycott; **Dance?' \$25,000, 'Metropole'** 23G

Rub-a-Dub-Dub

Charles Boyer won't permit his films to be dubbed, a clause to that effect being inserted in his Wanger contract, modeled on a similar clause in Marlene Dietrich's Paramount contract. Someone bought a Boyer French picture for distribution in America, wanted to dub it and approached Boyer. He said no. Offered \$10,000 to speak his lines in English, doing the dubbing, he still said no, explaining that he would like it but that his English is too imperfect. It's okay, he pointed out, for a film made in English in the first place because he can speak slowly. But in French he talks at a pace so rapid he can't repeat in English at the same speed.

Bowes' Ams Skid **Total Control of the Control of th In K. C., \$8,500;

Kansas City, May 11.

Fine weather denting grosses.

Shall We Dance, at Mainstreet, is the only outstander after a slow start. Bowes all-girl unit at Tower is brodeing at the state of the

is brodeing.

Estimates for This Week

Mainstreet (RKO) (3,200; 25-40)—
Shall We Dance' (RKO). Slow
starter, but picking up for good
\$15,000. Last week, Woman I Love'
(RKO), \$8,000, poor.

Midland (Loew) (4,000; 25-40)—
Night Must Fall' (MG) and 'Promise
to Pay' (Col). Lot of interest and
word of mouth on Montgomery pic;
over expectations at \$12,000. Last
week, Romeo and Juliet' (MG).

Mownoo' (Par) (1,900; 25-40)—
Mountain Justice' (WE) and Murder Goes College' (Par). Good week
for staff to go fishing; \$3,800, poor.
Last week, 'Internes' (Par) (2nd
run) and 'Melody for Two' (WB),
fair, \$5,200.

Tower (Fox) (2,200; 25-40)—
Midght Taxi' (20th) and Bowes AllGirl unit on stage. Tyro's slipping:
\$3,500, so.50. Last week, 'Fifty
Roads' (20th) and vaude headed by
Uptowo (Col)

Uptowo (Col)

Uptowo (Col)

Chan at Olympics' (20th) and
David Harum' (20th), Faint \$3,000.

Last week, Wake Up and Live'
(20th) (2nd week), \$4,000, fine.

Casting 'Miss Calhoun'

Ivilis Calhoun'
Hollywood, May 11.
Lyford Moore and Rolf Passer
flew east last Saturday (8) to take
a hand in the easting of their new
comedy, Miss Calhoun Flies South.'
Broadway production is slated for
early fall.

MONO'S PHILLY EXCHANGE

Philadelphia, May 11.
Monogram Exchange will open its
Philly office next Monday (17). Sam
Rosen, former manager and salesman at Grand National, heads the
local staff. Si Pearlschweig and Phil
Wolfson have been signed as salesmen.

Helen Swane Out of Par

Helen Swane out of Par Helen Swane is out of Par, She was in charge of exchange accounting in N. Y. No successor has yet been named.

Miss Swane had been with the company 20 years.

Sulu Pic in Lab
Hollywood, May 11.
Work has begun here on 'Zamboanga,' first feature-length film to
turned out by the Phili ine Films
Co.

Co.

Footage shot on the islands bordering the Sulu sea is getting lab attention.

Hopalong at Bar 20
Hollywood, May 11.
Harry Sherman's next Hopalong
Cassidy for Paramount will be 'Cassidy of Bar 20,' with William Boyd
and George Hayes featured.
Goes into production in three
weeks.

Detroit, May 11. Too many counter-attractions and not enough power at the b.o. spells blooey. Some claim weak biz is du

to a boycott by local unionites i sympathy with Hollywood strikers, which is as good an alibi as any Although gross is disappointing, looks like Astaire-Rogers 'Shall We Dance' at the Michigan is the week's topper, with 'Cafe Metropole,' plus Sybil Jason and Everett Marshall on stage at the Fox, a close second.

Estimates for This Week

Adams (Balaban) (1,700; 25-40)—
'Off to Races' (20th) and Wake Up
and Live' (20th) (2nd wk), dual.
Latter moved here after nice session
at Fox; should get \$5.300, around
average. Last week, 'Ni
Key,'
(U) plus You're in the Army' (GB),
fair \$5,500.

fair \$5,500.

Downtown (Krim) (2,800; 25-40)—

Murder in Red Barn' (MG) plus

"Juggernaut' (GN), dual. Melodrama
given lotta ballyhoo; prices dropped
from usual 40-69, and should doalright at \$4,500. Last week, "Polygamy'
(Dausual) and 'Silks' and Saddles'

(Victory), fair \$3,000.

Madison (United Detroit) (2,000; 30-40-65)—'Call It a Day' (WB). Big buildup, but no go at \$4,000. Last week, 'Love from Stranger' (Traf), fair \$5,000.

rair \$5,000.

Michigan (United Detroit) (4,000;
30-40-65)—'Shall We Dance' (RKO)
and stage show. Not up to draught
of other Astaire-Rogers flickers, but
good at \$25,000. Last week, 'Internes
Can't Take Money' (Par) with California Collegians topping vaude, fair
\$18,000.

\$18,000.

State (United Detroit) (3,000; 25-40)—Great O'Malley' (WB) plus China Passage' (RKO), dual. Off here too, but oke at \$8,500. Last week, Murder Goes to College' (Par) and 'Her Husband's Secretary' (FN), average \$7,800.

United Artists (United Detroit) (2,000; 30-40-65)—'Prince and Pauper' (FN). Low at \$8,000. Last week, 'Night Must Fall' (MG), oke \$10,500.

Cabanne's Quest

Hollywood, May 11.
Christy Cabanne went to Washington last week to seek the Navy's approval for The Glory Command, which he will direct for Radio.
Story is by John Twist. Robert Sisk produces.

MARJORIE LORD'S LEAD

Hollywood, May 11.
Radio has set Marjorie Lord to
play the romantic lead in House in
the Country, starring Fred Stone.
Cliff Reid produces, with Richard
Rosson directing.

RALPH STOCK EAST

Ralph Stock, British playwright, has returned to New York after completing an assignment on 'Long Traverse' for Paramount.

Adaptation was from his own original.

SHANE WRITING 'RIDDLE'

Hollywood, May 11.

Maxwell Shane has been assigned to the screenplay of "The Riddle of 40 Naughty Girls' at Radio, featuring ZaSu Pitts and James Gleason. William Sistrom produces.

60 % Pix Biz

(Continued from page 5)

not allowed in white theatres alters the picture. Thus in Birmingham, having a population of 259,678, close to 100,000 are colored people and not permitted in the houses listed. So that actually, there are 8.9 persons per seat instead of 17.6. Aside from other southern cities where a similar situation prevails, such as Houston, Fort Worth, Nashville, Jacksonville, Chattancoga and Tampa, the survey shows Duluth, Minneapolis, El Paso, Tulsa and Yonkers as leading the nation i underseating.

Conventionitis in Hollywood

Metro Washes Up, Radio Plots, U and GN Getting Set-And Mono in Chi

'Skancing'

Fred Astaire-Ginger Rogers special roller skating dance number has been definitely tagged by RKO-Radio after a long prowl for a suitable name, Intricate terps specially is called 'Skancing,' word employed by Nat Finney, picture and feature editor of the Minneapolis Star, to describe the maneuvers. icture company is publicizing it under this name, with full credit to Finney.

'LOVE, HISSES' NEXT

FOR BERNIE, WINCHELI

Hollywood, May 11.

Love and Hisses' will be the next Walter Winchell-Ben Bernie production at 20th-Fox. Film will be made from an original story by Art Arthur, Brooklyn newspaper columnist recently signed to a year's writing ticket by Darryl Zanuck. Curtis Kenyon, Jr., is working with Arthur on the screenplay.

Kenneth Macgowan has been set as associate producer. Starting date has not been definitely set.

Mary Garden to Comb

York June 22.

Europe as Metro Scout

Hollywood, May 11.

Mary Garden left Sunday (9) en
route to Europe to scout musical
talent for Metro. She sails from New

Diva will test a number of pro-eges now studying in Paris.

Mayer's 'Midnight' Call

Triple Title Toppers

COMPETISH AS IS Hollywood, May 11.

Hollywood, May 11.

Louis Armstrong will bring his band here to play dual numbers with Andre Kostelanetz's orchestra in Paramounts 'Artists and Models.' Armstrong was in Par's 'Pennies from Heaven,' ith Bing Crosby.

TILLY LOSCH SUED Hollywood, May 11.

Tilly Losch is charged with viola-tion of contract in a suit for \$20,900 filed against her here by John McCormick, Inc., agency. Actress-dancer is under contract

Muriel Hutchinson to Par

Paramount has pacted Muriel Hutchinson, British actress, who just closed in the Broadway run of 'The Amazing Dr. Clitterhouse,' Will do two pictures.

Hollywood, May 11.

Hollywood, May 11.

Hollywood, May 11.

Hollywood, May 11.

Metro sales executives and salesmen broke camp last Friday (7),
after a week of convention activities
centering around the Ambassador
hotel and the Culver City studios.
Most of the delegates remained over
for the final soirce, at which Louis
B. Mayer, production chief, played
host to more than 1,000 guests.
Finale party was a gala dinner
dance held on the sound stage in the
studio. Eats were followed by brief
talks by Mayer, Frank Whitbeck and
W. F. Rodgers, sales chief. Later
Mayer and Sophie Tucker enceed a
floor show of 15 acts.
Business conclaves at the convention were over by Friday and the
delegates started sightseing. Around
80 took the trip to Catalina Island,
some braved the chill Pacific surf,
thers played golf, motored or
rested.

RKO Plans

RKO Plans

A. A. Schubart, RKO exchange manager, and Barrett McCormack, advertising and publicity chief, have arrived from New York to set details for Radio's annual sales convention, which will open June 16 at the Ambassador hotel and continue for six days. Beside home office executives, plans call for attendance of all district and branch managers and exchange salesmen.

James E. Francis, io Corp. of America western division manager, departed Sunday (9) night to attendenstern sales sessions, accompanied by Seth Perkins of the Los Angeles Photophone office and A. E. Jackson, manager of theatre equipment in Hollywood. M. F. Burns, assistant ice president of RCA, got away last Thursday (6) for the Indianapolis sales convention, with Everett Isen-hower, district manager. They will visit Camden and Chicago before returning to the Coast.

Universal rand National sales conventions get under way next Sunday (16) at the Ambassador hotel, each to last three days. Special train will bring in 155 U western and midwestern 'sales representatives. Branch managers and salesmen from the Pacific coast area will arrive at the same time.

Between, 80 and 100 are expected for the GN confabs.

Mone Meet Chicago, May 11.

Two-day Monogram convention got under way here last Friday (7) at the Drake hotel, with around 100 franchise distributors, salesmen, studio and home office executives attending. Followed a press party on Thursday (6) night for Jackie Cooper and Jack Randall, two new Monogram stars.

Hollywood, May 11.

'Wife, Doctor and Nurse,' at 20thFox, has Barbara Stanwyck, Loretta
Young and Warner Baxter in the top
spots. ilm will be made from an
original story by Kathryn Scola and
Darrell Ware, and has Walter Lang
as director, with Raymond Griffith
associate producer.
Miss Stanwyck is from
Radi and Jack Randall, two new Monogram stars.

Brief talks were given on opening day by Scott Dunlap, vice-pres. in harge of production; Louis S. Lifton, advertising and publicity director, and Sol A. Rosemblatt. Boys were assured that Monogram would complete its schedule of 42 pictures for the coming season, and on time, with execs guaranteeing salesmen that every picture sold would be delivered. Dunlap's talk outlined production plans for the coming season and the day finished off with a banquet for franchise holders.

Saturday (8) morning affair was a pep talk session, with build-ups for Jack Randall, and short talks on selling, exchange operation and production. O. Henry Biggs, Pathe president; Norton V. Aichey, Dave Selznick, Ray Olmstead, Lon T. Fidler, Sam Decker, J. A. Sisto, Edward Golden, Henri Elman, Howard Stubins, Herschel Stuart, Fred Judd.

M. Goldstein, John W. Magham and Steve Broidy were among the speak-

contingent of Universal's sales force heading to the convention in Hollywood leaves N. Y. today (Wednesday), headed by prez R. H. Cochrane. T. R. Gari general sales head, Joe Weil exploitation chief; Edward Bonns, shorts manager, and Sig Wittman, eastern district manager, pulled out earlier in the week arrange details. Salesmen of New Hayen, Conn., and Buffalo, N. Y., leave today on a two tr in special. Thursday will be spent in Chicago, where sellers from south and midwest join the group to add five cars. Another carload entrains at Kansas City.

PETER ARNO TO H'WOOD

Will Do Bit of Acting While Lawyer Hunts Talent

Lawyer Hunts Talent

John Wildberg, film and legit attorney, and Peter Arno left for the Coast Sunday (9), to spend a week, Wildberg, who is Arno's attorney, will attend to hunting up some talent for a musical which Arno intends producing on roadway in the near future, while Arno takes a hand at his first film acting assignment. He will do a bit in 'Artists and Models,' playing, himself, with Rube Goldberg doing the same. Musical which Arno is plotti is to be entitled 'Some Like It if was written by Frank Gabrielson, David Lesson and Milton Learus. Arno and Wildberg hope to find a Hollywood name for the cast and will also talk to composers for the score, although there is already a tentative deal on with Ray Henderson for this job.

Wildberg will also talk to film names for two plays on schedule for Rowland Stebbins. These are 'The Astonished Ostrich' and 'Merely Murder.' Ann Harding is being considered for the former and Robert Montgomery for the latter.

BEVY OF HWOOD NAMES DUE ON B'WAY

There's a strong possibility of several Hollywood names filling Broadway legit dates next season. Among them are James Cagney, Robert Montgomery, Ann Harding, Victor McLaglen, Ralph Morgan, Frances Farmer and Katharine Hepburn. This is in addition to other film players already familiar to Broadway.

players already familiar to Broadway,
Cagney, legit bit player before entering pix, is being sought by George
S. Kaufman for the lead in 'Mice
and Men', to be produced in the fall
by Sam H. Harris, with Kaufman
directing. Victor McLaglen is also
rumored for the part.
Rowland Stebbins is understood to
be after Robert Montgomery for
'Merely Murder,' one of two plays
on his fall schedule, Dope is that
Claudia Morgan would be the
femme lead. Montgomery did some
stage acting before going to Hollywood. Hollywood, May 11.
Edwin Justus Mayer has been assigned by Paramount to script 'Midnight'. Marlene Dietrich starrer, willing the unfinished script of 'The Buccaneer,' Cecil B. De Mille pirate opus, to Preston Sturges.
Ray Harris will write an untitled comedy for Lynne Overman at the studio, Addison Simmons and M. Coates Webster are collabing on the screenplay of 'Ensenada.'

wood.

For his other fall production, The Astonished Ostrich, 'Stebbins is said to be seeking Ann Harding. Actress recently clicked big in a London production of Shaw's 'Candida,' leaving the show to marry Werner Janssen, symphony conductor. Before going into pix, Miss Harding had several Broadway stage successes, among them 'Trial of Mary Dugan.'

cesses, among them "Trial of man, Dugan,"
While there's considerable doubt about Katharine Hebburn's appearance on Broadway in Jane Eyre' next fall, the Theatre Guild is still hot after her. If she doesn't return to the Helen Jerome play, which she did this season on the road, it's known that Miss Hepburn yens to do legit from time to be in the future.

do legit from time to le in the future.

Although neither player is mentioned for any particular show, Ralph Morgan and Frances Farmer are also understood to be eager to appear in legit on Broadway next season. Constance Cummings is likewise among the players regularly dividing their time between the Coast and Broadway who are set for stage appearance. She's set for the lead in the Guild roduction of Madam Bovary, Other's looking for Broadway plays are Lupe Velez, Richard Dix, Mary Brian, Loretta Young and Helen Vi

Price's Roach Call

Hollywood, May 11.
incent Price will report to Hal
Roach in June for Road Show,
which will also have Oliver Hardy,
Lyda Roberti and Patsy Kelly in the cast. He is currently on Broadway opposite Helen Hayes Victoria Regina, which is now in its final three weeks.

three weeks.

Eric Hatch, who authored the original for Road Show, also has a short story. The Git There Stroke, which will be put into production as a Roach musical. Bert Kalmar and Harry Ruby will do the screenplay control of the screenplay. John Ford Back
Hollywood, May 11.
John Ford, after several weeks in
the South Seas on 'Hurricane,' is
back on the UA lot doing the studio
shots of the pic.

WB Has \$5,000,000 Invested in Yarns For Next Season, Jack Warner Says

Ladies and Women

Hollywood, May 11.
Australian exhi have changed the name of 'John Meade's Woman,' P. Schulberg (Par) production, to 'John Meade's Lady' because of differences in local meani of words.

words.
Same treatment was accorded in England to 'Internes Can't Take Money,' is released there under the 'You Can't Take Money.'

McCREA ON LOAN TO PAR FOR LLOYD OPUS

Hollywood, May 11.

Joel McCrea goes to Paramount for an important role in the Frank Lloyd production of 'An Empire Is Born,' dealing with the drama of transportation in this country. Actor leaves Samuel Goldwyn temporarily

leaves Samuel Goldwyn temporarily on loan-out. Howard Estabrook, set as co-producer with Lloyd, authored the original, combing through the early annals of the Wells-Farge Express Co. for material. Pic is scheduled for the go signal June 21, with most of the shooting on location.

Bob Burns is the only other player set.

Mrs. Martin Johnson Grabbed by 20th for Belgian Congo Film

Osa Johnson has been signed by 20th-Fox to head an expedition into the Belgian Congo for material to be incorporated into a studio yarn, 'How I Found Livingstone,' now being whipped into a screen play by Sam Hellman. Studio is budgeting the film, to be called 'Stanley and Livingstone,' at well over \$1,000,000. Otto Brower, now in Switzerland on backgrounds for a Shirley Temple picture, joins the troupe in Africa to direct. Crew is leaving here in November. Will have 10 cameramen and five technicians.

Lombard, March Tops In Selznick 'Sacred'

Hollywood, May 11.

Hollywood, May 11.

Selznick International will co-star
Carole Lombard and Fredric March
in Nothing Sacred, a Ben Hecht
original to be directed by William
Wellman.

Wellman.

Hecht labored on the script while training east with David O. Selznick, John Hay Whitney and party, and expects to finish it on his return journey, so that cameras can roll around May 26.

Production is scheduled The Adventures Tom Sawyer' about the same time, with H. C. Potter directing. Script of 'Sawyer' by John V. A. Weaver is about ready. schedulea

Scans Cincy for Faces

Lucille Ryman, Universal's talent scout, here last week Not in-terested in kiddies as hopefuls, and the town was empty of dramatic stock and legit. Her gandering was confined to the radio field and femme lookers.

'Fall Guys' for W & W

Hollywood, May 11. Next Wheeler and Woolsey film at RKO ill be 'Fall' Guys.' Eddie Cline will dir Lee Marcus produces the film trom Benny Rubin's adaptation of Victor Mapes' yarn.

Jean Parker's Col Start Hollywood, May 11.

Jean Parker starts work on her new Columbia contract with Life Begins with Love. Myles Connolly i

Warner ros, has around \$5,000,000 invested in legit shows, novels nals and other stories which will be made into features duri

ing (1937-1938) Warner, v.p. in charge of production, who will announce this figure and give the titles of the be made, today's sessions of the

WB convention in New York, made this statement yesterday (Tues.) i advance of icial announce-

awance or icial announcement.

Of the 60 features to be turned out for the coming year, I will be based on Broadway stage shows, headed by Tovarich, 'Boy Meets Girl,' 'White Horse Inn,' 'Jezebel,' ing Your Lady' and 'A Slight Case of Murder.' Others are 'Chalted Out,' 'Yes, My Darling Daughter' and a remake of 'Desert Song.' Seventeen pictures to be based on books include 'Story of San Michele,' 'White Banners,' 'The Sisters,' Story. of Emile Zola,' 'A Prayer For My Son.' 'The Gamblers,' 'Adventures of Robin Hood,' 'Ander,' 'Adventures of Robin Hood,' 'Ander,' 'The 'Comet Over roadway,' 'Sister Act,' 'Mr. Dodd Takes the 'Air,' This Woman angerous.' 'The Vailley of the Giants' and 'Gold Is Where You Find it.'

Two Technicolor productions Warner is announcing today (Wcd.) are Valley of the Giants' and Gold Is' Where You Find It. Among the musicals will be a Rodgers and Hart show, 'On Your Toes,' ith Ginger Rogers heading the cast, and a second Fernand Gravet production to be turned out by Mervyn LeRoy entitled 'Return Engagement.' Another in the 'Gold Diggers' series will be 'Gold Diggers' in London,' while a Fred Wari Pennsylvanians-Dick Powell musical. ill be 'Varslty Show.'

New Stars
Jack Warner predicts that, of the
company's young contract players, at
least a half dozen will attain. full
stellar rank within the coming year.
Those who are definitely to be raised
to stardom for the 1937-38 esanon are
Humphrey Bogart, Ian Hunter,
Anita Louise, Pat O'Bri the
Mauch twins, Boris Karloff an ick
Foran.

Mauch twins, Boris Karloff an ick Foran.

Convention, first Grad Sears as general sales manager, signalized some promotions by Sears. Ben Kalmenson, central district manager, has been made eastern district chief over New York state and New England. Robert Smeltzer, mid-Atlantic district mgr., which takes in Philadelphia and Washington territories, has also been given the Pittsburgh, Cleveland and Detroit zones, Shorts schedule for '37-'38, to be announced by Norman Moray, shorts also head, will dotal 134. It was 135 last year, with a majority of the brief items turned out at the Brooklyn studio.

Dud Nichols Ducking

Hollywoo, May 11.

Dudley Nichols is ducking for New York at the end of the month an ducking, too, the problem of signin again with Ko-Radio.

Nichols, who scripted former and tossed the prize back in the lap of that org, has been loaned out to Sam Goldwyn for 'Hurricane' and doesn't want to be loaned out any more, preferrit to pick his spots.

He will summer where he has a farm.

Aherne Coming Home

Brian Aherine left her this week, after spending several weeks visiting his father and mother, for Rome, where he'll take an Itali for the States. the States.

the States.

He'll sto New York
enough to sign his name a few ti
going on to Hollywood to do a pi

Antheil at Selznick?

O. Hollywood, May 11;
O. Selznick considering
George Antheil for musical director
of Selznick International, replacing
Max Steiner, who has just resigned.
If set composer would also do the
scores for "fom yyer" and 'Gone
With the Win

THRILLING OPENINGS IN 150 PACE FROM COAST TO COAST!

"SHALL WE DANCE" HEADING FOR TOP MONEY EVERYWHERE!... PRE-RELEASE CHICAGO AND BALTIMORE REPORT OUTSTANDING SECOND WEEKS!... CITY AFTER CITY FALLING IN LINE AS NEW ASTAIRE-ROGERS SHOW HITS ITS DAZZLING BOX-OFFICE STRIDE!... CRITICS UNANIMOUSLY SPLASH AMERICA WITH THE KIND OF REVIEWS THAT MAKE THEATRES OPEN DOORS EARLIER, GIVE EXTRA SHOWS, PLAY TO STAND OUT CROWDS ALL DAY LONG!



GINGER

ROGERS





SHALL WE DANCE

OWNERCATA

RICO release of Pendo S. Berman froduction, State Fred Astairs and Ginger
Rogers. Features B. E. Horton. Eric Blore
Directed by Mark Sandrich, Music, George
story, Watch Vour Ster, by Lee Lock and
Haroid Buchman; adaptation, P. J. Wolfson; screen jay, Allan Scott and Ernest
Fagune; photography Hermes Pan; bellet,
Harry Lossey; musical director, Nathaniel
Shiliret; film editor; William Hamilton;
art director, Yun Neet Folgiase, Due at
The Committee of the Co

ning time,
Pred Antaire
Linda Keene. Inger Rogers
Baird. verett Horton
Baird. Erel Blore
Arthur Miller. Jerome Cowan
Lady Tarrington. Ketti Gallian
Jim Montgomery. William Brisbane
Mrs. Fitzgerall Harriet octor
and Harriet octor

A well made picture containing everything a good musical should hold. The marquee names are a guarantee and word-of-mouth will do the rest. Film is a cinch for business and holdovers.

'Shall We Dance,' the seventh in the Astaire Rogers series, is a stand-out because the script affords Astair a settle half and the series of the control of the contro

win norton atmough me latter is valuable all the way. After the main quartet of players the cast simmers down to small parts and bits. Of these Ketti Galilan, as a lifth heavy, is a important as any. She is not consider the construction of the co

now put it all together. His session with Miss Hoctor is beautiful to watch and a technical delight. Ahead of this, as an introduction, the superb Miss Hoctor is allotted her specialty. Where she used to close with that deep back-bend while on her toes—here she opens with the which is pood. Dote, because the state of the control of th

girls-each, is split in half to permit Astaire to return in white tie for the title song, with Miss Rogers, upon which the picture ends.

Of the other numbers the dance which Astaire and Miss Rogers do to They All Laughed is their best rhythm routine since Lovely Day, while Let's Call the Whole Thing Charles and the Call the Call the Whole Thing Charles and the Call the Whole Th

Prince and the Pauper

First National production for Warher Bros. release. Produced by Robert Lrrd. Directed by William Keighley, From story of same name by Mark Twain. Screen play by Laird Doyle from a dramatic ver-sion by Catherine C. Cushing, Photogra-phys See Folicy iffin editor, Halph Paw-18 See Folicy iffin editor, Sterney, N. Y., week May 8, Rushing time, 136 phy soi Folice nim entor, mappe isween physics of the control of t

Miniature Reviews

(Shall We Dance' (PKO) An-

'Shall We Dance' (RKO). Another holdover musical in the Astaire-Rogers string.

'Prince and the Pauper' (WB). Lavish if not convincing feature based on Mark Twain's story. Stars Errol Flynn and the Mauch Twins. Doubt-

and the Mauch Twins. Doubt-ful box ice.

"Make Way for Tomorrow!
(Par). Drama of gap between youth and old-age, with Victor Moore and Beulah Bondi out-standi needs special exploi-

Internes Can't Take Money' (Par). Satisfactory melodrama with a tear. Barbara Stanwyck

with a tear. Barbara Stamwyckand Joel McCrea.

'Call It a Day' (WB). Wellplayed and made, but too light
to do well.

'That I May Live' (20th).
Simple exconvict story which
winds up happily. Fairly well
marqueed and well mixed. For
the multiples.

'Romance and Riches' (GN).
Weak rehash of old formula,
with Cary Grant and Mary
Brian for marquee. Belowdecks dualer.

Canty, are flercely melodramatic.
List of players is long and contains
some familiar names.
Production values photography
and sound are up to best standards,
but it doesn't seem that William
Keighley, in his direction, has captured sufficient sympathy for the
two youngsters to compensate for
the romantic loss in having no fiance
for Flynn. The fragile plot scarcely
holds together a full length screen
play. Audiences will likely want to
believe it could happen, but the
actuality of the screen turns fancy
into reality. For some reason the
bigger the scenes and the more
elaborate the composition photography the less convincing it becomes.

Make Way for Tomorrow

Make Way for Tomorrow

Payamount retense of Lee Carey production. Features Victor Moors, Beulah Bondi, Fay Bainter, Thomas Mitchell, Ditable, Fay Bainter, Say Ba

Hotel Manager. Paul Stenton Mr. Hunter. Oranville Bates Mr. Hunter. Oranville Bates Mr. Hunter. Oranville Bates Rugged simplicity marks this Leo McCarey production. It is a teargierker, obviously grooved for femme fans, but the gripping manner in which it is told may overcome the sad theme and cause sufficient discussion to aid the box-office.

To get past the marquee weakness, title handicap and develop male patronage, film will require a carefully prepared advance campaign, such as instituted at this house. Aside from taking full cognizance of Mother's Day and linking it to the picture's theme, management here plugged it in novel fashion on the basis that it was a great heart drama of the present era. Even so, business firmly etched the dilemma in which an elderly married couple find themselves when they lose their old dwelling place and their five grown children are non-receptive. He has kept audience interest focused on old Lucy Cooper and Pa Cooper as they are separated, each finding in with the two households (one with a son the other with a daughter). However, he might well have sacrificed the bitterly sad ending by following through with the happier

with a son the with a daughter).
However, he might well have sacrificed the bitterly sad ending by following through with the happier motif he develops as the old pair are reunited for a few fleeting but joy-ous hours. That and the fact that this lighter mood is saved until the last seem to be weaknesses.
Victor Moore essays a serious role as Pa Cooper without firmly establishing himself in the new field. He still is a grand trouper, but he continues to be more Victor Moore than an old grandather, and he makes the biggest impression in the lighter, more whimsical moments. Moore's slow manner of delivery assists him in making the elderly role more lifelike, but his forte for comedy remains outstanding.

Beulah Bondi, as the aged Lucy,

his wife, is standout from the view-point of clever character work and make-up. She has some of the meaty scenes and makes them real.

marty scenes and makes them real.

Fay Bainter is cast as the wife of
George Cooper, one of the sons to
see the seed of the sons to
see the seed of the sons to
see the seed of the seed of the seed
seed of the seed of the seed of the seed
seed of the seed of the seed of the seed
seed of the see

is competent, there in the large cast who aid the general effect include Ray Mayer, Barbar Read, Louise Beavers, Elizabeth Risdon, Paul Stanton and Potter Hand.

Vina Delmar's screen play is filled with pertinent and timely dialog. Few passages fail to fit. William Mellor supplies adequate camera coverage.

Internes Can't Take Money

Paramount vicese of Benjamin Gisser production. Starte Barbarn. Stanwyck and Joel McCrea. Features Lloyd Nolan and Stanley Ridges. Directed by Alfred Sandaughation. Rine annee Theodox Francial Barbarn, Theodox Barbarn, The

Internes Can't Take Money' should draw enough meller addicts to give the film somewhat better than average standing at the box office. While its early hospital atmosphere is not pleasant, it is a mother love theme plus some excitement, romance and

plus some excitement, romance and comedy.

It has an interesting story to tell and once the preliminaries are out of the way, production takes on pace and keeps building to a happy tear climax. After developing sympathy for the interne hero (Joel McCrea) film goes underworld and entangles him in the desperate quest of a young woman (Barbara Stanwyck) just released from prison. Object of the search is her three-year-old daughter.

search is her three-year-old daughter.

Miss Stanwyck and McCrea are aptly matched in the central roles, As the Sir Galahad in white McCrea convinces, while this type of part is that which Miss Stanwyck does best. Lloyd Nolan, as a racketeer chief, though puzzled by the subject of ethics, allows nothing to stand in the word of paying of one favor with agond the paying of one favor the paying of the

and nen attempts to exact more personal terms. Ridges' part is exceptionary well played, written and discontinuous wall played, with but crude implements available, saves the life of the wounded Nolani. McCrea rejects the \$1,000 that is handed him for the barroom operation because it, is against his professional piedge. The refusal becomes further complicated by Miss Stanwyck's plea that the money be loaned to her. It is the amount which Ridges wants for his info as to the child's whereabouts.

Proceedings take on pathos and action when Miss Stanwyck decides to get her youngster the other way. As she starts to leave town with Ridges, Proceedings take on pathos and for the Nolan's thugs. Ridges is shot. Miss Stanwyck begs that his life be savel. If he dies, the whereabouts of her hild will never be known. McCrea again performs an operation and the wounded crook talks.

Dialog is well contrived throughout and there, are enough good comedy passages to relieve the film's seamy trend and emotional pabultum. Odec

CALL IT A DAY

CALL IT A DAY

Warnes Les eleas of Cosmopolitan
production Permit and Cosmopolitan
aon: film collor, James Gibbons; camera,
aon: film collor, James Gibbons

'Call It a Day' is an example of a fine cast rowing a very thin boat. Script is so light that, for pictures, even the calibre of its playing and direction cannot save it. Film doesn't seem destined to do well as regards

business, though it can easily become

business, though it can easily become a critic's pet.

This was a Theatre Guild play of last season which did well. In the conversion to the screen action is woefully lacking. Also, while the players are excellent they are nevertheless shy on drawing power.

Frieda Inescort, the closest thing to Alice Joyce on the screen since Miss Joyce's retirement, and Ian Hunter play the spring afflicted Hiltons, Olivia DeHavlland is the lovesick daughter; Bonita Granville the lougacious school kid of the house; Anita Louise the pretty neighbor; Roland Young the romantic brother of the gabby Alice Brady, and Marcia Raiston is an on the make actress. It opens on the first day of spring with the balmy weather getting under the skins of all concerned. The husband almost becomes involved with the actrees the the control of the control o

ording was not good in spots.

Miss DeHaviland is exceptionally good as the romantic daughter, although a little too much footage is allotted her crying spells. Walter King makes the wayward artist splendid as the head of the house. Pictures can also do with more of. Miss Inescourt, who spreads a definite amount of dignity, and appearance across the screen.

So it's a case of a well made picture lacking sufficient weight to make the necessary box office impression.

Jim Hanvey, Detective

Jim Hanvey, Detective

Republic release of there 2. Lavy prodepublic release of there 2. Lavy prodepublic release of there 2. Lavy prodepublic release of the 2. Lavy prodepublic release of

TITLE CHANGES

Hollywood, May 11.

Hollywood, May 11.
Universal changed 'Channel Crossing' to 'Reported Missing'.
Columbia's 'With Kind Regards' will be released as 'It Can't Last Forever.' Studio also changed 'Professional Juror' to "The Man Behind the Law.'

THAT I MAY LIVE

20th Fox release of Sol Wurtzel pro-
Auction, Features Rochelle Hudson, Robert
William Consciment; camera, Robert
Planck. At Central, Y., dual, week
May 8, '37, Running time, 70 mins.
May 8, 37, Runting time, to onns.
Irene HowardRochelle Hudson
Churile Jack La Rue Pop Frank Conroy
Churile Event Connet
Pop Trank Contoy
Abner Jenkins Fred Kelsey
Mack George Cooper
Chief of Police De Witt Jennings
Till cons
Kurt PlivensWilliam Benedict

is cop and robber pie is sufficiently well mixed with low humor to please dualists anywhere and additionally for the property of the property

Kaiser Von Kalifornien ('The Emperor of California') (GERMAN MADE)

	of Luis Trenker pro-
duction. Stars Luis	Trenker. Directed by
Luis Trenker: music.	Dr. Giuseppe Becke.
At Casino N. Y., w	eek May 7, '37, Run-
ning time, 101 mins.	
I A Sutter	Luis Trenker
Anna	Viktoria von Ballasko
Rudolf	Werner Kunle
Pmil	Karl Zwingmann
Fran Duchalt	Elise Aulinger
Amalia	elanie Horeschovsky
	Bernhard Minetti
Ermattinger	Luis Gerold
	Paul Verhoeven
	Hans Zesch-Ballot
Seine Frau	Marcella Albani
Castro	Walter Franck
Marshall	Reginald Pasch
Harper	August Eichhorn
Chansonette	Berta Drews
Kewen	Alexander Golling
Thompson	Heinrich Marlow
	Rudolf Klein-Rogge
	Tricin Moseo

(In German, with English Titles)

(In German, with English Titles)

This is a Teutonic version of Sutter's Gold, novel written by Blaise Cendrars, which Universal produced in Hollywood about a year ago. It suffers by comparison, despite the good performance of Luis Trenker, who at one time was considered for the Sutter role by U. English titles are not Americans and the suffers of the Sutter role by U. English titles are not Americans and the suffers of the Sutter role by Lenglish titles are not Americans and the suffers of the Sutter role by the Sutter of the Sutter role by Comparison of German speaking houses—if any.

Scripters of this German film seemingly have taken smatterings of Bruno Frank's 'Der General Das Gold,' which was done as a play and opera, and the more vivid episodes of 'Sutter's Gold.' Production unit from Berlin went on location in California for the bulk of the outdoor episodes. This is self-evident in some of the desert scenes because the desert scenes because the desert scenes because the supplies of the suffer of the service of the control of the service of the service of the cameraman grabbed some cloud effects and mountian views which would surprise even most Hollywood lens experts for their effects.

Production moves along with more alacrity and suspense than usually uncovered in German cinemas. Gold rush, sequences: attain a certain amount of force. Luis Trenker furnishes a likely Sutter character, here the German merchant who pioneered to callifornia and built a colony, only old. Remainder of cast is standard Teutonic toke types. Wear.

NAVY BLUES

Repul	blic rela	ase and	produ	etlon.	A880
Purrell	itry	Dale I	CILY. I	Cattur	Trumor
Javante	·	priun	. war	ren	rrymer
eginters.	lack	Marta	At . To	Y : R	noklyn
on don	thile wo	ale a	. 7	7	unnin
Ume		er 113			rammini
Buite	inins.				
Doni			le	hard	Purcel
Dorig.				Marv	Brian
BIII			Wo	*****	Hyma
Everal				Rebut	Dittion
Chinter			· · · · Eat	vard	woods
.Holdie.	alian la			in the	Collows
Dr. Che	and an	*****		uiin 1	e army
Lance	wley	*******		Alonz	o Tarce
salaktive b.			ar	icton	Young

pointed up it might have offset some of the other lacks.
Story is that of the gusty, garvilous gob who dates up a prim in the property of the other lacks.
Story is that of the gusty, garvilous gob who dates up a prim in the property of th

OUR FIGHTING NAVY (BRITISH MADE)

	London, April 26.
erhert W	licox Production, released
through Gene	rai Film Distributors Store
H. B. Warne	r. Robert Douglas, Richard
Cromwell, D	rected by Norman Walker.
Adapted from	story by 'Bartimeus.' By
arrungements	with Navy League and
acknowledgme	nts to Guy C. Pollock and
H. ' Bishop.	At the Piaza theatre, Lon-
don, April 21,	'87. Running time, 75 mlns.
Mr. rent	
Captain Mar	
Bill Armstron	Line Richard Cromwell
Pamela Brent	
.President	Noah Beerv
Rebel Comm	
Admiral	
Jennifer	
Rebel.	

This stirring adaptation of a story by a popular naval writer hits the screen at a very opportune moment. One can hardly label it pure propaganda, except that so very few opportunities are available for witnessing the life and use of the British Navy, owing to previous rigorous bans by the powers that be. Its timeliness, therefore, coincides with the rise in income tax to pay for increased armaments, and the story shows the man in the street the need for maintaining naval strength to protect British life and property overseas. Whether it is forceful enough to interest Americans is problematical, but it should certainly be a hit in home waters.

Difficult to imagine this picture

problematical, but it should certainly be a hit in home waters.

Difficult to imagine this picture better cast. H. B. Warner plays a harassed British consul during an uprising in a supposedly South American port. Noah Beery gives a rich, unctuous performance as the amiable, childlike president who eats and drinks gluttonously and falls to the control of the control of the control of the control of the property of the control of the property of the captain of a cruiser who is sent to protect British nationals and has to handle a delicate situation with the greatest fact. Richard Cromwell plays a young lieutenant with easy grace (he is dubbed a Canadian to account for his accent), and Esme Percy suggests the quiet villainy of the native rebel without over-acting. Hazel Terry has very little to do as the love interest.

'ORA PONCIANO

('Come On Now, Ponciano) (MEXICAN MADE)

Mexico ity, May 6.
Producciones Soria, A. en P., produc-
tion. Directed by Gabriel Soria. Art
director. Jose Rodliguez; camera, Alex
Phillips; und, B. J. Krogger; original,
Jose Oritz; adaptation, Gabriel Soria, Elvira
de la More. At Cine-Teatro Alameda, Nex-
ico Gily. Running time 105 infinites. Ponciuno
Ponciano
Rosario (onsuelo brank
Ponciano (as hox)
Rosario (as girl)
Mercedes Aveaulte
Juanou Leopoldo Criin
Lolo Carlos . Lopez
Tla Muria Calvo

Spanish)

Spanish)
This pi off to a new ligh record start—it played two weeks to sock bo at the class Cine-Teatro Alameda—has much to recommend it to American audiences. Though the basic theme centers around a material was was the idol of late 19th century Mexico it is not overly bloody. Soria and Senoria de la Mora did a neat adaptation job, Camera work is very good.

Mora did a neat adaptation job.
Camera work is very good.
There are several shots of pastoral
Mexico which possess rare beauty.
Sound is adequate and the cast,
headed by Solorzano, outstanding
Mexican matador, and Consuelo
Frank, who has a rep as a stage
actress here, is exceptionally well
chosen.

Story #forde on intensiting insight

chosen. Story affords an interesting insight into the glamorous life of the late '80s and is laden with not very well-known, but nevertheless intriguing, Mexican folklore. Costuming is the McCoy and pleasing.

	Berlin, April 28.
Slegel Monon	ol release of Projectograph
Film production	Directed by E. M. Emo.
Camera. Edua	rd Hosch. At Ufa Kurfur
Running time	2 mins. Heinz Ruhmanr
Toni Mathis	Helnz Ruhmans
Tonys Uncle	Hone Mount
Blanca	
7 7 7 7 7	

Banca. Gusta Studer Carasso. (In German)

This chuckle provoker is the cinematic wallop of the season. And this despite hardly a new situation in the total footage. Even such an old wheeze as going to bed in the show-window of a furniture store is very fumny because the business is top-noted and dialog side-spillting. Directly and the store that the state of the samply gait and the etory properly it capably to its happy end.

Story revolves around Toni Mathis, a lovable, happy-go-lucky collegiate who just cent say "no." Even his being enrolled as a student of zoology is the result of not being able to deny is uncle's wish. Through the untiring efforts of Hassieng enrolled as a student of zoology is the result of not being able to deny is uncle's wish. Through the untiring efforts of Hassieng enrolled as a student of zoology is the result of not being master's head. But falling to turn up for the final exams, he is expelled and the uncle decides that matrimony is the only thing left for Toni. So he shows him a snapshot of three gais, ordering, him to choose one as nose. In one was a sunday, proposed in the control of the control

Rio Grande Romance

Victory release of Sam Katzman produc-
tion. Stars Eddle Nugent and Maxine
Doyle, Directed by Bob Hill; story, Peter
B. Kyne: screenplay, Al Martin: camera,
Bill Hyer; editor, Dan Milner, At Liberty,
Lincoln, Neb., double bill. Running time,
70 mins.
Bob Andrews
Joan Williams Maxine Doyle
Elmer Fuzzy Knight
Roso CarterLucille Lund
Jack Carter Don Alvarado
Bates Nick Stuart
Bradley George Walsh
PatriciaJoyce Kay
Sheriff
Shelby Forrest Taylor
Lampson Ennie Adams
Lewis Ed Capsidy

Lewis Bactory
Lewis Bactory
Lewis Bactory
Title will lure a lot of people in figuring it's a western, but since it's an action touch-and-go nobody ill be burt. Picture runs overlong and the state of t

THE LAST NIGHT

(RUSSIAN MADE)

1	.Amkino release, of Mosilia	r production.
	Directed by Yuri Reisman.	Scenarlo by
	E. Grahllovitch and Yuri 1	Beisman. At-
	Cameo, N. Y., week April 27.	
	time, 83 mins.	
	Zukharkin. th	Peltser
	His Wife	'wrotskaya
	Pater Zukharkin.	. Dorokhin
1	Kuzna Zakharkin	. Konsovsky
	Ilya Zukharkin	. A. Popov
	Leontlev, the father	Itybnikov
	Alexel Leontiev	. Vecheslov
	Lenn Leontlev	Okunevskava
	Michalloy	'. V. Gribkov
	Semikhatov	
	Soskin, un Officer	Kholudov
	47 P	

Warner.

Mrs. With Content Cross Mrs. With Desired Cro

and profits last. Such is The Last Night, a gun-shot filled tear-jerker of the last days of the 1917 revolution and the victory of the bolshe-viki over the White Russians. For those sympathetic to the Soviet, it's Ordy for others, if a grim business, only for others, if a constant battle, with jections here and there of human interest of the type dear to Russian directors of the present-day school, Grim pictures of poverty and human suffering, all laid directly or indirectly on the doorsteps of the capitalists, are portrayed. Besides, there's the battle scenes; the aimost complete wipe-out of the bolshevikt of the battle scenes; the aimost complete wipe-out of the bolshevikt of the battle scenes; the aimost complete wipe-out of the bolshevikt of the battle scenes; the aimost complete wipe-out of the bolshevikt of the battle scenes; the aimost complete wipe-out of the bolshevikt of the battle scenes; the aimost complete wipe-out of the bolshevikt of the battle scenes of the capitalists, are portrayed. Besides there is the scenes of the capitalists, are portrayed. The capitalists of the scenes of the capitalists, are portrayed. The scenes of the latter, it must be a scene of the scenes of the latter, it must be a scene of the scenes of the scenes

OKAY FOR SOUND (BRITISH MADE)

(BRITISH MADE)
London, April 30,
Gainsborough Pictuve, released in United
Kingdom through General Film Distributors: Stars the Crasy dang, Nevo and
Knox, Flanagan and Allen, Naughton and
Knox, Flanagan and Allen, Naughton and
the London Palladium stages show. Convention,
Jack Cox. At the Phoenix theatreman, Jack Cox. At the Phoenix theatreland April 22, '87, Running time, 18,

London, April 22, '8	7. Running time, 8
mins. Goldberger	
Goldberger	
Secretary	Enia Stamp-Taylo
Pageboy	Granam Mont
Guggenheimer	Meinnart Mut
John Rigby	H. F. Marto
All-in-Wrestlers	Louis Pergante
distribution of the	Nervo and Knox
Studio Disorganizers.	Maughton and Gol

studio Disorganizers. Pinningan and Alion Practically a photographed version of the Crazy Show staged successfully at the Palladium recently. The six comics are let loose in a studio, where they are mistaken for rich city men. They are really down-and-out men and the second of the control o

raises pienty of laughs.
There are clever dance interludes
by Lucienne and Ashour, Three
Little Words, the Robinis, Sherman
Fisher Girls, and all too brief graceful twirls by Patricia Bowman, Production is slick,

LEET HANDED LAW

TEL I-HANDED LAW
Universal production and release. Star
Buck Jones. Features Noel Francis. Di
rected by Lesley Sclander, Story by Charles M. Martin; camera, Allen Thompson, Wil-
M. Martin; camera, Allen Thompson, Wil-
37. dual, Running time, 62 mins.
Alamo Bowle
Alamo Bowie Buck Jones Betty Golden Noel Francis
One-Shot Brady Matty Fair Som Logan George Regar
Sam Logan George Regar
Tom Willis Robert Fruxier
Toni Willis Robert Frazie

Workmanlike edition of typical Buck Jones western. He-man action, cattle rustling, stagecoach holduns, bronco busting, pursuits, with Buck's faithful six-shooter doing its stuff and One-Shot Brady, the demon bad man, biting the dust in the last reel. Hot stuff for the urchins.

man, biting the dust in the last reel. Hot stuff for the urchins.

No adult could take Buck Jones seriously. But he's right up the juve, alley. He never missed a shot in his life, rides unbroken ponies without batting a sombrero, has a proper disk-dain for the gals, never cusses, drinks, or touches John Barkycorn, and he's not even inti idade by a Buck Jones script.

"Lott Handed Law is a worthy issue of the scries. Action is the word and there's plenty of it. Film scarcely bothers with such trifles as logic or continuity and love interest is kept at a minimum. But Buck's trusty shootin iron wings at least one critter every couple of minutes. Story is stereotype. Buck is per sudded to lake charge the enchanted.

Story is stereotype. Buck is per sudded to lake charge the enchanted. Story is stereotype. Buck is per sudded to lake charge the enchanted. Shory is more than the fadeout but not much danger probably. Good old Buck will weather the storm, irection and photography are up to requirements. Jones and the

irection and photography are up to requirements. Jones and the other principals play with sufficient emphasis for youngest spectator in the house to recognize the villain at first glance. Just right for westerns Hobe.

MARTHE RICHARD

(FRENCH MADE)

	Paris, April 28.
	Paris Film release of H. H. Hakim pro-
	duction. Features Edwigo Feuillere, Erio
	von Stroheim. Directed by Itas mond.
	Bernard, . asle, Arthur Honneger, At
	Marignan and a urivaox, Paris, week April
	18, '37. Running time, 85 mins,
	Murthe Richard Edwige Fcuillere
	Von Ludow Crie von Stroheim
	Von FalkenJenn Unliand
	Maia-Hari Delia Col Commandant Remont Murcel Andre
ı.	Commandant Remont Marcel Andre
н	Un Agent Francick
ľ	Lo Tenancier Dallo
	Andre Perdinand Bercher

(In French)

Another of those spy pies which have had a great deal of success it his country lately:

Includes a great many old shots this country lately:

Includes a great many old shots the country lately:

Includes a great many old shots the country lately:

Includes a great many old shots the country lately:

Includes a great many old shots the country lately:

Includes a great many old shots the country lately:

Includes a great many old shots the country lately:

Includes a great many old shots when you have lately lately

Rad Bizom a Felesegem

('Look After My Wife') (HUNGARIAN MADE)

Budapest, April 23.

Budapest, April 23.

Budapest, April 23.

made at Hunn is Studio, Budapest. Book and direction: Junes Vaszary. Cast: Mittel Effectly! Anti-Druct, Julia, Komar, Sanidor Pethes, Ander Musy, Tivathar Billiesy, Mikelos Hajmasey, Piroska Vaszary.

Brdely! Antal Pager Julia Komar, Sanior Julia Homes, Milke Jos Halmaner, Hroska Vesser, (In Hungarian)

Sometime in the dim future Vaszary may direct a really funny pieture, but this isn't it. Every effort is made to produce pure farce, but long drawn-out slapstick scenes and relicrated smashings of furniture and content of the state of the

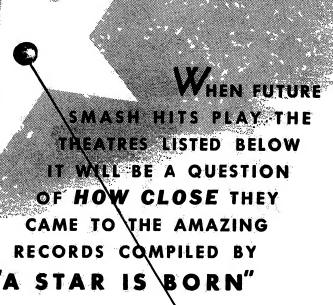
231/2 HOURS LEAVE

23½ HOURS LEAVE

Grant Mational release of Douglies Maccan attended to the control of the cont

Highly amusing training camp yarn which will attract the action group, as well as the fast growing Jimmy Ellison fandom which patronizes the B houses. It's the first war background story in a long time most of its action works and provide most of its action is kept as close home as possible—even to the screant wooling the general's daughter. "23½ Hours Leave is from the Mary Roberts Rinchart Salevenost yarn and is a production under guidance of the former silent screen comic, Douglas MacLean.

Jimmy Ellison, fresh from (Continued on page 28)



HELD OVER 3rd RECORD WEEK RADIO CITY MUSIC HALL! ... Held Over United Artists and Wilshire Theatres, Los Angeles; Penn Theatre, Pittsburgh; State Theatre, New Orleans; Capitol Theatre, Springfield; Warner Theatre, Worcester; Worth Theatre, Ft. Worth; Ohio Theatre, Columbus; Vendome Theatre, Nashville!

HELD OVER 3rd WEEK UNITED ARTISTS

THEATRE, SAN FRANCISCO (and still going strong) ... Held Over State Theatre, Providence; Stanley Theatre, Utica; Loew's Theatre, Rochester; College Theatre, New Haven; Palace Theatre, Bridgeport; Long Beach Theatre, Long Beach, Calif.; Arlington Theatre, Santa Barbara; Palace Theatre, Hartford!

HELD OVER INDEFINITELY ALDINE THEATRE,

PHILADELPHIA! . . Held Over Capitol Theatre, Wilkes-Barre; Strand Theatre, Scranton; Apollo Theatre, Atlantic City; United Artists Theatre, Chicago; Denver Theatre, Denver; Paramount Theatre, Salt Lake City; Palace Theatre, Montreal, Loew's Theatre, Toronto; Orpheum Theatre, San Diego; State Theatre, Cleveland !

> --- AND SPACE LIMITS US AS HUNDREDS OF ADDITIONAL HOLDOVERS ARE ANNOUNCED ALL OVER THE COUNTRY!



SELZNICK INTERNATIONAL presents

JANET GAYNOR * FREDRIC MARCH

with ADOLPHE MENJOU . MAY ROBSON ANDY DEVINE . LIONEL STANDER Produced by DAVID O. SELZNICK Directed by William A. Wellman . Released thru United Artists

The First Modern Picture in TECHNICOLOR

Coronation and Welcome for New Gov. MOLLY PICON QUITTING Bring Truce in Aussie's Quota Tangle

Sydney, April 20. Flag of truce is showing on the quota headache Government too busy right now welcoming a new governor and arranging Coronation celebrations to worry much about

governor and artanging elebrations to worry much about quotas.

Sir Hugh Denison, chairman of Directors National Prods, and the big boss of Associated Newspapers, stated during the week that he was sending Fred Daniells to England and America to probe the overseas' market regarding Australian pix on the strength of the Americans stating they were willing to assist local production to become established Daniells, who is connected with National, will also handle the distribution abroad of that unit's production, "The Flying Doctor.' Americans said they would distribute for the locals, but would definitely not produce pix this territory.

Deep huddles are taking place a

Lawrence Pic Veloz and Yolanda, American dancers, open June 7 at the Adelphi as specialty act in Charles Cochran's revue, Home and Beauty' Pair are also being sought for doubling engagement by two niteries, Dorchester House and Ciro's Club. LAWRENCE PIC

London, May 2.

'Revolt in the Desert, chronicle of Lawrence of Arabia, announced for production by Korda a couple of years back and since passed over to Bob Kane's New World (20th-Fox),

is off.

Rumors are that the picture has
been taken off all production schedules following hints from government circles that it would not be
viewed with favor, though this is
denied at the studios.

Tremendous amount of work had
ready been put into the preliminaries, with Zoltan Korda having
even taken a crew to Arabia for genuine backgrounds. When Korda took
it over. Harold Schuster was enit over, Harold Schuster was en-trusted with direction, Jimmy Wong Howe assigned to the camera, and the unit was set to go on location when the final ukase came through

PARIS EXPO MAY NOT BE READY BY MAY 25

BE READY BY MAY 2.

Scheduled to take place on May 1 with a big Labor Day demonstration, the Cabinet has just decided that the official opening of the International (Exposition will take place May 24 and will open to the public May 25. And why it has been delayed, why many of the buildings won't be open even on the late opening date, has been the subject of hot discussion and a bitter press campaign here which has been growing in intensity for the last month.

The best answer to it all is that the promoters did not give themselves time to really do the job right when work was first started. Barring no accidents, labor troubles and the fooding of the Seine early this spring, it is show could have opened May 1, but atimost everything which could stand in the way of progress presented itself at one time or another to netard construction and completion of plans.

Labor troubles stepped in first, and the sto actually what will be ready by May 25. Some place the figure is high as around 90%, but a visit to the grounds themselves show this to be excessive. More conservative stimates state that only 100 of the 300 pavilions which will make up the entire expo will be fully completed by that date. But it is a certainty that visitors coming to Paris date to detailly what will be ready by May 25. Some place the figure is high as around 90%, but a visit to be excessive. More conservative stimates state that only 100 of the 300 pavilions which will make up the entire expo will be fully completed by that date. But it is a certainty that visitors coming to Paris date of the promise of keeping open for six menths, closing date now being set as November 25 in the propose of the region of keeping open for six menths, closing date now being set as November 25 intention of the promise of keeping open for six menths, closing date now being set as November 25 intention of the promise of the conditions have been made as the promise of the figure of the promise of the figure as the promise of the figure of the promise of the promise of

BULOFF TO POLAND FOR YIDDISH FILM

Joseph Green has signed Joseph Buloff, Hymie Jacobson and Miriam Kressyn (Mrs. Jacobson) for a new Yiddish film, 'The Jester,' to be produced in Poland. Will be the pic debut for all three. They expect to sail for Poland late this week. Others of the cast will be recruited abroad.

Green previously produced a Molly Picon film, 'Yiddle with His Fiddle.' Buloff was a click in his only two English stage appearances early this season, both flops.

Veloz-Yolanda Going Into Cochran's Revue

London, May 11.

All-Femme Legit Co.

Rome, May 1.

Among the various plans for formation of summer companies, one which seems most likely to go into effect is a company called 'Femi', composed entirely of women.

Would put on de Stefani's 'Dopo Divorzieremo' ('After We Are Divorced'); Robert Milton's 'Fascino' ('Fascination,)', and 'Carcere Senz Inferriate' ('Prison Without Prison-ers'), by Gina Krauss and T. B. Forster. Mesdames Solbelli, Gheraldi, Garella, rignone, De Micheli and Banfi would be among the cast.

'MARIE' AUSSIE SMASH

'Plainsman' Also ig Down Under 'Lloyds' Slips

Sydney, April

Metro's Rose Marie' (MG) goes quickly into the smash class and is socko-socko on all sessions. It broke record on first week by topping every other Metro pic to play here.

Outside of 'Mari,' next best pic is. Par's The Plainsman,' Trade is slipping somewhat for 'Lloyds' (20th), and 'Charge of Light Brigade' (WB) comes off after moderate run. 'It Isn't Done' (Cinesound) sixth week, is being boosted for extra playing time, but must soon quit. 'Sally of the Regiment' (G-B) and 'Soft Lights and Sweet Music' (G-B) may run into something over short stanza. Universals' Show Boat' is still oke and trying for year's run. 'My Man Godfrey' (U) has done well and should stay a week or so longer. Weekly changers are 'Woman-Wise' (20th). 'Penrod and Sam' (WB), and 'Murder with Pjetures' (Par). 'Winterset' (RKO) swings into third week and staying. New ones coming 'Beloved Enemy' (UA) Million' (20th).

CAPETOWN FOR PARIS

Capetown, April 28.
Molly icon, her husband, Jacob
Kalich and pianist Abe Ellstein sail
May 7 for England, then proceed to

Pans, Expected to return to America later. Have just completed successful vaude engagements here, in Johannesburg and other South African towns.

NEW ANZAC PIC UNIT BEING **ORGANIZED**

Melbourne, April 20.

New production unit is making a bid to break into the local field in a big way. At present, unit is in process of organization under A. R. Harwood and Neville Burns. Will have title of New World Films, Ltd. Unit will probably try for production in Victoria and New South Wales if present plans mature. Reported that capital is all lined up to allow for an early start. A. R. Harwood made some mi some time ago.

Officials connected ith World Films, Ltd., are at present in Sydney looking for a studio site and players. May tie with one of the regular studios for production purposes on (Conti 53)

2 NEW LONDON PLAYS—2 FLOPS

London, May 11.
imple Sarah' opened at the Garrick (4). It has an unimaginative plot,
partially redeemed by some clever
pointed lines, but still unlikely.
"New School for Scandal' at the
Embassy the same night looks destined for same plight. Unlikely that
it will reach West End because of
its age and colloquialisms. Paraphrases Sheridan's classic with addition of modern clothes and does have
some brilliant wittieisms.

Hayakawa Scored

riayakawa Scored

Tokyo, April 20.

Sessue Hayakawa, more or less idolized by Jap pix fans, is being openly criticized here because of continued connection with making of French pic, 'Yoshiwara,' which is deelared uncomplimentary to Japanese.

Industry also feels that Hayakawa will suffer further criticism and loss of b.o. draw here if he appears in contemplated French spy film, which allegedly contains scenes with racial discrimi

West End Legit, Pic Biz in Slumps, **But London Niteries Doing Okay**

2 AMERICAN EXHIBS DROWN IN MEXICO

Mexico City, May 11.

Two American exhibitors of Cludad Juarez, across from El Paso, Jacob Ellenay and Ray Holloway, were drowned last week when their skiff eapsized during a squall while they were fishing on the great El Elefante dam about 60 miles south of Juarez. The men, managers of rival theatres, were on a vacation.

Tragedy was discovered when dam attendants found the Americans' upturned boat.

China Okays 2 Banned U. S. Films After Confab

Shanghai, May 3.

Usually. stringent Chinese censorship has been relaxed in the cases
of two recent American pi Ban on
Theodora Goes Wild' and 'After the
Thin Man' by authorities was finally
eased through conferences between
Board of Film Trade (China) and
Manking officials.

Presence of Sol Wurtzel (20thFox), J. H. Seidelman (Col) and Joe
Hummel (WB), is thought to have
been instrumental in getting the pix
okayed. Recent appointment of Shao
Li-tze as supervizing executive post
on censor body is also thought to
have had effect. Shao is considered
extremely broadmirded.

Objection to the two films is
understood to have been on the
grounds, of Chinese menials in the
cast.

Ban on 'Swing High, Swing Low' (Par) has been lifted by the gov-ernmental authorities in the Republic of Panama

Understanding in New York is that the film was banned originally merely on advance reports. When officials actually looked at a print, they permitted its ing.

Panaman Govt. Urged To Lower Film Fees

Atl. interested picture companies are preparing figures to present to the government of the Republic of Panama to show that U. S. distributors can't afford to pay the new \$10 per reel fee recently set up. These statistics, which will include comparisons with what other nations are charging, are expected to prove to Panama officials that the latest high fee is prohibitive.

ranama dinicials that the latest night fee is prohibitive. In the meantime, American dis-tributing companies are not shipping, any new pietures into the country because the limited number of thea-tres there fails to justify such an outlay of coin.

British Film Trade Confabs See Hope in Compromise for Reciprocity Demands

London, May lowing eold by turns, joint trade conversations between distributors, exhibitors and produ-

distributors, exhibitors and producers: have reached a presarious turn, with hopes of success turning on whether a compromise can be reached whereby producer demands for reciprocity the American market will be satisfied.

Producers' Group of the Federation of British Industries is standing insistent the other parties must admit the matter to their talks asprice of its participation in seeking a basis of common trade agreement. Exhibs and distribs contend the plea is irrelevant, purpose of the discussions being to establish a permanent rade committee with powers to handle and pass all domestic problems.

Hectie sessions have taken place during the week with meetings split into subsidiary get-togethers of dif-ferent interests. On general prin-ciples of trading practice, Cine interests. On general prin-of trading practice, Cine (Continued on page 53)

U. S. Pix in South Africa

Capetown,
Percentage of American pi
rently showi is running high in
South Africa,
In Capetown: 'Ex-Mrs. radford'
(RKO) at the Alhambra; 'Camile',
(MG) at the Jana; 'Farmer Talkes,
a Wife' (20th) at the New Grand;
'Design for Living' (Par) at the
Adelphi; 'Marietta' (MG) at the
Royal; 'Searlet Empress' (Par) at
the Ritz Bio-Cafe.
Johannesburg has 'Ballots or ullets' (WB) at the Colisseu 'Ibbetson' (Par) at the Palladium'
(Coronado' (Par) at the Palladium'
(Coronado' (Par) at the Bisandard;
'East of Java'. (U) at the Plaza; "Dihonor Bright' (MG) at the Bijou,
and 'Song and Dance Man' (20th) at
Prince's when the Playa of the

and 'Song and Panel's.

Prince's.

In Durban, the Playhouse is screening 'Secret Interlude,' 'Hell-ship Morgan' (Col) is at the Criterion, 'Thin Man' (MG) at King's, and 'Redheads on Parade' (20th) is showing at the Cameo.

London, May 11. Approximately a dozen West End

shows are operating under others waveri

ess biz ups considerably after the Coronation ceremony, there will be lenty of closings.

Big film attractions, usually kept on ice for summer months, but re-leased for the Coronation, are doing an appalling business. Only enter-tainment phase doing well is the nitery field, which is cleaning up. Peculiar twist the nitery fes-

ntery field, which is cleaning up. Peculiar twist the nitrry festivity is the arrival of guests in court attire. Those attending state functions in regalia retain same trappings for their nocturnal gayety. furnishing impromptu treat for iting rubbernecks.

Last minute advices report inces-sant downpour. Inclement weather is forcing gazers into amusement palaces to brighten matters finan-

IRISH FAVOR **FILM QUOTA**

Dubli , May 2. Prominent interests in the

Free State think the film quota is a good idea, and are following up news from the U.K. of legislation being extended a further 10 years by

pressing for similar laws. pressing for similar laws.

President Eamon de Valera has consented to hear a deputation representing universities, judges, churches, teachers, nationalisti leagues and exhibitors, which has already submitted a memorandum urging legislation in the LF.S.

He's had to put the date back a bit, because of more pressing business, but says he will see them just the same.

the same.

Spasmodic efforts continue to be made towards launching Irish production, but sponsors of all enterprises so far announced have been too little known to rate taki

Mahoney, Evie Hayes, Griffin, in England 3 Yrs., Now Must Scram

London, May 11.

Will Mahoney, Evie Hayes and Joe Griffin, all American acts, have been advised by the Labor Ministry not to accept further work here after their eurrent four-week engagement

eurrent four-week engagement the letoria Palace in Kurt Robtschek's vaude revue, 'Wonderful World.'
Mi istry never gives explanations for such acti , but it's understood the reason in this case is that the acts have been in England for three years, considered too long a time, Mahoney has been out of the show si last week's opening (3) because of illness.

Larry Adler Topping Vallee's London Gross

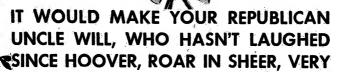
, May 11.

Openi Hyams

ma May 10 acclaimed thing in years by the management.

thing in years by the management.
Other local vaude opening is that of Larry Adler with his own it at the Holborn. Adler's first trip into the West End, after months in the provinces, is bettering that of Rudy Vallee's gross of last week.
Openings of Maurice and Cor and Rudy Vallee here were successful.
Dance tcam preemed at the Dorchester hotel, where they were immediately a hit. Vallee's bow at Ciro's also splendidly received.

WASHINGTON GOES WILD OVER THAT WILD, WILD "WOMAN"!



SHEER GLEE!... Now we know why they advertised this film as the second "It Happened One Night."

But don't let 'em fool you; it's better! —F. B. G.,

Washington Herald

"Woman Chases Man" comes along to jar the republic's liver with untameable mirth... It is roughhouse, slapstick and funny! —J.C., Washington Evening Star

Will be ranked as one of the top-notch entertainments of the year. Miriam Hopkins makes the picture the most uproarious and riotous since "Mr. Deeds Goes to Town"!

—E. C. Washington News

Gay, uproarious farce...gaily and zestfully done... thoroughly delightful!

— J. W. B., Washington Times

And so does Syracuse!

One of the merriest things I've seen in many a moon!

— Helen Tait Walker, Syracuse Post-Standard

Yes, chase yourself to Loew's for a laugh this week, because one scene, if no more, is worth the price of admission!

—R. T. B., Syracuse Journal



Samuel Goldinga PRESENTS

WOMAN CHASES MAN

MIRIAM HOPKINS JOEL MCCREA

CHARLES WINNINGER • ERIK RHODES

ELLA LOGAN • LEONA MARICLE • BRODERICK CRAWFORD Directed by John Blystone Released thru United Artists

y, May 12, 1937		PICT	URES		VARIE	TY	17
FIL	M BO	OK	ING	CHAR	Γ		
information of theatre and film exch	ange bookers. VARIETY	presents a Y and the	complete char running time o	rt of feature releases of all th f prints are included.)		iting con	panies for
TITLE		-i, ii					WHEN REVIEWED BY VARIET
LET'S GET MARRIED 23% HOURS' LEAVE	E. Riski D. McLean	Col GN	Com-Dr Comedy	Denny-Lupino J. Ellison	A. E. Green J. G. Blystone		4/14 /12
WAIKIKI WEDDING QUALITY STREET TRAIL OF VENGEANCE	A. Hornblow P. Berman	Par RKO	Musical Rom-Dr	Crosby-Raye-B, Burns Hepburn-Tone	F. Tuttle G. Stevens S. Newfield		/24 /31 /14
SEVENTH HEAVEN WE HAVE OUR MOMENTS KING AND CHORUS GIRL	R Griffith	20th U WB	Rom-Dr Rom-Com Musical	Simone-Stewart Dunn-Eliers	H. King A. L. Werker	100 66 95	
MOTOR MADNESS	The state of the s	Col Col	Com-Dr Melodrama	D. Wilson-C. Quigley Bancroft-Venable	D. R. Lederman	61 66	5/5 4/14
GIRL LOVES BOY	H. Wilcox B. Zeidman E. Finney	GN.	Rom-Com Western	Nagei-Tracy E. Linden-C. Parker Tex Ritter	D. Mansfield R. N. Bradbury		5/5
MAN WHO FOUND HIMSELF LIGHTNING CRANDALL	A. W. Hackel	RKO Rep	Drama Western	eal-P. Huston-J. Fontaine	L. Landers S. Newfield		4/14
HISTORY IS MADE AT NIGHT WHEN LOVE IS YOUNG MEN IN EXILE	W. Wanger R. Presnell	UA	Rom-Con Rom-Com	Boyer-Arthur V. Bruce-K. Taylor D. Purceli- Travis	F. Borzage H. Mohr		4/7 3/31 4/21 5/5
TWO GUN LAW THE GOLD RACKET	Col Condor	Col GN	Melodrama Western	Charles Starrett C. Nagei-E. Hunt	L. Barsha	er e	
GIRL FROM SCOTLAND YARD TOO MANY WIVES SOLDIER AND LADY	P. Berman	RKO RKO	Rom-Com	Shirley-J. Morley A. Walbrook-E. Allen	R. Vignola B. Holmes G. Nichols		4/28 4/14
JIM HANVEY, DETECTIVE FIFTY ROADS TO TOWN MARKED WOMAN	A. E. Levoy R. Griffith WB	Rep 20th WB	Mystery Com-Dr Melodrama	Kibbee-T. Brown Ameche-Sothern Davis-H. Bogart	P. Rosen N. Taurog L. Bacon		5/12 /14
TWO WHO DARED MAN IN THE MIRROR	E. Frenke J. Hagen	GN GN MGM	Drama Comedy Rom-Com	Sten-Wilcoxon E. E. Horton-G. Tobin	E. Frenke M. Elvey	4 1 2	10/26/36
WAY OUT WEST	H. Roach H. Sherm	MGM Par	Comedy Western	Laurei-Hardy Wiiilam Boyd	J. Horne N. Watt		5/5 5/12
GUNS IN THE DARK NAVY BLUES	R. Sisk A. W. Hackel B. Kelly	RKO Rep	Western Western	P. Foster-J. Muir J. M. Brown C. Purceil-W. Hyme:	C. Cabanne S. Newfield R. Staub		5/5 5/12
STEP LIVELY, JEEVES	J. Stone E. Grainger WB	20th U WB	Comedy Drama Comedy	Treacher-Eilis J. Barrett-J. Howard-N. Gray M. McGuire-T. Brown	L. King		4/7
CALL IT A DAY	M. Connolly	Col	Drama	C. Morris-H. Mack-Carrillo	D. R. Lederman	68	5/12 3/3
SILENT BARRIERS	GB	Col . GB	Com-Dr Drama	E. G. Robinson-L. Deste R. Arien-L. Palmer	M. Gering M. Rosner		4/28 3/31
GOOD OLD SOAK	H. Stromber H. Roach	MGM MGM	Drama Comedy	W. Beery-J. Beecher P. Keily-R. Armstrong	R. Thorpe G. Meins	67	4/28
WOMAN I LOVE GUN SMOKE RANCH	A. Lewis S. Siegel	Ren	Rom-Dr Western		A. Litvak J. Kane G. Meins		4/21
WAKE UP AND LIVE ELEPHANT BOY	K. MacGowan	20th UA	Musical Outdoor	Winchell-Bernie-Faye-Haley	S. Lanfield		4/28 4/7 3/31 4/21
NIGHT KEY MOUNTAIN JUSTICE	R. Presnell WB	WB	Mystery Melodrama				4/21
KING SOLOMON'S MINES JUGGERNAUT	GB J. Hagen	GB	Spectacle Melodrama	Boris Karloff	R. Stevenson H. Edwards		· a / a
MAKE WAY FOR TOMORROW	L. McCarey M. Cohen	Par RKO	Comedy	V. Moore-P. Hall O. Steven-H. Mack Gene. Auto-Armida	L. McCarey L. Landers		5/5 5/12
THAT I MAY LIVE	L. Landau S. Wurtzel D. Selznick	20th 20th	Rom-Com Rom-Dr	G. Stuart-M. Whalen B. Hudson-Robert Kent Gaynor-March	E. Forde Allan Dwan		5/12 4/28
KNIGHT WITHOUT ARMOR CALIFORNIA STRAIGHT AHEAD	A. Korda T. Carr WB	UA U WB	Rom-Dr. Action Drama	Dietrich-Donat J. Wayne-L. Latimer P. O'Brlen-H. Fonda	A. Lubin R. Enright		-/
MELODY FOR TWO	WB R. Cohn	Col		J. Melton-P. Eilis P. Keliy-J. Weils	Louis King D. R. Lederman	()	~~~~~
GUN LORDS OF STIRRUP BASIN	P. Berman A. W. Hackel	RKO Rep	Musical Western	Astaire-Rogers Bobby Steele	M. Sandrich S. Newfield	101	5/12
CAFE METROPOLE IT HAPPENED OUT WEST WOMAN CHASES MAN	S. Lesser S. Goldwyn	20th UA	Western Comedy	P. Kelly-J. Allen-J. Arthur Hopkins-McCrea	H. Bretherton John Blystone	.70	5/5
PRINCE AND PAUPER	WB	WB	Rom-Dr. Com-Dr	E. Fiynn-Mauch Twins J. Dunn-P. Eilis	W. Keighley	113	/12
NON-STOP NEW YORK FOREVER YOURS	GB lberto Giacalone J. J. Cohn	GN MGM	Musical Melodrama	Beniamino Gigli M. Evans-H. Danieli	tanley Irving G. Sietz		
TURN OFF THE MOON	Cliff Reid B. Kelly	REP.	Com-Dr.	W. Brennan-M. Brian	R. Rosson	71.	
DAVID HARUM (REISSUE)	S. Wurtzel	20th 20th	Mystery	J. Darweli-S. Rumann	J Tinling		20.01
LOVE FROM A STRANGER CHEROKEE STRIP DRAEGERMAN COURAGE	B. Foy	WB WB	Western Rom-Coi	D. Foran-J. Bryan J. Muir-B. MacLane	Noel Smith Louis King	P4,	4/21
- THE TO PRIVING	Col	Col GN	Meller Western	R. Dix-J. Perry Tex Ritter	H. Lachman R. N. Bradbur	ليستفرف	
NIGHT OF MYSTERY	L. Weingarten Par W. Sistrom	Par RKO	Musical Comedy	R. Karns-H. Burgess Raymond-A. Sothern-B. Holme	E. A. Dupont		
COME ON, COWBOYS	Sol Siegel J. Stone E. M. Asher	U	Mystery Rom-Dr	W. Oiand-K. de Mille	B. Hum'stone		
LEAGUE OF FRIGHTENED MEN	E. Chodorov	Col	Drama	I. Hervey-W. Connolly J. Matthews-B. Mackay	Al: Sonnie	eritaria .	
GANGWAY EMPEROR'S CANDLESTICKS HOLLYWOOD COWBOY	J. Consi ine G. A. Hirliman	RKO	Rom-Dr Western	Poweil-Rainer O'Brien-C. Parker Scott	G. Fitz W. Ruggles		
I MET HIM IN PARIS THIS IS MY AFFAIR UNDER THE RED ROBE	K. MacGowan R. T. Kane M. Schach	20th 20th	Musical	R. Taylor-B. Stanwyck- C. Veidt- Massey Bergner-R. Massey	W. A. Seiter V. Seastrom Paul Czinner		
DREAM LIPS THE MAN IN BLUE KID GALLAHAD	K. Glasmon WB	WB	Melodrama Drama	Wilcox-N. Grey Robinson-B. Davis	M. Carruth M. Curtiz	105	
RECKLESS RANGER BANK ALARM	Col Condor J. Stahl	Coi GN MG	Western Melodrama Rom-Dr	Conrad Nagei C. Gable-Myrna Loy	Louis Gasnier John Stahl		
HOTEL HAYWIRE MISSUS AMERICA	Par Al Lewis	Par RKO UA	Comedy Rom-Dr	H. Broderick-V. Moore	Joseph Santley Raoul Walsh		
ANGEL'S HOLIDAY	A, W. Hackel J. Stone Sol Lesser	Rep 20th 20th	Western Dram Western	J. Withers-Robert Kent ichard Arien-Ricardo Cortez	James Tinling		
WHEN THIEF MEETS THIEF THE WILDCATTER CASE OF STUTTERING BISHO	Geo, Owen	WB	Drama Mystery	S. Colton-J. Rogers D. Woods-Ann Dvorak	W. Clemens	نفستسي	
	TITLE LET'S GET MARRIED 23% HOURS' LEAVE MANTIME WAIKIKI WEDDING QUALITY STREET TRAIL OF VENGEANCE SEVENTH HEAVEN WE HAVE OUR MOMENTS RING AND CIDORUS GIRL MOTOR MADNESS. BACKETEERS IN EXILE BACKSTAGE GIRL LOVES BOY HITTIN' THE TRAIL. SONG OF THE CITY MAN WHO FOUND HIMSELY LIGHTNING CRANDALL HISTORY IS MADE AT MIGHT WHEN LOVE IS YOUNG MEN IN EXILE TWO GUN LAW THE GOLD RACKET GIRL FROM SCOTLAND YARD TOO MANY WIVES SOLDIER YNDRACH FIFTY ROADS TO TOWN MARKED WOMAN TWO WHO DARED MAN IN THE MERROR ROMEO AND JULIET HILLS OF OLD WING INTERNER SALE LIET THEM LIVE THAT MAN'S HERE AGAIN CALL IT A DAY I FROMISE TO PAY SPEED TO GYARE THUNDER IN CITY SILENT BARRIERS KILLERS OF THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF GAMBLERS WOMAN I LOVE GUN SMOKE RANCH HIT FARADE WAKE UP AND LIVE ELETHEM LIVE THAT MAN'S HERE AGAIN CALL IT A DAY I FROMISE TO PAY SPEED TO GABRE KILLERS OF THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF GAMBLERS WOMAN I LOVE GUN SMOKE RANCH HIT FARADE WAKE UP AND LIVE ELEFHAND ON THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF GAMBLERS WOMAN I LOVE GUN SMOKE RANCH HIT FARADE WAKE UP AND LIVE ELEFHAND ON THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF GAMBLERS WOMAN I LOVE ELEFHAND ON THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF GAMBLERS WOMAN I LOVE ELEFHAND ON THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF GAMBLERS WOMAN I LOVE THE FARADE WAKE UP AND LIVE ELEFHAND ON THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF GAMBLERS WOMAN I LOVE THE FARADE WAKE UP AND LIVE ELEFHAND ON THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF GAMBLERS WOMAN I LOVE THAT HAND LIVE ELEFHAND ON THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF GAMBLERS WOMAN I LOVE THE FARADE WAKE UP AND LIVE ELEFHAND ON THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF CAPPY RICH MITTONIC AND THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF CAPPY RICH MITTONIC AND THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF CAPPY RICH MITTONIC AND THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF CAPPY RICH MITTONIC AND THE SEA GOOD OLD SOAK NOBODY'S BABY KING OF CAPPY RICH MITTONIC AND THE SEA GOOD OLD S	FILM BO Aformation of theatre and film exchange bookers, Variety quarterly period. Date of the reviews as given in Variety corrections as given in Variety corrections. Signature of the reviews as given in Variety corrections. Signature in Vari	FILLM BOOK Apparently period. Date of the exchange bookers, Variety presents and the control of the previews as given in Variety and the COFXEIGHT, 1937, VARIETY PRESENTS AND APPARENTS AND APPARENT	FILM BOOKING FILM BOOKING Apparatory period. Date of the reviews as given in VARIETY person to acquarterly period. Date of the reviews as given in VARIETY and the running time of the reviews as given in VARIETY and the running time of the reviews as given in VARIETY. ALL I CONTROLLED TO THE REVIEW AND T	FILM BOOK ING CHAR! FILM BOOK SING CHAR! Against and theater and film exchange bookers, VARIETY persons a complete chart of feature releases of all the granted prints are included.) TYTES TYTES TYTES TYTES ALL RIGHTS ALL RIGHTS ALL RIGHTS ALL RIGHTS TYTE CATE MARKIND 123, ROUND HAVE LAVE D. Bellens AND D. Bellens A. Bellens TALL OF VARIOTIC MARKIND TALL OF VARIO	FILM BOOKING CHART spenation of theorie and film exchange booker, Vanter present a complete chart of feature relocate of all the American distributions of the reviews at given in Nature and the remains there of print are included.) The complete chart of the reviews at given in Nature and the remains there of print are included.) The complete chart of the reviews at given in Nature and the remains there of print are included.) The complete chart of the reviews at given in Nature and the remains the complete chart of the reviews at the review at the revi	FILM BOOKING CHART spenster of the receiving to bookers, Valuery primits a complete chart of feature release of all the described distributing company primits and the spenster chart of feature release of all the described distributing company primits and the spenster chart of feature release of all the described distributing company primits and the spenster chart of the

who read and saw Erich Remarqués
"ALL QUIET on the WESTERN FRONT"
now await its mighty successor

THE NEW UNIVERSAL'S

A JAMES WHALE PRODUCTION

Screen Play by R. C. Sherriff and Charles Kenyon

Edmund Grainger, Associate Producer

CHARLES R. ROGERS Executive Producer

Advance Production Chart

Despite the strike situation, major studio production is being carried on with even keel, 45 pictures being before the cameras. During last two weeks 14 films have been previewed and readied for release. Total of 89 pictures are being edited. Survey shows that 97 stories are in the various stages of preparation. During the past two weeks 20 pictures have gone before the lenses.

Grand National led with three starting. Samuel Goldwin started the control of the control

e the lenses.

Ind National led with three starting. Samuel Goldwyn started 'Hurri- tr and 'Dead End' at United Artists. Others starting pictures were: 2

Columbia, two; Monogram, two; Metro, two; mount, two; RKO-Radi, one; Republic, '20th-Fox, 'Universal, one, nd Warners, two.

Pictures previewed included: Metro, two; Paramount, 'RKO-Radio, three; 20th-Fox, two: United Artists, niversal, two, and Warners, three.

Greatest production activity is centered at Paramount, where nine films are in work: Other studios show in work: Columbia, four; Grand National, three; Monogram, two; Metro, 'RKO-Radio, four; Republic, two; 20th-Fox, three; ited Artists, four; niversal, two, and Warners,

Columbia

Four in work, 14 editing, 10 preparing. In work:

ONCE A HERO, reported VARIETY April 7, and THE MAN BEHIND
THE LIAW, reported as "PROFESSIONAL JUROR, April 28. Started:

FLASHING SKATES, produced by Irving Briskin, directed by D. Ross
Lederman, original Jay Benton Cheney, screenplay Fred Niblo, Jr., Grace
Neville. Cast: Charles Quigley, Rita Hayworth, J. Farrell MacDonald,
John Gallaudet, Max Hoffman, Jr., Ward Bond, Paul Fix, Arthur Loft,
Harry Strange, Dick Curtis.

Story describes the inner workings of professional hockey. One member of a team is murdered by gangsters attempting to muscle in on the league. A brother of the dead player comes down from his Canadian home and poses as another man in order to obtain a position on the team. He falls in love with the coach's daughter and learns that her father has become indebted to gangsters unwittingly. Remainder of the yarn has the daughter saving her father from disrepute and the boy turning up the murderer of his brother,

BLACK TORRENT, produced by Larry Darmour, directed by Ernest B. Schoëdsack, original by Ralph Graves, screenplay by Charles Francis Royal, Cast, Jack Holt, Mae Clarke, James Bush, Harold Huber, Ray Walker.

Story concerns two rival oil companies attention.

Walker.

Story concerns two rival oil companies attempting to obtain franchises in China. Bandits are aiding one of the outits when Jack Holt arrives to take over oil properties for his company. Mae Clarke, dumb in the ways of oil, attempts to aid him, but proves herself a nuisance. They eventually fall in love and wind up the yarn by obtaining the franchise for Holt's firm. Oil well ares and numerous fights are interspersed throughout the

story.

Readied to start: 'PARK AVENUE DAME.'

Grand National

Three in work, six editing, nine preparing. Started: 'SWEETHEART OF THE NAVY,' produced by B. F. Zeidman, directed by Duncan Mansfield, ori inal by Garrett Graham and Jay Strauss; screenplay, Carroll Graham. Cast: Eric Linden, Cecilla Parker, Roger Imhof, Bernadene Hayes, Jason Robards, Cully Richards, Don Barclay, Art Miles, Edward Waller, John T. Murray, Henry Roquemore, Etta McDaniel, Benny Burt, Fred Murray, Vance Carroll, Reed Howes.

Fred Murray, Vance Carroll, Reed Howes.

Story tells of the struggle of Cecilia Parker, proprietress of a San Diego cabaret, to stall off her creditors while she makes sufficient profit off the U. S. feet to keep going. Situation is enlivened by a prize fight between Champ Robards and young Eric Linden, in low with Cecilia. Linden wins enough to pay off the cabaret's debts, then goes to Annapolis, happily planning to marry Cecilia as soon as he gets his commission.

*RIDERS OF THE ROCKIES, produced by Edward Finney, directed by R. N. Bradbury, or in alb y Lindsley Parsons, screenplay by Lindsley Parsons and Robert Emmett. Cast: Tex Ritter, Louise Stanley, Charles King, Snub Pollard, Horace Murphy, Earl Dwire, Heeber Snow, Yakima Canutt.

Story is laid along the Rio Grande, where Texas Rangers. Tex Ritter.

King, Snub Pollard, Horace Murphy, Earl Dwire, Heeber Snow, Yakima Canutt.

Story is laid along the Rio Grande, where Texas Rangers, Tex Ritter, Snub Pollard and Horace Murphy, framed by a gang of, cattle rustlers, desert across the border to obtain evidence of their innocence. Rustler leaders, Charles, King and Earl Dwire, capturing Pollard and Murphy, hold them as hostages when Ritter brings the Mexican Rurales and Secret Agent Louise Stanley to the rescue. Prisoners escape opportunely, assist in the capture of the rustlers and return triumphantly with Ritter and Miss Stanley to the ranger post.

THE SHADOW, produced by Max and Arthur Alexander, directed by Lynn Shores, original and screenplay by Al Martin. Cast: Rod LaRocque, Lynn Anders, Norman Ainsley, Walter McGrail, James Blakely, Kenneth Harlan, Muriel Gold, Myron Marsh, Cy Kendail, James Morton, John Carnavale, Ray Johnson, Harry Harvey, John St. Polis, Wilson Benge, John Wilson, John Ellott, Eddy Kay, Blackie Whiteford, John Kasier, Albar Moberts, John Bagle, Jack Buchanan, Jack Ingram.

Albar Moberts, John Bagle, Jack Buchanan, Jack Ingram.

Rod La Roscribes the successful maneuvers of The Shadow, super sleuth Rod La Rose protecting Lynn Anneuvers of The Shadow, super sleuth Rod La Rose protecting Lynn Anneuvers of The Shadow, super sleuth Rod La Rose protecting Lynn Anneuvers of The Shadow, super sleuth for the Shadow of the Shadow

RANGE OF THE STATES PLIGHT, 'SOMETHING TO SING ABOUT,' (GRAND CANYON, 'FACE THE FACTS,' (GORGEOUS,' 'KING OF THE SIERRAS,' 'HONOLULU HONEYMOON,' MAYBE IT'S LOVE,' 'FRONTIER TOWN.

Metro

Six In work, five editing, 16 preparing. In work: 'BROADWAY MELODY OF-1937.' reported 'Vaniery March 3: 'MADAME WALEWSKA', reported March 19: 'TOPPER,' reported March 24: 'FIREFLY,' reported April 28. Started: 'SARATOGA', produced by Bernard Hyman, directed by Jack Conway, original and screenplay by Anita Loos and Rôbert Hopkins. Cast: Clark Gable, Jean Harlow, Lionel Barrymore. Una Merkel, Cliff Edwards, John Eldredge, Jonathan Hale, Frankie Darro.

Story concerns Jean Harlow, beautiful and spoiled, who has been sent to England by her father, the owner of a great Eastern breeding farm. Thinking of her dad, Harlow puts in a Jelephone call from England and talks, to Clark Gable, business associate of her father and a bookie and taking to Clark Gable, business associate of her father and a bookie and taking to Clark Gable, business associate of her father and a bookie and taking to Clark Gable, business associate of her father and a bookie and taking to the control of the father and the control of the father of

cadied to start: ONCE THERE WAS A LADY

Monogram

Two in work, two edibling, 10 preparing. Started:

"BLAZING BARBIERS, produced by Ken Goldsmith, directed by Abrey Scott, ori intal sed ecreenpley by Edwin C. Parsons. Cast Frank Coghlan, Jr., Florine McKinney, Edward Arnold, Jr., Irene Franklin, Guy Bates Post, Herbert Corthell, Milbiurn Stone, Addison Randall.

Story shows Coghlan and Arnold as hoodlums joi ing the CCC in order to evade police authorities. Leader of the CCC outfit is slain by an eccentric crank and blame is put on Coghlan, who beats it to the nearby hills to hide out. Florine McKinney, sheri 's daughter, warns Coghlan that deputies are on the way to arrest him, but Coghlan is shot by the saves McKinney, but Arnold is killed. Fade shows the crank as the murderer.

saves McKinney, but Arnold is killed. Fade snows the chain as an includerer.

THE THIRTEENTH MAN? produced by Lon Young, directed by William Nigh, original and screenplay by John Krafft. Cast: Inez Courtney and Weldon Heyburn.

Stary describes the murder of Weldon Heyburn just as he announces to the stary of the same of the same

Paramount

Nine in work, 13 editing, 10 preparing. In work: 'ANGEL,' reported Vantery March 31; 'LAST TRAIN FROM MADRID,' reported April 24; 'EXCLUSIVE,' EASY LIVING,' 'ARTISTS AND MODELS,' WILD MONEY,' reported April 28. Started:

"LET'S TALK OF, LOVE,' produced by B. P. Schulberg, directed by Charles Vidor, original by James Edward Grant, screenplay by George Bruce and Frank Partos. Cast: Ann Doorak, John Trent, Harry Beresford, Guinn Williams.

Story describes the lives of society jewel thieves and romantic denouements. Train the proper of the comparently inebrited young man, strikes up a hotel microscopic decirates plan a diamond snatch, and she plans to use him as a tool. He aids them to escape with the gems, but snapping out of his pretended stupor, holds them up and drives away. Later he finds Dovakhas switched purses and that he doesn't have the gems. Dvorak warns him via phone that male confeds are out to slay him, and she rushes to Trent's apartment just as the thieves arrive. A riot follows and all are the scene of the robbery for the washup.

"DOUBLE OR NOTHING, produced by Benjamin Glazer, directed by Theodore Reed, no writing credits. Cast: Bing Crosby, Martha Raye, Andy Devine, Marty Carlisle, William Frawley, Benny Baker, Sam Hinds.

Story depicts Crosby, Raye, Devine and Frawley receiving \$5,000 each in an eccentric millioniar's will. They're told to double the coin in 30 days and receive the entire fortune. The quartet pool their resources and alaents, with Hinds, one of the eccentric's in-laws, baffling them at every agal, and Raye is jailed. Crosby leases a nitery and filips Carlisle. Crosby will croon songs writen by returned way. PLEASE, 'STRANGER THAN FICTION,' THE BARKER,' WHAT HO,' BONANZA,' 'GOOD-NIGHT LADIES,' 'EBB TIDE,' BULLDOG DRUMMOND.'

RKO-Radio

Four in work, 11 editing, 19 preparing. In work: 'NEW FACES OF 1937,' reported Variery, April 7; 'VIVACIOUS LADY' and 'EASY GOING,' reported April 28. Started: 'SUPER SLEUTH,' produced by Edward Small, directed by Ben Stoloff, original by Harry Segal, no screenplay credits. Cast: Jack Oakie, Ann Sothern, Edwardo Ciannelli, Bradley Page, Edgar Kennedy, Paul Guilloyle, Joan Woodbury, Alan Bruce, Willie Best, Story describes a series of murders in Hollywood with prominent pic-

PRODUCTION TABLE

(This table shows number of features promised to be delivered exhibitors by the major distributing organizations, and the independent producers contributing product to their producing organiza-tions for the 1936-37 season.)

Producers and contributing companies. COLUMBIA Larry Darmour. GRAND NATIONAL. METRO. Hai Roach. MONOGRAM. PARAMOUNT B. Schulberg. Emanuel Cohen. Harry Sherman. Frank Lloyd.	Numbe of pix romise: 50 8 44 48 42 48 8 8 8 6 1	Number r now com- d. pieted. 21	Pix. now in the cuttin	Balance to be placed before g the s. camera	in prop-
RKO RADIO					
David Loew					
Sol Lesser					1.
REPUBLIC					8
A. W. Hackel					2
20TH CENTURY-FOX					10
Soi Lesser					1.
UNITED ARTISTS:					
Samuel Goldwyn					
Walt.r Wanger					
Selznick E. Berger					
Criterion					
Korda London					
UNIVERSAL		34		9 over	8
Buck Jones		6		lover	- 1
WARNERS		59	3	18 over	8
(e)	588	333	98	138 33 over	106

PAR PLOTTING LABOR DEP'T FOR CHAIN

With its chain of theatres facin labor troubles this summer, together with all other houses against which organizing rives are planned, Para-

with all other houses against which organizing rives are planned, Paramount is considering establishment of a labor department at the home office. It has had no such department since bankruptcy, although the other ins all have labor executives speci dealing. With unions.

Départment would on behalf of the Par home office, over the theatres it directly controls has well as for the many Par partners. Company is undecided on whom to place in charge. Harry Sher former union executive, who for several years was in control of all labor matters for Publix when the Par theatres were known by that name, is reported the most likely candidate for the post, under Y. Frank Freeman, Par and atre leaving Publi, prior After leaving Publi, prior

rrank Freeman, Par and.

After leaving Publi, prior
bankruptcy, Sherman became president of Local 306, N. Y. Operators,
Resigning from that union, he was
for about two years in the South
Dakota territory operating for Par.
He has been unattached for the past
six months.
Par chai is more than twice the
size of any of the other majors. At
Warner Bross Frank Phelps is in
RKO Major L. E. Thompson is the
labor executive and in Loew's it is
C. Moskowitz. Charles Skouras
attends to labor questions for FoxWest Coast and other Skouras
operations.

MG Speeding 'Dress'

Metro plans immediate production of 'Wedding Dress,' co-starring Rob-ert Montgomery and Rosalind Rus-sell, ith Harry Rapt producing, Bob Benchley draws the top comedy role

role.

Pic will be made from by Grace Carlyle and Marion sonnet's screenplay.

Thos. Dixon Named Clerk of No. Car. Supreme Court Charlotte, N. C., May 11.

Charlotte, N. C., May 11.
Thomas Dixon, author of one of
the early picture money-makers,
Birth of a Nation, and various
novels, plays and pictures, has been
named clerk of the Eastern North
Carolina district of United tates
Supreme Sourt.
Says he will continue to work on
plays and pictures too. He is now
finishing dramatizations of The
Southerner and The Man in Gray,*
two of his most successful novels.

two of his most successful novels.

Off to Singapore

Clyde P. Elliott, Paramount car eraman; Wiffed Deming, ant, and Colin Tapley, actor, to sail for Singapore May 20 with a camera crew to film scenes for o-loo.

MISS MANSON AT MAJOR

Hollywood, May II. Frances Manson has taken over the story editor berth for Major rods. She as formerly at Columbi

G-B Unit Quits S. Africa

Gaumont- sailed for England, completed shoot of local 'King Solomon's Wives.' Connoching and business manager, will stay over for a few weeks to clean up.

Hughes In Aussie Pic
Hollywood, May 11.
Lioyd Hughes is en roule to Sydney, Australia, for the male lead in
Fuggers and Lovers, Cinesound
Prod. pic, with the relativity industry as locale.
Ken Hall directs.

They're Writing the History of 1937-38!

Watch the press-room at the Waldorf-Astoria, N.Y: for the tip-off on the big news of the new year! These reporters know a good story when they get one—and they're getting the greatest movie headlines of their lives right now at

Warner Bros.
Sales
Convention
May 10th to 13th



ROOM FOR SHOWMANSHIP

U. S. Army Posts Contribute \$600,000 Annually to Distribs For Pix; Leery of Local Exhibs

Annual distrib income from rental of pix for showing in U. S. Army posts amounts to around \$600,000. Total of 77 theatres are operated by U. S. Army Motion Picture service. Estimated they give approximately 24,000 performances a year, most of them being lighted 365 days. While rental of feature pix varies anywhere from \$7 to \$35 a night, it's figured average program, including feature and two shorts, runs about \$25.

\$25.

Films for soldiers, unlike U. S.
Navy pix showings, are self-supporting proposition. Generally army theatres brack even, but in few exceptions where they show profit, money is used for athletic equipment or recreational facilities. Admish for service men is 20c. cash or by coupon, books of 10 tickets reduced to \$1.40. Soldiers may buy cript admissions on credit, coin being charged against their pay. Figured it's only credit admish system in U. S. films.

Army theatres can't legally bar

tem in U. S. films.

Army theatres can't legally bar civilians from attending shows, but to avoid squawks from nearby exhibs (as well as to keep army houses for soldiers), scale for civilians is set at same figure charged in neighboring communities. Absolute nix on civilian use of army admish coupons. Soldier admish coupons are theoretically non-transferable, but rule is not enforced except to curb theft or the scrip being used for gambling. Despite price tilt to civilians, it's reported that commercial exhibs periodically howl about army theatre competish, but usually it's poohpoohed.

Current Releases

Current Releases

Pix shown in army houses are always of current release. Leery of commercial exhib shrieks, army never seeks pre or early release films. On other hand, it can't run behind nearby commercial theatres. Usually two run about concurrently. Programs are usually in three units. If feature is of extraordinary length, however, only one short is included. Change of bill nightly in majority of theatres prevents army from being choosy about pix it takes from distribs. But weakies are always supported by strong shorts as much as possible.

Problem of censorship is non-

as possible.

Problem of censorship is nonexistent in army pix. Theatres being on government property, state
laws haven't jurisdiction. Any censorship duties would lie with commander of the post, but no cases of
military scissoring are on record.
All kinds of pix go for soldiers, but
service stories (unless they contain
too much service hoke) are faves.

Since the War.

Since the War

Since the War

U. S. Army Motion Picture Service came into being soon after World War. Matter of government regulations regarding army purchases soon arose, law requiring pix to be bought by contract via bids. That method was obviously unworkable, and now pix are handled by Acting Adjutant General E. T. Conjey. Officer in charge is Major William E. Bergin. Civilian director is Raymond B. Murray. Branch exchanges are located in New York washington, St. Louis, Seattle and Dallas, each booking pix for army posts in its territory. Thomas H. Martell, head of the New York exhange, arranges deals with distributed in the control of the other exchange heads are former theatre men.

Each post theatre is under the subsched

Each post theatre is under the su-pervision of post commander, with recreation officer as house manager and various non-commissioned of-ficers and privates serving as oper-ators, ushers, ticket men, etc. Men get extra pay for work and, it's re-ported, take particular pride in duties. Claimed projectionists in particular much more fussy about equip-ment and condition of films than many commercial theatre operators. Each exchange services equipment Each post theatre is under the su-

Each exchange services equipment in its territory, main service depart-ment being located in St. Louis. Ex-

Beaver Bored

Hollywood, May 11. Hollywood, May II.
Paul Muni, announced as pencilled in to do 'Old Jules' next, is bored with playing bearded leads and wants to come out in the open for a change. Actor has just finished 'Life of Emile Zola' which, like his 'Louis-. Pasteur' and 'Woman I Love,' was played behind a muff.

Weary of the beaver routine.

behind a muff.

Weary of the beaver routine,
he has asked to play General
Goethals in 'Panama Canal.'
General merely had a soup-

GN SALES MEET ON PROD. ANNI

Hollywood, May 11. Grand National's sales convention, May 16 to 19, at the Ambassador Hotel also marks GN's first anniver-

May 16 to 19, at the Ambassador Hotel also marks GN's first anniversary in production. Around 60 sales representatives and 20 studio exceutives will attend.

New York delegation will be headed by Treasurer Timothy Murphy, Comptroller W. J. Neary and General Counsel Ann Rosenthal, who will be accompanied by about 20 others. Prexy Edward L. Alperson and Edward Peskay, vice-president in charge of distribution, are already on the Coast.

Alperson will announce the production line-up for the 1937-38 season. He is now readying deals for signature with producers, writers, directors and players.

Grand National reached its production peak of the current season last week with two pictures brought in, two in work and another pair starting.

Love Takes Flight' rolled last Thursday (13), with Conrad Nagel directing for Condor-GN. It's Nagel's bow as a director. Bruce Cabot is featured. The Californian, with Ricardo Cortez, started Tuesday (4), Gus Meins directing for 20th-Fox release.

Sympathy, But —

London, May 2. Judgment has been given against Frances Day in favor of her agents with costs for \$2,900 commission on her engagement with Gaumont-Brit-ish.

Miss Day walked out of her con-tract with G-B and had to pay dam-ages for breach of contract. Cour-said he felt sympathy for her—but.

change and service personnel totals about 45 persons for whole country.

Sunday, the Top B.O.

Booking schedules for army houses figure Sunday as big day for grosses.

Super-specials are always skedded that day. Monday is light, weakles being spotted. Tuesday is up a bit. Wednesday eases off. Thursday, Friday and Saturday build, latter two being 'family' days, when sweethearts are present on visits and when officers drag along fraus and moppets.

when officers drag along traus and moppets.

Booking offices setting pix schedules figure on about 50 big films a year. Plan about 60 to 70 above average shows, around 150 average, and in neighborhood of 100 fair or poor.

and in neighborhood poor.

While necessity of making expenses keeps army pix managers and bookers o.o.-ing the b.o., they're not quite so jittery as commercial film exhibs. Have never used duals and after brief experiment with banko and dishes, they've gone back to straight pix.

VETERAN EXHIBS NOW REITERATE

Despite the Formula Chair Methods, Managers Can Exercise Initiative --- It's Being Advocated to Encourage This by Proper Salary Standards to Deserving Showmen

SOME WRONG IDEAS

A retreat from press book show-manship, elevation of managers' sal-aries on basis of merit or results shown, and-development of individ-ual house' managerial policy accord-ing to pairon taste and locality, was suggested this; week by veteran ex-hibitors as a possible answer to com-plaints that circuits today are oper-ated on a too highly mechanized scale. Same exhibs thought this would considerably reduce patron squawks over what they term lack of even ordinary courtesy or atten-tion from chain-operated theatres. Under the present system of cir-

tion from chain-operated theatres.
Under the present system of circuit operation managers must take what pictures are handed them excepting in isolated instances. Since the exhibitor cannot comply with requests for specific pictures, more rigid regulations on theatre operators duties and compliance with patron requests is likely to result in an automatic increase in showmanship. If this can be accompanied with a general readjustment of salary structure on a strictly merit system basis, veteran showmen further contend that there undoubtedly will be some return to individual house operation policy even with circuits.

Policy of booking certain features

ther contend that their unduductury will be some return to individual house operation policy even with circuits.

Policy of booking certain features solid for an entire circuit in New York and other cities, or for a major portion of the chain, keeps house managers from exerting much influence in selection of product. However, some means of instilling interest of the house representative in the main picture to the extent of displaying inordinate enthusiasm would help build patronage, according to vet exhibitors.

Even the Lowly House Organ
One form of publicizing or showmanship which is almost entirely overlooked by major circuits is the house organ containing lists of coming attractions and purportedly designed to gain helpful suggestions, they contend. As now operated in some instances, circuit theatres make it difficult, rather than easy, to have one's name placed on the mailing list. One patron recently reported the experience of being told to write a letter to the theatre in order to obtain this theatre booklet, supposedly available for the asking, because he had phoned the box office. He promptly forgot the theatre, his interest in pictures and the entire circuit because of this impertinence. Claimed that it was just another instance of wholesale methods employed in circuit operations, and neglect of intimate details. Potential screen patron figured that if he spent his own money and evidenced that much interest in what the theatre had no view, the least the management could do was to instantly put his name on the mailing list. Overlooking of the personal wants of potential customers is a matter of routine with circuit managers, theatregoers aver. A recent check made by one patron revealed only one or two house operators. in an area extending for 40 blocks through the heart of Manhattan, actively displayed any interest in the customer's likes or dislikes. In many instances it was a difficult matter even to locate the manager.

BLYSTONE ON 'MADAME'

Hollywood, May 11.

Jesse L. Lasky has assigned John
G. Blystone to direct 'Music for
Madame,' Nino Martini starrer. Pic is for Radio release.

Clearance Muddle Has Chicago Trade in Dither; May Mean Late Start on Sale of New Product

What Is That Last?

Hollywood, May 11. Edgar Rice Burroughs, pappy of Tarzan, binds Sol Lesser to three inviolable rules in the

"Tarzan' pics.

Tarz must not be killed, maimed or held up to ri icule.

E. M. Loew Chain **Soaked \$3,000 on Cycling Charge**

Holding that shorts come within the intention of the U.S. copyright laws, the Federal District Court, in Boston, last week, assessed damages of \$3,000, inclusive of attorneys' fees, against the Hutchinson Amusement Co. (E. M. Loew) of Portland, Maine, against which Vitaphone and Vitagraph, Warner subsids, brought suit charging violation of copyright on charges of 'bicycling'.

Court assessed \$250 per short damages on eight of 'Broadway Brevittes' series which were involved. laws, the Federal District Court, in

volved.

V and V charged that eight shorts V and V charged that eight shorts had been exhibited without author-ization at the New Portland theatre, although purchased and booked for the Casco theatre only. By its ver-dict the court takes a healthy slap at 'bicycling.'

at 'bicycling.'

Court held that this unauthorized exhibition constituted an infringement of the plaintiffs' copyright. Complaints by V and V against other defendants, E. M. Loew's Theatres, Inc., Elias M. Loew and the Casco Amusement Corp., were dismissed.

E. M. Loew's Theatres, Inc., is the holding company for Hutchinson Amusement and Casco Amusement and Elias M. Loew is president and treasurer of all firms involved.

Default judgments were awarded Default judgments were awarded in U. S. District Court, N. Y., Monday (10) to 20th-Fox, RKO Distributing Corp. and the Van Beuren Corp. against Amusements Parkway, Inc., Isador Liebman and Edward Spiegel, operators of the Parkway theatre, for exhibiting films without permission. In each action the defendants were ordered to pay \$250 for each showing.

Twentieth had complained the de-

Twentieth had complained the defendants showed 'Under Your Spell' at the Parkway from Jan. 17 to Jan. 19.

RKO-Van Beuren plaint was that the shorts 'Molly Moo Cow,' 'Robin-son Crusoe' and 'Bugles from Blue Grass' were shown without permis-sion Dec. 27-29.

Rowland's Flag-Wavers

Hollywood, May 11.

Hollywood, May 11.

Richard Rowland is making tests in a search for two male leads for his projected series of four 'Stars and Stripes Service' pix for Grand National.

Tentative title of the first is 'Kelly and Stone in the Marines.'

Musical to be produced by Harlan Thompson for Paramount will carry the tag 'College Swing.'

Chicago, May 11. Coming selling season will see the orst protection and clearance squabble in many years here, ac-cording to present indications. Having lain dormant for many seasons, the clearance question has suddenly loomed on the horizon as an it portant film item again.

Clearance problem has been getting steadily worse, and the seriousness of the situation was recognized by the Chlcago Film Board of Trade, which last week held a meeting to which last week held a meeting to discuss the matter. While the dis-tributor members of the Board will make no decision in the protection matter, the exchanges dld talk over the situation.

the situation.

Likelihood of court action is belng considered in several instances
if the ever-growing, protection
wrangles aren't ironed out across
a conference table; and it's generally admitted along Chicago's film
row that the coming selling season
will be in the nature of a business
carthquake unless these problems
are smoothed out first.

Indie Growls

Independent theatre owners are growling that the circuits have steadily increased their protection and clearance throughout the territory, and that it's up to the exchanges to give the smaller houses a new deal. In the past the price of admission governed almost completely the protection setup, but increasing pressure in the past couple of years forced a number of houses to play farther down on the release line than they desired, even in instances where they were ready to slap on an admission charge which would be commensurate with their week-of-release.

Most recent squabble is occurring

week-of-release.

Most recent squabble is occurring in the north side Evanston suburb, where the Stadlum, owned by Leo Solomon, can get only Paramount, Metro, United Artists and indie product in the first week of release; while the other pictures can be had only in the second week of release due to protection claimed by the Balaban & Katz Valencia. Solomon has retained attorney I. B. Perlman to negotiate some treaty on this. this.

this.

On the south side, the indie Radio theatre is playing in the seventh week of release, but would like to be in the second, with clearance being held at the seven-week mark due to demands made by the Schoenstadt circuit. On the north side the Essaness Biograph is holding protection over the Balaban & Katz Covent on pictures which have previously played at the B. & K. has been in considerable of a dither about this situation, but hasn't been about this situation, but hasn't been able to do anything about it yet.

Fears

Fears

These are just a few of the instances which have the local film row worried, and unless it's smoothed out shortly it's generally fluured by both exchanges and exhibitors that the coming film buyring-and-selling season will be held up far beyond its normal length, due to the fact that an increasing number of exhibs are threatening a sit-down strike on product purchase until the exchanges and major houses agree to a satisfactory revision.

Thempson on 'Swing'

Thempson on 'Swing'

Hollywood, May 11.

Musical to be produced by Harlan hompson for Paramount will carry to tag 'College' Swings'.

An 'all-star' 2ast will 'stard the pic.



TOPPING THEIR GRAND "LOVE IS NEWS" RECORDS WITH "CAFE METROPOLE"

Everywhere Tyrone and Loretta are being cheered as the new king and queen of romance...while "Cafe Metropole" scores boxoffice triumphs over "Love Is News" in Richmond (day-and-date), Springfield (III.), Buffalo, Detroit, Milwaukee! And it's just starting, folks!

And now look at these

WHO FIRE

holdovers

4th WEEK in CHICAGO
3rd WEEK in NEW YORK
3rd WEEK in INDIANAPOLIS
3rd WEEK in SAN FRANCISCO
3rd WEEK in PHILADELPHIA
3rd WEEK in SEATTLE

—and more 2nd week holdovers than we have space to list!



Advance Production Chart

(Continued from page 19)

(Continued from page 19)
ture stars as the victims. Police are groping in the dark when a film star, noted for his characterizations of a successful sleuth, gets a note from the celebrity killer that he's next on the list. He's friendly with a professor who owns a crime doesn't pay exhibit at a beach resort. Gal head of a studio publicity department is in love with the picture star and when she discovers that the professor is the celebrity killer she frames the star into jail for protection. However, the professor bails him out and takes him to the beach resort. Everything is eventually washed up when she calls out the gendarmes.

Readied to start: 'WINDJAMMER,' JUNIOR G-MAN,' 'HOUSE IN THE GOUNTRY,' 'MAKE A WISH,' MUSIC FOR MADAME,' and 'TAKE THE HEIR.'

Republic

Two in work, 14 editing, eight preparing. Started:

MEET THE BOY FRIEND, produced by Colbert Clark, directed by Ralph Staub, original by Robert Arthur, screenjale by Bradford Ropes, Cast: David Carlyle, Carol Hughes, Andrew Tombes, Pert Kelton, Warren Hymer, Gyll Andre, Oscar and Elmer, Jonathan Hale, Cy Kendall, Mary Story tells of Carlyle, former truck driver, becoming America's leading ether crooner. His sponsor, Tombes, in order to retain the singer, sends Andre, his sweetheart, to Hollywood and lands her a pic contract and at the same time insures the singer against getting married. Hughes, niece of the insurance company head, makes a play for Carlyle in order to prevent his marriage, but falls in love with him. He discovers the plot and decides to marry Andre just as the insurance company fakes a kidnaping of Miss Hughes. Carlyle finds her but the snatch turns out to be the real thing. They are being held in a nitrey, and in an effort to escape, they are married over the air as a part of the entertainment. Police effect a rescue. Sponsor hears the duo singing over the air and decides two will have more appeal than one, so he calls off the payment of the insurance policy.

Tools in the state of the state of the payment of the insurance policy.

YOBELIN' KID FROM PINE RIDGE, produced by Armand Schaefer, directed by Joe Kane, original by Jack Natteford, screenplay by Natteford, Stuart and Dorrell McGowan. Cast: Gene Autry, Smiley Burnette, Betty Bronson, Leroy Mason, Charles Middleton, Russell Simpson, Tennessee Ramblers, Jack Dougherty, Guy Wilkerson, Frankie Marvin, Henry Hall, Snowflake.

Story shows Autry as the son of a cattle rancher in the turpentine forest country of Georgia. Middleton, his father, and others believe their cattle are being rustled by the lowly turpentiners. Dougherty and Mason are the rustlers, Gene reveals, and in a fight is disouned and forced to leave the country. Autry returns years later from a wild west tour. Betty Bronson, daughter of a turpentiner, aids Autry in rounding up the rustlers, but when he goes to see his father he learns he has been murdered. He sets out to find the murderer and walks into the home of a slain suspect just as the sheriff arrives. Autry escapes jail and rounds up his former wild west troupe to aid in wiping out the gang of rustlers.

Readied to start: "RANGE DEFENDERS."

20th Century-Fox

Three in work, six editing, 10 preparing. In work: 'YOU CAN'T HAVE EVERTHING' and 'THE CALIFORNIAN,' reported VARIETY April 28. Started:

"BORN RECKLESS,' produced by Milton Feld, directed by Mal St. Clair, original by Jack Andrews, no other writing credits. Cast: Rochelle Hudson, Brian Donlevy, Barton MacLane, Robert Kenf, Pauline Moore, Chiek Chandler, Harry Carey.

Story characterizes Brian Donlevy as a daredevil race driver winning a fat stake at the Indianapolis Speedway and then losing it in a hoss race, He drops off a freight, penniless, into a taxt cab war. He sees a driver knocked unconscious and drives the cab to the garage and gets a job. He tries out an armored taxi, wrecking everything in sight, and meets up with the racketeers. He witnesses a crash in which one of the racketeer's attos kills his pal. He takes the case into court against threats made by the racketeer, but surprises everyone by refusing to identify the killer. He then swings over to the rival outfit. He obtains names, information, etc., and in a frameup reveals that he has been defined to the police and consequently everything is woold. Y. ALI BABBA GOES TO TAN, 'JEAN,' THE JONES FAMILY.' 'MR. MOTO,' THINICE,' ROYAL BRISTOL HOTEL,' 'CHICAGO,' and 'DANGER, LOVE AT WORK.'

United Artists

Four in work, one editing, eight preparing. In work:

"VOGUES OF 1938," reported Variery March 24, and "STELLA DALLAS,"
reported April 7. Started:

"IURRICANE," produced by Samuel Goldwyn, directed by John Ford,
original by James Norman Hall and Charles Nordhoff, screenplay by Dudley Nichols, Cast: Jon Hall, Dorothy Lamour, Jerome Cowan, C. Aubrey
Smith, Raymond Massey, Barbaran Lamour, Jerome Cowan, C. Aubrey
Smith, Raymond Massey, Barbaran Lamour, Jerome Cowan, C. Aubrey
Smith, Raymond Massey, Barbaran Lamour, Jerome Cowan, C. Aubrey
Smith, Raymond hassey in the Countrymen and is living peaceably as a
rate on the service of the countrymen and is living peaceably as a
rate on the service of the countrymen and is living peaceably as a
rate on the service of the countrymen and is living peaceably as a
rate on the service of the countrymen and the jaw. Blow eventually
causes his death, and the white governor, anxious to set an example, jails
the lad. Latter recently was married and escapes confinement and returns
to his bride. He is found and returned to fail but escapes repeatedly, until his sontence reaches around 50 years. Finally, in desperation, he kills
a guard and goes back to his bride. Just as gendarmes are closing in on
them a hurricane wipes out everything on the island with the exception
of the couple.

"DEAD END, produced by Samuel Goldwyn, directed by William Wyler,"

a guaro and goes but to the state of the stand with the exception of the couple.

of the couple of t

Universal

Two in work, five editing, eight preparing. In work: "LOVE IN A BUNGALOW," reported VARIETY April 13, Started:
"WEST BOUND LIMITED," produced by Henry MacRae and Ben Koenig, directed by Ford Beebe, sereenplay by Beebe and M. Geraghty. Cast: Lyle Tallot, Polly Rowles, Henry Brandon, Frank Reicher, Henry Hunter, William Royle, Tom Steele, Charles Murphy, Monte Vandegrift, J. P. McGowen.

Story shows Lyle. Talbot, station agent, fighting off a bandit attempting to steal a mining company's payroll. In the struggle the semaphore signals are changed giving the limited a clear track. Train roars past and crashes into a freight, killing many persons. Talbot is unable to clear himself of

Incorporations

NEW YORK

NEW YORK

Albany.

Parkhill-Broadway Copp. New York:
theatrical bushess; conj.
bahars, no par value, Incorporators:
Gertrude Schorr, 2007 £574 atreel, Brocklyn: Mirlam Teltchlaum, 164 West 19th
street, New York City; Lilyan Manilla,
street, New York City; Lilyan Manilla,
tollar and the street, broad to the
Olive Lenton Stradios, Inc., Mannictan:
theatrical bushess; capital stock, 200
shares, no par value, Incorporators:
Sally Wagman, Perdiland F. Caputo,
James R. Murphy, all of 1 Cedar arrest,
Wallace-Raymond Corp. New York:
theatrical goods; capital stock, 200
shares, no par value. Wallace J. Katz,
theatrical goods; capital stock, 200
shares, no par value.

Wallace-Raymond Corp., New York; the theatrical goods; capital stock; 200 shares, no par value. Wallace J. Katz, 311 West 4tth atreet, New York City; and York City; Raymond Dunor; West 4tth atreet, New York City; Raymond Dunor; West 4tth atreet, New York City; Ise Carnival, Inc., Manhattan; winter sports promotion; capital stock, 100 shares, no par value. Incorporators; Julius Kirelik, Annette Wesserman, Par York City, New York City, New

New York City.

Sherman Amusement Corp., Manhattan; theatrical business; capital stock, 200 shares, no par value. Incorporators: Matie Hammerstein, Molile Siegfried, Helen Steinberg, all of 1540 Broadway, New York City.

ew York City.

Allied Sports Club, Inc., Manhattan; romotion of athletic exhibitions, etc.; point stock, 100 shares, mp par values, point stock, and par values, and par values, and part of the part

City: Frederick Cauchoia, 133 West 58th street, New York City.
Whitree Picture Corp., Manhattan; motion picture, films, ctc); capilla slock, 100 in picture, films, ctc); capilla slock, 100 in picture, films, ctc); capilla corp. Lew White, 565 Pitth avenue, New York City; Harel E. Reeves, 100 Brandway, New York City; Bernard L. Miller, 565 Pitth avenue, New York City; Bernard L. Miller, 565 Pitth avenue, New York City, Serial Stock, 250 shares, 1410 par value, Incorporatora, Charles F. Keller, Jr., 521 27nd Oviatit, and Harry Bloom, both of 250 Basts (37nd street, New York City.
Lavjac Anusement Corp., Kings: theatried business; capital slock, 10 shares, Gorschanson, Milton Stern, Rabert Moralia (220 West 42nd street, New York City.

Today's Stars Are Tomorrow's Extras, Says Lefty, Recalling White Rats Strike

By Joe Laurie, Jr.

Dear Joe:

Well, I finished my picture in five days and they say I'm pretty good in the rushes. Now if the guy in the culting room don't let me stay in there with, him when he sends out the picture, I may get a break. I haven't heard anything more about any work; for that matter, very few people have, on account, of every-body is excited about the strike. All the big guys walk around with mysterious looks on their pans; you know one of them looks like a kid has when he knows somethin'. In a way I'm glad I'm not workin' right now because it don't put me on a spot with the studios. You know you gotta work with all those actors the rest of your life. Didn't Aggie and me walk during the White Rats' strike? That was no fun throwing down a 40-week route which took us a long time to get back.

Met a guy who tells me about a

which took us a long time to get back.

Met a guy who tells me about a new wrinkle the hotels out here have got for guys that don't pay their room rent. They don't plug your lock, they just take out a window from your room; when you're a few weeks behind you have no windows, and when you pay something on account, they put a window back at a time.

See in the papers where Tony

artical business: capital stock. 10 shorts for par value. Incorporators: Esher Gerskenson, Milton Stern, Robert Ross, Colly.

Imperator Pictures Corp., Manhattan Colly.

Imperator Hendell, Manhattan Colly.

Imperator Pictures Corp., Manhattan

fine now. Got a letter from Joe E. Brown; he says he's got a colt that will be the next winner of the Derby.
.. Well, my married sister sez she's got the next President of the United States. Got a letter from some of the boys at the Lambs; they tell me that Bill Gaxton has done wonders

that Bill Gaxton has done wonders for the club.

Well the inkwell is running dry, so I'll call it nine innings and say it's from your pal, Lefty.

P.S.—Just heard that the strike is settled as far as the actors are concerned, so I will take a whirl aroun the studios and give them a chance to hire a genius.

P.S.P.S.—The reason the stars fought for better conditions for the extras is because the stars of today are the extras of today are the extras of tomorow.

are the extras of tomorow.

KAO Profits Up \$240,000 Over '36 in April Quarter

Keith-Albee-Orpheum Corp. and subsidiaries' net profit, after all charges excepting federal surtax, rose approximately \$240,000 in the April quarter, as compared with a similar period in 1936. Companies reported a net of \$512,803 for the 13 wecks ending April 3, against \$214,4049 in comparable quarter of the previous year. This makes the quarterly earnings \$7.97 per preferred share, against \$4.26 in 1936. Corporation and subsids reported

Corporation and subside reported not profit of \$1,539,495, after all a nct profit of \$1,539,495, after all charges excepting federal surtax on undistributed earnings, for the 53-week period ending on the April date. This is equal to \$23,94 per preferred share, there being 64,304 shares of the 7% convertible pre-ferred now outstanding.

B. F. Keith and subsidiary com-panics' net profit, after all deducpanics' net profit, after all deductions except federal surtax, were more than \$100,000 higher than those in the comparable quarter of 1836, Net profit was \$838,862 for the 13 weeks ending April 3, against only \$238,326 in the comparable period of the preceding year.

Net profit for Keith and its subsids in the 53 weeks ending April 3 totalled \$1,232,918, after the usual deductions, excepting the federal surtax on undistributed profits.

Columbia Net Up

Columbia Picts. net profit for the nine-month period ending March 28 totalicd \$1,189,354, as compared with \$958,578 for the comparable three-quarters in 1930. This is equivalent to \$3.27 per common share, as against only \$2.34 a share reported in the nine-month period of the preceding year. Per share earnings were calculated after covering full preferred dividend requirements on a \$2.75 annual basis.

Columbia Picts. working capital was approximately \$9.500,000 as of the March date, with assets placed at \$11,037,957.

Company's net profit for the third quarter ending March 27 amounted to \$550.582, which is equal to \$1.61 per common share.

Consolidated Net For Quarter Drops

Net profit of Consolidated Film Industries, Inc., and subsidiaries was \$229,704 for the March quarter, com-pany announced this week. This is equal to 5c. per share on the com-mon, after making provision for divi-dend requirements on the \$2 pre-ferred store. ferred stock.

This net compares with \$290,249 or 17c. per common share in the March period of 1936.

NEW INDIE PROD.

NEW INDIE PROD.

New producing company headed by C. Kenny, John T. Doran and Marie Kenny moved into the old Edison studio in the Bronx, N. Y., Monday (10), prepared to turn out features, shorts, commercial films and make sercen tests, Company is known as Film Art Studios, Inc.

Initial production will cover the making of a scries of shorts based on the Constitution and known as 'We.

the Constitution and known as 'We, the People.'

criminal neglect charges and escapes from his guards following his conviction. While tramping through the country Talbot meets up with Polly Rowles when he seeks a handout at her home. Her father suffers a heart attack, and realizing that he'll'lose his job unless someone carries on, Talbot operates the telegraph key for him in the rallroad signal tower. Due to a lover's quarrel between Miss Rowles and Henry Brandon, latter reveals Talbot's identity. Fight follows in which Talbot learns that Brandon is the bandit that attempted to hold him up.

Readied to start: 'REPORTED MISSING;' '100 MEN AND A GIRL,' 'HEATHER OF THE HIGH HAND,' and 'YOUNG MAN'S FANCY.'

Warners

Warners

Six in work, 13 editing, eight preparing. In work: "THAT CERTAIN WOMAN," reported Variety April 7: "A GENTLEMAN AFTER MIDNIGHT," 'ANGLE SHOOTER," 'VARSITY SHOW," reported April 28. Started: "MR. DODD TAKES THE AIR," produced by Mervyn LeRoy, directed by Alfred E. Green, original by Clerence Budington Kciland, screenplay by William Wister Haines and Elaine Ryan. Cast: Kenny Baker, Jane Wyman, Gertrude Michael, Alice Brady, Frank McHugh, Henry O'Neill, Clifford Soubier, Ferris Taylor, Sybil Harris, Maidel Turner.

Story depicts Kenny Baker, baritone singer, with ambitions along electrical lines. He works for an electrician, doing small wiring jobs and laboring on a gadget to eliminate static interference in radio sets. Home town boy, who has made good as a mattress manufacturer, discovers Baker singing at a strawberry festival, and offers him an audition. He has a sore throat and the medico tells him he can't warble for some time. However, and the response to the program causes minager. He inher salary and national fame. Jane Wyman, a broadcasting secretary, keeps Baker out of the limelight in an effort to prevent fame from going to his head. Miss Wyman applies for a patent on his invention but Gertrude Michael steps in to sweep Baker off his feet romantically. Another gal goes for him, also, and in the end he's without his invention and his gold derived therefrom. Suddenly his voice changes back to baritone and he returns home, no longer wanted on the air. When he's approached to sell the patent rights to the gadget. Miss Michael saserts it is hers, but Miss Wyman steps out with the papers.

"FIRST LADY, 'produced by Harry Joe Brown, directed by Michael Curtis, from play by George S. Kaufman and Katherine Daylon, screenplay by Kentre Teast and the sell state of the sell sta





THE LION'S ROAR HEARD 'ROUND THE WORLD TODAY!

And every day throughout the globe the public says: "Leo the Lion is the Leader of the Amusement World!"



THE ROYAL FAMILY OF FILMS START THEIR REIGN OF 1937-38 WITH GREATEST LINE-UP OF HISTORY!

(Ask the M-G-M Boys returning from the Big Convention!)

Inside Stuff—Pictures

More general prevalence of double bills throughout the United States this summer is expected to work a greater hardship than usual in cities observing Daylight Saving time. Shows running three hours or longer mean the last shows operate until midnight, with the early night performance hitting the screen at 6 p.m. In either instance, the late daylight hours put a crimp in attendance.

Matter of Daylight Saving has been before the Hays organization almost every year, but it has adopted a hands-off attitude, decreeing that it is strictly a local matter and up to individual exhibitor organizations. Daylight Saving now is looked on by industry leaders as a distinct detriment to summer boxoffice, but a matter about which nothing can be done.

Metro boys are handing bouquets to J. S. MacLeod, head of exchanges, and Bill Ferguson, exploitation chief, for an outstanding convention job. MacLeod laid out the itinerary for visiting delegates, handled hotel accommodations, general program biz, entertainment and looked after individual wants. Ferguson provided the ballyhoo and showman's touch in layout of assembly room, novelties for all sessions and grouping of

layout of assembly room, novettees to an observation of delegates.
Frank Whitbeck dispatched Hal Elias as aide and functioned himself as studio contact. Howard Strickling assigned Barrett Kiesling, Clarence Locan, Frank Pope and George Johnson from the studio publicity staff.

Heavy caliber wordslingers are reported in brisk demand at Hollywood press agent bureaus, with few able to fill the topnotch requirements. Condition boomerangs from the insistence of dailies, syndicates and mags on superior literary product from studios. Personality serials, individually prepared feature stories and other quality material can find ready acceptance in class mediums, but must be good. Result has been both better basic pay and more jobs, with some angling being done between studios for puff-purveyors who have what it takes.

Timeliness of a portion of the recent 'March of Time' issue depicting the Black Areas in the British Isles brought a voluntary tie-up with London newspapers. Newspapers, including the London News-Chronicle and the Herald, employed sandwich board bulletins with newsboys telling of photos taken from the 'Time' reel which were in the latest daily editions. First time that 'March' received such extensive street ballyhoo in the British metropolis, where such means are usually limited by law.

Exceptionally vivid 24-sheel lithographs blazoning the boards at Radio Studio to exploit the Fred Astaire-Ginger Rogers production, 'Shall We Dance,' are the result of long experimenting on the part of Barrett Mc-Cormick, RKO-Radio advertising and publicity chief. Black-and-white halttones generated much talk in the trade and McCormick plans to plaster the nation with them. His next problem is how to extend the new process to color prints.

Mrs. Richard Barthelmess sailed to London in a hurry last week to see the film star, who is in a nursing hospital there recuperating from his fourth operation for sinus. She had been in New York with Barthelmess' mother, who died last week, and attending to funeral, etc.

Kay Francis, a close friend of the family's, flew in from the Coast to attend the funeral and flew right back, making the trip in three days because she was on call at the WB studio.

No tighter monopoly of theatre conditions exists anywhere, perhaps, than the domination of the St. Louis theatre situation by Fanchon & Marco interests. This sway over St. Louis comes because of government intervention on behalf of F. & M. against the various firms then involved. In view of this peculiar situation the trade and observers generally are curious about the government's actions in any possible anti-trust suits else-

'Spirit of Variety,' adopted at Variety Club Convention as national Variety Club song, was written and composed by Gene Ford, manager of Loew's Capitol, Washington, for first local Variety Club banquet in 1935. Has been used for Capitol Variety affairs regularly for two years.

Interstate Convention In Dallas May 24-27

Convention of executives and managers of the Interstate chain, whose 100 houses blanket the Texas territory, will be held May 24-27, under plans of its heads, Karl Hobilizelle and R. J. O'Donnell, for discussion of policies, current operating problems, etc. Y. Frank Freeman, vice-president of Paramount in charge of theatre operation, left for Dallas Thursday night (6) to confer with Interstate chieftains on this and other matters, returning to New York yesterday (Tues.).

Freeman and other Par executives

Freeman and other Par executives om the home office are expected to

No Tilting—Yet

Majority of exhibitors and major circuits will make no concerted effort to increase box-office prices generally until this fall. Although agreed that there must be a material advance in scales all along the line, they consider the hot summer months as unsuited for such tilting.

Most exhibitors now are planning to wait until grosses are on the upbeat and when they can point to new and better grade of product. Then they plan to install a comprehensive hike.

Ed Anderson at Par

Hollywood, May 11.
Edward Anderson has been given writing termer by B. P. Schulberg t Paramount. Initial chore will be an original.

Anderson authored 'Hungry Men' and 'Thieves Like Us.'

'Gaston Means' Film

Film rights to 'The Strange Life
of Gaston B. Means,' by Frank of Gaston B. Yeans, by Frank Campbell Waldrop and Mrs. Gaston B. Means, have been bought by David Garrison Berger, N. Y. film attorney. Production will be started as soon as the shooting script is prepared. Washington background will be used.

will be used.

Story is based on incidents in the life of the former Department of Justice investigator now serving a 15-year sentence in Leavenworth for extorting \$104,000 from Mrs. Evelyn McLean on a promise of restoring the kidnaped Lindberg baby. Waldrop is editorial writer for the Washington Herald.

Berger is now producing a film based on 'The Nine Old Men,' Drew Pearson and Robert Allen book about the Supreme Court.

Hoisting 'Em in H'wood

Hollywood, May 11.

Masquers Club held its sixth
Seidel Night last Thursday (13)
with Joe Ratliff functioning as brau-

meister.
Participants in the program Included Frank McHugh, Bob Armstrong, Joe Cawthorne, Mitchell Lewis, Russell Hopton, Charley Chase, Billy Gilbert, Jimmy Gleason, Gus Van, Alan Mowbray, Bob Chisholm, Pat Collins, Frank Morgan and Monte Vandergrift.

Par's Prof P. A.

Hollywood, May 11.
Paramount has added Dr. Bruno
David Usher to its publicity staff to
exploit the studio's musical achievements.

usher has been on the faculty of the University of Southern Califor-nia as a music prof.

B & K INSISTS **ON DUAL BILLS**

Chicago, May 11.

Balaban & Katz will remain in double features despite every effor and pressure being brought to bear on the company to return to singles This decision was revealed in an unofficial confab between John Balaban and Aaron Saperstein of Allied last week

Allied last week.
With the town's major circuit thus
remaining on a bargain bill basis it
is obvious around film row that
there is no immediate likelihood of
doing away with the extra feature
at this time.

at this time.

Small houses have been complaining bitterly about twin pictures in recent weeks, with business having hit a considerable slump throughout the town. Even the major B. & K. houses have noticed a bo. decrease during the past few weeks. However, despite this slide B. & K. is determined to continue on the two-bill basis, in the belief that the slump is due to other causes.

But nothing will convince the

But nothing will convince the maller nabes that double features smaller aren't hurting them, feeling being that the big houses with two top pix will outdraw the weaker line-up at small houses.

Joan Lowell Must Show In Court or Lose Her Suit Against Van Beuren Pix

Joan Lowell, co-author of 'The Cradle of the Deep' and other deep sea tomes, must show up on June 1 at the N. Y. Federal Court on her personal damage suit for \$250,000 against the Van Beuren Picts, picture producers, will be tossed out, Judge John C. Knox decided Thursday (6), when he denied a further postponement. Not only will Miss Lowell lose her suit, but possibly the \$300,000 \$300,000 counter action broug against her by the producing firm.

against her by the broading him.

Miss Lowell's action is based on
the grounds that she was not properly protected from injury and sickness by the defendant during the erly protected from injury and sick-ness by the defendant during the filming of 'Adventure Girl' in 1933 in the British West Indies. Van Beuren answers by stating that Miss Lowell was practically on her own, having selected her father to com-mand the vessel on which she travelled, as well as its crew.

Counter suit by Van Beuren is based on claim it sustained damages amounting to \$300,000 through Miss Lowell's 'inefficiency and carcless-Lowell's

In seeking the further adjourn-ment, the author's attorneys pleaded with the Court that Miss Lowell was 'somewhere in Brazil and out of communication.'

N. Y. Stagehands Union Re-elects Brennan Slate

Granting by the Roxy, N. Y., individually of a 15% outright increase to stagehands on the q.t., without any other New York houses going along on such a boost, in no way affected the election strength of James Brennan, who, in Sunday's (9) election, was retained in the presidency of the union. He and his entire ticket won by a big majority, polling 764 votes against Sam Goldfarb, opposition, which received 462.

When the Roxy voluntarily handed stagehands a 15% increase two weeks ago, it was feared that the move had ago, it was iterate that the hove had some political significance and might be the means of putting Brennan and his present administration in the New York local (No. 1) in an odd spot since the local recently turned down a blanket officr of managers for restoration of cuts through innor restoration of cuts through in-creases in three installments. This offer was for a 15% increase for circuit houses and an 18% increase for de luxe theatres, one-third to be granted now, one-third this coming Labor Day and the remaining one-third in September, 1938.

Going Places By Cecelia Ager

Miss Tough Writes a Rave

'Make Way For Tomorrow' is a fortunate picture. For it's got something to say, unhampered by star names or fat production budget, it can speak its mind. But better yet, it knows how to speak its mind. Feeling its subject deeply, it presents it with dignity and compassion; taste and intelligence guide it in a straight line. Though its theme is rife with detours beckoning to sure-fire maudlin origies, uncompromisingly it holds to sincerity. It has confidence and conviction that what it has to say is big enough and important enough to carry unadorned; its courage uplitts the whole business of pictures.

That they were doing something they could believe in has inspired everyone engaged in 'Make Way For Tomorrow.' The script, the dialog, the direction, the acting, ring with truth, with sensitive observation, reverberate with understanding. No matter how cruel the immediate deed, there is a background of understanding to explain it. Neither virtue not cvil is absolute here. As the characters take shape, the good ones are made genuine with faults; the bad ones, with kindnesses. As in life, no one is free to express the best that's in him. As in the stratum of life, no one is free to express the best that's in him. As in the stratum of life, in the summary of the content o

springs from natural sources, so Victor Moore does not have to deal in comic mannerisms.

Or in other words, 'Make Way For Tomorrow' is a great moving picture. Hearing about its subject matter, unhappily, conjures up expectations of an unbearable tear-jerker; it will have to fight audience reluctance, based on harrowing past experience, to submit itself to the kind of stuff that 'Make Way for Tomorrow,' hallelujah, turns out not to be.

Bobby-Boy, the Cute Assassin

So remorselessly does Robert Montgomery's past cling to him that when at last, in 'Night Must Fall,' he dearly wants to reform by killing people dead, they all laugh. They all laugh at Bobby-Boy's pretending not to be a darling, they all laugh though he's giving them the performance of his life. He twitches and trembles, and they laugh; he chills and freezes, and still they snicker. It is a ghastly thing, but not the way be meant it; they're indulged him in too many charming drunks with the same measuring glassy stares, to shudder at him now.

They like him, they want to play along with him playing bogcy-man, but what can they do—they like him. They can't suddenly hate him, they're liked him too long. After all, they're not actors like him, they're audience. They want to help, of course they do, but they can't make the quick changes he can. Just when he's succeeded in working them up to good old funning.

Perhaps if he hadn't chosen as the means of his finding a new contraction.

quick changes in came to the property of the p

take care of themselves.

Pop Corn as Erotic Symbol

Tinternes Can't Take Money' is a 'different' kind of hospital picture. It gets the hell out of the hospital the minute it's taken eare of the word internes' in the title. Performs its operations anywhere else but. Disdience and instead makes them look away by using bar gadgets for surgical instruments, lime-squeezers for forceps.

Sets rise from solid foundations, their dressing instantly explains them. Mighty photography makes Titlans of the doctors by gazing up at them, creates pathos for the little orphan girls by peering, from great heights, down at them. Lighting couldn't be more serious and respectful if it were illuminating 'The Eternal Road'. Director, if he doesn't mind being called a technician, gets his actors to behave like people, shines them up with interesting idiosyncracies, keeps them nimbly on the move. All in all, the production experts dish up 'Internes Can't Take Money's o fancy, they very nearly disguise the fact that the fundamental ingredients they've got to work with are only stale left-overs.

Not that the writers didn't try. They even evolved some symbolism, for the villain, Staniey Ridges, explains to Barbara Stanwyck that yielding to him is like acquiring a taste for pop-corn, and so every crisis in the picture is marked with pop-corn, whereas hope is represented by hot dogs, which the hero, Joel McCrea, happens to like. Miss Stanwyck takes her customary quota of buffetings-by-fate more quietly than usual, though no less intensely; Mr. McCrea is tricd and true; Mr. Ridges' importunities give off a nice blend of menace and insidious fascination; and Lloyd Nolan adds depth to his essential hardness with occasional bewilderment and finely executed snarls. executed snarls.

but N. Y. turned it down. Then the Roxy gave its stage employees a straight 15% boost.

straight 15% boost.

In union circles, while this action may have been somewhat embarrassing to No. 1, it is believed that the Roxy handed out the increase as a means of embarrassing other theatres, notably the Music Hall. Roxy and Music Hall have been particularly jealous of each other this season. Roxy has been going strong on 20th-Fox pictures which it was in a position to obtain after 20th and the Music Hall couldn't get together on a deal.

New trustee, Frank Cosgrove, was elected to the board of trustees of No. 1 at the Sunday election, to fill a vacancy. He was not from the opposition Goldfarb ticket, however. Otherwise, it was a clean sweep for Brennan.

53 in MG Dragnet

Hollywood, May 11. Metro casting office rounded up 53 bit players for 'You'll Be Married By Noon' last week.

third in September, 1998.

Offer was accepted by the rooklyn local (No. 4), where statechast
were paid retroactively to May 1.

Springer Quitting N. Y. Chain: Cocalis on Own

Control of the Springer-Cocalis circuit, largest indic chain operating in Manhattan and the Bronx, will pass to Cocalis interests in the next few days. John W. Springer is selling his share in the enterprise and retiring from the business after more than 15 years of active participation. Bulk of the prize theatres in circuit are situated on upper Broadway, starting in the 90's, and in adjacent territory. S. D. Cocalis will be the principal officer in the new opera-

territory. S. D. Cocalis will be the principal officer in the new operation.

AGENT SUIT SETTLED

Hollywood, May 11.
Commission suit against Grace
Bradley was settled out of court by
Al Rosen, plaintiff.
Agent had been asking an \$18,000
slice of the girl's carnings.

Humberstone's Incendiarism

Hollywood, May 11.

Darryl Zanuck has handed Lucky Humberstone the directorial assignment on 'The Chicago Fire' blaze sequences, budgeted at around \$500,000. Humberstone directorl several Charlie Chans.

THE BIG MONEY SMASH OF THE YEAR



SEC Tears Into Par

(Continued from page 3)

(Continued from page 3)

Loeb), and the management. Report concluded that the principal issue was domination of company affairs in order to clean up financially, rather than to eliminate abuses.

'It is clear that the original program which Mr. Fortington stressed concerning management of the company was not executed,' the S.E.C. told Congress. 'And it is clear that the ultimate arrangements concerning management of the company and underwriting of the securities were profitable to the group and were profably not inherently necessary to protection of its financial stake in robadily not inherently necessary to

raramount.

Had to Compromise

On the other hand, the Fortington group probably had to compromise and make deals in light of the pracand make deals in light of the practical situation and the pressures of various interests. Furthermore, it never undertook to represent security holders generally; it never solicited their support. It acted only for itself. It cannot, therefore, be charged with faithless stewardship. From the point of view, however, of the effect of its action upon se-

of the effect of its action upon se-curity holders generally, serious question can be raised. It appears that the ultimate spoils of reorgani-zation-control of the new company—were divided among the Forting-ton group, the bank creditors, and the Vanderlip committee. Provision was made for the continuation of memberships on the board of direcmemberships on the board of directors for one, two and three years. In Additicy, it is subject to serious question whether this change in control was more than a mere substitution of another set of investment bankers for Kuhn-Loeb—a change in dramatis personae, rather than a new scheme for management.

"The inference is strong through-

The inference is strong throughout that, for various reasons, the members of the group were inter-ested in control of the new company: ested in control of the new company: control for purposes of profitable business arrangements; control in the form of directorships; control for the purposes of investment bank-ing and other connections. "Good Illustration" 'Certainly, then, the group ad-vanced its own interests exceedingly

vanced its own interests exceedingly well. The history of this group illustrates how those who enter the reorganization in the independent advocacy of the interests of the real owners can readily take unto themselves the spoils of victory. In this case the spoils were a share in the control of the company.

Criticism of the Fortington group, wellfied by the conversion that some

Criticism of the Fortington group, mollified by the concession that some reforms were effected, was based principally on the tie-up with Atlas and Lehman Bros. Tracing at length the formation of the bloc and its subsequent activities, S. E. C. observed that one of the chief accomplishments was monopolization of underwriting business for the successor corp. distribution of favors in the shape of securities and profits and continuance of the banker influ-

cessor corp. distribution of favors in the shape of securities and profits and continuance of the banker influence, which the group originally attempted to eradicate.

Remarking about the use of 'business patronage,' the commish pointed out that the Fortington group abandened much of its original platform when the bankers were given thances to clean up. Although Allas did the new Par underwriting cheup-thances to clean up. Although Allas did the new Par underwriting cheup-thances to clean up. Although Allas did the new Par underwriting cheup-thances to clean up. Although Allas did the new Par underwriting cheup-thances to clean up. Although Allas did the new Par underwriting cheup-thances of the financial operations, the report said. Government group particularly raised its eyebrows at placing of several bankers on the board and cutting the houses of these directors in on refinancing profits.

"Detour"

Charge that the Fortington group detoured from its initial goal was one of the chief complaints. Commish noted that the leader of the bloc set out several concise objectives in rallying support and then pointed out how much and how little had been accomplished toward carrying out these principles. In this connection, report remarked that:

1. Outsiders made no concerted effort to minimize reorganization

1. Outsiders made no concerted effort to minimize reorganization costs, besides holding down underwriting fees, opposing fee applications of committee attorneys and not asking for compensation for its members

2. No investigations or suits were started to recover money illegally

BRUCE M. DENHAM

Please communicate with me at once with reference to Johnny Eppert accident August, 1936, Important. Pinkney Grisson, 1801 Republic Bank Bldg., Dallas, Texas.

spent under the stock repurchase plan.

3. Some effort was made to end preferential treatment for bankers, but the Fortingtonites did little beyond taking the position reflected in its original memorandum of pur-

poses.

4. Promise to oust inefficient executives and give investors a louder voice was not carried out. Commish emphasized that bankers continued to have heavy representation on the

However

Despite shortcomings, the Fortington faction had 'remarkable success'
in steering clear of insiders, the
commish declared. Group organized
without instigation of the management and interested financiers, the
report said, and did afford some representation to bona fide investors
and groups with respectable claims.
Motives behind the group's activities
were not, however, entirely praiseworthy, according to the S. E. C.
Endeavors of the old management
and original bankers to stick in the
saddle drew commish rebukes, with

Endeavors of the old management and original bankers to stick in the saddle drew commish rebukes, with the report bitterly assailing the various protective committees which were set up by insiders. Particular fire was directed at the stockholder group, which was termed 'a joint banker-management product.' Commish said freedom and aggressiveness of these blocs was curtailed because of the auspices under which they functioned and the identity of members. These forces were 'about to consummate a plan of reorganization of their own liking' when the ifortingtonites entered the picture, the report observed.

Treasury raids by counsel for various factions, which were arraigned by Judge Coxe, who pruned claims drastically, were hit again, but the trustees were praised for their vigerous efforts to preserve the estac. Report called attention to deposit fees of \$148,349 pocketed by agencies designated by protective committees, buge bills submitted by lawyers for warring groups, and allowances to receivers and trustees. Commish found that the Hilles-Leake-Richardson trio 'acted with vigor and independence,' recalling mismanagement suits and thorough-going investigation of claims.

Many of the recommendations for

ment suits and thorough-going investigation of claims.

Many of the recommendations for law changes were an outgrowth of discussions of Par activities. Chief suggestions were to strengthen protection for the real security holders and their representatives, while denying bankers and former management any opportunity to dictate reorganization methods. Commish advocated granting broader powers to Federal courts, insistence upon disinterested trustees more comprehenrederal courts, insistence upon dis-interested trustees, more comprehen-sive study of reorganization plans, limitation of expenses and fees, full-er publicity and prevention of col-lusion.

History

The Fortington group, in those transitional days of Paramount's reorganization, included H. A. Fortington, representative here of several British insurance firms, Atlas Corp, Lehman Bros, and Lazard Freres (Frank Altschul), Atlas-Lehman (Frank Altschul). Atlas-Lehman end included Floyd Odlum and John

Hertz.
At the time, the Fortington elements were reputed to control around \$4,500,000 to \$5,000,000 in Par securities, outside of what the Atlas-Lehman-Lazard end held.

Lehman-Lazard end held.
Fortington group was opposition to
the Kuhn, Loeb-Frank Vanderlip (debenture holders committee) group.
Break in the situation came when
the William Greve (Allied Owners)
and Erpi (John Otterson) creditors'
committee lined up with the Fortington group. Otterson became president of Paramount and Fortington
chairman of the executive committee.

tee.

From the start Fortington became opposition to Otterson, Britisher never feeling that Otterson was the qualified individual to be Par's prexy. An internal situation arose which was climaxed eventually by others of the Par board joining Fortington's viewpoints. Par was in the red at that time.

Sparks which sprung from that situation ignited a stronger feud later.

later.

In the meantime, Joseph P. Kennedy, former SEC head and now chairman of the U. S. Maritime Commission, was invited by the board to make an inquiry with recommendation. ommendation.

Kennedy made his survey, handed kennedy made his survey, handen his findings to the company's board and severed all connection with the situation.

Adolph Zukor, who was chairman under Otterson and president of the

Goldwyn Tags Truex

Hollywood, May 11.
Samuel Goldwyn has signed
Ernest Truex, stage actor, to a term
contract.

Truex reports June 1 for a featured role in 'The Adventures

ASK FORECLOSURE ON PARAMOUNT, OMAHA

Omaha, May 11.

Omaha National Bank filed a suit in district court Friday (7) in an attempt to foreclose the mortgage on the Paramount theatre Suit was filed against A. H. Blank Theatre Co. (Tri-States) of Nebraska, claiming the company to be insolvent and unable to meet its obligations

able to meet its obligations as they mature. Bank is asking that a receiver be appointed.

Paramount is the town's second largest de luxe house (2,765 seats) and was built in 1927 as a Publix house. First several years, as the Riviera, were successful on a combo policy. Since 1933 straight pictures have failed to keep it open more than a few months at a time.

Utown location and rental fewer.

Untown location and rental figure set in boom times are given as chief

So. Calif Exhibs Wail Over Upped Cost of Pix

Hollywood, May 11.
Southern California indie exhibs are rebelling against the increased rentals and percentages asked by major distributors on new season product. There are threats of a film

product. There are threats of a film buying strike as a measure against the chief squawk, parting with 30-40% on percentage runs. Twentieth-Fox is asking 35% on seven or eight films and a stiff bite is expected from other majors. Dis-tribs claim that increased produc-tion costs are responsible for the upg, while exhibs state they can elevate admish in face of pres ent economic conditions

MPLS. LAYING OFF

Divorcement or Other Show Biz ills Not to Be Considered—Yet

Minneapolis, May 11. the state legislature meets Minneapolis, May 11.

When the state legislature meets
May 24 in special session there will
be no attempt to pass the theatre
divorcement bill or any other legislation affecting the theatre industry,
it has been decided by the forces
behind the various measures which
failed to go through at the regular
session. Latter includes an anti-zoning bill which would compel exchanges to release pictures simultaneously to all theatres charging
the same admission.

W. A. Steffes, in charge of the
national Allied States campaign to
force producers and distributors
to divorce themselves from theatre
ownership and operation, has decided to defer further efforts until the
1939 session. In the meanwhile,
however, he says, the fight will be
carried to all legislative districts
and the groundwork built for a successful climax two years hence.

Neb. Retrial Asked

Lincoln, May 11,
Fox Beatrice Theatre Corp, has
asked for a new trial in the case
which the Gage County District
Court held that bank night was
illegal in Nebraska.
Court must rule on the motion for

a new trial before the corporation can appeal to the Nebraska Supreme Court from the decision.

firm for many years, continues as chairman and chief of the firm's production activities.

duction activities.

Frank Altschul, of Lazard Freres, retired from the situation even before the actual reorganization took

retired from the situation even before the actual reorganization took place.
When Otterson left, Barney Balaban became president.
New faces were put on the Board. These included E. V. Richards, Neil Agnew and Y. Frank Freeman, besides a few downtown lads such as Harvey Gibson, of the Manufacturers Trust, and Stanton Griffig, of Hemphill, Noyes.
Floyd Odlum, Atlas chieftain, left the Par board when his firm became heavily interested in RKO. Fortington resigned as chairman of the executive committee but remains on

ecutive committee but remains on the board. Griffis is chairman of

All Together, Boys

One of the most outstanding One of the most outstanding victories scored by picture and other show business interests during the legislative season now coming to a close occurred in Iowa, where a total of 23 bills, all adverse to show business, were killed with the close

bills, all adverse to snow business, were killed with the close of the session last weck. In that state every element of show business stood shoulder to shoulder against the unfavorable measures introduced at this winter's session, something unusual in the industry. Muchof the credit for the defense put up and the unity maintained goes to Myron Blank, son of A. H. Blank, circuit operator, who held the forces together and helped direct the legislative drive.

Col's Non-Theatrical Servicing in Penna. Draws Ire of MPTOA

Philadelphia, May 11.
Continued servicing of non-theatrical accounts by Columbia's Philly
exchange led to an indignation meeting Friday (7) of the board of managers of United Motion Picture Theatre Owners. Committee of three
was named to call on Harry Weiner,
branch manager. They are Lewen
Pizor. Abe Sablosky and Charles
Serall Segall.

Segall.
Weiner told the committee he has nothing to do with it here. It must be taken up with the home office. Fearing a spread of such situations, committee was authorized to call on Abe Montague at the h.o. today (Tues.). Board will reconvene to hear findings within two weeks and a boycott of Columbia is threatened

a boycott of Columbia is threatened if satisfaction is not reached. Particular thing complained of is servicing of a church three times weekly in Bridgeport, Pa., in opposition to Mike Egnal's Broadway the tion to Mil

SCRIPTING FOR STEN

Hollywood, May 11.
Dr. Eugene Frenke has assigned

John Reinhardt and Leonard Levin John Reinhardt and Leonard Levin-son to script an original for his wife, Anna Sten.

Grand Nati ill distribute.

BUYING COMBO FOR INDIES LIP **AGAIN IN CHI**

Chicago, May 11.

Plans are under way once more for the establishment of a film buying circuit by the local Allied independent theatres. For three years Allied locally has laid low on the question of a buying combine, ever since the exchanges here licked the previous buying group by refusing to sell product to anyone not interested financially in the theatres concerned. There was a half-hearted proposal made last season to get the Allied buying group started once again, and to circumvent the 'financial interest' clause by giving the buying group one or two shares in each theatre as payment for the buying and booking work instead of the regular weekly or monthly fee. However, the exchanges served general notice at that time that they wouldn't sell to a buying group under the one-chars. changes served general notice at that time that they wouldn't sell to a buying group under the one-share clause, on the basis that this was only a trick to get around the dis-tributor nix.

This year, however, the indie thea-tres are more determined than ever-to go 'through with their buying hopes, since, with double features now standard throughout the city, the theatters feel they are no.

hopes, since, with double features row standard throughout the city, the theatres feel they are on the short end of the breaks in any negotiations for product.

Exhibs are yelping that the exchanges, in getting together to refuse to sell the group are guilty of conspiracy. On their side, however, the distributors insist that it's the buying group which is the combine, if any.

Still an Indie

Los Angeles, May 11.

Jack Y. Berman, prez of the local indie theatre operators, entered the primaries in a race for city councilman. Nine others stampeded in behind Berman.

Berman and Howard E. Dorsey, perman and Howard E. Dorsey, an engineer, came through to the finals. Berman looked elected, but forgot to count the balcony and Dor-sey won 12,636 to 10,651.

New York Theatres







MUSIC HALL ASTAIRE and ROGERS "SHALL WE

DANCE"
Spectacular Stage Productions

"TALK OF THE DEVIL" ALL 25° TO



M-G-M's Newest Trlumph

"Captains Courageous" Freddle BARTHOLOMEW-Spencer TRACY Lienci BARRYMORE - Melvyn DOUGLAS

ASTOR
B'way at 45th 8t.
All Seate Reserved
B P.M., 50e to \$1.50

Twice Daily, 2:45, 8:45,
Mid. Show: Sat. Sun.
All Seate Reserved
Mats. Sat. Mid., Sun.,
(Plus Tax).
(Plus Tax).

PARAMOUNT STURES

HELD OVER
BARBARA In Person STANWYCK JoelMcCREA

Xavier CUGAT JoelMcCREA MARY SMALL
"Internes Can't DIXIELAND
Take Money" JAZZ BAND

"CAFE **METROPOLE**"

Loretta Young, Tyrone Power Adolphe Menjou

UNITED RIVOLI B'WAY at

EXPLOITATION

By Enes W. Sargent

Improved Baby Contest

Improved Baby Contest

Almost any baby contest is a winner for a picture, theatre, but M. &
P. Theatres, the Paramount, New
England chain, has developed a
slightly different style contest that
milks the last drop of publicity.
These contests have lately been held
in a majority of the houses and have
proven uniformly successful. Practically all were in cooperation with
the local paper, and all of the papers
are set for an encore next year.

The first step is to procure the
newspaper co-op, the paper donating space for preliminary announce
ments and sharing the credit with
the house. This does the paper, the
lost filled in by parents. Meantime a
deal has been effected with a local
photographer to make the prints,
giving one to the parent and one to
the house on each baby brought to
the dallery. In the recent contests
about 20 percent of the parents
ordered additional prints, which is
where the protographer gets his
profit.

All photographs are mounted for

where the protographer gets his profit.

All photographs are mounted for display in lobby frames, and a ballot box is provided. The newspaper runs a ballot each day, good for 10 votes, while the house issues a ballot with the number of the protograph of the protograph of the passis of one vote for each penny of the admission price.

Meantine the local merchants have been contracted for co-op pages, and in these pages each advertisement carries a number of votes proportioned to the space taken. All is set for the preliminary balloting.

Experience shows that from 200 to

taken. All is set for the preliminary balloting:
Experience shows that from 200 to 300 or more babies are apt to be entered. For the finals as many babies are selected as there are advertisers. If there are 40 in the co-op section, the 40 babies receiving the greatest number of votes are declared for the finals. Each is numbered and these numbers are drawn by the coperating merchants. Thereafter that particular baby becomes the store entry, a cut of the youngster is carried in all merchant ads, and the clipped ad of that merchant is good for a certain number of votes for that sponsored baby.

In some sections additional votes may be had for purchases, these votes, unlike those in the ads, being good for any child in the contest. Some of the more expensive articles, such as radios and phonographs, may carry as many a 25,000 votes.

Balloting on the finals runs for

arry as many as 25,000 yotes.

Balloting on the finals runs for our weeks, with prizes awarded hose in the top flight. It all sounds trifle involved, but it works out imply, and there is plenty in it for he theatre, the paper and the store-

P. A. Adds Voice

P. A. Adds Voice

Max Abramson, U. A. advance
man of Abramson of the Late of the
which scene of the Late of the
ustained gratis plugging for a picture. A week before the picture
opened at Loew's Poll, Abramson
grabbed a special 'Search for Talent'
Contest tie-in with Station WELI.
Abramson personally spoke over the
air nightly. He not only plugged
the picture and talked about Hollywood, after being introduced by
the station's regular announcer,
Golly, but he also remained at the
station until nine oclock, following
testan until nine oclock, following
testan decast, and interviewed con-

restants.

Finalists appeared in a broadcast audition the night before the picture opened. The following night at so that listeners could compare the players with the amateurs. Outstanding stunt. Great business at the box office.

Spreading

One of first known 'Candid Camera Nights' in theatre in middle west was held at fifteenth anniversary show of Miller Theatre Monday night. First few rows of seats were roped off in order that camera owners could shoot stage show offerings brought here especially for anniversary celebration.

By coincidence, news reel on bill showed candid fans in action in a night club.

Second Run Best

Three Gags

Three Gags

Ed Siegal, of the Jerome, Bronx, has been getting the kids with a Safety Club, designed to urge the kids not to get run over. Each kid gets a badge numbered, and a booklet, and the safety of the safet

Theatre Changes

Denver. Lloyd Kirby new manager at the

Lloyd Kirby new manage.
Alpine.
Kenneth Mead, from assistant manager of the Main, Pueblo, Colo, to manage Mission, Grand Junction, Colo, succeeding Irwin Manning, who goes to the assistantship at the Avalon, Grand Junction; and Lyle McCue, new assistant at the Main in Pueblo.

Lincoln, Neb.
Wally Johnson, Friend, Neb., exhib., took over Fillmore, Exeter, Neb., from W. O. Sherwood.
Taking over Cass, Plattsmouth, Neb., from N. F. Westerlund, Ralph Blank added 14th house to Central States Theatres, Inc.

Canton.
Harry and Jack Steinberg, who
operate the Harbor, Ashtabula Harbor, have taken over the Home, dark
for five years.

Harry David, gm., Intermountain Theatres, Inc., moved Holden Swiger in as manager of Paramount, replacing Earl McClurg, Henry S. Ungerleider named theatre statistician, coming from Paramount in New York. Harold Chester becomes assistant to Bill Borack, company booker and buyer, and Wallace Runswick, former usher, upped to manage service in five David houses.

Old Rio Opera House, Van Buren, Ark., scene of many of Radio Bob Burns' tales, has been leased by M. A. Lightman. Will be renamed for Burns.

Frank D. Fowler, Broadway,
Reidsville, will fake over New Princess, Mocksville.
New theatre opened at Wadesboro
by Mr. and Mrs. L. L. Drake.
Sugs named menager of
Carolina, Columbia, to succeed
Francis Fakenburg, who replaces
him at Birmingham, Ala.

Waiter Brandt from Toledo to Warner's exchange her as of the toler was a second to the toler was

Omaha, Neb.

Don Nelson, booker for Republic at Omaha, to Des Moines to Monogram. Leo Riley replaces.

Joe Rosenberg, Columbia salesman, to Republic. Columbia isolesman, to Republic. Columbia dot taken over by J. Armms, ex United Artisty. Cincinnati, Elmer Hunke is under doctor's care. Car turned over last week. Second time within a year.

Second Run Best
Greenville, S. C.
Fred Curdts, Ritz, by laying it on thick in papers, and posters took second run im McCrea-Stamwyck pic, Banjo On My Knee' and broke Greenville pix history. Pic which proved no great shakes here as first-tunner dragged in 18,000 cath cast tomers at Curdts' house which is and It time high for this tank town.
Curdts played up the mammy-belived and the provided in t

Ask Banko Rehearing In III. Supreme Court

Chicago, May 11,
ank night, though ruled out as
illegal by the State Supreme court
several months ago, refuses to lie
down and die. Notice has been filed
by the Iris Amusement Co., operating the Iris theatre here, that it will
seek a rehearing before the State
Supreme Court.

Supreme Court.
Court clipped the bank night as a lottery in its decision.

Wild Life in Brief

Hollywood, May 11:
Series of one, two and three reel novelty shorts will be produced by Wild Life Productions, Inc., being organized by Mervyn Freeman, who recently resigned from Universal Newsreel after being its coast manager for nine years.
Initial production, titled 'Friendly Enemies,' will be started soon. Freeman and associates are negotiating for studi space. No release for the shorts has yet been arranged.

'Scandals' Infringement Suit Aired by Court

Sull Aired by Court
Infringement action brought by F.
Fay Kaplan against Fox Film Corp.
for using front page design of the
Theatre Magazine in a 'sequence of
George White's '1935, Scandals' was
dismissed Thursday (6) by N. Y.
Federal Judge Patterson.
Miss Kaplan, assignee of the magazine, sued for an injunction to restrain showing of the film and an
accounti

Coast Indie Spanisher

Hollywood, May 11.

Antonio Moreno has been set for 'El Camino de Hollywood,' initial release of Cantabria Films, Spanish language production, Jaime del Amo heads the firm.

Rosita Diaz has the femme lead and Ramon Romero directs.

KANTNER'S MG EXIT

Hollywood, May 11.

Ernest Van Pelt has transferred
from Metro's Culver City publicity
department, where he has labored
seven years, to San Francisco, where
he replaces Oscar Kantner as
ploiter.
Kantner has left the fold.

Geo. Schaefer to Coast

George Schaefer, v.p. in charge of distribution for United Artists, leaves for the Coast, tomorrow (Thursday).

Going on general company busi-

illy Footage Tax
Philadelphia, May 11.
Footage tax to be paid by exhibs
on film is among new levies proposed to the city council by Mayor
S. Davis Wilson. Exactly how much
the treasury would cut in for hasn't
been definitely announced, but exhibs are up in arms, declaring it
will tax them out of biz.
Many have threatened to shut
entirely, although few observers are
taking such protestations seriously.
Levy, would replace the present \$100
license fee.

CONTRACTS

CONTRACTS

Hollywood, May 11.
Paramount resigned Franciska
Gaal to one year contract.
Peter Milne, Warner writer, has
been stenewed too another year.
See the word of a see the word of a see the see

STORY BUYS

Hollywood, May 11.
Screen rights to 'Kidnapped,' by
R. L. Stevenson, purchased by 20th-

R. L. Stevenson, purchased by 20th-Fox.
Universal bought 'Let's Be Candi,' original by Laurence Pohle and Thomas Ahearn.
B. F. Zeidman has purchased 'Love Runs into Money,' original by Erwin S. Gelsey, for next season's Grand National program.
Radio bought 'Highway to Heli,' original by Helen Vreeland and Hilda Vincent.
This Woman Is Dangerous,' by Donn Byrne, has been purchased by Warners.

Film Reviews

231/2 HOURS LEAVE

23½ HOURS LEAVE.

(Continued from page 13)

Hopalong Cassidy series and a fair shake in 'Plainsman,' is teamed with ferry Walker, a comparative new-comer. Ellison, with a trench clip and land the state of the boys incog, which is something a bit different in army life.

Paul Harvey is the general, and a general target for all the tomator of the state of

Andrews, former band, singer, is wasted as to pipes, in the group singing. She used to be with Jimmy Sammy Stept and Ted Koehler penned the tunes—four of them. Goodnight, My Lucky Day' is the best. Others are 'It Must Be Love,' Now. You're Talking My Language, and 'We Happen to Be in the Army.' Three of them feature Ellison, who is limited to be the second of the

SANTA FE BOUND

Reliable release of Bernard B. Ray production. Stars Tom Tyler. Features Jeanne Martel, Richard Kramer, Charles Whitaker. Directed by Henri Samuela. Screen plays, Rose Gordon; camers, William Hyer; Jacon, dual. Rupning Ume. 88 mins. Lacon, dual. Rupning Ume. 88 mins. Tom Tyler Molly Bates. Jeanne Martel Stanton. Richard Kramer Stanton. Richard Kramer 8 mins, Tom Tyler
Jeanne Martel
Richard Kramer
Charles Whittaker
Edward Cassidy
Lafe McKee
Dorothy Woods

.,Dor

Getting away with a bushwacking start which nets a couple of killings, 'Santa Fe Bound' doesn't let down at any time in its short hour and has entertainment provision in enough quantities to satisty.

Tom Tyler, who is starred in it, gels a break in femme, leads. Jeanne Martel handing the calf-eyed assignment nicely. Although most of the same of the sa

membering her lines, and has a nice chasis.

For no reason that is apparent, Kramer is trying to get the gal and the ranch, going to the lengths of having her father potted from the roadside brush. He was toting a gob of money just loaned him by the bank, which Tyler gets to bring back to his daughter. His having the dough is misconstrued and he's compelled to don the clothes of an outlaw. But so the girl the wolf's duds never fool her—she knows he has a heart of gold all the time. Barn.

La Contessa di Parma

('The Duchess of Parma')
(ITALIAN MADE)
Rome, April 25.
ICI production and release. Directed by Alessandro Blasetti. Story. Alessandro Blasetti. Alessandro artelli. Elisa Cegan Maria Denis Antonio Centa Ugo Ceseri ...Antonio Cent Ugo Cese mberto MeinaPina Galli His trainer Owner of Printemps... Martha Rossi

His trainer Owner of Printemps. ... Upe Ceser's Owner of Printemps. ... wherto Meinati Martina Rossil. ... (In Italian)

This is a very Italian film, but with some judicious cutting it should go well in America, too, because the control of the printemp of the printemp of the control of the printemp of the control of the printemp of

ling the beautiful gown, and all ends happily.

Picture is very Italian in gestures and manners; there is a great deal of expert Italian arguing going on about everything from taxi fares to wedding gowns. And the coyness of the heroine about being picked up by a very good-looking guy is something that an American audience would find a bit strange. The Italian clothes are a bit strange, too.

But the actors are excellent, Mari Denis is cute and trim as the girl friend, and Antoni Centa would satisfy the most exacting American fernme audience as to looks, Photography is good, and directing clever.

COMPLAINT SEASON ON

Hays Office Listens to all Squawks— But With One Ear

Baye Office Listens to all Squawks—But With One Ear

With the sale campaign on new season product in full swing, the customary flow of complaints from exhibitors are beginning to pour into the Hays office. Majority of these kicks claim unfair treatment at the hands of the distributor and to the alleged advantage of competing theatre or exhibs. Association is appealed to because generally a member, distributor is involved the lallegations.

After years of listening to these exhibitor charges Haysians feel that the protesting exhib often gives only his side of the story. In about 19 instances out of 20, they claim, the charges overlook essential details. Recently an exhibitor protested that his old clearance of seven days, in effect for years, had been shifted to 28 days. Theatre operator contended that it was spite work on the part of a competitor. Check confirmed the clearance switch, but also showed that the complainant had cut his admission in half and had added duals.

Par Reel Moves

Par Reel Moves
Paramount newsreel is leaving its
present quarters on Eleventh Avenue, N. Y., and moving to the General Service studios, Astori Long
Island, this summer. Work on the
extensive moving job will be started
in the next few months but all offices, studio facilities and equipment
will not be entirely installed until
late August or September.

Shift to the General Service plantis a secondary move, because of the

anut to the General Service plant is an economy move, because of the old interest which Paramount still retains in the plant. Besides saving rent, newsreel will be taking advan-tage of the concurrent overhead at the Astoria studios.

TALKING CARTOON

TALKING COMMON TALKING COMMON TALKING COMMON TALKING TO Schlesinger has finished Jucie Tom's Bungalow, using a common to describe the action, a la narrator to describe the action, a la Pete Smith, first time the stunt has en tried on a cartoon subject of

Pic is in the Merrie Melody series.

DERR'S 'DRUMS' ROLL

Hollywood, May 11.

Cameras rolled last week on E. B.

Derr's seventh historical action
drama, 'Drums of Destiny,' featuring Tom Keene. Ray Taylor directs.
Shooting at Hollywood Studios for
Crescent release.

CARL LEVY ILL

CARL LEVY ILL

Carl Levy, New York ivision theatre operator for Loew's, is in a serious condition at Mt. Sinai hospital, N. Y., where doctors are attempting to save his life.

He was operated on a week ago.

Detroit

Detroit
Detroit, May 11.
Film exchanges here face the posbility of a greatly increased, city tax assessment on pictures. City council is preparing a test case.
Contending that film is raw material, plus labor of developing, representatives of a dozen local exchanges last week declared before the Council's session as a board of tax review that 1½c a foot, or around \$120 for a feature-length pic, would be suitable. City Assessor Kenneth J. McCarren insisted, however, that a full-length film, renting as high as \$6,000 per week, is, worth more than \$120.
Suggesting an arbitrary assessment of \$50,000 to take the question to John H. Witherspoon, assistant corporation counsel, for a report on advisability of a radically increased valuation.

PEDAGOGS' OWN FAULT

Unique Hindenberg Transcription

Hindenberg horror of last Thursday (6) inspired the usual number of special stunts by the several networks and stations near enough to Lakehurst, N. J., to do anything. Radio was at a bad disadvantage in not being able the first 24 hours or longer to actually get to the scene of the tragedy. Some of the first eyewitness accounts were strictly friend-of-a-friend-of-a-gruy who saw the explosion and crash. Most remarkable radio slant was the WLS, Chicago, waxing made at the air field via a Presto recording.

Hero of that remarkable event was the engineer, Charles Nehlsen, who remembered to put the needle back in the groove after the explosion displaced it and thereby made possible a thrilling transcription. NBC relaxed its usual animus against transcriptions to permit a network broadcast of the sensationally dramatic record at the seene of the explosion, with the announcer's (Herb Morrison) incoherent babbling giving double-kick to the realism.

Newsreels got the big break on the tragedy through having their cameras set up and grinding when it happened.

N. Y. Telephone Co. Chides NBC for **Converting Phone Booth Into Studio**

for using a phone-booth , N. J., to broadcast ar eyewitness account of the Zeppelin indenburg disaster.

network for violating a rule against such practices and termed NBC as being inconsiderate when it assumes to tie up a limited public

Tacility under emergency conditions.

Communication was addressed to
Lenox following a complaint made to the phone company by CBS. What also prompted the verbal paddling was a picture car-ried in the N. Y. Journal last Friday (7) showing an NBC pennant strung up on a Lakehurst phone booth and network reps

In conveying its peeve to the phone company Columbia pointed out that regardless of phone company rules there had always been a gentleman's agreement between the networks to refrain from the use of other than especially assigned lines. CBS stated that it could have likewise tied up a public phone on or near the field, but that it had been fold by its chief engineer, Edmund Cohan, that any such resort would get the network into difficulties with the telephone company.

Last time that the phone company administered a similar rebuke was following the Morro Castle catastrophe in 1934. It was not so long ago that a station in Pennsylvania was denied hookup facilities for all time because it had broadcast a public event

NBC regarded the complaint from NBC regarded the complaint from Columbia as strictly a case of sour grapes. It said that Columbia had done a similar thing during the recent Mississippi floods and that if the latter web could have resorted to the same device at Lakehurst it would not have hesitated, despite gentleman's agreement' or squeamishness about phone company rules.

Reformatory Sponsored

Seattle, May 11.

Swing band composed of 14 lads from the Wash. State Reformatory had a one-shot before KJR's mike last week on a program bankrolled by Bon Marche, dept, store. It was the first time any of the Reformatory inmates ever broadcast. Lads weren't paid in coin, sponsor entertaining 'em at feedfest after their mike march.

Jones, Hare Off 'Sing'

Hollywood, May 11.

With the slow cu to 30 minutes,
Gillette Community Sing agreed to
a parting with Billy Jones and
Ernie Hare,
Pair train.

trained east last Saturday (8)

NBC was rebuked Monday (10) in FC.C. MAY NEED from the New York Tele-**'CONTEMPT' AID**

Washington, May 11.
Strong-arm methods are expected by the Federal Communications Commission group probing irregularities in handling radio cases. Restort to force looks probable in effort to counteract refusal of witnesses to testify about reputedly scandalous events connected with prosecution of miscellaneous broadcast operations.

With the special investigation partially blocked, members of the (Continued on pag 53)

HILLBILLY RODEO

St. Louis Fiddler-Ticklers, Others Test Their Skills

t. Louis, May 11.

Some 6,000 natives paid 40c for general admission and 50c for reserved seats at 1937 Radio Stars' Jamborce, sponsored by National, Radio Artists' Association and held Radio Artists' Association, and held in Municipal Auditorium last week. Pappy Cheshire's hilbilly band, fea-tured on KMOX's programs, won first prize in string band contest, re-taining national championship copped last year. Natchee's Arizona Indians and KWK's Range Riders finished second and third, respec-

nnished second and third, respectively.

Roy Fields, member of KMOX's Barnyard Follies won accordion contest and 'Cowboy Jack' Monroe, who has been si ing over local stations for last few years, was adjusted best singer. Natchee, San Carlos, Arizona Indian dropped national title in fiddler's contest to Guy Blakeman, one of KWK's Ranger Riders.

Packard's Yes or No

Hollywood, May 11.

is expected today (Tues.)
on the summer renewal the
Packard show. Producers Tom Harrington and Joe Stauffer are considering two possi
a symphony orchestra and a variety
show built around Johnny Green.
Rencwal would take effect June 8.

Bob Hotz at WMCA

THEIR LICENSES

S. E. Frost, Jr., of National Advisory Council on Radio in Education, Tells Educational Convention to Stop Blaming Other People for Their Own Lack of Real-

HECKLED

Columbus May

Educational radio's annual get-to gether occurred last week the museum of Ohio State University with about 200 in attendance. Meet ings were marked by several con troversial matters. Pedagogs in par ticular didn't like the criticism levelled at them by S. Frost, , of the National Advisory Council on Radio Education, Educators them else, were to

blame for the loss of frequencies and licenses, he said. Over 100 educational stations once broadcasting

are now silent,

Delegates bobbed up several times in an effort to refute the charges flung at them by Frost. Condition within the ivy-clad walls of the various colleges were responsible for the bungling, according to Frost, Usual attitude of the profs blame commercial radio, eral Communications Commission

the devil and the heavy rai

Of 203 licenses granted educa tional institutions since 1921 some

M.D.' Form Orchestra

Cleveland, May 11. Cleveland, May 11.

Orchestra composed entirely of physicians is novelty stunt at Station WHK. Band includes. 20 sawbones who play instruments as a private hobby. r. John W. Conwell organized them at suggestion of John Vorce station's production pe, lager,

No obvious plugs, but names of medics are so well known that orchestra rates plenty of publicity.

81% were lapsed or sold. Each school had a few enthusiasts but the admi *-ations were lukewarm in the main. Faculty members were condescending, would not actively support radio programs of an educational character, licenses were not valued when they had them. now accusations are he led against businessmen. Where the reverse was far-sighted universities, io's importance a

different story has been recorded. Lack of entertainment, lightness, showmanship in educational programs as produced and broadcast by campus personnel also was a factor Teachers who had accessary touch or talent could not get re-

DOD NOTZ AT WMUA

New assistant sales manager at WMCA, N. Y., is Robert Hotz, oner time chief of the radio department in Blackett-Sample-Hummert's Chieggo office.

Moving into new spot this week, Hotz will work under Bertram Lebhar, Jr., commercial chief at WFCA.

Ill Gellatly Off WOR
William B. Gellatly has quit as alse manager at WOR, New York, Leaving radio altogether to go into biz for self in Bermuda.

THEY LOST 81% OF Local Version of Dead Mike Gag Gives Lohr Bad Moment at Indiana Picnic

Imitators All

Hollywood, May 11.
Milton Berle took a brother comic on the Radio lot to task for pushing back the front brim of his hat. Berle wanted him to know that it was his gag.
Other comic shot back, 'Dl you ever hear of Napoleon?'

NO VOX POP ON WINDSOR **NUPTIALS**

A spokesman for the Quai D'Orsay informed Paul White, CBS special extension of the Coronation, that the French government would not permit any broadcasting of the impending marriage of the Duke of Windsor and Wallis Warfield, nor any imposition by radio on the affairs of the couple. Talking on the across-Channel

radio on the affairs of the couple. Talking on the across-Channel phone from Paris the French government's official spokesman said, in response to White's earlier query, that use of telephone wires to broad-cast any activities of the couple was also banned by France.
Conversation took place yesterday (Tuesday), with White at once reporting outcome to CBS' headquarters in N. Y.

WEEI WORRIES SHEPARD

Intensity of New CBS Signal May Force Yankee Exec to Act

Boston, May 11.

John Shepard, 3rd, is reported to be considering moving the location of his WNAC-WAAB, Boston, transmitter, in order to contend with the intensity of the signal now being laid down by WEEI's new transmitter.

mitter.

Latter now achieves a thorough spread over every point in the Boston area and in addition does a blanketing job of the important Merimac Valley, according to maps made available by CBS's engineering department. WEEI's antenna is located two miles north of the hub of Reston.

Rehearses With Gun—Dies

While reheasing in his home a tough-guy' role for skit over WEXL. Royal Oak, Raymond Budzanow, 24, shot himself fatally last week with a supposedly empty gun as a companion looked on.

A few hours before he was to appear in the skit, Budzanow was giving his lines a final once-over. With the companion provi ing the cues, the young ether actor was demonstrating a suicide when the gun went off.

WHN's Labor Huddle

Labor huddle of American Radio Telegraphists and Louis K. idney of WHN, New York, down for tomorrow morning (Thursday). Called to discuss establishment of new sliding wage scale, regulation of hours, guarantees of permanence in jobs, etc., for technicians of station, who claim now 100% organization.

There was a threat of a strike two weeks ago. Trouble was temporarily smoothed when union agreed to await L. K. Sidney's return from Hollywood. Sidney returned over the weekend and immediately made an appointment through his assistant Herbert Pettey. Labor huddle of American Radio

Indianapolis, May 11.

Lenox Lohr doing a guest of honor at the Governor's Day outing at Lebanon, Indiana, last week, had a bad moment or two. Having reeled off several anecdotes appropriate to the chaste NBC network, Lohr went white when up stepped Jack Stillwell of WIRE, Indianapolis, and sounded off the musical chimes and station identification just as if the whole talk had been broadcast. It turned out to be the Indiana boys pulling a rib on the guy from the big city. Probably first time network prez ever got the dead mike biz. He took it good-humoredly and felt okay after reassurances that it was a rib.

Next day Lohr was partied by Eugene Pulliam of WIRE at Columbia Club here for luncheon, with around 30 guests, including R. F. Blossom, manager of WFBM, CBS outlet here; Ward Dorell, Clarence Leich and W. W. Behrman, who respectively manage WOWO, Ft. Wayne; WGBF, Exansville; and WBOW, Terre Haute, all three other NBC affiliates in Indiana, J. T. Pritchard, prexy of Indianapolis Power & Light Co., which owns WFBM here; Jacob Transhish, Mutual's Lamplighter; Glenn Van Auken, Indianapolis lawyer, who holds the permit to build the third Indianapolis station. Govs. Townsend and Chandler, of Indiana and Kentucky; and Mayor Kern of Indianapolis.

Lohr's views anent television, which he has been voicing in his nation-wide jaunts, got big press splurge here.

Gene Pulliam, Jr., son of WIRE Gower, and in charge of the NBC

nation-wide jaunts, got blg press splurge here.
Gene Pulliam, Jr., son of WIRE owner, and in charge of the NBC outlet news-room, annexed the governor's outing golf cup on a 79 gross score. 'Gridiron' razz session that victimized Lohr was handled by Al WynKoop, Lebanon city editor.

Lloyd's Insures **Louis Armstrong** Delivery in N.Y.

Paramount Pictures has taken out a policy of \$5,000 from Lloyd's to indemnify Standard Brands: in the event Louis Armstrong isn't delivered back to New York from the Coast by noon of the day preceding his May 28 broadcast. It's the first bond of the sort obtained by a film producer and made payable to an air commercial. air commercial.

air commercial. Amsterog side to be a air commercial. Amstrong is due to leave by plane for Hollywood immediately after his May 21 show for Fleischmann Yeast on the NBC-blue (WJZ) link to do a bit in musical with an all-colored cast which Paramount will have in production by that time. Armstrong's contract with the food packer stipulates that he be in New York for all broadcasts, with the exception of the period it would take to make a single picture for Paramount.

mount.

Trumpetist didn't want this lone exception to count until he went out this summer to participate in a Joe Penner production for Paramount, and when the agency on the account, J. Walter Thompson, objected to the possibility on the May 28 broadcast through failure of plane connections the producer came forward with the indemnity proposition.

Fritz Blocki Divorce

Chicago, May 11.
Suit for divorce was brought against Fritz Blocki, of the States Lake theatre, here, Friday (7), by Louise Barclay Boldenweck Blocki, a radio actress. Pair married three years ago.
She was represented by Attorney Milton J. abath.

CBS Buys Sports Exclusively; Tennis Costs \$20,000, Golf 10G's; Braddock-Louis, NBC, \$50,000

Intense bidding between NBC and Columbia for the broadcast rights to sports events has spread to field of horseraci Columbia is trying to it up the Kentucky Derby on a five-year basi During the past week this same network obtained the exclusive air rights to the championship matches supervised by the U. S. Golf Association and the U. S. Lawn Tennis Association. CBS under contract to pay

Lawn Tennis Association.

CBS under contract to pay \$10,000 a year for five years to the golf combine and \$20,000 a year for the tennis rights. After CBS closed the USGA deal it discovered that one of the big matches will be played on the westcoast. On the eastern and the time of this broadcast would be from 7 p.m. with the result that it could not be picked up unless a flock of commercials were canthat it could not be picted. If we are can-celled. In bidding for the tennis matches NBC stopped at \$12,500.

In the Columbi camp claim

Baseball Epilogs

Before-and-after the baseball games is rated choice time and is easy to sell. This added gravy has become a notable revenue item for the stations taking play-by-play. Quarter hours, or longer, can be peddled fore and aft, providing there's no product confliction. General Mills and Socony-Vacuum object to any sponsor of their own classification doing a sneak on the baseball bandwagon.

is made that NBC started the auction furore by trying to tie up the broad-cast rights to the James raddock-Joe Louis fight without first having a commercial committed to take it. For years there has been a gentleman's agreement between the two major networks to refrain from paying for sustai ing sports broadcasts.

ing for sustai ing sports broadcasts.

CBS turned down Jack Adams' offer to get the rights to the fight for \$60,000, which would give him \$10,000 for his own end, and set out to do business by itself. While Columbia was trying to find out who the responsible parties were for such transaction NBC got Joe Gould, Braddock's manager, and Mike Jacobs, the bout's promoter, together and closed for \$50,000. Buick will do the underwriting of this event, through the Arthur Kudner agency.

Baltimore, May 11.

Hearst-owned WBAL will feed NBC-blue three coast-to-coast programs coming week-end in association with the running of the Preakness at Pimlico oval Sat. (15) after-

On Friday night Clem McCarthy On Friday night Clem McCarthy will interview jockeys and trainers of the three-year-olds who will vie following day, along with young Al Vanderbilt, who is chairman of the committee publicizing the race well as Maryland's top-

wner.
Running of the race will fed
the net, and on Saturday night
Preakness Ball fill be given a

Detroit, May
Writ of mandamus to compel
Western Union to furnish WJBK
with telegraphic reports of Detroit
Tigers' out-of-town baseball games
was denied Monday (10) by Federal
Judge Ernest O'Bri Latter intimated he had no jurisdiction since
no one complained when W. U. filed
its tariff list with F. C, C.
WJBK, plans to carry fight to
F. C. C. aided by other stations. Detroit, May

Union Vs. WPA Music

San Francisco, May 11.

Despite the recent ban against broadcasts by WPA musical organizations effected in a ruling of San Francisco Local No. 6 of the American Federation of Musicians, station KGGC here is airing regularly transcriptions made by WPA talent. Permission for use of the records was secured from WPA execs in Washington.

DIES IN COURT

esman Suing Virgil Evans, WSPA, Collapses While Testifying

satesman Suing Virgil Evans, WSPA, Collapses While Testifying,
Spartanburg, S. C., May 11.
Sudden death ended H. A. Hamilton's suit against Virgil V. Evans, doing business as WSPA, here, last Friday (7). While undergoing cross-examination, Hamilton, former New Yorker and more recently connected with the station as an advertising representative, suddenly slumped in his chair. Judge Arnold R. Merchant hurriedly had a physician summoned and court attaches called an ambulance. Hamilton died en route to a hospital.

He was suing vans, owner and manager of the station, over certain financial considerations he claimed had been promised in a purported letter from Evans to him in New York in 1935. Late that year Hamilton came here and joined the WSPA staff. After he left the station, he put on bank nites for Wilby-Kincey theatres here and more recently had held a government position, the bank nites having been abandoned by the theatres. Evans entered a general denial to all allegations.

Funeral rites were held here the hody was taken to Camden, N. J., for burial.

Ballplayers Demand Coin: Gratis Guesting Gets Ha-Ha: \$100 for Ruth; Cook, \$300

Baseball players are not only in Baseball players are not only in demand as guest-gabbers on network commercials, but have learned to ask for mazuma. Babe Ruth's twice-a-weeker over CBS for Sinclair ga-pays players a flat \$100 for an ap-pearance, and has had several turndowns from a couple of diamon names, who held out for bigger pay

off.
To date Ruth has had as guests
Tony Cuccinello, Kiki Cuyler, Buddy
Hasset, Buddy Meyer. Tonight
(Wed.) Paul Waner will put in an

(Wed.) Paul Waner will put in an appearance.

Bill Terry, Giants' manager, has a standard rate of \$500, and won't cut. Mutual network wanted him to grace a special sustai ing broadcast just before opening of season, but balked at his money demand. Terry wouldn't cut, and he got his figure from Al Pearce show for Ford Dealers on CBS later on. Burleigh Grimes, Dodgers' boss, also plucked half a grand from the Pearce program.

ram.
Joe Cook's Sat. NBC-red period
or Shell has also been investing in Joe Cook's Sat. NBC-red period for Shell has also been investing in baseballers since season opened. Program has paid players \$300 for a march up to the mike. To date Bob Feller, Dizzy Dean and Carl Hubbell have collected.

Auto Classic Unsponsored

Indications are that the Memorial Day 500-mile race will not be sold for sponsorship this year, ith the bi igs behind the race having about given up hope of sponsorship, NBC, Columbia and Mutual ill probably carry it sustai ing on present plans.

Chicago, May 11.
Chicago's city fathers have offered for commercial etherization the 250-mile auto race which will be held on the Grant Park roadway on July 14.
Race will be held as part of the Chicago Charter Jubilee. Local stations, with the exception of the NBC stations, aren't interested in the race, since they are loaded with baseball play-by-play.

Doc Levy's Land Yacht

Philadelphi, May 11.
'Doc' Levy, WCAU prexy, left his
office Monday afternoon for Camden shipyard to see when his new
yacht will be finished. He returned
driving new auto modelled along the

lines of a dachshund.

Wise guy hanging out the window quipped: 'Here comes Doc driving the yacht up Chestnut street.'



EAST and DUMKE "SISTERS OF THE SKILLET"

Knox Gelatine Co.—CBS. Kellogg's Corn Flakes—NBC. Comedy shorts for Educational.

N. Y. Ball Clubs Reaffirm Group **Action Principle**

Owners of the three major league clubs-Dodgers, Yanks-in the N. Y. area met last irmed their agreeweek and ment not to sell air ri

games. accomplished iointly.

Several years ago the three clubs signed a pact to sidestep radio overtures until 1940. At that time Horace Stoneham. iants' prez, was the gui ing spirit. This season Stoneham gui ing spirit. This season Stoneham acquired the franchise of the Albany (Int. League) team, moving club to Jersey City, where air rights were peddled to General Mills for broad-casting over WHN, N. Y. Carefully watching the situation, it is understood that Stoneham has come to the conclusion that broadcasting is an attendance boon thus far this season at the J. C. park

attendance poon thus far this season at the J. C. park. Giants' prez this year thumbed down an offer from General Mills of \$1,000 per game for the right to spon-\$1,000 per game for the right to spon-sor play-by-play description of the team's 77 home games. Since the N. Y. Nationals, despite a pennant plucking outfit last season, haven't been doing too well at the gate, ru-mors are rife that all three major clubs in Greater N. Y. will-next season accept bids for air sponsor-shi

Sealtest Program Set to B'dcast from Exposition Cleveland, May 11.

Gleveland, May 11.

To date the following network shows have been carded for broad-casting from Radioland, which opens with a flourish on May 29: Uncle Ezra, Fibber McGee and Molly, Fireside. Recital, Stainless' show with Mario Cozzi, Singing Lady, Girl Alone, Gene and Glenn, Sealtest program. Cycle Trades' show, Ben Bernie's Am. Can period, Guy Lombardo's Bond Bread period, General Motors' Hour, Phillip Morris, Babe, Ruth's Sinclair oil show and the Gillette Community sing.

Other network commercials, for which Ralph B. Humphrey, radio director of the Expo, and Arthur Cook, assistant and N. Y. rep, are dickering, include Chrysler, Cities Service, Cocomalt and Texaco. CBS, Mutual and NBC-nets have carded regular pickups from the Expo. Mutual will carry the heaviest sked of the four webs, approximatin ine hours weekly from Expo

Bridge Fiesta Broadcast

San Francisco, May 11.

San Francisco, May 11.

Presented as part of the 'Radio' Stars Night' which will be part of the Golden Gate Bridge Fiesta, celebrating the opening of the Golden Gate span, the Albers Bros. Milling Co. program, 'Good Morning Tonite,' will be broadcast from the Clvic Auditorium on Tuesday, May 25. The regular cast of eight singers and Gyula Ormay's orchestra will participate.

Show, produced by Erwin Wasey agency, is alred over the coast NBC-Red web, and will probably be the only commercial originating at the auditorium on this occasion,

How to Handle Sponsors and Jokes

By Hal Block

Rule number one: tay in good with the sponsor. If he wants you change a joke do so. It is very simple.

Example—Comedian: I found a poverty stricken skunk.
Stooge: What do you mean a poverty stricken skunk.
Comedian: It didn't have a scent.
Now supposing the sponsor objects to the word scent, joke can easily be changed. Viz.:
Comedian: I found a poverty stricken skunk.
Stooge: What do you mean a poverty stricken skunk?
Comedian: It didn't have a farthing.

Rule number two: Always have the joke on the comedian Example—Comedian: Say, I'll have you know I'm the cor

or
Comedian: All I can say is there is certainly a bi
on this program.
Stooge: Quit talking about yourself (this is also very forte).

Rule number three: ild up your jokes so that the slowest can get it.

Example—Comedian: Who was that lady I saw you with last. Stooge: What was that?

Comedian: I said who was that lady I saw you with last nite? Stooge: Oh, who was that lady you saw me with last nite? Comedian: Yeah, who was it?

Stooge: Why that was no lady, that was my wife. Comedian: (isgustedly.) That was no lady, that was my wife. See here you,

If your network reaches New Mexico and Southeast Florda another repeat of the gag might not be a bad idea.

Rule number four: o kid it with. Examples—There goes a floporoo,

Well, that certainly was a lollapalooza,

Well, there's an omelette for you. (This invariably takes the curse off the gag.)

Rule number five: Ring in the name of the product into the program cleverly so it won't seem so business-like.

Examples: For instance, if you are on the Acme Rye Bread Company program you might do something like this:

Comedian: What do you mean well bred?

Stooge: Well bred from the Acme Baking Company is the nuts. (This is very acceptable.)

Comedian Horray! Hooray!
Announcer: And when you hear Hooray think of Hoorye
and when you think of Hoorye think of rye who and when
you think of rye who think of Aeme Bye who bring you
this program. (Now isn't this much nicer than a straight
commercial?)

Rule number six: Try not to use old gags but if you must at least s em so they sound new.

Example—(Old gag.) COMEDIAN: YOU LOOK LIKE A MILLION DOLLARS.

GIRL: YES, AND I'M JUST AS HARD TO MAKE.

THE REVISED GAG WILL READ.

COMEDIAN: MY LITTLE CHICADEE; YOU LOOK LIKE TWO CENTS.

GIRL: YES, BIG BOY, AND I'M JUST AS HARD TO MAKE.

(Can you recognize it now?)

Goes to Hollywood to Line Up Material-Providers for July

Material-Providers to July

Walter O'Keefe, accompanied by his manager, Nelson Hesse, leaves next Monday (17) for Hollywood to line up a couple of writers for the series that the comic starts for Bristol-Myers July 7, replacing Fred Allen. Duo O'Keefe has in mind are now on the Packard show, winding up June 1. While on the Coast O'Keefe will do a guestee on the Chase & Samborn program May 23.

Another Coast chore will be that of talking over with RKO exess the potentialities story ich O'Keefe sold to film company recently for \$5,000. It's titled 'Rolling Stones,' deals with trailer addicts and was bought with the idea of having Helen Broderick and Victor Moore head the cast.

FEMME HYGIENE IS NIXED FAST BY CBS

io continues to icily ignore all overtures made for time by femme hygiene preparations. Latest bid was made to CBS by the N. W. Ayer agency on behalf of Veldown. Proposish was that sponsor would build a big one-hour weekly variety show, and indulge in no commercial copy other than mention of the trade name as presenting the show. Columbia nixed summarily. Kotex has also never been able to use radi io continues to icily ignore all

CBS Musicians on Notice

CBS. Mustclans on Notice
Chicago, May 11.
Columbia musicians were handed four-week closing notices on Saturday (8), by local CBS office, as a protective move.
Several changes in staff being considered, and some talk of a complete new musician set-up.

O'KEEFE STALKS WRITERS G. O. P.'S RADIO **SHOWMANSHIP IDEAS**

Washington, May 11,
Touchiness of politicians about audiene reaction culminated in exceptional concessions last week when John D. M. Hamilton, chairman of Republican National Committee, was partly gagged for remainder of his series of broadcasts on public issues. With G.O.P. chiefs evincing unusual concern about what the backnome folks say, party headquarters hastily revised plans for airing the red-headed committee leader vi Columbia and NBC. Instead of doing solo, Hamilton was turned into a glorifled m.c., with pinchitters added to the program and given most of his time. Both webs cooperated with Republican office in trying to cover up, but were unable to completely conceal fact that arrangements were shifted in response to grass-roots rumblings and uneasiness in Congress.

Sapolio was appli because political pulse-takers feared Hamilton would pull a boner by making vicious attacks on President Roosevelt and, secondly, because the herlanders, particularly women, wer tut-tutting. Hamilton's marital difficulties which brought a separate maintenance suit by his wife ale last month.

Rambeau's New Man

Rambeau's New Man

Chicago, May 11.

Hal. Holman has been added to the Chicago office of the William G. Rambeau Co., station reps.

Was formerly with Paul Associates.

MANY MUTUAL DEALS PEN

Broadway Scholarship

One of the Broadway press agents has launched an attack on the New York public school music teachers on behalf of a radio singer. Campaign is tops in the letters-to-the-editor stunt now extensively employed by private press agents to get clients names in print. Essay over the radio singer's signature reads in part as follows:

To attempt to show the shortcomings of the present courses would only necessitate a wordy description and outline of what might be done, but suffice it to say that at present the courses fail to include material and subject matter which would make a complete understanding of the reasons for the course and the impetus for continued interest on the part of the students. In secondary schools the necessity for a simple presentation of the history of music in conjunction with the courses is uncalled for because by the time students have reached these grades they are fairly well acquainted with what music can and should mean to them. But it is the younger children whose attempts to understand a course which is merely presented as a mathematical subject or a foreign language course fall short in almost every respect when it comes to really appreciating and understanding every respect when it comes to really appreciating and understanding what music is.'

Lawyers—Who Know How—Kid F.C.C

New Bar Association Presents the Kilocycle Follies of 1937

Washington, May 11.

Merciless roasting for members and subordinates of Federal Communications Commission climaxed first stunt dinner of Communications Bar Association Monday night. Labeled as informal engineering conference, event staged by radio lawyers before numerous government officials included sharp harpooning for inconsistencies in decisions, delay in promulgating reallocation, and vulnerable personal characteristics. Executive committeemen administered razzing, turning guns particularly on Commissioners Stewart and Payne, recalling that Willard Hotel, incident, and poking fun at engineers predicament.

Commish red tape drew continuous jibes, with attorneys poking fun at practice of making decisions, and then trying to find legal reasons, and capitalizing on internal feuds. Red-faced commissioners, counsel, and engineers joined laughter over phoney broadcasts stabbing at Arde Bulova activities, sudden switch in plans to fill secretaryship, and similar recent incidents. Washington, May 11.

Jains to fill secretaryship, and similar recent incidents.

Speechless affair was emceed by Louis G. Caldwell, prez, while arrangements were handled by Ben S. Fisher, Frank D. Scott; and George O. Sutton.

Only business was acceptance of routine reports.

WRVA, Richmond Talks Own Sales Rep: Raymer Goes South for Rebuttal

Paul Raymer, station rep, has been in Richmond, Va., the past several days attempting to straighten out a kink which has developed in the relations between his organization and WRVA. Station has been giving thought to establishing its own national sales setup in New York for economy purposes and as a preliminary step in that direction relayed notice to Raymer.

Barron Howard, WRVA sales mgr., was in New York last week, and Raymer accompanied him back to Richmond to talk things over with the station's other execs. Similar situation popped last year but it was smoothed out and WRVA remained on Raymer's list.

Klauber on CBS Board

Edward Klauber, Paul W. Kesten and M. R. Runyon, all v. p.'s, have been made members of the CBS board of directors. Previously William S. Paley was the only CBS 'employee' represented on the network's board.

Myrt and Marge's Ingenue Ingenue is to be added to Myrt and Marge serial, daily over WABC at 2:45 p. m. Idea is to build love interest.

Auditions being held by William Morris office.

RADIO EDITORS' WAX 'PREVIEW'

Transamerican Broadcasting

Transamerican Broadcasting & Television has arranged to preview? a disked version of its latest production, The Uncrowned King, dealing with Lawrence in Arabia, tomorrow afternoon (Thursday). It will be two half-hour installments. Lionell Atwill heads the cast.

Transamerica figures on making the preview for radio eds a regular thing, the latter hearing them before the shows are offered to advertisers or agencies. Next one will be samples from the dramatization of Booth Tarkington's This Boy Joe.

PHIL BAKER RENEWED: MAY HIT HOLLYWOOD

Although it doesn't distribute in that area, Gulf Oil will provide Phil Baker with a Los Angeles outlet for his Sunday night CBS broadcasts if he goes out this Fall to make a picture. Account's hookup covers the east, south and midwest and runs of ference that Device. Kaneer City. the east, south and midwest and runs as far west as Denver. Kanasa City may also be added by the time the program starts emanating from Hollywood but in this instance there will be local distribution under way. Baker last week got a new two-year contract with the usual options. Deal was handled between Young & Rubicam and Lyons & Lyons. Program goes off the air the last Sunday in June and comes back Oct. 2.

Boake Carter's Luck

iladelphia, May 11.
reaks of timing on major events.
have marked Boake Carter career.
Last week Hindenburg exploded at
7:23, ith the Englishman skedded
for the lanes 22 minutes later. riginal script hurriedly scrapped as the
extemped on tragedy.
Other breaks which Carter says
have 'smeared him with luck' are:
Death of King George V—6:55 p.m.
TWA plane crash at Pittsburgh
with 15 killed—6:45 p. m.
Announcement of finding of body
of Lindbergh baby—6:18 p. m.
General Motors strike settlement—
6 p. m.

Sandra Gould's Clocking
Sandra Gould, of cast of 'Having,
Nandra Gould, of cast of 'Having,
N.Y., is cast from time to time in
Court of Human Relations,' bankrolled by Macfadden publications at
9:30 p. m. Fridays over CBS.
Actres:

Act

OHIO IN WORKS

Summer Will Probably Delay Consummation - 'Don't Want to Work for Telephone Company' - First Phase of Station Expansion to Be Reached in Autumn

BUCKEYE WEB

illing out of the open crevices in the Mutual reference map will not be completed before next autumn. At that time, according to present plans, that time, according to present plants, the station li ing-up phase of Mutual will have completed its first cycle. Currently expansion negotiations concern the Pacific northwest, Ohio, south-of-Richmond in Dixie and the Twin Cities.

south-of-Richmond in Dikke and in-Twin Cities.

Mutual may include the Cleveland Plain Dealer group of stations in Ohio. With WHK, Cleveland, due to take NBC blue service, the situation will soon be considerably smoothed.

will soon be considerably smoothed. Imminence of summer will slow some of the pending deals as Mutual does not 'want to work for the telephone company.' Line costs, too, are an integral part of the Pacific northwest problem amounting to some \$80,000 annually. Don Lee at present does not travel north of San-Francisco.

Some further extension of Mutual Some further extension of Mutual Service into Texas is another possibility of the fall. Mutual wants to have the 35 leading markets, coast-to-coast, plus supplements. Then thinks it will be competitively set up to tackle other problems inherent in organization's newness. Business volume for 1937 suggests a gross of around \$2,500,000.

Not itemizing stations on the Colonial leg in New England Mutual facilities now include:

NORTH ROUND ROBIN

WGN, Chicago; CKLW, Windsor-Detroit; WGAR, Cleveland; WOR, Newark. SOUTH ROUND ROBIN

SOUTH ROUND SOUTH R, Newark; WFIL, Philadelphia L, Baltimore; WOL, Washington, A, Richmond; WCAE, Pittsburgh Cincinnati; WSAI, Cincinnati, Nashville; KWK, St. Louis; WGN,

WEST COAST SECTION

WEST COAST SECTION

KSO, Des Moines; WMT, Cadar Hanida;
KOIL, Omaha; KFOR, Lincoin; WIIB,
KADA, Ada; KYSO, Ardmore; KARA, Elk
CHI, KENE, Child, KMIS, Unklouger,
KYMI, CR, Child, KMIS, Unklouger,
KYMI, CR, Child, KMIS, Control, Child,
KMIS, Danver, KFKA, Greeley; KHJ,
Loa Angoles; KDB, Santa Barbara; KGIS,
San Diego; KFPG, San Francisco; KGIM,
Sockton; KOD, Monterey; KIMI,
KYOE, Santa Ana; KXO, 261 Centro.

Penetration Mutual-Don Lee into the northwest is a topic of persistent conversation among broad-casters hereabouts. C. W. Myers, president of the N.A.B., has clarified the control with M.A.B., has clarified to the control of the manufacture of the control of the co president of the N.A.B., has clarified his position with regard to Mutual. If and when Mutual hits this territory KALE may be interested, but Myers, whose KOIN is ith CBS, has declined to actively initiate the promotion of a northwestern loop. Portland and Seattle are the markets appealing to Mutual. Inclusion of other Oregon or Washington radio stations is considered remote. KOL, Seattle is generally mentioned as the prospective Mutual station for that city.

Tom Symons of KFPY, Spokane, is due to have KXL, Portland if and when F.C.C. confirmation is forth-

Columbus, May 11. Columbus, May 11.

United Broadcasting Co.'s Buckeye
Network faded recently when Crazy
Water Crystals cancelled the Georgia
Crackers daily show. Although
WHKC, Columbus, and WHK-WJAY,
Cleveland, were exchanging upwards
of 30 programs a week, the Crystal
balf-hour was the young network balf-hour was the Columbus.

Percial and the Columbus.

PACIFIC, DIXIE, Esty Agency Develops Protective System in Ear-Opening Move; 'Idea' Given Orally to Stenog

Spokane Spanks

Spokane, May 11.

Spokane Federation
Women's Organizations
week went on record as opposed to five radio programs.
March of Time' was called the
most offensive, 'John's Other
Wife was branded as libel on
business men and women,
'Twenty Thousand Years
Sing Sing,' 'Gangbusters' and
'Pretty Kritty Kelly' were called
generally offensive.
These are the worst offending
programs, reported a committee
which has been investigating
air programs here two months.
Others will be named later.

CBS EYES FILM AGENCY ANGLE

Lawrence Lowman, CBS v.p., declared Monday (11) that the network was not contemplating turning over its artist's bureau for operation to some outside organization but what it might do is absorb an established talent booking organization. Main idea for this move would be to get a wedge into the booking end of the picture business and to acquire personnel experienced in that field.

It is understood that Larry White-

field.

It is understood that Larry White of Columbia's talent selling office has approached several Hollywood agents on the sellout angle, but without any tangible results.

DENVER RADIO ACCT. DRAWS FTC FROWN

Washington, May 11.
Crack-down on Mauthe & Son
Remedy Co, of Denver, was promised by the Federal Trade Commision if outfit does not answer a complaint against its 'Radio Active Hair
Restorer' within 20 days.
Claims made in radio talks that
the preparation is not a dye and that

Claims made in radio talks that the preparation is not a dye and that it will not injure 'delicate scalps' are untrue. Commish declared, and Mary Mauthe, proprietor of the dye company, must quit falsely representing product or face a cease and desist order.

Instead of restoring natural color, promoting growth and generally injuried in the proving hair, thing compound is just another dye, Commish pointed out, and may prove harmful 'when used by certain persons.'

WLW Retags Frim Sisters; Also Signs Cooway, Wester

Cincinnati, May 11.

Three acts added to Crosley's talent staff this week: Modernaires, male vocal and instrumental four-some, headed by Bill Cooway; Ilan Wester, tenor, lately with the Bucaneers, and the Frim isters, yocal swing trio.

ob Kennett

swing trio.

ob Kennett, program manager for WLW, conducted auditions in the Transamerican studio. He was assisted by Arthur Chandler, Jr., Crosley's vet ear-bender on talent.

Frim Sisters will undergo a name change for their work on the 500,000 watter. Agented by Henry Frankel.

Very latest method by which an agency, in dealing ith submissions of freelance program idea/ persons, attempts to protect itself from, subsequent plagfarism suits is the on adopted by the William Esty agency. And method imposes the severest straps yet ted to the 'idea' thinker-uppers.

When and if the freelance gains access to the Esty script ogler, his typed prospectus is not looked at, rather he describes his brainchild while a secretary sits by and takes his words down in shorthand. Description is immediately converted into type, on a form upon which printed statement that the idea the property of' the agency. form must be signed by the program ponderer before he is interviewed further. Form is also filled in with the figure the agency will pay the writer in event the 'agency's idea' is ever used.

Fron-Clad

Fact that the signed form iron-clad and yet the Esty agency continues to get 'idea' conceivers to agree to its terms has other agencies considering adoption of same form. Doors of agencies have been long locked to thinker-uppers and latter seem willing to sign almost anything to get ideas before a possible buyer. Figure which the Esty agency asis those interviewed to sign for acceptance is rarely more than \$100; more often it is around \$50. And in the signed agreement there is no promise that Esty will ever use any of the ideas submitted.

Lever Bros. Summer Wax Seeks New Circulation: Uses NBC, Sidesteps CBS

Ruthrauff & Ryan is placing a pack of five-min, e.t.'s for Lever Bros. (Rinso and Lifebuoy) on sta-tions from coast to coast for summer campaign

campaign.

Agency is spotting the biz on NBC affiliates and indie broadcasters, skipping where at all possible CBS cogs. Thought is that Rinso and Lifebuoy Columbia net shows during winter sank the grappling irons in one slice of public, so to get another listening group the opposish hinterland stations will receive the warmmonths' transcription campaign.

Agitate DST for D. C.

Washington, May 11.

ot dispute as to whether the nation's capital shall join up with other cities in daylight saving for the summer months will be a lered Wedness (12) and the next day over WRC.

Talk by Representative Leo Sacks, Democrat, of Pennsylvani, who has introduced a bill for sunlight extension in the District of Columbi, will make an appeal to the natives during the first program. Gordon Hittenmar, WRC announcer, ill follow up Thursday with his 'man-in-the-street' program—contacting government workers as the leave their buildings and also stopping trians and motorists to get

Dale Wimbrow's Revival

Dale Wimbrow's Revival
Detroit, May
Dale Wimbrow, skipper of the old
Natchez' program heard over CBS
several years ago, has resurrected
the show for thrice-weekly broadcast over WXYZ, where he's producing commercials.
Wimbrow, who was known
'Misslssi i Minstrel' on the old program, guides the new 'showboat',
abetted by Margueriic Werner, organist, who provides 'callope' tunes.
Skipper also ushig numerous poems
he's written but never published.

CBS Buys Sports Exclusively; Tennis Costs \$20,000, Golf 10G's; Braddock-Lows, NBC, \$50,000

Intense bi ing between NBC and Columbia for the broadcast rights to sports events has spread to field of horseracing. Columbi is trying to tie up the Kentucky Derby on a five-year basis. During the past week this same network obtained the exclusive air rights to the championship matches supervised by the U. S. Golf Association and the U. S. Lawn Tennis Association.

Lawn Tennis Association.

CBS is under contract to pay \$10,000 a year for five years to the golf combine and \$20,000 a year for the tennis rights. After CBS closed the USGA deal it iscovered that one of the big matches will be played on the westcoast. On the eastern end the time of this broadcast would be from 7 pm on, with the result that it could not be picked up unless a flock of commercials were cana flock of commercials were cancelled. In bidding for the tennismatches NBC stopped at \$12,500.

In the Columbia camp

Baseball Epilogs

Before-and-after the baseball games is rated choice time and is easy to sell. This added gravy has become a notable revenue item for the stations taking play-by-play. Quarterhours, or longer, can be pedded fore and aft, providing there's no product confliction. General Mills and Socony Vacuum object to any sponsor of their own classification doing a sneak on the baseball bandwagon.

Is made that NBC started the auction furore by trying to tie up the broadcast rights to the James Braddock-Joe Louis fight without first having a commercial committed to take it. For years there has been a gentleman's agreement between the two major networks to refrain from paying for sustaining sports broadcasts.

ing for sustaining sports broadcasts. CBS turned down Jack Adams' offer to get the rights to the fight for \$60,000, which would give him \$10,000 for his own end, and set out to do business by itself. While Columbia was trying to find out who the responsible parties were for such transaction NBC got Joe Gould, Braddock's manager, and Mike Jacobs, the bout's promoter, together and closed for \$50,000. Buick will do the underwriting of this event, through the Arthur Kudner agency.

Baltimore, May 11,
Hearst-owned WBAL will feet
NBC-blue three coast-to-coast programs coming week-end in association with the running of the Preakness at Pimlico oval Sat. (15) after-

noon.
On Friday night Clem McCarthy
ill interview jockeys and trainers
of the three-year-olds who will vie
following day, along with young Al
Vanderbilt, who is chairman of the
committee publicizing the race as
well as Maryland's top-ranking hoss

Running of the race will be fed to the net, and on Saturday night the Preakness Ball will be given a similar ride.

Detroit. May 11.
Writ of mandamus to compel Western Union to furnish WJBK with telegraphic reports of Detroit Tigers' out-of-town baseball games was denied Monday (10) by Federal Judge Ernest O'Bri Latter intimated he had no jurisdiction since no one compalined when W. U. filed its tariff list with F. C. C. WJBK plans to carry fight to F. C. C. aided by other stations. Detroit. May 11.

Union Vs. WPA Music

San Francisco, May 11.
Despite the recent ban against broadcasts by WPA musical organizations effected in a ruling of San Francisco Local No. 6 of the American Federation of Musicians, station KGGC here is airing regularly transcriptions made by WPA talent. Permission for use of the records was secured from WPA execs in Washington.

DIES IN COURT

Salesman Suing Virgil Evans, WSPA Collapses While Testifying

Salesman Sulng Virgil Evans, WSFA, Collapses While Testifying

Spartanburg, S. C., May 11.
Sudden death ended H. A. Hamilton's suit against Virgil V. Evans, doing business as WSPA, here, last Friday (7). While undergoing cross-examination, Hamilton, former New Yorker and more recently connected with the station as an advertising representative, suddenly slumped in his chair. Judge Arnold R. Merchant hurriedly had a physician summoned and court attaches called an ambulance. Hamilton died en route to a hospital.

He was suing Evans, owner and manager of the station, over certain innancial considerations he claimed had been promised in a purported letter from Evans to him in New York in 1935. Late that year Hamilton came here and joined the WSPA staff. After he left the station, he put on bank nites for Wilby-Kincey theatres here and more recently had held a government position, the bank nites having been abandoned by the theatres. Evans entered a general denial to all allegations.

Funeral rites were held here the helpt of Hamilton's death and the body was taken to Camden, N. J., for burial.

Ballplayers Demand Coin: Gratis Guesting Gets Ha-Ha; \$100 for Ruth; Cook, \$300

Baseball players are not only in demand as guest-gabbers on network commercials, but have learned to ask for mazuma. Babe Ruth's twice-a-weeker over CBS for Sinclair gas pays players a flat \$100 for an ap-pearance, and has had several turn-downs from a couple of diamond names, who held out for bigger pay-off.

names, who neto out for organ payoff.

To date Ruth has had as guests Tony Cuccinello, Kiki Cuyler, Buddy Hasset, Buddy Meyer. Tonight (Wed.) Paul Waner will put in an

(Wed.) Paul Waner will put in an appearance.
Bill Terry, Giants' manager, has a standard rate of \$500, and won't cut. Mutual network wanted him to grace a special sustaining broadcast just before opening of season, but balked at his money demand. Terry wouldn't cut, and he got his figure from Al Pearce show for Ford Dealers on CBS later on Burleigh Grimes, Dodgers' boss, also plucked half a grand from the Pearce program.

gram.
Joe Cook's Sat. NBC-red period for Shell has also been investing in baseballers since season opened. Program has paid players \$300 for a march up to the mike. To date Bob Feller, Dizzy Dean and Carl Hubbell have collected.

Auto Classic Unsponsored

Indianapolis, May 11.

Indications are that the Memorial Day 500-mile race will not be sold for sponsorship this year, ith the bigwigs behind the race having about given up hope of sponsorship.

NBC, Columbi and Mutual will probably carry it sustaining on present plans.

Chicago, May 11.
icago's city fathers have offered
for commercial etherization the 250mile auto race which will be held on
the Grant Park roadway on July 14.
Race will be held as part of the
Chicago Charter Jubilee. Local stations, with the exception of the NBC
stations, aren't interested in the race,
since they are loaded with baseball
play-by-play.

Doc Levy's Land Yacht

Doc Levy's Land Yacht
Philadelphia, May 11.
Doc' Levy, WCAU prexy, left his office Monday afternoon for Camben shipsayard to see when his new yacht will be finished. He returned driving new auto modelled along the lines of a dachshund.
Wise guy hanging out the window quipped: 'Here comes Doc driving the yacht up Chestnut street.'



EAST and DUMKE

Knox Gelatine Co.—CBS. Kellogg's Corn Flakes—NBC. Comedy shorts for Educational.

N. Y. Ball Clubs Reaffirm Group **Action Principle**

Owners of the three major league ball clubs-Dodgers, Giants and Yanks-in the N. Y. area met last irmed their agree sell air

jointly. Several years ago the three clubs

Several years ago the three clubs signed a pact to sidestep radio overtures until 1840. At that time Horace Stoneham, Giants' prez, was the gui ing spirit. This season Stoneham acquired the franchise of the Albany (Int. League) team, moving club to Jersey City, where air rights were peddled to General Mills for broadcasting over WHN, N. Y. Carefully watching the situation, it is understood that Stoneham has come to the conclusion that broadcasting is an attendance boon thus far this season at the J. C. park.

at the J. C. park.

iants' prez is year thumbed down an offer from General Mills of \$1,000 per game for the right to sponsor play-by-play description of the team's 77 home games. Since the N. Y. Nationals, despite a pennant plucking outful last season, haven't been doing too well at the gate, rumors are rife that all three major clubs in Greater N. Y. will next season accept bids for air sponsorshi

Sealtest Program Set to B'dcast from Exposition

To date the following network shows have been carded for broadcasting from Radioland, which opens with a flourish on May 29: Uncle Ezra, Fibber McGee and Molly, Fireder Recital, 'Stainless' show with Mario Cozzi, Singling Lady 'Girl Alone,' Gene and Glenn, Sealtest program. Cycle Trades' show, Ben Bernie's Am. Can period, Guy Lombardo's Bond Bread period, General Motors' Hour, Phillip Morris, Babę Ruth's Sinclair oil show and the Gillette Community sing. ther. network commercials for Cleveland, May 11,

Gillette Community sing ther network commercials for which Ralph B. Humphrey, radio director of the Expo, and Arthur Cook, assistant and N. Y. are dickering, include Chrysler, ities Service, Cocomait and Texaco. CBS, Mutual and NBC. nets have carded regular pickups from the Expo. Mutual will carry the heaviest sked of the four webs, approximating nine hours weekly from Expo grounds.

Bridge Fiesta Broadcast

San Francisco, May 11.

resented as part of the 'Radio |
Stars Night' which will be part of the Golden Gate Bridge Fiesta, celebrating the opening of the Golden Gate span, the Albers Bros. Milling Co. program, 'Good Morning 'Tonite,' will be broadcast from the Civic Auditorium on Tuesday, May 25. The regular cast of eight singers and Gyula Ormay's orchestra will participate. Show, produced by Erwin Wasey agency, is aired over the coast NBC-Red web, and will probably be the only commercial originating at the auditorium on this occasion. San Francisco, May 11.

How to Handle Sponsors and Jokes

By Hal Block

Rule number one: Stay in good with the sponsor.
hange a joke do so. It is very simple.
Example-Comedian: I Jound a poverty stricken skunk.
Stooge: What do you mean a poverty stricken skunk.
Comedian: It, idn't have a scent.

Comedian: It. idn't have a scent.

Now supposing the sponsor objects to the word scent, joke can easily be changed. Viz.:

Comedian: I found a poverty stricken skunk.

Stooge: What do you mean a poverty stricken skunk?

Comedian: It didn't have a farthing.

Rule number two: Always have the joke on the comedian. Example—Comedian: Say, I'll have you know I'm the comedi

program.
Stooge: That's what you think (this will invariably bring a belly laugh).

Comedian: All I can say ig dummy on this program.

Stooge: Quit talking about yourself (this is also very forte).

Rule number three: Build up your jokes so that the slowest listener can get it.

Example—Comedian; Who was that lady I saw you with Stooge: What was that?

Comedian; I said who was that lady I saw you with last nite? Stooge: Oh, who was that lady you saw me with last nite? Comedian: Yeah, who was it?

Stooge: Why that was no lady, that was my wife.

Comedian: (Disgustedly.) That was no lady, that was my wife. See here you, etc.

If your network reaches New Mexico and Southeast Florda another repeat of the gag might not be a bad i

Rule number four: If a gag doesn't go over, have a few ad lio kid it with.

-There goes a floporoo,

Well, that certainly was a lollapalooza,

Well, there's an omelette for you. (This invariably takes the curse off the gag.)

Rule number five: ing in the name of the product into the program cleverly so it won't seem so business-like.

Examples: For instance, if you are on the Acme Rye Bread Company program you might do something like this:

Comedian: What do you mean well bred?

Stooge: Well bred from the Acme Baking Company is the nuts. (This is very acceptable.)

Comedian: Horray! Hooray!
Announcer: And when you hear Hooray think of Hoorye and when you think of Hoorye think of rye who and when you think of rye who think of Acme Bye who bring you this program. (Now isn't this much nicer than a straight commercial?)

Rule number six: ry not to use old gags but if you must at least switch tem so they sound new,

Example—(Old gag.) COMEDIAN: YOU LOOK LIKE A MILLION DOLLARS.

GIRL: YES, AND I'M JUST AS HARD TO MAKE.

THE REVISED GAG WILL READ:

COMEDIAN: MY LITTLE CHICADEE, YOU LOOK LIKE TWO CENTS.

GIRL: YES, BIG BOY, AND I'M JUST AS HARD TO MAKE.

(Can you recognize it now?)

O'KEEFE STALKS WRITERS

Goes to Hollywood to Line Up Material-Providers for July

Material-Providers for July

Walter O'Keefe, accompanied by his manager, Nelson Hesse, leaves next Monday (17) for Hollywood to line up a couple of writers for the series that the comic starts for Bristol-Myers July 7, replacing Fred Allen. Duo O'Keefe has in mind are now on the Packard show, winding up June 1. While on the Coast O'Keefe will do a guestee on the Chase & Sanborn program May 23,

Another Coast chore will be that of talking over with RKO exess the potentialities of story which O'Keefe sold to the film company recently for \$5,000. It's titled 'Rolling Stones,' deals with trailer addicts and was bought with the idea of having Helen Broderick and Victor Moore head the cast.

FEMME HYGIENE IS NIXED FAST BY CBS

Radio continues to icily ignore all overtures made for time by femme hygiene preparations. Latest bid was made to CBS by the N. W. Ayer agency on behalf of Veldown.

Proposish was that sponsor would build a big one-hour weekly variety show, and indulge in no commercial copy other than mention of the trade name as presenting the show. Columbia nixed summarily, Kotex has also never been able to use radio.

CBS Musicians on Notice

CBS Musicians on Notice
icago, May 11.
Columbia musicians were handed
four-week closing notices on Saturday (8), by local CBS office, as a
protective move.'
Several changes in staff being considered, and some talk of a complete
new musician set-up.

G. O. P.'S RADIO **SHOWMANSHIP IDEAS**

Washington, May 11.

Touchiness of politicians about audiene reaction culminated in exceptional concessions last week when John D. M. Hamilton, chairman of Republican National Committee, was partly gagged for remainder of his series of broadcasts on public issues. With G.O.P. chiefs evincing unusual concern about what the backnome folks say, party headquarter hastily revised plans for airing the red-headed committee leader vi Columbia and NBC. Instead of doing a solo, Hamilton was turned into a glorifled m.c., with inchiters added to the program and given most of his time. Both webs cooperated with Republican office in trying to cover up, but were unable to completely conceal fact that arrangements were shifted in response to grass-roots rumblings and uneasites in Congress.

Sapolio was applied because political pulse-takers feared Hamilton would pull a boner by making vicious attacks on President Roosevelt and, secondly, because the hinterlanders, particularly women, wer tut-tutting Hamilton's marital difficulties which brought separate maintenance suit by his wife late last month.

curues which brought separate maintenance suit by his wife late last month.

Rambeau's New Man

Chicago, May 11.
Hal Holman has been added
the Chicago office of the William
Rambeau Co., station reps.
Was formerly with Paul
Associates.

MANY MUTUAL DEALS PEN

Broadway Scholarship

One of the Broadway press agents has launched an attack on the New York public school music teachers on behalf of a radio singer. Campaign is tops in the letters-to-the-editor stunt now extensively employed by private press agents to get clients names in print.

Essay over the radio singer's signature reads in part as follows:

To attempt to show the shortcomings of the present courses would only necessitate a wordy description and outline of what might be done, but suffice it to say that at present the courses fail to include material and subject matter which would make a complete understanding of the reasons for the course and the impetus for continued interest on the part of the students. In secondary schools the necessity for a simple presentation of the history of music in conjunction with the courses is uncalled for because by the time students have reached these grades they are fairly well acquainted with what music can and should mean to them. But it is the younger children whose attempts to understand a course which is merely presented as a mathematical subject or a foreign language course fall short in almost every respect when it comes to really appreciating and understanding what music is:

Lawyers—Who Know How—Kid F.C.C

New Bar Association Presents the Kilocycle Follies of 1937

Washington, May 11,
Merciless roasting for members
and subordinates of Federal Communications Commission climaxed
first stunt dinner of Communications
Bar Association Monday night. Lab-Bar Association Monday night. Labeled as informal engineering conference, event staged by radio lawyers before numerous government officials included sharp harpooning for inconsistencies in decisions, delay in promulgating reallocation, and vulnerable personal characteristics. Executive committeemen administered razzing, turning guns particularly on Commissioners Stewart and Payne, recalling that Willard Hotel incident, and poking fun at engineers' predicament. neers' predicament.

neers' predicament.

Commish red tape drew continuous jibes, with attorneys poking fun at practice of making decisions and then trying to find legal reasons, and capitalizing on internal feuds. Redaced commissioners, counsel, and engineers joined laughter over phoney broadcasts stabbing at Arde Bulova activities, sudden switch in plans to fill secretaryship, and similar recent incidents.

ilar recent incidents.

Speechless affair was emceed by
Louis G. Caldwell, prez, while arrangements were handled by Ben S.
Fisher, Frank D. Scott, and George O. Sutton.
Only business was acceptance of routine reports.

WRVA. Richmond Talks Own Sales Rep: Raymer Goes South for Rebuttal

Paul Raymer, station rep, has been in Richmond, Va., the past several days attempting to straighten out a kink which has developed in the relations between his organization and WRVA. Station has been giving thought to establishing its own national sales setup in New York for economy purposes and as a preliminary step in that direction relayed notice to Raymer.

Barron Howard, WRVA sales mgr. was in New York last week, and Raymer accompanied him back to ichmond to talk things over with the station's other execs. Similar situation popped last year but it was smoothed out and WRVA remained on Raymer's list.

Klauber on CBS Board

Edward Klauber, Paul W. Kesten-and M. R. Runyon, all v. p.'s, have been made members of the CBS-board of directors. Previously William S. Paley was the only CBS 'employee' represented on the network's board.

Myrt and Marge's Ingenue Ingenue is to be added to Myrt and Marge serial, daily over WABC at 2:45 p. m. Idea is to build love

Auditions being held by William lorris office.

RADIO EDITORS' **WAX 'PREVIEW**'

Transamerican Broadcasting & Television has arranged to 'preview' a disked version of its latest production, 'The Uncrowned King,' dealing with Lawrence in Arabia, dealing with Lawrence in Arabia, to will be two half-hour installments. Lionell Atwill heads the cast. Transamerica figures on making the preview for radio eds a regular thing, the latter hearing them before the shows are offered to advertisers or agencies. Next one will be samples from the dramatization of Booth Tarkington's 'This Boy Joe.'

PHIL BAKER RENEWED: MAY HIT HOLLYWOOD

Although it doesn't distribute in that area, Gulf Oil will provide Phil Baker with a Los Angeles outlet for his Sunday night CBS broadcasts if he goes out this Fall to make a pieture. Account's hookup covers the east, south and midwest and runs as far west as Denver. Kansas City may also be added by the time the program starts emanating from Hollywood but in this instance ther will be local distribution under wey. Baker last week got a new two-year contract with the usual options. Deal was handled between Young & Rubicam and Lyons & Lyons. Program goes off the air the last Sunday in June and comes back Oct. 2.

Boake Carter's Luck

Philadelphia, May 11. Philadelphia, May II.

Breaks of timing on major events have marked Boake Carter career.
Last week Hindenburg exploded at 7:23, ith the Englishman skedded for the lanes 22 minutes later. Original script hurriedly scrapped as he

extemped on tragedy.

Other breaks which Carter says 'smeared him with luck' are:

have 'smeared him with luck' are:
Death of King George V—6:55 p.m.
TWA plane crash at Pittsburgh
with 15 killed—6:45 p. m.
Announcement of finding of body
of Lindbergh baby—6:18 p. m.
General Motors strike settlement—

Sandra Gould's Clocking
Sandra Gould, of east of 'Having
Wonderful Time,' at the Lyceum,
N. Y., is east from time to time in
'Court of Human Relations,' bankrolled by Macfadden publications at
9:30 p. m. Fridays over CBS.
Actress is through her legit stint
at 9:23, leaving seven minutes for
her to make the seven blocks to the
studio.

PACIFIC, DIXIE, OHIO IN WORKS

Summer Will Probably Delay Consummation - 'Don' Want to Work for Telephone Company' - First Phase of Station Expanto Be Reached in Autumn

BUCKEYE WEB

Filling out of the open crevices in the Mutual retwerk map will not be completed before next autumn. At that time, according to present plans, the station lining-up phase of Mutual will have completed its first cycle. Currently expansion negotiations concern the Pacific northwest, Ohio, south-of-Richmond in Dixie and the Twin Cities.

Mutual may include the Cleveland Plain Dealer group of stations in Ohio. With WHK, Cleveland, due to take NBC blue service, the situati will soon be considerably sm

mill soon be considerably smoothed. Imminence of summer will slow some of the pending deals as Mutual does not 'want to work for the telephone company.' Line costs, too, are an integral part of the Pacific northwest problem amounting to some \$90,000 annually. Don Lee at present does not travel north of San

Some further extension of Mutual Some further extension of Mutual Service into Texas is another possibility of the fall. Mutual wants to have the 35 leading markets, coast-to-coast, plus supplements. Then thinks it will be competitively set up to tackle other problems inherent in organization's newness. Business volume for 1837 suggests a gross of around \$2,500,000.

Not itemizing stations on the Colonial leg in New England Mutual facilities now include:

NORTH ROUND ROBIN WGN, Chicago; CKLW, Windsor-Detroit

SOUTH ROUND ROBIN SOUTH ROUND ROBIN

WOR, Newark; WFIL. Philadelphia;
WBAL, Baltimore; WOL, Washington;
WRVA, Richmond; WCAE, Pittsburgh;
WLW, Cincinnati; WSAI, Cincinnati;
WSM, Nashville; KWK, St. Louis; WGN,
Chicago.

WEST COAST SECTION

Portland, Ore., May 11.

Penetration of Mutual Lee into the northwest is a topic of per-sistent conversation among broad-casters hereabouts. C. W. Myers, president of the N.A.B., has clarified president of the N.A.B., has clarified his position with regard to Mutual. If and when Mutual hits this territory KALE may be interested, but Myers, whose KOIN is ift CBS, has declined to actively initiate the promotion of a northwestern loop. Portland and Scattle are the markets appealing to Mutual. Inclusion of other Oregon or Washington radio stations is considered remote. KOL, Scattle is generally mentioned as the prospective Mutual station for that city.

city.

Tom Symons of KFPY, Spokane, is due to have KXL, Portland if and when F.C.C. rmation is forth-

Columbus, May 11. ited Broadcasting Co.'s Buckeys Network faded recently when Crazy Westwork faded recently when Crazy Method Congress of the Georgia Crackers dally show. Although WHKC, Columbus, and WHK-WJAY, Cleveland, were exchanging upwards of 30 programs a week, the Crystal our was the young network's ommercial and the Columbus-

Esty Agency Develops Protective System in Ear-Opening Move: 'Idea' Given Orally to Stenog

Spokane Spanks

Spokane, May 11.

Spokane Federation of Women's Organizations last week went on record as opposed to five io programs. March of Time was called the most offensive; 'John's Other Wife was branded as libel on business' men and women; Twenty Thousand Years at Sing Sing,' 'Gangbusters' and Pretty Kitty Kelly' were called generally offensive.

These are the worst offending programs, reported a committee which has been investigating, air programs here two months. Others will be named later.

CBS EYES FILM AGENCY ANGLE

Lawrence Lowman, CBS v.p., declared Monday (11) that the network was not contemplating turning over its artists' bureau for operation to some outside organization but what it might do is absorb an established talent booking operation. what it might do is assort an estab-lished talent booking organization. Main idea for this move would be to get a wedge into the booking end of the picture business and to ac-quire personnel experienced in that

field.

It is understood that Larry White of Columbia's talent selling office has approached several Hollywood agents on the sellout angle, but without any tangible results.

DENVER RADIO ACCT. DRAWS FTC FROWN

Washington, May 11.
Crack-down on Mauthe & Son
Remedy Co. of Denver, was promised by the Federal Trade Commission if outfit does not answer a complaint against its 'Radlo Active Hair
Restorer' within 20 days.
Claims made in radio talks that
the preparation is not a dve and that

Claims made in radio tanks that the preparation is not a dye and that it will not injure 'delicate scalps' are untrue, Commish declared, and Mary Mauthe, proprietor of the dye company, must quit falsely repre-senting product or face a cease and desist order.

desist order: Instead of restoring natural color, promoting growth and generally im-proving hair, tinting compound is just another dye, Commish pointed out, and may prove harmful 'when used by certain persons.'

WLW Retags Frim Sisters; Also Signs Cooway, Wester

Cincinnati, May 11.

Three acts added to Crosley's talent staff this week: Modernaires, male vocal and instrumental four-some, headed by Bill Cooway, Allan Wester, tenor, lately with the Bucaneers, and the Frim Sisters, vocal action this swing trio.

Kennett, program manage for WLW, conducted auditions in the Transamerican studio. He was assisted by Arthur Chandler, Jr., Crosley's vet ear-bender on talent.

Frim Sisters will undergo a name change for their work on the 500,000 watter. Agented by Henry Frankci.

Cleveland line was yanked im-mediately it went off the air. There is some talk of reviving the Buckeye in the fall, within or in-clusive of a Mutual dicker now apparently being worked out.

Very latest method by which an agency, in dealing with submissions of freelance program idea persons, attempts to protect itself from subsequent plagiarism suits is the one adopted by the William Esty agency. And method imposes the severest straps yet tied to the 'idea' thinker-

straps yet tied to the 'idea' thinkeruppers.

When and if the freelance gains
access to the Esty script ogler, his
typed prospectus is not looked at,
rather he describes his brainchild
while a secretary sits by and takes
his words down in shorthand. Description is immediately converted
into type, on a form upon which is
rinned statement that the idea 'is
the property of' the agency. Thi
form must be signed by the programponderer before he is interviewed
further. Form is also filled in with
the figure the agency will pay the
writer in event the 'agency's idea'
is ever used.

Iron-Clad

writer in event the 'agency's idea' is ever used.

Fact that the signed form is so iron-clad and yet the Esty agency continues to get 'idea' conceivers to agree to its terms has other agencies considering adoption of same form. Doors of agencies have been long locked to thinker-uppers and latter seem willing to sign almost anything to get ideas before a possible buyer. Figure which the Esty agency asks those interviewed to sign for acceptance is rarely more than \$100; more often it is around \$50. And in the signed agreement there is no promise that Esty will ever use any of the ideas submitted.

Lever Bros. Summer Wax. Seeks New Circulation: **Uses NBC, Sidesteps CBS**

Ruthrauff & Ryan is placing a pack of five-min, e.t.'s for Lever Bros. (Rinso and Lifebuoy) on stations from coast to coast for summer campaign.

Agency is spotting the biz on NBC affiliates and indie broadcasters, skipping where at all possible CBS cogs. Thought is that Rinso and Lifebuoy Columbia net shows during winter sank the grappling irons in one silice of public, so to get another listening group the opposish hinterland stations will receive the warmmonths' transcription campaign.

Agitate DST for D. C.

Washington, May 11.

Hot dispute as to whether the nation's capital shall join up with other cities in daylight saving for the summer months will be aired Wednesday (12) and the next day over WRC.

Talk by Representative Leo Sacks, Democrat, of Pennsylvani, who has introduced a bill for sunlight exte sion in the District of Columbin, make an appeal to the natives during the first: program. Gordon Hittenmarks WRC announcer, will follow up. Thursday with his 'man-in-the-street' program—contacting government workers as they leave their buildings and also stopping pedestrians and motorists to get their it.

Dale Wimbrow's Revival

Dale Wimbrow's Revival
Detroit, May 11.
Dale. Wimbrow, skipper of the old
'Natchez' program heard over CBS
several years ago, has resurrected
the show for thrice-weekly broadcast over WXYZ, where he's producing commercials.
Wimbrow, who was known as
'Mississippl Minstrel' on the old program, guides the new 'showbart,'
abetted by Marguerite Werner, organist, who provides 'callope' tunes.
Skipper also using numerous poems
he's written but never published.

Paramount's "MAKE WAY FOR TOMORROW most talked about picture in New York!

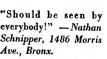


"One of the best!" Mary

Synkew, Raritan, N. J

One of the best I've seen in years!"-Charles Arodeci, 670 Bushwick Ave., Brooklyn.

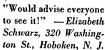


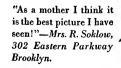




These people paid

" Marvel like a





"MAKE WAY FOR TO BEULAH BONDI, FAY BAINTER, THOMAS MITCH

"MAKE WAY FOR TOMORROW" surprised Hollywood

At sneak preview picture-wise audience commented: "Joyous, touching and tragic" ... "absorbing"... "tremendous panorama of life"... "beautifully acted and directed"... "One of the most sincere pictures we have ever seen." Douglas W. Churchill, in New York Times of May 2nd wrote: "One of the finest motion pictures to emerge from Hollywood in many seasons."

"MAKE WAY FOR TOMORROW" repeats in New York

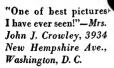
World premiere at New Criterion Theatre, New York, brought this amazing comment from newspaper critics: "An extraordinarily fine motion picture . . . may be counted upon to bid for a place among the ten best of 1937" —Frank S. Nugent New York Times. "Here is a motion picture masterpiece" —Robert Garland, Journal "31/2 stars . . . Deeply moving film drama"—Kate Cameron, Daily News. "A new, bold, handsome, infinitely stirring picture" — Bland Johaneson, Mirror. "Should not be missed"—Howard Barnes, Herald-Tribune. "Should be seen by every mother, father, son and daughter"—Eileen Creelman, New York Sun. "Excellent . . . hard to remember when the screen has been honored with a more bitterly tragic and truthful presentation from life."—Archer Winsten, New York Post.

see "MAKE WAY FOR TOMORROW" and loved every minute of it!*

family!"—
und FieldPopham



"Wonderful...there aren't adjectives enough to describe it!"—Stanley Mahler, 212 E. 117th St., N. Y. C.





"We thought the picture was the nearest thing in life to ours!"—Mr. and Mrs. Minhofer, 2035 Palmetto St., Brooklyn.

"Wonderful picture!"

— Kate Ross, 629 W
115th St, N. Y. C.



"Made me laugh and cry!" Ralph A. Marshall, 22 Riverside Drive, N. Y. C.

*Hundreds more comments on file.

ORROW" with VICTOR MOORE
Produced and directed by Leo McCarey



England, Land of 'Model' Radio, Feeds **United States Bawdy Bedroom Farce**

By BOB LANDRY

Vallee's London broadcast last Thursday (6), was notable for among other thi

(a) Sheer spectacularity in in-ternational radio showmanshi

ternational radio snowmans.

(b) A very, very English announcer trying to put that Yankee into his descriptions of Royal Gelatine and sounding very funny indeed to American ears.

(c) Charles Laught to n doing
Love For Love, naughty restoration farce by Congreve and doing
it unexpurgated with the broadest
sex innuendo probably ever heard,
on the customarily chaste American kilocycles.

Maybe, all things considered, item C should be mentioned first. There was a loud bellowing two years ago when a Mexican government-sponwnen a mexican government-spon-sored program used a song with archaic Spanish lyrics that trans-lated naughty. This Laughton ear-ful in English was all too clear and precise after the fashion of its erotic author, who always managed to con-yey the thought.

Beginning with the loudest actor-generated kisses ever to leap the At-lantic ocean with the aid of radio-telephonic impulses, the indigo ses-sion with Elsa Lanchester (Mrs. Laughton) as the femme half was nothing more nor less than a slightly fancy seduction scene. The dialog permitted no two interpretations as to what the libertine had in mind after pushing open the bedroom door. Beginning with the loudest actor-enerated kisses ever to leap the At-

Maybe it proves something about Maybe it proves something about American advertisers who go to London for special programs. Always sophisticated, the Rudy Vallee variety program has now passed the rubicon. And it remained for England, home of the 'superior' radio about which so much propaganda is heard in American educational circles, to touch a new high—or lowain hawdiness. -in bawdiness.

—in bawdiness.

That 'Love For Love' thing may or may not draw a smacko reaction.

tatic Thursday night may have cushioned the impact. But whether a big splash or just a minor ripple follows, it was a major blunder. It violated the radio proprieties so conspicuously and so boldly that it must have given many thoughtful American broadcasting executives goosepimples.

pimples.

Static was the unknown quantity of the program snyhow. On the Manhattan west side reception was poor after a day of explosive electrical showers. Audience noise came through like the muffled roar of the stadium at a Yale-Princeton messing-around. Both applause and laughter disturbing throughout. A.T. & T. (not RCA) brought in program from B.B.C., which broadcast in England but rigorously excluded commercials—even from studio audience.

Vallee bimself sounded best. After

—even from studio audience.

Vallee himself sounded best. After him Sterling Holloway's Lancaster dialect registered clearer. Oddity in that: And perhaps a fine tribute to the performer's diction. Wall Fyffe was crisp, but did not have quite the crystal ring of Holloway. Engineering or atmospheric factors may of course be the explanation. Binnie Hale suffered most from fading, although Richard Tauber's high register did not survive the journey well.

Program was nicely timed and ar-

ter did not survive the journey well.

Program was nicely timed and arranged barring the Laughton indiscretion (especially noticeable coming duri the peak of the burlesque clean-up in New York), and the conception and showmanly sock of the whole undertaking are worthy of high commendation. Vallee was gracious and tactitul in a foreign land, neither gushing over the English nor bringing in the handsacross-the-sea line of patter. He brought with im a spiel about real strawberries inster: of chemically-simulated ones. Included, too, inevitably was the literary alusion to the coronation and royalty and the the coronation and royalty and the 'Royal' gelatin trademark of Stand-

Assuming that static (frequently Assuming that state threquently had in west side Manhattan on stormy nights via WEAF) was not a serious question elsewhere, the sponsor had a good show for his money. And perhaps a good scare for the dip into the 'classics' from the old

Follow-Up Comment

Jack Pearl's weekly stint anent the dialect tribulations of Baron Munchhausen on last week's hearing (7) seem forced and unfunny, espe-ially in the latter half. Pearl is a noted word-mangler, but he needs snappler material than this present script.

cially in the latter half. Pearl is a noted word-mangler, but he needs snappler material than this present to the present of the presentation of The private Life of Christopher Columbus as the program finale. Latter private Life of Christopher Columbus as the program finale. Latter of the private Life of Christopher Columbus as the program finale. Latter of the private Life of Christopher Columbus as the program finale. Latter private Life of Christopher Columbus of the program of the private Life of Christopher Columbus Dorsey's orchestral interruptions. Dorsey's pand fills in some tricky rhythms in the 30-minute workout, with Edith Wright chripping a chorus or two at intervals. Morton Bowe, enor soloist, provided a single ballad, smoothly sung, and Sharley Cliff Hall, as usual, straights effect the program of the present of the present of cigates's handled by an introductory spiet (in several voices) at the text plus a somewhat silly finale commercial in which a confab is held between a Kentucky Derby trainer and his horse concepting the predicts and their valuable premiums. The program of the products and their valuable premiums. The program of the products and their valuable premiums. The program of the products and the products and their valuable premiums. The products and the products an

Court of Human Relations period on NBC, sponsored by True Story mag, went in for 10 tof intricate and unbelievable plot-weaving in the 1 Betrayed My Own Son' installment. Story from the June issue of the mag, as per usual, the court's verdict is left to the radio jury, with cash prizes, at a \$100 top, for the best decision.

prizes, at a \$100 top, for the best decision.

In order to pack a complete dialogic yarn into 30 minutes it is, of course, necessary to skip rapidly through the action of a tear-jerker such as this, but the result was too sketchy in its development for complete listener comfort. This particular story, a success yarn climaxed by tragedy, is trashy stuff at best, and it is not helped by the double-query of the story itself that fails to impress, due to its jerky exposure. Program has the usual organ background for atmosphere and charles: O'Connor is the announcer. Commercial plugs go a bit heavy in selling the merits of True Story.

Delmar Edmundson, who has been

selling the merits of True Story.

Delmar Edmundson, who has been the 'editor' on Heinz morning show (CBS), has enlarged duties now that guest stars from the literary world, etc., seem to be out. On the Friday (7) broadcast, he delved into the risk more than the result of the resul

en Bernie's American Can show last week (4) over NBC blue was notable for several reasons. One was motable for several reasons. One was the several reasons of the several reasons. One was the in arrived comediants debut the several reasons. One was the several reasons. One was the several reasons. One was the several reasons of Ethel Shutta as guestee. Both lifted session.

In general setup, Bernie's program remains pretty much along lines that have brought listener following. Major portion devoted to twisted-English spoofing. Orchestra gets in a few numbers, with Bernie's 'lads' also coming in for a turn apiece. With Freddie Berrins batoning, new band is improvement over Bernie's former crew.

band is improvement over Hernie's former crew. Ethel Shutta was wallopy, showing nice enunciation, personality, vibrant voice and excentional rhythm sense with. "That's Why the Lady Is a Tramo" and then comedy knack with The Merry-Go-Round Broke Down."

John Charles Themas offered his own composition, Mother, as one of three song numbers for his guest shot last Sunday (9) night on the HEL Sunday (8) night on the HEL Sunday (8) night on the HEL Sunday (8) no connection with Mother's Day, Baritone also sang Road to Mandalay' and Toreador song from Bizet's opera, Carmen, Had choral accompaniment for final one. Baritone whammed all three over in his customary socks style. One of the best voices in the concert field, plus unusual showmanship flair.

Jello's commercial on Jack Benny's show last Sunday night (9) was some sort of new blurbing high. With color the keynote of the season, read the spiel, listeners should buy Jello

HINDENBURG CRASH DISC Herbert Morrison, Charles Nehlsen HINDENBURG Herbert Morrison, Charle Talk 10 Mins. Sustaining Thurs., May 6 WEAF—NBC, New York

NBC shelved 10-year policy against broadcasting recorded material in order to bring this extraordinary document to listeners. aired the disc on two occasions the day after the catastrophe, over the blue (WJZ) link at 5:30, EDST, and again over both the blue and the red (WEAF) network at 11:30 that night. What has been imprinted on this platter will likely serve as spine-tingli stuff for years to come, with the chances being that come, with the chances being that it will be loaned from the WLS, Chicago library, each time that a program undertakes to review the outstanding events of 1937 or to pretragedies.

tragedies.

Herbert Morrison, WLS staff announcer, and Chas. Nehlsen, an engineer with the station, had come to Lakehurs, N. J., to record the landing of the Hindenburg for use at some future date when the outlet elected to put on a program celebrating some anniversary of transfer.

landing of the Hindenburg for use at some future date when the outulet elected to put on a program celerating some anniversary of transatlantic passenger aviation. It was while Morrison was pouring into his equipment on the field a description of the Zeppelin's arrival that the tragedy broke. What the disc captured after that sums to as an amazing study in horror-provoked hysterial reported by the disc, Morrison's first reaction was a wild gasp. He is next heard yelling for his partner to get out of the way. A few seconds later there is an explosion and then a devastating quiet. When the sound is on again it is Morrison, babbling incoherently and crying between staceato outbursts. He keeps repeating that he can't look any more and pleads that he must say a way. When his voice resumes to the control of himself and he tells of helping some of the escaped passengers to the sidelines. Odec.

DUTCH BEGAN
Today's Winners'
15 Mins.—Local
FENN TOBACCO CO.
9:15 p. m. Dally
WHO, Des Moines

WHO, Des Moines
This sporteast summarizing the
day's happenings in the world of
sports will be handled by Dutch'
Reagan, WHO's ace sports announcer
until he leaves next month for
Hollywood to make pictures for
Warner Bros. A natural for Reagan
who has built local prominence as
an all round sports announcer since
he joined WHO's, staff four years
ago.

an all routing spots staff four years ago.

Opening to the tune of 'In the Good Old Summer Time', baseball scores, including runs, hits, errors and injuries, are listed on games played that day, in addition to schedules and personality highlights on the players of national note.

Also included are reports on the latest boxing bouts, horse and autorating, and the staff of the program is sponsored although the program is sponsored and the progr

Notre Dame on May 2.

Although the program is sponsored by the Penn Tobacco Co., Regan took occasion to tell Bobby Griffin (announcer on the program) about a talk with a 15-year-old boy he saw smoking that day—the reasons he gave the boy for waiting to smoke until he was older—the boy's reaction, etc. This bit was cleverly introduced.

Moorhead.

DELL KING Discs, Dialect Blurbs Discs, Dialect Blurps
15 Mins.—Local
PETER FOX BREWING CO.
Daily, 5:00 p. m. SDST
WGN, Chicago

(Schwimmer Scott)
rogram idea is slick example of
opportunism. Cambles on the
amount of time after finish of the
ball game, up to the next 15-minute
mark, or to 5:15. Consists of swing
recordings introduced by high pressure comedy announcing. Dell King
does a swell job as the announcer,
keeping up the pace set by the
swinglest of the swing records, any
swinglest of the swing records, and
dialect throughout, sometimes one
accent, and sometimes another.

for its becoufful tints and shades. Nothing will make a dinner table so gay and colorful and inviting as a dish of lovely, sparkling Jello. Which should rate something or other for pulling a reason out of the distant ozone.

Same Jack Benny show also offered an example of a growing trend in studio audience programs. Benny, Mary Livingstone, Phil Harris and Don Wilson were all plenty slow on picking up lines. That was probably due to waiting for audience laughs to fade, but it merely slowed the comedy to the ether listeners. Just another instance of the difficulties of adjusting radio entertainment to the two distinct audiences.

BEN DOVA (Joseph Spah) With Robert L. Ripley FLEISCHMANN Sunday, 7.30 p. m. EDST WJZ, New York (J. Walter Thompson)

(J. Watter Thompson)

Here was a grand piece of showmanship fumbled by clumsy handling. Ben Dova (real name Joseph
Spah), standard vaudeville acrobat,
was one of the survivors of Thursday's Zeppelin explosion. William
Morris agency, which handles him,
quickly had him substituted for another guestee on Robert L. Ripleys
Belleve It or Not' show Sunday (9)
night for Standard Brands over the
NBC blue. So far so good. In fact,
so far a matterpiece.

As should be abstituted.

hight for Standard Brands over the NBC Dine. So far so good. In fact, NBC Dine. So far so good. In fact, and the source of the s

travel in general? And so on and on.

Furthermore, in a script show of this kind, the constant cross-questions by Ripley served merely to interrupt the flow of what might have been a thrilling story. If Bendova isn't naturally a ready talker the scripting should have taken care of that. But Ripley's repeated prompting and his taking over of the narration from time to time softened the dramatic wallop.

Hobe.

'VANISHING NEW YORKERS'
With Frankle Basch, Roy Campbell
Quartet, Joe Tobin, Anton Leader
Novelty
15 Mins.; Local
Sustaining

Novetty
15 Mins; Local
Sustaining
Wednesday, 8:45 EDST
WMCA, New York
Okay twist on the 'numan interest'
vogue in radio. Station WMCA's
versatile chief exploitectional
quarter-hour program that lays conduits to unusual occupations for program material. On the 'sample
caught, one of the handful of blacksmiths still whamming the anvil in
New York was brought to the studio
and interviewed. Quizzing done by
brogram. But production values
were added through orchestra, quartet and narrator.
Blacksmith's history was suggested
musically and historically as a prelude to the actual example. Technological unemployment in
received
to the actual example. Technological unemployment in
received
the state of the state of the state
was so on the economic, as well as
the human and dramatic side, program's idea is of interest. It's been
miss Basch has had plenty of interviewing experience on WMCA.
Miss Basch has had plenty of interviewing experience on WMCA
voice is well suited to narratine,
while Tobin does the routine spieling. Program as directed uses a
variety of narrative methods to unrold its theme.

Land.

PPCADILLY MUSIC HALL

PICADILLY MUSIC HALL
With John Goldsworthy, Bennett
and Wolverton, Fred Zimbalist,
Jack Baker, Ruth Lyon, Charles
Sears, Escorts and Betty, Cadets
Quartet, Sylvia Clark, Harold
Peary, Jay Ronney, Arthur Kohn,
Al Short's orchestra

Peary, a.,
Al Short's orchestra
Variety
60 Mins.
Sustaining
Tuesdays, 10:00 p.m.
WENR, Chicago
At least one of the reasons why
radio producers often fail when they
try to do a vaudeville air revue, is
pretty well illustrated by this show.
That reason is that they seemingly
do not know what vaudeville is, nor
do they realize that some sort of a
compromise between the two media
is necessary for a vaudeville air
show.

do not know what vaudeville is, nor of the realize that some sort of a compromise between the two media is necessary for a vaudeville arishow.

This full hour shot, supposedly modeled after an English music haltshow, fails to do its job, for the most part, because the comedy turns are nothing but annoying waits between excellent musical numbers. Without exception, everything connected with the musical portion of the show was grade A, this includes orchestra, vocalists and instrumentalists. But dueed in British realists, and the fact that it may not so such stuff that it may not such stuff that the such stuff t

W. C. FIELDS
With Edgar Bergen, Don Ameohe,
Werner, Janssen Orch., Ann Harding, Dorothy Lamour, Richard
Rogers, Larry Hart, Ray Middleton
60 Mins.
CHASE & SANBOBN
Sunday, 8 P.M.
WEAF-NBC, New York
(J. Walter Thompson)

Thompson agency spent a great deal of time, energy and worry as-sembling the show, but as yet all details have not been smoothed. It is expected that show will be steam-lined during the summer months, and emerge in its full flowering by autumn,

and emerge in its full flowering by autumn.

Opening exhibit was so studded with names and talent it couldn't possibly more state of the state of th

of the play not too well projected in the seven minutes devoted to it.

Bergen, who has had meteoric zoom in radio since he broke broadcast ground on the Vallee period last December didn't have particularly good material for so auspicious and coasion as his first network stardom. His act motitutes a swell aincrip via material.

Songwriting team of Dick Rodgers and Larry Hart gabled few answers to Ameche's quizzing on their trade, and baritone Ray Middleton obliged by singing team's 'All Points West,' the exceedingly long combo of oratorio and playlet which is team's most ambitious effort to date. Middleton did venture for to date. Middleton did venture is the service of the program's high-lights.

Dorothy Lamour was on early,

cidedly one of the problem in the lights.

Dorothy Lamour was on early, singing 'What Will I Tell My Heart?' in her sultry soprano.

Janssen's orch sounded pretty slick on the whole, but director seems to have a tendency to use arrangement that are too complicated for general amoeal.

appeal.
Commercial was in thrice, each time briefly,

appeal.
Commercial was inserted but thrice, each time briefly, Bert.
TRAPED'
With Joseph Boland, Lots Jessen, Jean Ellyn, Robert Bruce, Blain Davies, William Hackett, Henry Gurvey, George Reid
Melodrama
30 Mins.; Local
FINLAY-STRAUS
Wednesday, 9 p. m.,
WMCA, New York
This is one of a series of 'detective mysteries' sponsored by a local credit control of the contro

HOUSE UNDIVIDED'
With Norman Fields, Jane Morgan,
Vangie Beilby, Charles, Carroll,
Bea Behadaret, Elliott Lewis,
Mary Lansing, Cliff Carpenter,
Mary Mothesin, Ed. Porter.
15 Mins.—Coast
GENERAL FOODS
Daily, 11:15 a.m.
KHJ, Don Lee, Los Angeles
(Young & Rubicam)
Another of the morning script.

KENTUCKY DERBY Clem McCarthy
45 Minutes
BROWN & WILLIAMSON
Saturday, May 8
WJZ—NBC, New York (B. B. D. & O.)

Kool igarettes sponsored the broadcast of the annual classic at Churchill Downs, a prized one-time

Anodeast of the annual classic at Chemical Downs, a prized one-time comercial. Clem McCarthy described the contest, turning in one of his best mike performances. He never hesitated nor was uncertain in relating the important contest. Attempting to exclude the surge of enthusiasm from his voice, the thrill of the race was nevertheless always present.

Reporting a horse race is not the easiest of sports coverage by radio. Indeed, it's probably, the most difficult and it is likely that listeners have a more of what we listeners have a more of what we listeners have a more of what we listeners with the same of the same of the same have been sent to same and thought the same into favorite was disregarded and thoroughbreds of lesser class came into favorite was disregarded and thoroughbreds of lesser class came into favorite was disregarded and thoroughbreds of lesser class came into favorite was disregarded and thoroughbreds of lesser class came into favorite was disregarded and thoroughbreds of lesser class came into favorite was disregarded and thoroughbreds of lesser class came into favorite was disregarded and thoroughbreds of lesser class came into favorite was disregarded and thoroughbreds of lesser in the same into favorite was disregarded and thoroughbreds of lesser in the same into favorite was disregarded and thoroughbreds of lesser in the same into favorite was disregarded and thoroughbreds of lesser in the same into favorite was disregarded and thoroughbreds of lesser in the same into favorite was disregarded and thoroughbreds of lesser in the same into favorite was disregarded and thoroughbreds of lesser in the same into favorite was disregarded and thoroughbreds of lesser in the same into favorite was disregarded and thoroughbreds of lesser in the same into favorite was disregarded and thoroughbreds of lesser in the same into favorite was into favorite

withen but invoked by an obscure announcer, three quarters of an hour boards interest was maintained throughout. Race itself took slightly over two minutes and seemed to be over in half that time. There will be a number of stake races on the ir during the season but none will probably be more satisfactory to the man listening. A difference of opinion creates the odds in races as, for instance, the idea of Postmaster Farley who spoke for a moment or so and said he favored Reaping Reward, It is unlikely that there were mannay to McCarthy's report.

Buzz of excitement was present but did not intrude. Some locale boosting, etc., when the band played My Old Kentucky Home. Ibee.

ACTORS REPERTORY CO. Supply and Demand Sustaining 30 Mins. Sunday, 7 p.m. DST WABC-CBS, New York

WABC-OBS, New York

WABC-OBS, New York

New drama written for radio by Irwin Shaw, author of stage playlet, Bury the Dead. Shaw indicated a fair grasp of radio scripting technique, while Worthington Miner, who directed 'Excursion', current legit hit, demonstrated his directional touch in collabing on the staging with Irving Reis.

'Supply and Demand' theorizes and indicates that steps should be taken lodges that steps should be taken to drastically after the steps of propaganda hue, it offers no solution to the so-called problem. As a source of entertainment, production is useful only as a study in radio presentation technique.

Playlet employs symbolic effects, with refrains from 'America' running through and exaggerated episodes injected to stress the focal idea—that everybody should be better fed than under the present system of supply and demand. Acting uneven; half excellent and the other half 50% poor or faltering. Players were taken from the Actors Repertory Company which did 'Bury the Dead.' Performances generally failed to measure up to the production and incidental effects so plainly in evidence.

Very Marcham Company which did 'Bury the Dead.' Performances generally failed to measure up to the production and incidental effects so plainly in evidence.

UNIVERSITY OF NEBRASKA With John Held, 30 Mins. PONTIAC

30 Manual Held.
31 Manual Held.
31 Manual Held.
31 Manual Held.
32 Manual Held.
31 Manual Held.
32 Manual Held.
33 Manual Held.
34 Manual Held.
36 Manual Held.
37 Manual Held.
38 Manual Held

JEAN PAUL KING News 15 Mins.—Local HOUSEHOLD FINANCE CORP. Dally, 7:45 a.m.
WABC, New York
(B.B.D. & O.)

Newcomer to air news commen-tating although does Newsreel gab-for Hearst. Sticks to more or less straight recitation of United Press

straites as the state of the order of the second of United Press releases.

Sponsor is endeavoring to interest possible borrowers among early a.m. risers where cabbage scarcity abounds. Has a break in being the first news reporter (strictly that) on the air, but needs a little more to sustai interest. King uses a Graham McNamee delivery and intonation. Also noted some speech slips.

On catch King, was slightly cluttered up with mishap to the giant German zep Hindenburg so consequently had little time for anything else on his quarter-hour. Slipped in a good plug for newsreels.

CHATEAU PORTER NEWS RE-

CHATEAU NEWS REPORTER
News Dramatization
30 Minutes—Regional
BORDEN'S CHEESE
WNAC, Boston
(Young & Rubicam).
One of several sectional, locally
produced dramatizations of news,
his brings to New England listeners
local news in 50t and feature form
dramatized news programs. the
'March of Time,' this is below par,
according to that. Standard. However, as a seller of cheese for Borden's it is definitely okay.
Local stories presumably hold
more interest for local listeners.
This should build up a string of
tuners-in as the weeks roll off.
'News Reporter' irs Tuesdays at

anis should build up a string of tuners-in as the weeks roll off. News Reporter irs Tuesdays at Shuman angle to each story is havily underscored and dramatized by players. Announcers do not attempt to copy the zippy pace set by the 'March of Time' key man, and for that the producer deserves. The strength of the producer deserves. Feature stuff is from 12 to 36 hours old—spot news is up-to-minute: forest fires, etc. Two women chasing a liner in a speed boat; a woman throwing a baby out a widow at a fire; an oldster passing his road driving test in Massachusetts, and a Coast Guard rescue, were grist in the feature mill. Added touch was mike appearance of Robinson Russell, the 88-year-old man who passed the driver's testions, okay affects of typewitiers and city room noises, help move along a smartly paced program. All in all, a commendable job that should attract a considerable following. Dealer campaign, coordinating with radio contract, includes counter card and window display setups, dramatizing the news broadcast.

'SECOND HURRICANE'
Children's Opera
60 Mins.
Sustaining
Man. DST
SWABBC-CISS. New York
This 'opera'. Columbia's final salute to National Music Week; of limited entertainment scope. Strictly in the culture mob. It's original children's operatic effort turned out by an American composer.

Was given every opportunity to be an outstanding musical contribution by CBS cataging musical contribution by CBS octaetine, but in Lamon Engel as conductor and spotted Henry McNeil as narrator. Yet, the net achtevement was only 60 minutes of singing, with the childish voices becoming irritating from constant repitition.
Copland's opera contai many conversational chants or passages. His climax is deftly handled and is easily the more proposed to the control of the

HARTFORD SPEAKS'
With Bob Martineau
15 Mins., Local
WHALEN JEWELRY CO.
Weekdays, 12:30 p.m.
WTHT, Hartford
forum idea by martinestreeting
restrictions turns out
coso. Showmanship of planting
mike at sponsor's store plus passersby word-of-mouthing ought be
enough, however, to repay underwriter.

the usual college band, glee club and a couple of youthful prodigies. But college band which looks and sounds impressive in its bright uniforms and amid the excitements of a big football game can be pretty sour via the coone. And undergrad glee clubs were never serious competish musically to anybody. As for the individual prodigies, they're undoubted to be competed to the com

JERRY COOPER
With Raymond Palge orchestra, I
Gorin, Shirley Ross, Errol Fly
Mauch Twins, Louella Parsons,
Luke's Choristers, Ken Niles.

Luke's Unortaker,
60 Mins.
CAMPBELL'S SOUP
Friday, 9 p.m. EDST
WABC-NBC, New York
(F. Wallis Armstr ng)

WABC-NBC, New York

(F. Wallis Armstr ng)

With the exception of Jerry
Cooper replacing Freed MacMurray
as m. c., Campbell's 'Hollywood Hotel' continues about as was. Last
week's shot (7), however, was superhigh hat edition. Film examatization,
was Prince and Pauper' (WB), with
beaucoup attention to Coronation
ceremoni Stanza also included
tabloid version of 'Rigoletto', with
Igor Gorin as lead tonsiler. All very
high-toned, tadio, fodder.

"Hotel' sticks to same program setup. First haff is variety show with
"Gorin haff is variety show with
"Gorin Staley Market and the program
Gorin Staley and Hotel and the
Gorin Staley and Hotel and the
Gorin Staley and the brings the
pic dramatization, with Louella Parsons. Errol Flynn and the Mauch
Twins repeated roles they play in
current 'Prince and Pauper.' That
prograi arrangement is rather a
mongrel ixture, but it earnies
plenty of ammunition to catch and
hold large audience. Particularly
and go marquee values. Continues
and the plunchiest variety shows on
the air.

Jerry Cooper's stay on program of,
this weight should give him billing

strong on marquee values. Continues one of punchiest variety shows on the air.

Jerry Cooper's stay on program of this weight, should give him billing stature. He has attractive ether personality and is stronger singing between the stature of the stature of the stronger singing between the stature. He has attractive ether personality and is stronger singing between the stature of the stronger of the stature of the stronger of

Apparently wowen he studie and Pauper portion of show was mealy stuff, and certainshow was mealy stuff, and certainshow was mealy stuff, and certain the studies of the studies of the studies of the studies of the studies and could be studies and could be studies and could be studies as the studies of the

MEMPHIS COTTON
Songe and Music
30 Mins.
Sustaining Mins.
Sustaining Mins.
Sustaining Mins.
Sustaining Mins.
WEAR, New Xork
WEAR, New Xork
WEAR, New Xork
WAG. So man advance buildup,
WMC. So

val, it might just as well have been trying, to entice back two-a-day vaude.
Cotton show got no oral blurbing that might have explained it, and hence, awakened no enthusiasm that might have explained it, and proved very lightweight.
A contest had been run off and the winners to show were: The A Capella Choir of Harding College; baritone Sherman Barry bleating Wagners To the Evening Star from the Evening Handel Start from the Evening Start from the Evening Handel's Hallelujah Chorus' and having difficulty soaring up to the high notes; coloratura Eugenia McGee experienced some trouble holding within bounds Belli is 'Qui La Vott.

Windup came when the crowd was asked to climb up on their feet in the Memphis aude and shatter the air by johing in on "My Country Tis of Thee; A good song for the occasion, but "Dixie" would have been better.

MAJOR McGONIGLE'S STOCK CO.
With Sunda Love, Rupers LaBelle,
Ethel Owen, Virginia Carle, Howard Hofman, Albert Halus, Earle
Dewey, Corey Holloway, Mervini
Belvidder, Kenneth Christy, Sterling Quartet, Dion Craddock, Claymore Essig
Old-time Melodramas
60 Mins.

Old-time Metourama60 Mins. NELSON BROTHERS STORAGE CO. Saturdays, 11:00 a. WBBM, 'icago (Schui ir)

WBM, icage
(Selvi ir)

East Lynne' was the premiere bill.
In this full hour show. And not the least inclination toward satire.
Specialities done by performers with lack of comedy emphasis smeared along with gobs of commercial, make a pretty messy hour of Major McGonigle's Stock Co, and the limp voice of the Major himself is the sour whipped cream topping which is duite in keepi rest of the pie.

But performers alone are to lame: what the show needs ore than anything else, is production. Experienced actors like Ethel Owen and Howard Hoffman Just can't do so badly, even in such a hodge-podge, without help.

KITTY CARLISLE Songs GENERAL MOTORS Sunday, 8 p. m., EDST WJZ, New York

(Campbell- wald) rano guested Sunday night (9) with Erno Rapee and the General Motors symph to sing four numbers.

with Erno Rapee and the General Motors symph to sing four numbers. Best on the more pretentious portions of the stint. Standout was the Jewel Song from Gounod's Faust. In contrast, the simple Carry Me Back to Old Virginny, which might-han sugar of Kitty Carlisles musical comedy training, was negative. Other two offerings, songs from Gilbert and Sullivan's 'Mikado' and 'Iolanthe,' were excellent.

In the operatic assignment Miss Carlisle showed voice of satisfactory-tone, range and flexibility. Inclined to be slightly, edged in the higher registers, but otherwise plenty okay for the requirements. Singer also brought attractive personality to the mike. In the first place the arrangement was so pretentious that it entirely missed the touching sentiment of the piece, but offered little interest of the piece, but offered little interest. Instead of a refuse, it is not offered little interest. In the standard of the compilion of the song, Herchores the G. & S. tunes were okay.

Debut appearance for Miss Carlisle on General Motors symph hour. Renethy closed in 'White Horse Inn' on Broadway, and previously was in pix and musical comedy. Hobe.

"THIRTEEN-SEVENTEEN CLUB With Singing Waiters, Gladys T Chris Seiter, Bert Balis. Chris Seiter, Bert Bali 60 Mins.—Local KAHN'S DEPT. STORE Dally, 10 a. m. WDAS. Philly

wDAS. Philly

Thi is entertai ing program for morning show that must be produced on small nut. Key-line of '1370 Club' (WDAS on 1370 kc.): This is the night club of the air for folks who arent able to attend night clubs. Jerry Stone, emcees. His ad libbing ability largely responsible for informality where a largely responsible to the largely responsible for information where the largely responsible for

thought-out meaningless Jabber at times.

Show divided I half. First 30 minutes is sustaining with paid talent and studio band. Second portion amateurs, sponsored by Kahn's Department Store. In this way station ducks paying union scale to band, as it is only on sustaining portion of program.

In first 30 minutes are heard Chris Seiter, fairly satisfactorily wabler for this type show. Three Singing Waiters (Vic Palmer, Al Zine and Johnny Fortis—the Three Naturals of KYW): merchant Transparent Christopher (Transparent Christopher Christopher

hounds."

On amateur side of show there are no auditions. tudio always crowded with would-bes and gabber just asks them to step up. Allows them only to sing choruses no no step up. Allows them only to sing choruses no no long step up. Allows them only to sing choruses no long to the step up. Allows the st

BOB HOPE With Frank Parker 30 Mins. WOODBURY Sunday, 9 p. m. DST WJZ-NBC, New York (Lenuen & Mitchell)

(Lennen & Mitchell)

Bob Hope's addition to Rippling Rhythm Revue' as m. c. and funster appears just what the doctor ordered. Certainly his presence patches those lulis that have been obbling up of late. Judy Canova. Annie and Zeke, now. Hollywood, are missing.) Fashion in which Hope maneuvers the program, glibly filling in gaps and introducing new numbers, dein nitely sets him up. Result was one of swittest moving Rippling stanzas in many weeks. Hope added enough fresh chatter

of swittest moving Rippling stanzas in many weeks.

Hope added enough fresh chatter and gags to give entire broadcast a lift. It's even reflected in the orchestral work, and Frank Parker. Latter, now that he doesn't shoulder the cheremonial duties, shows up better in cross-fire and also with his melodious warbling. Folks were given an inkling of what was coming by the novel back-handed slapping build-up for Hope. Kentucky derby intities, too, were new until he reached the Molher's day pin, which suffered from having been heard at least once previously the same day.

Indicative of the new lilt given

least once previously the same day.

Indicative of the new lift given was the combo sketch and dust framed about 'Let's Go Slumming' tune, with Bob Hope and Parker joi ing in song, backed by ensemble singing, latter uncredited. Honey Chile, heckler for Hope on other broadcasts, was missing on his debut for this program.

Wear.

HOWARD MARSHALL.
They're Saying in England
Vox Pop
30 Mins.
Transoceanic
Sunday, 4:30 p. m., EDST
WIZ-BC, New York
Second in series of short wavers
by English journalist to give Americans: iden of atmosphere in London
during pre-coronation days was illuminating, despite spicling of Howard Marshall. Picked up from Marard Marshalls provided to an amazing degree the festive tayety of
the British man on the street. Bit
that locol color was only what came
through Marshall's long-winded
blather.
First 20 minutes of the half-hourstanza-was taken by speaker to drone
on about almost everything, but matter at hand. Even went so far-toinform breathlessly eager listeners
in America that his two moppets are
strovering from whooping cough,
the coronation dueats he wangled for
the coronation dueats he wangled for
her and that a certain building on
the Park doesn't look as he remembers it as a boy. Marshall may be
great shakes in jolly old London's
journalistic setup, but he's merely
a garrulous bore as registered from
U. S. loudspeakers.
Sounds of crowds singing, shouting
and laughing formed a continuous

a carrulous bore as registered from U. S. loudspeakers.

Sounds of crowds singing, shouting, and landing browned a continuous background gained Machalls work. And that portion of the brondenst was impressive demonstration of the coronation. For once, at least, the pomp and pageantry of the ceremonies had some meaning to uninitiated America.

Vox. pop sessions, when Marshall finally got around to them, were hard to understand, partly due to atmospheric difficulties and partly to thick accent of most of the interviewees. But outstanding point of the broadcast was the way it was handled by Marshall. For once the American mikesters, for all the critical for how children to the the catching the color and excitement of a thrilling event.

CINCINNATI BASEBALL Afternoons-Local Afternoons—Local SOCONY, WHEATIES WSAI, Red Barber WCPO, Harry Hartman

weal, red Barber
WCFO, Harry Hariman
Socony and Wheatles divide the
bankrolling this season on both stations. Mikers are free to ring in the
blurbs when and how they deem
best. Wlesly, the commercials are
lev and far between.

He was the statement of the statement of the
statement of the statement of the
statement of the statement of the
statement of the statement of the
statement of the statement of the
statement of the statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
statement of the
stat

tive season.

Reds' out-of-town games, except those in New York and Brooklyn, which teams ban radio, are covered by telegraphic reports, the broad-casters working on their imaginations for color padding. This difficult assignment is handled okay by both Barber and Hartman, Koll,

JOSEPHINE HALPIN Commentator 15 Mins.—Local ST. LOUIS DAIRY CO. M-to-S. 1:45 p.m. KMOX, St. Louis

M-to-S. 1:45 p.m.

MMOX, St. Louis

Announced as a program unseen, and unheard by sponsor until broadcast, Josephine Halpin failed at program caught to make most of opportunity, After a satisfactorily brief cominercial, Mrs. Halpin launched into a dissertation on the Spanish revolution, recounting horrors wrought by rebel inplanes on the company of the company of

LANNY ROSS ith Tommy Thomas, Heather Hal-liday, Margaret McCrae, Nadinc Conner, Molasses and January Frances Reynolds

with Tommy Homes, metaber Haliday, Margaret McCrae, Nadine Conner, Molasses and January, Frances Reynolds
MAXWELL HOUSE
Thursday, 9 p.m. DST.
WEAF, New York
(Benton & Bowles)
Show Boat show is now a singing variety show. No longer is there repartee between Tiny Ruffner, the cap and Lanny. Plot has been toosed to the winds. Yuthur Jalimes and the winds, Yuthur Jalimes and January, blackface team, help, but need support on an hour show.

Ross on early with a duet with Margaret McCrae, which had distinctive tone of the old Boat. Elfective additional background for story ong were baby readistic that the fife tipple of audience appreciation was heard over radio sets.

Thomas Thomas, now pegged Tommy Thomas, tried his hand at the difficult Mother o' Mine for a starter, but gave a more thorough demonstration of his vocal qualities with the encore, Thank God for a Condean may cent moust, though voices are not conflicting.

Nadine Conner is another voices dees a trim rendition of the Italian Street Song, but her singing is muffled in a crazy combination of classical music (which she sings) and a so-called Harlem swing background, played by part of Al Goods in the series of the series of the series of the single is muffled in a crazy combination of classical music (which she sings) and a so-called Harlem swing background, played by part of Al Goods in the series of the series

in results.

Reference to curtain going up for second half of show has, after all these years, become awkward and irksome.

Wear.

BARRY WOOD

BARRY WOOD
Songs
IS Mins.
PROCTER & GAMBLE
THURSday, 7:45 p.m.
WIZ, New York
(Blackett-Sample-Hummert)
Latest lad to leg it up to the mike
for P.&G.'s Drene hairwash fits in
neatly in the wake of two prominent
predecessors, Frank Farker and
Jerry Cooper. Wood (Lou Rapp,
brother of Barner, band batoneer)
for the company of the same of the same of the same
for the same of the same of the same
for the same of the same of the same
for the same of the same of the same
for the same of the same of the same
for the same of the same of the same
for the same of the same of the same
for the same
for the same of the same
for the same of the same
for the same of the same
for

BARGAIN BOB'
With Gordon Castle, John Slagle
Musle, Chatter, Time Signals,
38 Mins.—Local
FONTIAC DEALERS
Daily, 7 a.m.,
WXYZ, Detroit
(MacManus, John & Adams)
This is an entertaining bit of fare
for early-morning risers. Virtually
a conte-man show, being suthored and the state of the castle, scripter and announcer at
WiR.
Includes selection of recorded mu-

Castle, scripter and announcer at MrR.

Include usual early morning stuff stopping the state of the state of

5 ins.—Local MILLER JEWELRY

MILLER JEWELBY
Deily, 5 p.m.
WWJ, Detroit
C. C. Bradner, long a fave with his
news digests over WWJ, swings into
a new role as dispenser of gossip
about Newyawk. It's a five-minuter
and spotted immediately following
baseball contests over same station.
Stuff, provided by a syndicate,
comprises short and snappy bits
about Broadway personalities, plus
a feature story or two, Well handied.

JOAN CRAWFORD
With Franchot Tone, Judith Ander son
'Mary of Scotland'
60 Mins.
LUX
Monday, 9 p. m.
WABC-CBS, New York
(J. Walter Thompson)

WABC-CBS, New York

(J. Walter Thompson)

Lur alipped a cut under its average of scripts in selecting Maxwell Anderson's poetic drama. On the stage and on the screen, the pageartry, and brisk action of the piece largely contributed. Air version, not too well adapted, lacked those qualities.

Misc Crawford in the title role evidently thought a constant croak of heartbreak in her voice would carry the characterization. Thom manages to the most page to the p

EXPERIENCES OF A MILLION

EXPERIENCES OF A MILLION MEN'
With Jack Mulhall, Barney Phillips,
Stanley Price, Frank Ellis, Eugene
Garrick, Mel Blank, Clayton Pest,
Fred Harrington, Gerrie Gall,
Noreen Gamille
Mins—Local
HUDSON DEALERS
Thursday, 8 p. m.
KFWB, Hollywood
Air thacking chark with realism

Thursday, 8 p. m.

KFWB, Hollywood

Air theatries, stark with realism.

Presented by Lieut. William L.

Biber: By giving each episode a

strong production backup, WB has
taken it out of the category of 'justanother war drama.' Effects are expertly applied and the timing is
simed at suspenseful buildup. Cast,
headed by Jack; Muhall, is well
chosen, and worlfs'-hard under the
direction of Lieut. Biber, who knowshis war stuff.

Material for each show is supplied
by war vets, who are supposed to relate their own personal experiences
during the big fuss of 20 years ago.

Check for \$25 goes out to the onewhose yarn is dramatized.

Commercials, light on sales comeon, emphasizes object of the air
series as affording vets a clearing
house for the reunion with old plas

Commercials, light on sales comeon, emphasizes object of the air
series as affording vets a clearing
house for the reunion with old plas

Commercials, which right off, gives it a

heavy Legion push.

Leon Leonardi's musical backup
is scored for imaginative atmospheric
effect.

YELLOW BLANK SALUTE Music, Readings 15 Mins.—Local WESTERN UNION M. to F; 2:15 p. m. WHAS, Louisville

M. to F; 2:15 p. m.
WHAS, Louisville.

New series riding over loval Louiswille air waves is worthy of notice,
in that it marks the debut of the
telegraph company on a sponsored
program over a local station. Spot
chosen is not the best, from the
standpoint of snaring a large listening audience, but those who are
tuned in any day at 2:15 will be rewarded by some smooth organ manipulation, nice violin soloing and a
polished reader of verse.

Herbert Koch, organist and long a
fixture in several Publix houses
some years back, is currently drawing out tunes from a Hammond electistalitation of the station of the
stallation of the station of the
company of the
company of the station of the
company of the
company

CURRENT EVENTS BEE

average listener. Castle's chatter with John Slagle oke.

Commercials center on Pontiac dealers' used cars, and while somewhat overtaxing (a bargain' after seach musical selection), it should be oke for those just getting up.

Could be seed to be seed t

KAY KYSER ORCHESTRA
With 1sh Kabibble; Virginia Sims,
Lyman Gandee, Sully Mason and
Harry Babbitt
Musical
WILLYS-OVERLAND CORP.
Sunday, 10:00 p.m.
WOR-Mutual, New York
(U. Advertising Corp.)
An otherwise pleasant half hour is
messed up with too much and badly
spotted commercial bally and Ish
Kabibble, a carbon copy comic. In
view of the travelling ballyhoo of
white cars (sponsor's make) and the
weekly hitting of the tanks as remote locations for broadcasts, which
is plenty of advertising to start with,
the aired advertising might be lessSome of the commercials on this

mote locations for broadcasts, which is plenty of advertising to start with, the aired advertising might be lessified to the commercials on this show are excellent; others are brutal. The patter job of 'Willis and Phyllis' is fine; but that closing 'buy a Willys and watch the gas stations go by is a cheap pick-up of the Ford program's closing line, and the public is going to think it's mighty smart-alecky to copy another program's closing line pattern, especially since it's a competitive product. And in any comparison with the Ford setup it's a competitive product. And in any comparison with the Ford setup it's a competitive product. And in any comparison with the Ford setup that it is to give a gratis plug for Ford by association of ideas.

Kyser's band is one of the better dance groups. Also serves nicely as accomp for its talent array with its alternately sweet and hot dishings. A fave with the school kids, it can also interest their parents with a consorter than the competitive products and the remore consort, Harry Babitt. Glee Club backing helped pair click with 'Only a Rose' and 'Song of the Vagabond' duet from Rudolph Frimi's 'Vagabond' King. Lyman chain as pipers. Pop torcher, 'Lullin My Life,' well suited to Miss Sims' voice.

RICHARD FISHELL Sports Comment 15 Mins. Sustaining Nightly, 6:30 p. m. WMCA, New York

WMCA, New York
Old hand at sports. And knows all
the games. Specially noted as a
football caller in the autumn. Currently it's baseball, of course.
Not a new turn, but hasn't been
reviewed. For the records—an able
professional commentator on muscular pastimes with a pleasant chattery
radio voice.

Land.

margie Ann Knapp
With Don Albert Band
38 Mins.—Lecal
Sessaning
Web Work
Child rootigies' are nothing new
to radio. In judging the vocalizing
of a child ground ground in a control of the single of a child simulater of adult singing, the question is projected
whether a listener must be mindful,
or not, of the singer's extreme youthfulness. What percentage of the
subject's allure may be credited to
youthfulness or to ability? years of
age. Site is good siles of rhythm
songs, but her delivery, due to immaturity, is mechanical and her interpretation of tunes lacks person
ality warmth.
If the fact of her youth is a strong
factor then Margie Ann Knapp is
superior to numerous dher lik on
on a participating program of orchestra music provided by Don Albert and his band, at WHN, when
caught, youngster sang three songs
and pleased in each. Her songs were
TIM Bubbling Over, 'September in
the Rain,' and 'He Ain't Got Rythm,'
of her song typer, as an indicator
of her song typer, as t

ART McGINLEY
Sports Chatter
16 Mins, Local
SAVITT JEWELRY CO.
Tues.-Sat, 6 p.m.
WYHIT, Hartford
Sports ed of Hartford Times, Art
McGinley makes a natural attraction
WYHIT, Hartford
Sports ed of Hartford Times, Art
McGinley makes a natural attraction
WYHIT, He's
Sports ed of Hartford Times, Art
McGinley makes of hartford
Hartf

Kathryn Cravens Views Nags

En route to New York from the Kathryn Cravens stopped over in Cincip Monday.

En route to New York from the Kathryn Cravens stopped over in Cincy Monday.

Did her two CBS shows, News Through a Woman's Eye, for Pontiac, via WKRC.

JEAN ABBEY Shopping Talk 15 Mins. BLOOMINGDALE'S Tuesday, 9:15 a. m., DST WOR, New York.

Tuesday, 9:15 a., m., DST

WOR, New York.

One of the few 15-minuite commercials still left on the air. Billed as 'valuable shopping notes,' but it might as well be a straight reading of Bloomingdale's ads.

Jean Abbey, sporting the title of 'Woman's Home Companion radio shopper,' belabors the ozone with quarter hour of solid plug for various exticles and prices. That the companion radio shopper,' belabors the ozone with contract to the housefraus, this session may be okay. But on any other basis it's just blather. Articles plugged on stanza caught (4) included moth eradicators, linens, shoes, beauty preparations, glassware, waffle iron; carpet sweepers, floor wax, electric mixers. In other words, everything in the shop—and if Bloomingdale's has it, it's the best there is; and the price is just right, etc., etc. Heavy wading for dialers. Miss 'Abbey's voice is okay.

Using Macy's

BIG SISTER'
With Alice Frost, Martin Gabel,
Haila Stoddard, Junior O'Day
LEVER BROS.
Daily: 11:35 ace York
WABC-CBY
Brilly: 11:35 ace York
Authored by Lilian Lauferty, is
is better than average
script better than the story
from fact it quiet tones its dramated
from fact it quiet tones its dramated
from fact it quiet tones its dramated
from fact it quiet ones its dramated
from fact it quiet ones
from fact it quiet one

dience. Cast composed of legiters, led Adiece Frost, in the lead, with Martin Gabel, Haila Stoddard and Junior O'Day. Players troupe a brand of acting a cut above standard for these a.m. serials.

JUVENILES ON REVIEW
With Fred M. Truax, Lorraine Sund-berg
Variety show
15 Mins.—Local

Variety show

15 Mins.—Local
Sustaining
Saturday, 11:30 a.m.
KSTP, St. Paul, Minneapolis
St. Paul's commissioner of parks
and playgrounds, Fred M. Truax,
got the idea several years ago that
moppets kept off the streets and
steered into various avenues of artistic outlet would do good all
around Talent so developed by
around Talent so developed by
production manager, the words as
stuff throughout the city at various
church and club meetings, gratis,
and recently made its ether bow.
Truax emcees this once weekly
KSTP stint and does a masterly job,
with his tyro performers offering
vindication of his original hunch.
Lorraine Sundberg opens and closes
with a marimbaphone themer, When
My Dream Boat Comes Home.

Rash.

JOE BROWN'S RADIO KIDS Variety 60 Minutes—Local SEEBASCO CORP.

WMBG, Richmond

An all-kid show, built and experily mcd by a showmanly adult, Joe Brown, that's ringing the commercial bell locally for an ointment marketer. In its seventh week, it's not so well built and word-of-most loops mail pull, and so word-of-most loops mail pull, and so word-of-most loops with the swanky Jefferson Hotel.

Aside from entertainment angle, show packs socko appeal in fine competive spirit of youngsters. They're competing for three popularity prizes. Brown's smooth mc.ing sets em off right.

Bob Mitchell, WMBG's merchandise-director, credited with tie-ups to give program good-sized adule ence from start.

'READIN' AND WRITIN' '
With Bob Prevan
15 Mins., Local
Sustaining
Friday, 10 p.m.
WDRC, HARTFORD

Friday, 16 p.m. WBRC, HARTFORD

Season's etymological vogue here reflected in a feature intended principally as good-will offering. Idea is strictly one-man, loudspeakerites taking place of contestants brought taking place of contestants brought Bob Provan of WBRC spieling staff stresses station's aim to help listeners spell and pronounce bothersome words. Five words are pronounced and then spelled correctly, with five-second breaks tapped off, and then five words vice versa, until 20 and the spelled correctly, with five-second breaks tapped off, and then five words vice versa, until 20 and the versa of the vice versa and laft for sake of late tuners. In an anouncer, Ray Barrett, comes in at half for sake of late tuners. Hearers at home are expected to score themselves, five points for each accurate response. Provan welcomes audience to send in items that trouble them.

YOUR FABLOR PLAYHOUSE'
With Bill Bouchey, Jeanne DeLee,
Rowens Wilklems, Movior and MusRobert Tendler or the Control of the Control
Lewis, Jean Jubiller, Cornellus
Peeples, Norman Ross.
Variety
30 Mins.
LOVELY LADY COSMETICS
Sundays, 930 p. m. CDST
WGR-Mutual, Chicage
(Kiriland-Engel)

(Kirtland-Engel)

Sundays, 9:30 p. m. CDST
WGN-Mutal, Chicago
(Kiritland-Engel)
Sunday night air show is framedlike a picture house bill. Presumes
to present cartoon comedy, newsreel,
musical short, novelty, feature, and
commercial credit trailers. Too many
of the latter, though.
Best part of bill is Robert Trendler
orchestra. Work is outstanding, both
in cueing, novelty effects, and in special arrangements for selections.
Music for cartoon comedy and newsreel spots held plenty of real atmosphere for action and songs in each.
Weak spot on show is the feature,
this time a dramatic presentation of
the story supposedly behind the song
Little Old Lady. While acting was
none too good, particularly on part
of ingenue and character woman,
script was maint at fault. Quickles
or everything except basic emotion appeal or they're meaningless.
Show needs just a little more explanation before it plunges into its
routine; on the premiere the cartoon comedy was almost over before
it could be understood, losing half
minute of sparkling music and voices.
Copy voices and selections of picture cartoon stuff are used.
Newsreel was played in a more or
less humorous fashion and included
atommercial plug. Musical short was
swell. Voices and orchestra blended
into a mighty earful, changing mood,
and tempo, with class.
Of soloists, Rowena Williams came
through best. Selections were well
chosen to fit her voice and style, and
she was backed by chorus for a perfect balance. Whole show should hit
big. Goes over split Mutual from
Chicago.

RD FITZGERALD & CO.
With Barbara Lampr, Sylvia Cyde,
Walter Ahrens, Jee Bier
Songs, Patter, Band
30 Minutes—Local
Sustaining
Thursday, 9:30 p.m. EDST.
WOS, Newark

Thursday, 9:30 p.m. EDST.

WOR, Newark

WOR could develop this one intoan attractive little session if more
care were taken with its production.
It has three capable singers and a
comic who seems to be finding his
sway around, but the whole thing is
so crudely slapped together that the
talent's possibilities are muffed.
While the program seeks to project
an air of casualness, what it actually
achieves is an air of drowsiness.
Barbara Lamarr has what it tonally
takes to get behind a torch ditty,
Walter Ahrens toys nicely with a
romantic lyric and Sylvia Cyde
proves a prima donna well fitted in
both voice and charm for operettis
excerpts, but they all go at their
texcerpts, but they all go at their
texcerpts, but they all go at their
bination gives about the same impression.

Ed Fitzerald blies the only.

bination gives about the same impression.

Ed Fitzgerald plies the only breezy touch. Though his is cracker-barrel stuff it's humorous. Interlude where he and Joe Bier read the program's fau main wall be read the program's fau main wall mixed, could hais and the program's could be also and the program of the part of the part of the chinese gong for the pans. This studio show gets evening spot after daytime break-in. Odec.

YOUTH SPEAKS Discs 15 Mins.—Local

19 Mins.—Local
Sustaining
M.-W.-F., 445 p.m.
WJR, Defroit
Opinions of college students on
current topics are waxed on various
Michigan campuses, and taken into
Detroit for use on this twice-weekly
program. Stunt should prove popular.

Interviewing chore turned over to a male and femme student from particular college. On day caught (28) program originated from U of Detroit campus, and interviewers kept things moving. Questions involved latest stuff about war, armaments, student clothing, love, etc. Answers were terse and pointed, although no rehearsals are taken on program.

program. Pete.

HARRIETT WILSON STRINGS (6)

With Maureen O'Connor

Sustaining
Sunday, 10:30 EDST
Sunday, 10

DMEN'S DIZZY BIZ

\$6,985,790 for Talent

Washington, May 11.

Latest National Association of Broadcasters' estimates indicate outlay for talent hit \$6,985,790 in the January-March bracket, while wax programs brought \$3,177,080. Former rose nearly three times as much as the disc business, \$1,705,650 versus \$627,510. Strongest percentage gain was in the spot field, where, income touched \$4,335,020, a jump of \$1,081,470. The total from records was \$256,110, a rise of \$72,140. Following is breakdown for the first 12 weeks:

	1937	1936
National network	\$18,120,340	\$14,926,616
Regional network		300,318
National non-web		5.670.550
Local	5,901,500	4,611,880

General Foods Gets Reversal

Federal Court Sets Aside Jury Verdict Won By Aunt Jemima

of Appeals Monday (10) in setting aside the \$115,986 verdict obtained by Aunt Jemima (Tess Gardella) against Log Cabin Products, General Foods and NBC for infringement of Jemima label had been carried on title came as no surprise to lawyers generally in the amusement field. It has been their opinion that while Miss Gardella had a property right in her vaude characterization General Foods had one by virtue of long commercial use of the title on packages of pancake flour. Appellate Court affirmed part of this viewpoint in dismissing the Gardella suit. In the trial of the original action in Federal court, Brooklyn, testimony was given that the NBC Artists Service had approached Miss Gardella about taking the Aunt Jemima part in the syrup accounts

Action of the U. S. Circuit Court program. She sued on the grounds program. She sued on the grounds of fair competition, holding that the title was hers through use for years on the stage, screen and radio. Defendants claimed that the Aunt Jemima label had been carried on food products since 1890 and was legally acquired when the flour company was made part of the GF combine.

Winding of the classification of the court was

Radio Stations Impatient of Constant Demands for Information from Sources No Producing Little Advertising Revenue

WASTES TIME

By BEN BODEC

By BEN BODEC

A practice which has begun to wear the patience of the more important stations is the one involving quests for wholesale information by advertising agencies. Stations have found that the more elaborate and comprehensive the questionnaire from such sources the less chance there is of anything materializing. As much as the average broad-caster dislikes passing up a possible bit of business, these circular queries are generally treated as gags and either wind up in the wastepaper basket or are relayed to the station's rep for a once over lightly.

More common form of quiz seeks to have the station supply a complete list of available spot periods, covering the morning, afternoon and night stretches. Another goes a step beyond this and asks the station also to list whatever spot business it had on active schedule as of a certain date. Still another poser is that which adds that it would appreciate the station's aid in keeping (Continued on page 51)

(Continued on page 51)

SEE OFFICE BOYS Test Miller Process of Recording On 'Hammerstein Music Hall'

Boston Radio

Boston, May 11.

Bearing out the anecdotes told about Boston is the broadcasting schedule over Station WIXAL here. Harvard Univercity broadcasts regularly on such high brow and esoteric subjects as these:

'Great Masters of Baroque and Rococo Music.'

'Astronomical Tests of the Theory of Relativity.'

'Romantic and Impressionistic Aspects of Landscape Painting in Music.'

'The Noblest Monument of English Prose.'

'The Labor, Movement from 1865, to 1900.

Non-Union Labor Starts Strike, Delays CBS Bldg.

Hollywood, May 11.

Hollywood, May 11.

Construction work on new Columbia Broadcasting studio is being stalled because of labor difficulties. Building Trades Council called a walkout when non-union laborers were put on the job.

Builder is in a spot because of contract with CBS. William Simpson, contractor, must turn over completed building by December 1 or take a penalty.

take a penalty.

. F. Reche to WCFL, Chicago, for early a.m. participation show.

Group which is behind the Miller process of film recording last Tuesday night (4) took off for test purposes the "Hammerstein Music Hall' program as it was being broadcast over CBS. Two different models for the Miller method of recording were used to determine which was the superior. Experimenters expressed themselves as satisfied with the result even though it could have been better if they had been able to balance the musicians on the show. It is intended to make another test soon, but with a show of the group's own making.

Organization which is to exploit

soon, but with a show of the group's own making.

Organization which is to exploit the Miller device has not as yet been completed. Heading the group is Waddill Catchings utilities finance expert and a member of the Warner Bros. board. Interested with him in the development of the Miller process is Frank Hummert of Blackett-Sample-Hummert agency. Kolynos account is on the B-S-H list out of the New York office.

Wire whence the recording was made ran from CBS's Manhattan theatre studio to the laboratories of Muzak. Inc., a subsid of the North American Co., of which Catchings is an officer. Permission has been granted by the Securities Exchange Commission for a stock setup to exploit the Miller device. Miller is under contract to Warner, with his patents controlled by the picture-producing company.

Bud Rainey, formerly 'Early Bird' on all-night disk ride at WHN, New York, blowing 6:30 a.m. 'Reveille' daily at WTIC, Hartford.

Good for YOU"*

50,000 WATTS

* To Messrs. Arihur Guinness Son & Co., Lid. . . . A Thousand Pardons

N.A.B. DIRECTORATE DIFFERS WITH WEBS ON RESEARCH; CONVENTION MAY MU

Advertisers Favor Popularity Studies Against Signal Coverage-Brand Latter of Little Value Networks String Along with Joint Committee

What gives evidence of possibly the committee have bowed to this ecoming a hot issue for the coming expression of principle. ming a hot issue for the coming ention of National Assoconvention of

of Broadcasters is the differences of viewpoint which have developed between the present NAB administration and the two major networks on the course of operation taken by the Joint Committee on Radio Research, Chances that the matter will be brought to a showdown when the NAB's commercial and radio research commit-tee holds its meeting at the Sherman House, Chicago, next Tuesday (18).

nous its meeting at the sherman House, Chicago, next Tuesday (18). One sideline prediction is that the two committees will vote to recommend to the convention that the NAB withdraw from the Joint Committee on Radio Research and set up its own research bureau. This move is expected to be followed by a declaration from the CBS spokesman on the NAB research committee, Ken Boice, that regardless of what the committee recommends his organization will stick along with the agency-advertiser supervised project, with Columbia looking to NBC to take the same position. Indications are that NBC will first try to effect a compromise on the situation and, if unsuccessful, join CBS in the walkout.

CBS in the walkout.

NAB reps on the Joint Committee have carried their dissatisfaction with the way things were going in the bureau to the point of refusing to contribute anything to the latter's operation. Objections have been many but the chief point of issue has been the Joint Committee's disregard of the NAB delegation's insistence that the bureau confine its testing to station coverage and not undertake to measure a station by its popularity, or showmanship.

Agency and advertisers reps on

sistence that the bureau confine its study.

Columbia has had Buckleytis popularity, or showmanship.

Agency and advertisers reps on the committee have contended that information about a station cannot be anywhere near exact unless its regular listening audience forms the basis of all measuring devices and that this approach is what they want and that they propose to hold on to it. NBC and Columbia reps on

the committee have bowed to this expression of principle.

Whether the broadcasting industry as a whole will yield to this change of approach to radio research is the question that is expected to cause prime agitation at the NAB convention. In Chicago, which opens June 21. Advertisers and agencies delegates on the Joint Committee cannot see what the broadcasters have to fear from this attempt to arrive at a more effective yardstick for station circulation. To them the idea of buying a station on the basis of radio homes within a signal's area is obsolete and that the sooner the broadcasters realize the sooner will their method of sales approach be put on a stable foundation.

Columbia and NBC recognize the fact that if the Joint Committee on Radio Research Foundation, which its controlled by the Association of National Advertisers, taking over this function. If there is anything the two major webs want in the field of research, it is to keep their business outside the province of the Advertising Research Foundation.

Networks do not cotton to the idea of having their medium measured by an organization which also probes the newspaper, magazine and outdoor advertising fields.

CBS proposes to go through with its plan of conducting a self-financed

door advertising fields.

CBS proposes to go through with its plan of conducting a self-financed survey on rural listening audiences in the fall. It expects NBC to come in on the project and that the advertiser-agency factions on the Joint Committee will give their blessing to the method and questionnaire which CBS proposes to use in this study.

Columbia has hed Bushley.

Sans Affidavit

Agency which had hithertofore done almost nothing in sent out a quizz on time avail-ability to several outlets in the-far west. One of the stations forwarded the query for check-ing to its station rep in the east and the latter called the agency to find out what it was all about.

all about.

Rep was told that the agency knew of an account which specialized in the manufacture of overalls for bowlegged cowboys and it occurred to the agency that the manufacturer might be sold on the idea of taking a flier in spot broadcasting.

Sponsor Identification Shows Up Okay Generally In Afternoon Tabulation

Ross-Federal has completed a tele-phone research study for the 'Grand-stand and Bandstand' afternoon pro-gram' over WMCA, New York. This is the three-hour marathon music-sports-news program sponsored by Wheaties.

As a secondary break-down of the calls sponsor identification was tab-ulated on the various New York ulated on the various New York stations in quarter-hour segments throughout the marathon for General Mills. In three days WMCA found 134, or 80% of listeners tuned in correctly named the sponsor against 33, or 20% that 'did not know.'

Other stations and products showed comparable ratios on commercial credit consciousness by afternoon listeners.

WGY, Schenectady, has new an-nouncer—production man in Rad-cliffe Hall, one-time University of Pittsburgh footballer.

Inside Stuff—Radio

Tentative plans for building television studies on the sixth and seventh floors of the RCA building have been made by NBC. Television studies will differ from those now used for radio broadcasting in that they will be closer together with control rooms located near the narrow passageway which will make possible quick movement between two different studies. The hallways will run on the outer sides instead of down the center of the building, as with the radio studies.

Crosley Radio and subsidiaries wound up with a loss in the three-month period ending March 31 as compared with a profit of \$687,877 in similar period last year. Interruption in operations and heavy loss sustained by floods early this year are blamed for the showing. Crosley turning in a report of \$31,559 loss, after taxes and charges. Earnings in line with those shown in 1936 and probably are anticipated in succeeding quarterly restricted.

Mutual last month grossed \$167,590 from time sales, which was 19.8% better than the figure which prevailed for April, 1936. Billings in the latter month were \$137,934.

Web's cumulative billings for the first four months of '37 tally \$769,901, or 16.6% over what they were for the like period of 1936.

George Hartrick, on WTAM, Cleveland, announcing staff, has horse-shoe luck or rubber bones. Falling 18 feet down an open elevator shaft, he was taken to hospital unconstious. Broken pelvic bones or concussion of skull feared but Hartrick limped out of hospital in less than week with badly sprained knee as only injury.

At board meet last week Columbia announced a quarterly dividend of 80c per share on A and B stock, payable June 11 to stockholders on record as 60 May 22. Gravy has grown richer; in past CBS usually declared but a 50c dividend.

Kentucky Derby broadcast which went over Mutual last Saturday (3) was a ticker tape version. It was originated in the studios of WGN, Chicago. Mutual claims that it was only 30 seconds behind NBC's announcement of the winner. NBC had the track rights exclusively.

4th Indianapolis Station Is Asked by Sales Manager

Is Asked by Sales Manager Indianapolis, May 11, Despite two operating stations here, and a third permit holder who will probably start construction this month, fourth applicant appeared on the scene last week. C. Bruce McConnell, who is sales manager for Hamilton Harris & Co., local tobacco wholesalers, filed petition with FCC for proposed fourth station here. He says he's considered plans for some time, and this was first definite step. He asks for 1,500 kilocycle wave-length, with 250 watts daytime, and 100 watts at night. This frequency wouldn't condict directly with either of three permits granted here, but looks like there'll be plenty of kickback on the economic basis.

WPA's Coronation Show

Even the WPA got in on the wave of radio programs saluting the Cornation. U.-S: radio project on WHN, N. 'Y., Monday (10) light aired a dramatization built up around England's history and various Cornations.

Seven writers carved out the con-tinuity, with Leo Fontaine editing and doing the final streamlining.

ill Seymour Weds May 16
Cincinnati, May 11.
Bill Seymour, news editor of
WKRC, is to wed Patricia Garrity,
dancer, May 16 in Chicago.
He is a brother of Ann Seymour,
of the Grand Hotel radio show.

McKenna, Who 'Suggested' Amos 'n' Andy Use Cork. Dies Following Operation

Benjami McKenna, , died in White Plains, N. Y., hospital May 7 after an abdominal operation, From 1925 through 1928, McKenna, as pro-1925 through 1928, McKeinia, as pro-motion manager and goodwill getter for the Chicago Tribune, had a hand in the operation of the sheet's WGN. At the time of his death he was in the New York office of the Crowell Publishing Co.

At WGN McKenna suggested to uke-harmony team named Gosden and Correll that they chainge their style and entertainment and become script serial blackface comics. Following his suggestion, team did so, to eventually emerge as Amos' Andy. Another contribution at WGN to radio was the establishment of regular newscasts at regularly skedded periods, thus making statifrst in the midwest to adopt stylenow familiar throughout broadcasting.

ing.
Burial in Chicago May 10.

Visiting

In New York John McCormick, WKRC.

Barron Howard, WRVA, mond, Va.

Frank Smith, WLW, Ci

MICHIGAN RADIO NETWORK

Eight Stations in Michigan's Eight Largest Cities

TERRITORIAL POPULATION OVER 4 MILLION

BEST BY TEST

WBCM-BAYCITY AND SAGINAW
WFDF-FLINT
WJIM-LANSING
WOOD-WASH-GRAND RAPIDS
WOOD-WASH-GRAND RAPIDS

WXYZ-Key Station
BASIC BLUE NETWORK OUTLET FOR GREATER DETROIT

THOMAS S. LEE

ANNOUNCES THE OPENING OF HOLLYWOOD

THOMAS LEE ARTISTS SERVICE

SUITE 427-429, EQUITABLE BUILDING

6253 HOLLYWOOD BOULEVARD

ROBERT BRAUN, Manager

AFFILIATIONS-DON LEE BROADCASTING SYSTEM MUTUAL BROADCASTING SYSTEM



Open...Wide Open...

Every Pocket-Book and Change Purse that Milady Owns

...Open to NBC Advertisers All Summer Long

Summer is the spicy season of gay romance and high adventure, Milady spends eagerly! Spends for glamorous accessories to enhance the Big Moment... for trips "way out there" and back again... for Cinderella's glass slippers... spends even for food—different chilled exotic food or, perchance just juicy cold cuts and crisp, crunchy salads. And the Colonel's Lady and Judy O'Grady are indeed sisters-under-the-skin when it comes to buying... artichokes or apples... lipstick or

liniment... caviar or cabbage. And as the mercury flirts with the century mark, does she stop listening? A thousand times No! NBC advertisers have discovered this fact, and last Summer they invested 72 per cent more than the previous Summer in NBC week-day daytime programs alone! Many products touch new sales peaks during the torn'd term... and manufacturers are learning that there is no "off season" when NBC programs invite to buy. May we tell you how... and why?

RCA presents the "Magic Key of RCA" Sunday, 2 to 3 P.M., E.D. S.T., on the NBC Blue Network

National Broadcasting Company

A Radio Corporation of America Service

Hazeltine Is 4th Television-Testing Technical Group Active in East

One of four firms actively experimenting with television, Hazeltine Service Corp. of N. Y., is testing own method for patent licensing. Other companies also working are RCA, Philco and Farnsworth. While all are experimenting along similar lines, using cathode ray tubes, Hazeltine employs method developed by tine employs method developed by W. A. MacDonald, in charge of re-

Principal research is done at firm's Principal research is done at ntm's Baysi, I. I., laboratories, with con-Sulti and commercial work car-ried on at laboratories in New York Hazeltine Service Corp. is not now engaged in manufacturing or broad-

Birmingham, Ala, May 11.

Realignment in the staff setup at WSGN, Birmingham News Age Herald, finds staff enlarged with men from the newspaper field. Henry P. Johnson, v.p. News has moved in ager in activation.

Henry P. Johnson, v.p. the News has moved in as station man-ager in active charge, and brought in with him T. O. White as production chief, and Walter G. Allen as pro-gram peddler.



WTIC O-WATTER Dominates all of Connecticut and most of west-ern Massachusetts



casting of radio or television and has no immediate plans in those di-rections. Business is entirely de-voted to research and commercial

voted to research and consulting.

According to Hazeltine research experts, public acceptance and commercial use of television is a matter of financial, commercial and program adjustment and preparation. Claim television is now technically well enough perfected for general vice.

While all firms engaged in tele vision experiments or manufacture are naturally hyper-sensitive about revealing any of their research secrets, one of Hazeltine's developsecrets, one of Hazeltine's develop-ments is a unique method of check-ing the scanning operation. This permits examination of individual lines from any portion of the pic-ture, together with the various syn-chronizing impulses. Firm uses what it calls a camera tube for scanning. RCA has the iconoscope and Farns-worth the dissector tube. All are cathode ray tubes.

KRNT'S PARENT SHEET NOW LISTS WHO SHOWS

Des Moines, May 11. Des Moines, May 11.

Des Moines Register-Tribune now
carries program listings of Station
WHO here. It ends seven years of
careful neglect to mention the local
50,000-watter in the sheet that owns
KSO and KRNT, Des Moines other

KSO and RKR1, Des sames of two stations. Several out-of-town stations will also be publicized on special programs. Mary Little, Register-Tribune radio editos, has the okay to also give WRO a tumble in art

and prominence.
Surprise all around at the sudden switch. Also reported newspaper was surprised by volume of complimentary mail from radio fans on the new service.

W. C. Fields' contract with Chase & Sanborn Coffee, is for 16 consecutive broadcasts.



Community broadcasts are clicking in the WHIO primary area! Starting January 31, thirty-minute programs using local talent have been broadcast Sundays from towns and cities in the area. Most programs have been broadcast direct-a few, using community talent, from WHIO studios. In all, 21 towns and cities will have heard their OWN shows broadcast over WHIO. As a climax, talent from these communities will be combined in a broadcast. Listener response has been swell. Voluntary front page publicity in the community papers backed the broadcasts. Here is a quantity market

where listener lovalty means. Sales for WHIO advertisers.

THE TEST STATION OF THE NATION

DAYTON, OHIO



Trailer Co. on Air

Indianapolis, May 11, Newest 'big' business in the nation, the trailer industry, has hit the air from WFBM here, Local state sales organization for Hayes Trailers has set half hour of discs and blurbs on Sundays, from 12:30 to 1 p.m.

Early Time Buys Despite Radio's 6-Week Clause

Chicago, May 11.
Early selling season is reported.
Already coming in are time orders
for fall and winter periods. Due to
the fact that practically all stations
have regulations which refuse to accept any contracts earlier than six
weeks (sometimes 60 days) within
the starting date of the program, the
contracts are lying in the desks
awaiting station signatures.
Great bulk of these early deals are
for strictly winter-time products.

Great bulk of these early deals are for strictly winter-time products especially cold remedies with Pines figuring as the top buyer of cold remedy time among the Chicago-placed contracts. However, there are many across-the-board strips being sought after for femme and food products.

Press-Radio Bureau Fixes New Inclusive Cost for Service in Gotham Area

Press-Radio, in the N. Y. area, has installed a new setup through which news service will absorb the cost of the teletype circuit and charge each subscribing station a flat \$55 monthly. Formerly a station paid a monthly rental for the printer, paid the A.T.&T. a wire charge and Press Radio \$12.50 a month for service. Under the new setup cost to station will be about

month for service. Under the new setup cost to station will be about \$3.25 more than formerly. Gradually the new system will be put into effect on all the other cir-cuits maintained by Press Radio

put into enect on all the other circuits maintained by Press Radio
around the country.
Number of stations in Greater
N. Y, subscribing to Press Radio has
been dwindling for some time.
WNEW dropped service several
weeks ago, leaving only WABC,
WJZ, WEAF, WOR, WMCA and
WQXR on the list. WFAB has
messenger service. All the other
stations in and around the Big Burg,
including Brooklyn and North
Jersey area, either subscribe to other
services or do without news.

CBS' Shortwave Sked

Columbia starts daily short-wave broadcasts to Europe, when web's W2XE bows in today. Programs will be aired in the languages of the European countries at which they are pointed. Majority will be aimed he British Isles. As yet no provision has been made

outh American broadcast

for South American broadcasts, but one of the five frequencies of WXE is being reserved for that coverage, with CBS planning to add S.A. programs sometime in the summer. Network has set up a program department for the short-wave wafts, headed by Elizabeth Tucker. Dedicatory exercises will include E. K. Kohan, top engineer, and William Lewis, v.p. i charge of programs.

Raymer Acquires WJJD

Chicago, May 11.
Ralph Atlass has appointed the Paul Raymer office as national reps outside of Chicago for WJJD here. Weed represented Atlass' WIND outlet.

Seidel to WCAE, Pittsburgh

Seidel to WCAE, Pittsburgh
Columbus, May 11.
Frank Seidel, head continuity
writer at WHKC, has been made assistant program manager of WCAE,
Pittsburgh. Meanwhile Jack Tritsch,
WHKC chief announcer, is also off
for a new connection in Mlami, Fla.
Reorganization of WHKC announcing staff makes John Moses
day studio supervisor and Fred Joyner night studio supervisor.

Agencies—Sponsors

Schwartz Ginger Ale Ce., through Frank Wright & Associates, using time signals nightly for six months on the KJBS, San Francisco, Owl program, aired after midnight.

Union Pacific, through Caples Co., Los Angeles, placing quarter-hour transcriptions, Romance of Trans-portation, between July 4 and Jan. 2.

Louis Needham & Brerby ad agency is to handle radio end of Chicago Wieboldt department stores.

Beautiful Lady cosmetics hree 15-mi spots weekly three 15-mi WJJD, Chicago.

A. Harris & Co., department store, signed for daily 15-minute news period for 52 weeks on WFAA, Dallas. Tracy-Locke-Dawson agency.

Lawrence Gumbinner agency set Roi-Tan cigars for three a week five-minute sports confabs on WFAA, Dallas, using Hal Thompson as com-

General Mills is supporting a play-by-play ticker version of some of the National League baseball games over KMA, Shenandoah. Jerry Har-rington is doing the calling. Agency is Knox-Reeves.

Madison Lean has hopped aboard WHN, N. Y., with a series of seven-a-week quarter-hour e.t.'s of dance music. Set for 52 weeks by Klinger

'Junior G Men,' thrice weekly dramatic show on WOR, New York, for Fischer Baking Co. has renewed.

Hecker Products plugging its cereal 'Force' on WOR, New York, with spots on the 'Uncle Don' kiddle program.

Evans Fur Co. renewed Don Pedro and piano, WGN, Chicago, and in-creased time to five 15-minute pe-riods a week.

Lord & Thomas set Commonwealth Edison, Chicago, for three a week 'Man on the Spot' interviews on WMAQ. To be done by Charles Lyon from loop Edison shop.

Russell C. Comer agency, of Kansas City, has opened N. Y. office, with R. V. Hanson in charge. Outfit also has cubicle in Chi.

Young & Rubleam auditioned Fred Lightner last week with an eye to him subbing for Phil Baker on the Gulf (CBS, Sundays) program dur-ing the summer months.

Corn Products (Karo and Linit) Corn Products (Karo and Linit) three-a-week quarter-hour after-noon programs, labeled Tive Star Revue, fade off CBS with May 28 broadcast. Periods have used Morton Bowe, Merl Bell, Bill Johnstone and Ray Sinatra's orch.

McCord agency, Minneapolis, has

signed for special midwest Columbia set-up to air Prof. Fordney's Minute Mysteries, for the A. J. Krank Co., plugging cosmetics and shaving

creams.

Show, to originate in Chicago, will run once weekly, probably at 10:15 p.m. on Tuesdays, although not definite yet because of time clearing difficulties. Scheduled to start May 25.

Acme Breweries, through Emil Brisacher, San Francisco, spotting 92 announcements on KGO one daily through July 31.

Procter & Gamble, through Compton agency, New York City, plugging Crisco in 50 spot announcements staggered over a one year period on KGO, San Francisco,

Redlick Newman Co. (furniture) signed for thrice weekly quarter-hour programs on KYA, San Fran-cisco, using Sam Moore, singer-guitarist, and George-Nyklicek, pian-ist. Starts May 10. Placed direct.

Standard Beverage Co. (Nehi and Royal Crown Cola), through Emil Reinhardt, signed three months' contract for four time signals daily on KJBS, San Francisco. Starti

Al Conners weekly poetry-philosophy session, 'Cabbages and Kings,' on WELI, New Haven.

Arthur Hoyt, technical director of WPA theatre, Bridgeport, conducting mixed chorus at WELL, New Haven.



Now Located In

NEW '

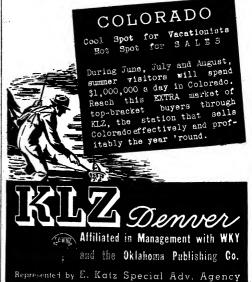
Studios and Offices 22nd Floor Fidelity Bldg.

FORMAL OPENING

It Is Now

XB

in Kansas City, Mo.





Radio Directory

We speak of information—the current facts on stations, programs, agencies, sponsors and all other phases of radio.

In the form of an encyclopedia and reference book titled, Variety Radio Directory. Page after page of informative facts and figures.

Variety Radio Directory will be issued annually commencing this July.

Subscriptions are now being taken for the 1937-1938 edition.

Price: \$5 the copy.

RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

Outstanding Stunts

42

BLOOD DONORS CLUB WHEC, ROCHESTER, N. Y.

WHEC Blood Donors Club
Rochester, N. Y.
Al Sigl, Times-Union newscaster,
who spiels twice daily over WHEC,
has organized a blood-donors club.
Over 200 signed up and 50 already
typed are willing to give blood for
typed are willing to give blood for
all the blood for the cost of professional
donors.

onors.
Sigl's donors carry an orchid-colred membership card printed in
lood-red ink. Times-Union promoion department handles the records
f the organization and membership

calls for donors average two a week, and the club plan makes for efficiency, as it is possible to call a single donor already typed instead of a dozen volunteers of unknown type.

Moving Day Covered
St. Paul.
Something new in the way of a broadcast was KSTP's May 1 moving Day special, opening at 7 a. m. and signalling the Bedouin tree of 5,000 Twin Cities families.

Twin Cities families.

Sation tagged the first family to move on that day, rigged up its mobile transmitter in the bloke's house, talked win the man and wite about the job ahead of them. Many good humorous angles popped up, with the announcer saying in conclusion that he hoped the \$5,000 families moving today won't find the man upstairs taking tap dancing lessons, the garbage can across the lot always kicked over, the purp in the next house barking into the wee small hours.

Not only were the master and frau quizzed as they lugged their chattels out of the house, but the furniture heavers likewise came in for a word or two.

KOA Program for Newlyweds Denver

A new program, sustaining, over KOA, is one dealing with the prob-lems of newlyweds. Script and idea is the work of Margaret Smith and Jack Orsen, locals, and is tagged 'Adam and Eve.'

rter hours three time weekly

Getting Out the Vote
St. Paul.
Paraphrasing Mark Twain's
weather crack, KSTP announced that



WHEN IT'S ON WKY

ITE ON THEIR MINDS!

ment, but nobody does anything about it. Then station pitched in, put its mobile transmitter into service at a Minneapolis polling booth shortly atter its opening at 7 a. m. Monday (10), urging citzens to get out the vote for the Mill City primary.

on for a 10-minute shot, unit stressed duty of citizens to ballot, picked up news on the bulk of the early vote, some by-play of the bal-lot-scrachers and a word or two from the judges.

Angles on Vox Pop

Angles on Vox Pop

Columbus, O.

Three inquiring reporters waiting within a block and a half to tangle with the montime crowds here. At things the property of the columbus of

rie broadcasts.

Seal «gabs a passerby, jams a script into his hand and lets the victim be the inquiring reporter and quiz the various subjects. Even has the amateurs reading the commercials. Admits it's full of dynamite, but has been making it on a couple of times a week had deevely in a deal of the commercials.

All stations are using the same come-on-film tickets, with occasional passes to name band dances. WHKC also tosses in a copy of a radio fan publication to every person questioned.

Student Musicians Program

Musical students in city's public schools are getting an officially approved chance to strut stuff on air, through a new tie-up between WGAR and Cleveland Board of Education.

WGAR and Clevesses.

Leading pupil in each school's music classes is picked every week by teacher for participation in series of 3:30 Friday afternoon student broadcasts.

Writers' Rejection Club
Santa Barbara, Cal.
KDB is airing a twice weekly halfhour program labeled 'Writers' Rejjection Club, 'on which scribblers sit in at a round-table conference and
discuss best-sellers as well as their
own rejected yarns.
With at least five writers on each
period, talk runs generally to what
mags and volumes. KDB's idea
that hopeful tyro pencil-pushers may
benefit from inside advice on the
fiction market.

Music Festival on WMT
Cedar Rapids, Ia.
WMT will broadcast portion of the
State Music Festival, held at the U.
of Iowa. Event attracts 6,500 higs
School studes who vie for honors.
Station idea stichants will pantally cling to their radios all over
the area during the three-day Festival to hear how their hopefuls make
out.

on WKY, dealers know it's going to be on the

customers. That's why it's easier for a sale man who talk WKY to talk business with Oldahoma

How about tilling turns with WKY?

WKY OKLAHOMA GITY

St. Paul, Minneapolis OK'd For Dual Air Identification

Washington, May 11.
From now on, 'This is station
Whatsit in St. Paul and Minneapolis,
by authority of the Federal Communications Commission' will be the
identification announcement of the
three transmitters in the Twin Cities

real anisation of the benefit of KSTP, WCCO and WTCN was voted by the commish last week upon petition for permit to capitalize on the distinction of the two burgs. Previously, WCCO and WTCN were tagged as Minneapolis plants while KSTP identified itself as St. Paul outlet. Henceforth, three stations will use the same tag line for station breaks and sign-offs.

KING - MAKING **BIG RADIO DAY** IN CANADA

Montreal, May 11.

Canadian Broadcasting Corp. will present a 23-hour radio program for Coronation Day over the transcanada network, this to include the ceremony in Westminster Abbey and the King's message to the Empire. Normally, CBC broadcasts six hours a day; tomorrow (Wednesday) CBC will go on the air at 4:00 a.m. E.S.T. and will remain continuously until 3:00 a.m. the following morning. Supplementing overseas stuff will be the Canada-wide Coronation program to which will contribute Montreal, Toronto, Ottawa, Halifax, Winnipeg, Calgary and Vancouver. Montreal, May 11. Canadian Broadcasting Corp. w

WMT 'Pirated' Baseball Sans Kickback—Yet

Cedar Rapids, Ia., May 11 WMT has wiggled around broad-casting ban imposed by local West-ern League ball club by spotting mike on roof of a house outside the

Ball club would not permit broad-Ball club would not permit orosar-casting in any form from confines of its yard, so Bill Quarton, commercial chief, at WMT devised scheme of renting the housetop of a home lo-cated just beyond the centerfield wall, erecting a platform and run-ning a wire from station. Bert Puckett does the play-by-play de-

scription.

Though evidently not pleased, the owners of the ball team have not as yet attempted to oust station from its peering perch.

Frisco Bay Hook-Up

San Francisco, May 11.
Transbay program exchange between KGGC, San Francisco, and KFI, Oakland, was inaugurated last Friday (7) with a special two and a half hour broadcast in which staff artists of both stations and civic biggies participated. Union of the two transmitters will be known as the Bay Broadcasting System.
KGGC, a 100-watter, is the property of the Golden Gate Broadcasting Co., while KLS, a 250-watter, is owned by Warner Bros., Oakland radio dealers. Former's time schedule is limited. San Francisco, May 11

WCOL Joins the Parade

Columbus, May
WCOL joins the parade of stations
all over U. S. A. presenting unemployed persons who will seek jobs

ployed persons who will seek jobs over the air:
Program is to be aired with the co-operation of the Ohio State University Unemployment Bureau, which will furnish applicants for iterviews from its files.

Bob Seal will handle assignment for station.

KSO-KRNT Staffers Turn Prof.

Des Moines, May 11.

To bring practical radio problems and operation to the Drake University School of Radio, seven members of the KSO and KRNT staff each took over a class for instruction. Included among the 'profs' were Lansing Benet, assistant program director; Marvin Meyers, engineer, and Gwen McCleary, Ed. Linehan, May Floyd Sinex, Esther Sipling and Dave Nowinson of the continuity department.

Auto-Bike Crash 'Phone Pole: Affects 1st Use of WOWO-WIRE Hook-Up

Indianapolis, May 11.

First broadcast of the tie-up of WOWO, Ft. Wayne, and WIRE, Indianapolis, in the first regularly scheduled commercial hook-up in Indiana, almost became a period of Indianapolis studio fill-ins for WIRE. Let's Pretend,' set by Ralph Jones agency of Cincinnati, for Drackett Chemical Co. (beauty preps) originated in WOW studios and was to be fed over tested wire to the Indianapolis NBC outlet.

Impaired reception resulted from auto striking bike pedaler, and then crashing into telephone pole near Ft. Wayne: This broke the special tested wire (resulted in death of bike rider).

Program was finally switched to untested wire, and poor reception naturally occurred.

NBC ACTOR-BOOKING DEPT. REORGANIZED

Realignment of personnel of NBC Artists Service continues, with Ernest Cutting switched from audi-tions to talent scouting, with Jack Von Tilzer assuming pop auditions and Bob Smith classical ones.

and Bob Smith classical ones.

5. L. Ross, who has been Artists contact for NBC managed and operated stations, has been shunted over into the ad agency sales dept.

Fred Niblo has been named chief

Fred Niblo has been named chine of all pic bookings, with Jack Potter assisting and continuing as salesman to Walter Thompson. Chester Stratton has been named booker for sustainers, and Billy Hillpot con-

tacts program dept. on commercials. Changes into effect Monday (17).

RICHARDS' COAST OKAY

F. C. C. Sanctions Detroiter's Acquisition of KMPC

Washington, May 11,
George ichards' long campaign
for a West Coast outlet was concluded satisfactority last week when
Federal' Communications Commission, after weeks of head-scratching, consented to acquisition of KMPC, Beverly Hills, for \$125,000. Richards is prez of WJR, Detroit, and WGAR, Cleveland.

Deal was approved in conformity with recommendations two months ago by Examiner Ralph H. Walker, who pooh-poohed fact that the price tag was approximately ten times the valuation on the transmitter. Com-mish found no fault with the fact that the figure included substantial allowance for good-will to wipe out large losses during early days of station's existence.

Bob Braun's Starter

Hollywood, May 11.

Bob Braun launched his Hollywood quarters of Thomas Lee
Artists Service with the first Mutual network commercial from the Coast.

He signed the Hollywood Sunshine
Girls for a quarter hour weekly music turn.

Skol products (2)

Skol products (sunburn remedy)

EXEMPT RADIO **STATION FROM** LIBEL

Des Moi , May 11. Sponsored by Iowa Association of Broadcasters, House File 302, known as the radio libel bill, was passed by the 47th Iowa general assembly and becomes a law with the signature of Gov. Nelson G. Kraschel. In effect the new bill relieves Iowa radio stations of responsi ility for defamatory statements

broadcasts by persons connected with the radi

Members of the Iowa association include the following stations: KFJB, Marshalltown; KFNF, Shenandoah KMA. KOIL, Council Bluffs; KRNT, Des Moines; KSO, Des Moines; WHO, Des Moi WMT, Cedar Rapi WOC, Davenport and WSUI, Iowa City. Officers are J. O. Maland, WHO, president and Earl N. Peak, KFJB, secretary.

Text of the new law is as follows: 'An Act in relation to the civil lia-bility of convers, lessees, licensees and operators or radio broadcasting stations and the agents and em-ployees of any such owner, lessee, licensee or operator, for radio defamation.

The it Enacted by the General Assembly of the State of Iowa: Section 1. The owner, lessee, licensee or operator of a radio broadcasting station, and the agents or employees of any such owner, lessee, licensee or operator, shall not be liable for any operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a radio broadcast, by one other than such owner, lessee, licensee or operator, or agent or employee thereof, if such owner, lessee, licensee, operator, agent or employee, shall prove the exercise of due care to prevent the publication or utterance of such statement in such broadcast. Section 2. This act shall not be applicable to or affect shall not be applicable to or affect any cause of action existing at the time this act becomes effective.'

(New York lawyers specializing in libel law question whether the lowa law will prove of practical value. They point out that two factors can easily militate against its enforcement: (1) a libeled person cannot be deprived of the right to bring an action, and (2) since broadcasting is an interstate matter there is nothing to prevent the plaintif from bringing his suit in the Federal courts.)





Represented by E. KATZ SPECIAL ADVERTISING AGENCY

NBC EVENS OFF IN WASHINGTON

Washington, May

Chop-licking over the prospects of better biz for NBC's Washington set-up was speeded up last week by set-up was speeded up last week by good news from the Federal Communications Commission. All set to blossom out with new studios, new equipment and other improvements, NBC was further cheered when the Commish reconsidered and okayed a juice-jump of from 500 watts nights, 1 kw days, to 1 kw nights and 5 kw days for station WRC.

Webbs enjoyment was not realled.

Meb's enjoyment was not spoiled by fact that favors for networks are not being dispensed to lavishly during the present era of suspicion. Previously handicapped by CBS 10 kw assignment for station WJSV, NBC was further perked up over Commish approval of a new WRC transmitter site located in nearby Maryland. Boost to 1-5 kw, coupled ith construction of a \$75,000 transmitter on a site considered vastly superior to WRC's present location, brought big grin from Kenneth H. Berkeley, station manager.

WRC will dedicate 23 acres of the new transmitter site to the state of Maryland and Prince George County for a proposed park.

Bow-wow Foods Compete

Chicago, May 11.

Chicago, May 11.

Red Heart dog food is readying to change its program completely. Will cancel off its current NBC weekly shot, tagged Tea Time at Morrell's, at the conclusion of the present contact on May 27, and expect to replace with an entirely new setup, through the local Henri, Hurst & McDonald agency.

Also in the market for a program is Chappell Bros. for its Ken-L-Ration product. Are primarily interested in a script show idea for femme daytime appeal.

Also talki a radio splurge is Wilson Bros.

Firestone, Johnson Wax Fight Over Choice NBC Spot: Web in the Middle

NBC sales department has been trying for the past week to solve the ticklish position it got into when it assigned the spot now occupied by Firestone. Tires to Johnson Floorwax. Former account had wavered about staying on during the summer and as the deadline set for its renewal expired Johnson was given a oral okay for the period.

Firestone had originally asked NBC to retain for it the 8:30 to 9 p.m. spot on the red (WEAT) Mondays while the tire account went off for the summer. NBC vetoed the idea. Firestone's next move was to ask for a little time to thi it over, averring that it might arrange to stay through the summer. Roy Witner, NBC v.-p. in charge of sales, set noon of the Saturday a week ago (1) as the dead-line for Firestone to decide either way.

line for Firestone to decide either way.

Shortly before the deadline was to become effective NBC got a call asking for an extension of time to the following Monday morning. Witmer at the moment was in White Sulphure Springs, W. Va., attending the tonvention of the American Association of Advertising Agencies. Before the request from Firestone could be passed on to some higher authority for action, somebody else in the department informed Johnson Floorwax, which had previously put in a bid for it, that they could have the period. Johnson recently took over the 9 to 9:30 Monday stretch on the same link but it hasn't liked the competition from the Lux Radio Theatre (CBS).

Pressure from the Firestone sector

Theatre (CBS).

Pressure from the Firestone sector last week had got to the point where the account was offering a 52-week noncancellable, if it could stay where it is. Johnson saw no reason why it should give up something that it had obtained under good busi circumstances.

irestone is one of NBC's oldest and steadiest accounts.

Al Botzer has taken over the gong and chimes on the midnight show at KOL, Seattle.

Here and There

Billy Jones and Ernie Hare, no longer with Gillette's Community Sing, have a play of their own au-thorship, 'Nice Weather We're Hav-ing,' that they would like to produce this summer.

Vincent Callahan has quit as com-mercial mgr. of WRC and WMAL, Washington, to become gen. mgr. of WWL, New Orleans. Move becomes effective May 15. On NBC's pay-roll over eight years.

RCA Magic Key to be produced in Chicago NBC studios for first time next Sunday (16).

Milton Herth, , leaving WIND, Chicago, guest show on Hal Kemp hour, and follow with 13-week New York commercial con-

George Neise, formerly of WISN, Milwaukee, joined announcing staff of WJJD, Chicago.

Jimmie Thompson, WFBC, Green-ville, S. C., news and sportscaster, running for alderman.

ingham and Wells, song and pi-ano team, and Ken Kenyon, recently with Singing Sam, the Barbasol Man, have joined studio staff of KANS, have jo Wichita.

John Thompson new assistant to Ken Fry, Chicago NBC news editor.

Fred Moegle has been upped to chief mikeman at WTMV, East St. Louis, his place being taken by Warren Champlin, announcer of WEW, St. Louis. Other changes in station put Alex Buchan in charge of Mani-the-Street' program, which is being done daily in St. Louis for a furniture account. niture account.

Three-day Silver Anni Convention of the Institute of Radio Engineers closes today (Wed.) in N. Y.

Bob Kliment, new announcer at WSAZ, Huntington, W. Va. Formerly with WCKY, Covington, Ky.

CBS has carded a series of talks on labor, starting Friday (14) night Sunday ball games at Savin Rock, with John L Lewis larynxi Fol- with Phil Buxbaum, Jr., at mike

Wax Continues as Medium for Yankee Advertisers Using South America

lowing week William Green will have a whack, with Gov. Frank Murphy of Michigan winding it up.

Russ Baker has rejoined announc-ing staff at WOW, Omaha. Harry Burke, program director, is relieved of announcing chores by addition of Baker, and will devote entire time to program department.

KOA, B. Long, Jr. sales staff

leason si May 29 as a Lucky Strike guest.

Wayne Randall, NBC publicity chief, returns next week from va-cation in Florida.

Hibbard Ayer, station rep, touring New England angling for accounts.

Peggy Wood guests on the 'Ham-merstein Music Hall' (Kolynos) over CBS on May 18.

Mrs. Sarah Delano Roosevelt, mother of the President, will make guest apples apples fame on a chain commercial. Monday (17), when she is interviewed by Ceell B. DeMille on the Lux Theatre over CBS.

William M. Brandon, secretary of WHO, Des Moines elected governor of the 11th district of Iowa Rotary clubs. Prior to taking office on July 1, he will attend the International Assembly in Nice, France.

Frank Seitz's station WFAS, White Plains, N. Y., starting in-stallation of new transmitting an-

Pauline Frederick and illips Holmes set by William Morris of-fice for Kate Smith show May 20. Will do scene from 'Amber,'

American advertisers continue to spot biz direct on South American broadcasters and snub RCA overbroadcasters and snub RCA over-tures to have their U. programs pumped below the equator via short-wave for stations down there to pick up and spurt out to listen-ers. Some 95% of the programs on S. A. stations for American adver-tisers consist of recorded music with Spanish announcements. Rest are dramatic skits,

Spanish announcements. Rest are dramatic skits,

Three Yankee agencies spotting bulk of the S. A. biz are J. Walter Thompson, N. W. Ayer and McCann-Erickson. Time Abroad, Conquest Alliance and Broadcasting, Abroad are the three outfits handling most of the biz placed on the sub-equatorial broadcasters. Stations give commissions of between 15 and 25% to the outfits getting, 'em the American acounts. Bligger broadcasters kick back 15%, while the smaller ones have to make the commissions larger to bait biz.

At present American products getting plugged down there include General Motors, Tangee, Kolynos, Scoony, Chrysler, Bayer Aspirin, Carter's Liver Pills, Alka Seltzer, Cartier Air Conditioning, Friights are spending the most money on the stations, having large campaigns underway.

underway.

Top card rate is S. A. is asked by 20,000-watter in Buenos Aires, \$280 per hour. Lowest is CB82, 1,000-watter in Chile, \$3.42 per hour, with scale as low as \$2.74 per hour on a 52-week contract basis, Quarter-hours can be had for \$5c each.

WFBM Isn't Lonely Now

WFBM Isn't Lonely Now
Indianapolis, May 11.
WFBM had been sole tenants of
former Indianapolis Power & Light
Co. building when utility, which
owns WFBM, moved out and renamed it the 'WFBM Building.'
As result of air mentions radio
station has attracted other tenantsuntil building is now set for complete occupancy.



The Best Static Eliminator IS POWER

WLW's 500,000 watts will deliver your program into countless homes, with the best possible clarity and with the greatest satisfaction to radio listeners.

WLW...THE NATION'S STATION

BEER OKAYED IN VIRGINIA

44

roadcasters Reassured— -- Hard

Likker Is Verboten on Air

Lynchburg, Va., May 11.

irgi ia alcohol beverage control board announced Saturday (8) that it had decided not to ban beer advertising on Virgi ia radio, stations. Stations had been in a sweat since board let it be known in Aprill that it was toying with the idea of prohibiting such broadcasts from originati in Virginia. Decision not to compliate to strongly the pleasant side of beer guzzling.

Ruling doesn't affect policy against advertising distilled liquors

Ruling doesn't affect policy against advertising distilled liquors on the air. Stations haven't been doing it, and ABC board told 'em not to try it.



TRUMPET KING OF SWING LOUIS ARMSTRONG AND HIS ORCHESTRA

FLEISCHMANN YEAST (J. Walter Thompson)

9 P.M. D.S.T. Every Friday, WJZ lue Network

Just Concluded 3 Successful Weeks at Paramount, New York

RECORDS

MGT. JOE GLASER ROCKWELL-O'KEEFE

F.C.C.'S WASHINGTON **DOCKET**

DECISIONS

Washington, May 11.

Washington, May 11.

Alabama: W. Page Corp., Phenix City, application for new station to be operated on 1240 kc with 250 watts dismissed at request of applicant.

California: Merced Star Publishing Co., Inc., Ventura, denied new station to be operated on 1170 kc with 250 watts days only, commish reversing Examiner P. W. Seward. Valley Broadcasting Co., Pomona, denied new station to be operated days on 1160 kc with 250 watts, commish sustai ing Examiner R. H. Hyde.

Coloradic KIUP, C. Guy Shepard, Durango, granted voluntary assignment of license to San Juan Broadcasting Co., 1370 kc with 100 watts.

District of Columbia: WRC, Washington, reconsidered action of April 2, designating for hearing application for power boost from 500 watts nights, I kw days, to I kw nights, 5 kw days, and granted same.

Florida: F. W. Borton, Coral Gables, ismissed.

Florida: F. W. Borton, Coral Gables, ismissed, equest of applicant.

Illinois: Mutual Broadcasting System, Inc., Chicago, granted extension of authority to exchange programs with CKLW, Windsor.

granted extension of authority to exchange programs with CKLW, Windsor.

Massachusetts: WMAS, Springfield, denied application for frequency change from 1420 to 560 kc, power boost from 100 watts nights, 250 watts days, to 1 kw all times, installation of directional antenna, change location of studio and transmitter, commish sustai ing Examiner Melvin H. Dalberg.

Michigam: WWT, Detroit, granted night juice jump from 1 to 5 kw for 30 days on a temporary basis, subject to revocation without notice or hearing.

Minnesota: Albert Lea Broadcasting Corp., Ibert Lea, reconsidered action for April 27, designating for hearing application for new station to be operated on 420 kc with 250 watts days only, and granted same.

New Jersey: Young People's Association for the Propagation of the Gospel, Shark River Bay, denied petition asking continuance of hearing, now scheduled for May 12, on application for new station to be operated daytimes on 640 kc with 5 kw.

New York: WI-WI, Missionary Society of St. Paul the Apostle, New York, granted voluntary assignment of license to Arde Bulova, 1100 kc with 5 kw, specified hours.

New York: WLWL, Missionary Society of St. Paul the Apostic, New York, granted voluntary assignment of license to Arde Bulova, 1100 kc with 5 kw, specified hours, Oklahoma: WKY, Oklahoma City, denied special temporary authority to operate with power of 5 kw nightime in order to overcome interference caused by KENT, Neuvo Laredo, Mex.

Pennsylvania: WFIL, Philadelphi, granted authority to transfer control of corporation to Strawbridge & Clothier, 560 kc, 500 watts nights, 1 kw days; WFIL, Lit Brothers Broadcasting System, Inc., Philadelphia, granted authority to transfer control of corporation in Clit Brothers, 560 kc with 500 watts nights, 1 kw days; WKOK, Sunbury, application for day power increase from 100 to 250 watts dismissed with prejudice, applicatit's request for. withdrawal was received less than 30 days prior to scheduled hearing; WSAN, Allentown, denied petition asking commish to reconsider and grant applications of WSAN (Incorporated) a Delaware Corporation, to WSAN (Inc.), a Pennsylvania corporation recently formed, and for the voluntary assignment of license of WCBA, Allentown, to WSAN, Inc., the Pennsylvania corporation: to WSAN (Inc.), a Pennsylvania corporation recently formed, and for the voluntary assignment of license of WCBA, Allentown, to WSAN, Inc., the Pennsylvania corporation: WHAT, Philadelphia, granted petition to reconsider commish action denying frequency change from 1310 to 1220 kc, increase of power from 100 watts to 1 kw, and change in hours of operation from sharing with WTEL, Philadelphia, to unlimited; Pottsville Broadcasting Co., Pottsville, denied new station to be operated on 580 kc with 250 watts days only, commish reversing Examiner Dalberg; WBAX, John H. Stenger, Jr., Wilkes-Barre, application for change in hours of operation from sharing with WTEL, Philadelphia, granted petition asking commish reversing Examiner Dalberg; WBAX, John H. Stenger, Jr., Wilkes-Barre, application for change in hours of operation from sharing with wtiet in the particularly paragraph (b) thereof

Texas: rownwood Broadcasting Co., Brownwood, denied new station to be operated on 1370 kc with 100

watts days, commish reversing Examiner Hyde; Sweet-water Broadcasting Co., Sweetwater, denied new sta-tion to be operated days on 1310 kc with 100 watts, Examiner Hyde reversed.

NEW APPLICATIONS

Alaska: KGBU, Ketchikan, changes i equipment, change power from 1 kw nights, 5 kw days, to 1 kw all

times.

Arlzona: KGAR, Tucson, change frequency from 1370
to 1340 kc, change power from 100 watts nights, 250
watts days, to 250 watts all times, install vertical

antenna.

California: Airfan Radio Corp., Ltd., San Diego, new station to be operated on 1420 kc with 100 watts.

Georgia: WTOC, Savannah, install new transmitter nd jump power from 1 kw to 1 kw nights, 5 kw days Illiaois: Martin R. O'Brien, Aurora, new station to be operated on 1500 kc with 250 watts, days only. WTAD, Illinois Broadcasting Corp., Quincy, change hours of operation from days to unlimited, using 1 kw.

WTAD, Illinois Broadcasting Corp., Quincy, change hours of operation from days to unlimited, using 1 kw. Indiana: C. Bruce McConnell, Indianapolis, new station to be operated on 1500 kc with 100 watts nights, 250 watts days, specified hours.

Iowa: N. B. Egeland, Roland, new station to be operated on 1500 kc with 100 watts nights, 250 watts days, specified hours.

Michigan: WKAR, Michigan State sing, install new transmitter, make changes in antenna system, boost power from 1:to 5 kw.

Missouri: KWOS, Jefferson City, boost power from 100 watts to 100 watts nights, 250 watts days, and change hours of operation from days to unlimited.

New York: WBNX, New York, change name from tandard Cahill Company, Inc., to WBNX Broadcasting Co., and make changes in directional antenna.

North Carolina: Broadcasters, Inc., Gastoni new station to be operated on 1420 kc with 100 watts.

Oregon: Pacific Radio Corp., Grants Pass, new station to be operated on 350 kc with 500 watts.

Pennsylvania: WBRE, Louis G. Baltimore, Wilkesbarre, jump day power from 100 watts to 250 watts to 500 watts.

Texas: KRIS, Corpus Christi, increase night power from 250 watts to 500 watts.

EXAMINERS' REPORTS

EXAMINERS' REPORTS

California: Boost in power and change of frequency for KDON. Del Monte, was recommended to the commish by Examiner P. W. Seward, who at the same time turned down an application for a new daytime station ingihe nearby town of Salinas. Applicants in each case were newspapers—KDON belonging to the owner of the Monterey Peninsula Herald and the Salinas request coming from Salinas Newspapers, Inc.; a new outfit controlled by a group of Iowa publishers.

Plans to extend service of KDON, now operating on 1210 kc with 100 watts, were approved by the examiner who praised transmitter's method of advertising and declared a change to 1400 kc and a power increase to 250 watts nights, 1 kw, would have a beneficial effect on the entire community. Salinas Newspapers, however, would create interference to KDON, if its application for a station on 1390 kc with 250 watts days were granted, Seward contended. Backers of the Salinas outfit 1 ve never resided in California, with the exception of a 10% stockholder who has lived in Salinas a year and who proposes to dictate the policies of the new station, the examiner pointed out.

Legal representative of KDON was H. H. Shinnick with Clarence C. Dill and James W. Gum appearing for Salinas Newspapers, Inc.

Rhode Island: Go-ahead signel for WJAR, Providence, on a day juice jump from 1 kw to 5 kw was approved by Examiner Ralph L. Walker. Veteran NBC outlet, which has been operated since 1922, would not provide interference to WELI, New Haven; WORL, Boston, or other New England stations, Walker declared, but would be enabled to increase it's daytime service to serve a larger population through the change.

Providence L. Lohnes and Fred W. Alherston.

Providence transmitter was represented at the hearing by Horace L. Lohnes and Fred W. Albertson.

SET FOR HEARING

Louislana: WDSU, New Orleans, new station to be operated on 1500 kc with 100 watts nights, 250 watts days.

Minnesota: WMIN, Edward Hoffman, St. Paul, change frequency from 1370 to 1400 kc and increased night power from 100 to 250 watts.

DOUBLE DOUBLING

Baseball Alternates Daily Between Sponsors, Also Stations

Atlanta, May 11

Atlanta, May 11.

WATL and WGST have an unusual deal whereby stations both carry nlay-by-play descriptions of games of the Crackers, local Southern Assn, ball club, on alternate

days.

Two sponsors bankroll, General
Mills (Wheaties) and Goodrich
(tires) also alternating on the stations

Joseph M. Barnett has merged with Ben Rocke's producing outfit:

Fred Allen

Portland Hoffa

. in "Town Hall Tonight" SAL HEPATICA-IPANA WEAF-Wednesdays 9-10 P.M. EST Dir.: WALTER BATCHELOR



"BARON MUNCHAUSEN"

JACK PEAR

RALEIGH and KOOL CIGARETTES -10 P.M., D.S.T.—Fridays NBC Network Dir.: A. & S. LYONS,

baker GREAT

GREAT

AMERICAN

E D 1 T O R

GULF REFINING

EASY ACES

BROADCASTING 6th YEAR OR BLACKETT - SAMPLE HUMMERT, INC.

NACI



Boston Evening Transcript. NBC NETWORK

POLISH A SPECIALTY

But WMBC Still Pushing the King's Language

Detroit, May 11.

With an eye to building up Eng-lish-language clientele of station.

WMBC here has organized a board of dramatics to be headed by Mary Lucille Roth, women's household editor. Others on board are Billy Repai Don Morris and Jack Mc-Carthy.

editor. Others on works and Jack McCarthy.
Station, known for its Polish and other foreign-tongue programs, figures it can't neglect its English listeners and therefore has set out on program-building spree. Object is to build up dramatics as station's forte.

New board will not affect present

New board will not affect present setup working on Polish programs, which includes 20 full-time actors, three announcers, six-piece ork and about \$2,200 monthly for talent out-

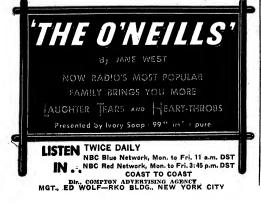
FARM STATION RAPS U. S. WEATHER BUREAU

Des Moines, May 11.

H. R. Gross, news editor of WHO, Des Moines, has opened a campaign for an 'adequate' weather forecasting system. Claims that two weather maps a day, now supplied by the U. S. weather bureau, is practically a 50% service to the agricultural industry; says all major nations of Europe prepare at least four weather maps each day as a basis for weather forecasting.

Listeners are invited to express their opinions in writing to WHO for transmittal to the Congress of the United States.

Ed Davies, NBC Chicago baritone, booked with Paul Whiteman's orthestra for Loew's Capitol, Washington, D. C., week May 21.



Lawyer Raps WMEX, Boston, Tactics; 36 Exceptions to Examiner's Report

Washi May 11.

Sharp attack on recommendation of Examiner John P. Bramhall that WMEX. Boston, receive 50-fold power boost came last week on the leels of Federal Communications refusal to grant pleas for rehearing to clear various unsettled issues. Although further ventilation had been believed probable, Broadcast Divisionites were hard-hearted toward request of WHDH, Boston, for recommitment of the controversial Bramhall report but did extend time for filing objections to examiner's findings. Losing no time, counsel for competing transmitters fired barrage of bleats, accusing Bramhall of isregarding pertinent points and of overemphasizing WMEX contentions.

Principal blast came from WLAC, Nashville, and WAAB and WNAC, Nashville, and WAAB and WNAC, Roston, which, via Paul D. P. Spearman, took 36 specific exceptions to the examiner's analysis of March heari Requests for oral arguments accompanied appeals for added hearings and attack on Bramhall recommendation.

Spearman's Points
Going into multiple phases of the ispute, Spearman laid stress on four objections. Namely, financial responsibility of The Northern Cop., WMEX license-holder; type of service previously rendered and contemplated; economic effect of boost to 5 kw on competing outlets; and engineering problems.

In challenging the evidence of financial ability, Spearman pointedly raised the question whether Northern Co. stockholders have made secret agreement to transfer interests to undisclosed parties, Hinted the suspects construction fund of (Continued on page 46)

Press Agent on Oath

Philadelphia, May 11. Stanistreet, who presen J. W. Stanistreet, who presents
Your Neighbor program on WDAS,
used to be an upholsterer. He wrote
poetry on the side. With the depression the upholstery biz slipped out
from under him and he turned to
full-time musing, reading his poems
on the sir.

full-time musing, reasing an pro-on the air.

Last week listener recognized his voce and name and wrote him a complaint about an upholstery job he did for her four years ago.

Bob Burns off on a fishing trip to



Pacific Coast Notes

Fern McChesney McNell is return-ing to NBC staff in San Francisco as assistant to David McKay, in charge of sales promotion. Mrs. McNell, formerly in the sales traffic office, succeeds Adele Hoover, who has re-signed to go in for freelance adver-tisi

Harold Moore new head of San Francisco office of Thomas Lee Artist Bureau. Succeeds Wilt Gun-zendorfer, who has been shifted to Los Angeles headquarters.

Zarova, Russian canary on NBC's San Francisco staff, trilling again after several days 'tween the sheets in a Los Angeles hospital following an auto accident during a brief va-cash. Jeane Cowan, another network warbler, also back after several days in Los Angeles.

J. Savington Crampton of William Esty agency ended his Coast stay.

Irving Parker passing a couple of weeks in N. Y. with his boss, Earl

Kin Platt now writing for Ken Murray and Oswald.

William Lundigan, radioite from Syracuse, has been re-christened Russ Parker for pictures.

Duke McLeod is with the Victoria, B. C., Broadcasting Association doubling from sportscasting to sta-

Bette Davis and John Beal will do 'Another Language' for Lux May 17.

race Moore and her mate, Valen-ti Perera, seeing the west in a trailer between broadcasts for Nash Has everything in it, includi

Lloyd Pantages will do a Holly-wood coverage for a shaving lotion outfit.

WCPO Derby Specials

Cincinnshi, May 11.

As a Kentucky Derby eve feature,
WePO sent Harry Hartman, sportscaster, and Bob Bentley, general
miker, to Louisville for piping of
six quarter-hour programs Friday
(7). Stanzas, all sponsored, were
for Truly Warner, Jimmy Brink's
Town Club, Fuller Ford and Lincoln
dealer, Beau Brummell ties, Kool
and Raleigh cigarettes, and Cincinnati Post.

New Spielers at WHK

Cleveland, May 11.

Carl Mark from WHN, New York, and Guy C. Wallace from WCAU, Philly, being taken on by Cleveland's twin stations of WHK-WJAY as an twin stations of WHK-WJAY as an-nouncers. Replace Charles Lutz and-Bud Sweeney, shifted to WHKC's staff in Columbus, O. Duke Lidyard also made Beverly Dean's assistant in handling radio

Lynn Willis to KYW
Philadelphia, May 11.
Lynn Willis, who resigned from
gabbing staff of WIP last week, after
six years' service, has taken similar
post at KYW.
Crew at latter outlet being augmented for installation of universal
five-day week.

Helen Gray en WHN, New York.
Helen Gray new femme commentator on WHN, N. Y., it a brace
of afternoon sustainers weekly.
Bounded into the big burg with
backgrounds at KYW and WFIL,
Philly.

Wax Authentic Gurgles Of Hills for KMOX. St. I

Luuis, May 11.

Several members of KMOX staff flew to Lake of Ozarks, Wednesday (5) to make special sound effects to be used in forthcoming episode of Union Electric Light & Power, Sunday p. m. show The Land We Live. In.' a dramatized presentation of the history of St. Louis. Tri-motor plane, owned by company, was used and those making trip were C. G. Tiny' Renier, program director; raham Tevis, chief engineer: Don Phillips, sound effects man; Gordon Sherman, engineer and Bradford Simpson, author of The Land We Live In.'

New portable recording equipment was used to make records of native sounds of the mountains and the modern sounds of the great Bagnell Dam, one of company's power units. Recordings will be used in program entitled The Ozark Mountai , Old and New' to be presented in a fortnight.

Philco Strike End Near

Philadelphi , May 11.

Negotiators, who confabbed all day yesterday, said, a settlement is near in the strike which has kept 8,500 Philoc employees out of work since April 30 and tied up Philly's largest payroll.

Strike was called by United Electrical and Radio Workers, C.I.O. union, after three months of fruitless conferences. Employees demand a 10 cents an hour increase with 5 cents differential for night work. Philadelphi , May 11.

Pote an Oratory Doc

Boston, May 11.

Alfred J. Pote, director of WMEX, given Doctor of the Art of Oratory degree by Staley College.

Also dubbed at same ceremony were Gov. Charles Hurley, of Massi, Gleason L. Archer, dean of Suffolk Univ., and Myron Weiss, an associate ed. of 'Time'.

Rapid Okay for WLWL, New York, Sale Bespeaks Politicians' Satisfaction

Washington Pun

Washington, May 11. Washington, May 11.
rde Bulova, the correct ti
sponsor and prospective
work creator, has a new tag,
resulting from his recent expansion of radio interests.
industry circles locally,
he's described as 'the watt—ch'
maker."

Jockey Club on KYA

San Francisco, May 11.
California Jockey Club is signing checks for daily broadcasts of the top race at Bay Meadows over KYA, San Francisco, with Joe Hernander announcing. Races are run every afternoon except Sunday and Monday, with the season folding May 28.
Quarter-hour sponsored broadcasts are, in addition to a half-hournight program during which Hernander descriptions of the day's races, made over the 'p. a. system at the !rack, are heard via electrical. transcription.

WPA Talent on WOR

WPA radio project hooks onto WOR for first time, participating on the daily afternoon sustaining half hour program m. c.'d by Norman Brokenshire.

Brokenshire.

Uncle Sam's nieces and nephews will put on a news dramatization labeled 'Radio Almanac,' which has been airing on WHN, commencing next week. WPA part of the program will be handled by Ira Ashley, and WPA actors will cuffo for the stati

Margaret rayton appearing on five different Hollywood shows.

Washington, May 11.

Disregarding Congressional agitation over profit-making in statiswaps, Federal Communications Commission last week hastily ratified purchase of WLWL, New York, by Arde. Bulova, watch magnate and promoter of a prospective Atlantic seaboard web.

While the deal proporti ately one of the costilest ever approved, the Commish unanimously granted permission for the tickermaker to acquire the franchise from the Paulist Fathers without setting the matter down for hearing. Enthusiastic consent was due to universal desire to end the years of feuding with the Catholic order. Broadcast divisionites heaved visible sigh of relief when the case was out of the way.

Desire to write final chapter i record of scrapping over better facilities for WIWL. was stronger than Commish concern about what Congressional critics may say about a transaction at the rate of \$55,000 per kilowatt, one of the highest figures ever rubber-stamped. Because the Paulists have plagued the F. C. ever since its formation, Broadcast Divisionites were eager to give permission under any circumstances.

Completion of the deal advances Bulova a step nearer his plan for a seaboard chain of local outlets. New Britain. Prospects are WLWL will be scrapped, with, Bulova trying to pitu over a series of frequency shifts which will lincrease the value of his other properties and brighten outlook for the coastal string. of his other properties and bri-outlook for the coastal string.

Tommy Harris now warbling wit Fibber McGee and Molly in Holly-wood.



HISTORY REPEATS ITSELF

THE ORI INAL

ZZ BANI XIELA

PARAMOUNT, NEW YORK, THIS WEEK (MAY 6)

Direction CONSOLIDATED RADIO ARTISTS

On the Upbeat

VARIETY

Bob Crosby closing at Congress May 26. After that he goes south to hotel, Chicago, May 14, plays two Dallas territory and then to the weeks of one-niters before returning to Chi's Aragon ballroom May 29. Ambassador hotel, Atlantic City, N. J., follows June 18 for inder stay for single nighter May 30 at Cavalier Beach Club. Emerson Gill band

Al Donahue one nites in New Eng-land for Charli Shribman before opening at Rainbow Room, N. Y., June 2. Woody Herman's crew does same for Shribman after closing at Normandie ballroom, Boston.

Hal Kemp plays Steel Pier, A. C., July 3 for three days. Returns Aug. 21 for another due with Isham Jones, Will Osborne, Tommy Dorsey and Guy Lombardo, filling July 9, 25, 30 and 26, respectively, the interi

Washington Park race track, Chicago, ill open May 24, with Henry Busse selected to blow the bugle. Busse closes at the Chez Paree next day (25) to go on tour.

Harry Reser will divi four weeks between Arcadia and Gray-stone ballrooms, Detroit, starting



Announcing
Three Big Song Hits
from "SING AND BE HAPPY"
The New 20th Century-Fox
Musical

'Sing and Be Happy' 'What A Beautiful Beginning' 'Travelin' Light' Ready Soon!

MOVIETONE MUSIC CORPORATION NEW YORK

WARREN AND DUBIN **SEPTEMBER** IN THE RAIN

MELODY FOR TWO

SUMMER NI.

A TERRIFIC HITS

HOW COULD YOU?

COMING!
WARREN and DUBIN'S
GREAT SCORE FROM
HE "SINGING MARINE"

REMICK MUSIC CORP. 1250 Sixth Ave., BCA Bldg., N. Y. CHARLIE WARREN. Prof. Mgr

Whiteman at irginia Beach for single nighter May 30 at Cava-lier Beach Club. Emerson Gill band into Cavalier for regular summer engagement.

Marvin Frederic, recently signed by CRA and current at the Book-Cadillac hotel, Detroit, follows Reg-gie Childs into the Commodore Perry hotel, Toledo, O., May 28.

Bob Grayson's orchestra opens and stays for summer season at Gunter hotel, San Antonio, Tex., May 20. CRA set through Billy Rubush of Dallas office.

Lew Platt's dance pavilion at Summit Beach, Akron, O., has set Dick Fidler, Blue Barron and Aus-tin Wylie bands for summer dates.

Benny Meroff now at Riverside theatre, Milwaukee, plays Earle the-atre, Philly, May 28, and Earle the-atre, Washington, June 4 for R-O'K.

Carl Deacon Moore follows Clyde Lucas at Beverly C. C. Wewport, Ky., May 25. Barney Rapp succeeds latter on June 15.

Bunny Berlgan bows at Coccanut Grove, Ambassador hotel, N. Y., June 1. Tommy Dorsey replaced Berigan at Pennsylvania hotel.

Ken Moyer is MCA's rst into Tybee Beach, Ga., on May 29. Emerson Gill follows on June 26 and Red Norvo July 10.

Ted Fio Rito opens at the Beverly Wilshire hotel in Beverly Hills after a tour of first nighters winding up in

Sleepy Hall and Joe Haymes play Rocky Glen Park, Scranton, Pa., May 26 and 31, respectively, for ROC.

Lee Mosley, slide saxophonist, formerly with Louis Armstrong's crew, is organizing his own outfit for ROC management.

Maurie Sherman and Grand ball-oom, Chatworth, Ill., meet June 9

Phil D'Arcy replaces Ray O'Hara's band at Governor Clinton hotel, N. Y., May 15.

Paul Tremaine plays weeks of oniters June 12 to 20 for Jerry C ROC's New England promoter.

Hy Clark and Edgar Hayes will battle musically at Mummie's Club, Newark, N. J., May 21.

Enoch Light's band doubles from the McAlpin hotel, N. Loew's State week May 20.

Glen Gray and the Casa Loma ork opens at the Palomar ballroom in Los Angeles May 26.

TOPS IN THE MUSIC BUSINESS

Another "Foolish Things"

THE YOU AND ME THAT

The No. 1 Song

New

New

Coming

Coming

IRVING BERLIN, Inc.

799 SEVENTH AVE., NEW YORK HARRY LINK, Gen. Prof. anager

George Hessberger will play at Black Forest, Ft. Worth, Tex., this

Ted Black and Rita Rio set for leasure Beach Park, Bridgeport, onn., May 16 and 23, respectively.

Johnny Green passing out recordings of 'Shall We Dance' numbers to friends on the Coast.

Freddle Berrens set for City College Prom, Mecca Temple, N. Y., May 14, by Abner Greschler.

George Hall plays for Columbia U. prom., N. Y., May 31.

Lou Blake opens at Plaza hotel, St. Louis May 14 for CRA.

Joe Cappi's crew now playing at the Murray Hill hotel, N. Y.

Harry Horton at Le Mirage, N. Y.

George de Horth Jailed

Philadelphia, May 11.
George de Horth, 48, song writer and former New York batoneer, was held in \$600 bail for grand jury last week on charges of defrauding Broadwood, Robert Morris and Spruce Hotels out of \$153 in board bills.

bills.

Magistrate Costello, in reply to a plea for leniency by de Horth's attorney, said: He is a dangerous man to be permitted to roam at large'. de Horth was paroled last year after conviction in a \$100,000 stolen securities conspiracy.

Newsreel Biz

(Continued from page 1)

of expediting the shipments. Dick Merrill, who had sought to interest newsreel companies unsuccessfully for weeks, was besieged with bids. Flyer was said to have swung \$60,000 financing in Wall Street for the deal, with the N. Y. Mirror also rumored chipping in. Understood nothing was set when Merrill left New York for eastward flight across-the ocean, idea being that deal would be fixed at London. Expected he will fly reels back for all five companies. If, not, any company may get his services, Hearst-Metrone figured to have the edge. In any case, whatever companies set deals with Merrill, prints will also be placed on first boat sailing, as precaution in case flyer is forced down or meets with disaster.

The Coronation

The Coronation

London, April 30.

Earl Marshal and the Westminster Abbey authorities seem to have the newsreels just where they want them as regards filming the Coronation inside the Abbey. This week all units were summoned to a rehearsal, at which each of the five companies was allocated one camera position and detailed to go through the motions of shooting the event.

Object was to satisfy the Earl the crews would be unobtrusive and would not deflect interest from the royal centerpiece by moving around

would not denect interest from the royal centerpiece by moving around during the ceremony. Cameras must all be camouflaged behind the Abbey's interior architecture or er banks of floral decoration crew—the Par unit—has to be under One

under banks of floral decoration. One crew—the Par unit—has to be satisfied with a tiny cockpit 60 ft. from the ground, concealed in a chamber only 3 ft. 6 ins, high. In this miniature black hole of Calcutta the crew will need to squat on their knees—maintaining this position from 5:30 a.m. till 3 in the afternoon. Plans for ensuring rapid release of sequences showing the crowning have gone all haywire following official pronouncement that nobody will be permitted to quit the Abbey until the Coronation through. Reels of exposed film will, therefore, need to go into cold storage for several, hours, and prints are not expected to be available till comparatively late the same night. Color shots of the Abbey sequences, incidentally, are definitely out. Movietone strove a long time to get a visible picture, in Technicolor, but there — n't be enough light in the Abbey.

Navy intelligence officers attached to the New York City office looked at some newsreel clips of the Hindenburg disaster last Friday (7). Subsequently, all newsreels turned over duplicate prints of their complete coverage of the accident to the naval intelligence division working in the investigation. These and unusually good still photographs are expected to prove invaluable in the probe by establishing where the first flames appeared and other details.

Last Week's 15 Best Sellers

†Little Old LadyChappell	.55	
Love Bug Will Get YouSantly-Joy	4	
Boo HooShapiro	1	
*Will You Remember?		
*September in the Rain		
*Blue HawaiiFamous		
*Too Marvelous for Words		
*Moonlight and Shadows		
*Never in Million Years		
*Where Are You?Feist		
Carelessly Berlin		
What Will I Tell My Heart?Crawford		
What Will I lell My Heart		•
*Sweet Leilani Select		
*It's Swell of YouRobbins		
*Let's Call Whole Thing OffChappell		
*Indicates filmusical song. icates stage production song. others are pops.	The	

Boston Tactics

(Conti from page 45)

\$87,000 to build a new station was advanced by outsiders in return for mortgage on the property or option to grab the transmitter.

Money issue, which was the principal point of controversy during the hearings, became of major importance after the three losers formally reminded the Commish that WMEX attorneys refused to furnish requested data about the source of the company's bank deposits.

Spearman charged Bramhall with errors in failing to point out the cash was hurriedly banked before the hearing; the corporation auditor, only witness who testified about finances, was poorly informed; no officer or stockholder appeared; and ample business data was not supplied. Attorney for Nashville and Boston stations recalled that Bramhall at the windup of hearings said he was dissatisfied with evidence of financial responsi ility, declaring statements in the formal report did not constitute the examiner's true judgment.

Cleve Expo Orchestras

Cleveland May 11 Cleveland, May 11,
Orchs have seen set for series of
fortnight-each summer runs at the
Aquacade, feature of the Cleveland
Great Lakes Exposition, beginning
on May 29 and extending until

on May 29 and exterion discovering discovering discovering specific wayne King opens, followed in rotation by crews of Joe Venut, Kavier Cugat, Dick Stabile, Ted Weems, Shep Fields, Isham Jones and Little Jack Little.

Name Bands for Auburn

Name Bands for Audurn
Enna Jettick Park, at Auburn,
N. Y., is latest of the danceries to
switch to name bands with decision
to use namers one night out of every
two weeks as a big come-on. Heretofore spot used strictly local bands.
Prices will be upped for the name
attractions. Tommy Dorsey and Ozzie Nelson are already set by MCA,
with date still open.

Westlake Terrace Opens

Mestiake Terrace Opens
Indianapolis, May 11.
Westlake Terrace, summer dine
and dancery, takes down the shutters and opens Friday (14), ith Paul
Collins band set for the summer.
Eleanor Hanson will pipe the vocals.
Management dickering for Indianapolis radi nightly except
Monday.

Casa Loma Heads West

Casa Loma band has been booked for an eight-week stay at the mar ballroom, Los Angeles, May 26, by Rockwell-O'Keefe

May 26, by Rockwell-O'Keefe.

Enroute to the location job, band one nites it at Coronation Ball, N. Y., May 12; Lakeside Park, Barnesville, Pa., 13; Penn State U., 14; Valley Dale ballroom, Columbus, O., 15; Showboat, St. Louis, 16; Forum, Wichita, Kan., 17; Adolphus hotel, Dallas, 18 to 23. Last three days before L. A. reem to be spent on the hoof.

Ned Bradley current at Heath, Oklahoma City.





THE EDWARD B. MARKS MUSIC CORPORATION

LORRAINE

EDDIE LAMBERT

Continues as Professional Manager and, with the rest of the staff, offers you these fine songs
FROM TWO NEW MISICAL SHOW SUCCESSES

"SEA LEGS

By Swanstrom and Cleary "Ten O'Clock Town"

"Wake Me Up A Star" "The Opposite Sex"

"ORCHIDS PREFERRED"

By Herendeen and Stamper

"A Million Dollars"

"Boy Girl Moon"

"Boy, Girl, Moon"
"What Are You Going To
Do About Love"

Also many swell popular tunes including "You're Precious To Me,"
"A-Hunting I Will Go," and several others
Room 605 RCA Bldg., Radio City, New York

Weber Warns Locals Beware C.I.O.: Detroit's Dual Union Card Situation

Joseph N. Weber, president of the American Federation. Musicians, has taken recognition of an attempt being made to set up a rival union ith Committee on Industrial Organization affiliations. Every AFM local has been warned by Weber to steer clear of any approach from this source. Any local which treats with source. Any local which treats with source of the property in any way but any

steer clear of any approach from this source. Any local which treats with the CIO element in any way but an agonistically would be regarded as 'scabbing' on the AFM. It has been suggested by AFM headquarters that most of those active in behalf of a CIO musicians' union are expelled members of the federation.

Several locals have followed up Weber's order with a query that the AFM seeks to sidestep for the present. What they want to know is what procedure to follow in the case of members who make music a sideline and whose regular industrial jobs have allied them with a CIO union. This dual cardholding is common, for example, in Detroit. Many mon, for example, in Detroit, Many members of the Detroit musicians' local work in the auto plants, where labor organization is CIO dominated

Music Notes

Jack Mills has obtained the Ameri Jack Mills has obtained the American rights to 'Old Sailor,' 'Cowboy and 'Why Did You Fall for the Leader of the Band?' from Peter Maurice, London pub. Chappell Leader of the Band? from Peter Maurice, London pub. Chappell, which holds an exclusive contract on this side with Maurice, okayed the release of these numbers. Mills also took over the American rights sto 10 symphonic numbers from Beal Stuttard & Co., London publishers of concert music.

Jimmy Campbell is due back in New York within the next 10 days. Indications are that he will take John Klenner and Maurice Sigler as a writing team for British-Gaumont picture. They will replace Sammy Lerner, Al Goodhart and Al Hoff-man, the team which Campbell put together and imported last fall.

Hollywood Songs, Inc., has the American rights to 'Cuban Pete,' American rights to Cuban reco-originally published by the J. Norris firm of London. Rudy Vallee is doing the number on his broadcast from Britain tomorrow (Thursday).

Billy Hill is writing the lyrics and music for a musical with a western background, Yippee, which the Shuberts will produce. Otto Harbach and Owen Davis, Jr., are doing the book.

George Sutherland, of Allen & Co. George Sutherland, of Allen & Co., Melbourne publishers, sailed from New York for the Coronation last Tuesday (4). He will be back June 15 to close for several American catalogs.

J. Fred Coots and Charles Newman have placed 'Southland Serenade' and 'Chinky Chinee Charley Chan' ith Mills Music, Inc.

Jimmy McHugh and Harold Adam son are tuning up Buddy DeSylva's 'Four Black Sheep' and 'Young Man's Fancy' at Universal.

Sid Lorraine, formerly of Chappell Co., has joined the E. B. Marks Music Co. as professional manager. Eddie Lambert remains as Lorraine's

Dr. Albert Sirmay, Chappell & Co. exec., is spending a month in Hollywood li ing up new filmusicals for

Metro has assigned Edward Ward to work up the musical treatment for 'Saratoga.' Ward scored 'Night Must Fall' for the same studio.

Martha Raye will warble 'Public Melody Number One,' cleffed by Ted Koehler and Harold Arlen, in Para-mount's 'Artists and Models.'

Sam Coslow is working on music and lyrics for 'On with the Dance,' Miss Fanchon production for Paramount'

Bill Fieck collabed with Lysle Tomerlin and O. M. Watson on 'Let's Not Lose a Moment.'

Vincent Lopez caught cold day after he landed in Hollywood, and motored out to Death Valley to bake it out

Kelton to London

Frank Kelton has closed with Reg Connelly to go to London and work on the exploitation staff of Camp-bell-Connelly Music Co. Kelton's negotiations with Jack Mills fell through, due to their inability to

through, due to their inability to agree on cash. Kelton won't leave until the end of July, since Connolly will require that interim to obtain an entry permit for the former from the British Home Office. Kelton was formerly gen. mgr. of Shapiro, Bernstein & Co.

DOCTOR ORDERS SPITZER TO **EASE UP**

Chappell Co., has quit irmen of the availability of the availability committee of the publisher facti the American Society of Composers, Authors and Society of Composers, Authors and Publishers because of poor health. Spitzer resigned altogether from the committee but John G. Paine, ASCAP gen, mgr., indued him to remain and then appointed Lester Santty to the chairmanship. Under doctor's orders, Spitzer has been working on a three-hour day. This arrangement has made it necessary for him to give up all outside tasks. Availability committee, which also

Availability committee, which also includes Gustav Fischer, was ap-pointed late last year to work out a formula for determining the cata-log ratings of the publisher members of the society.

Musicians Union Upholds Job Tax At Philly Meeting

Philadelphia, May 11.

Factional fight within Musicians' Union here on 2% job tax ended with victory for administration and continuance of fee at general mem bership meeting on Monday (10).

The 2% levy on every job played by a union musician has been in ef-

by a union musician has been in effect for some years. Proceeds go into an organization and defense fund. Although admittedly necessary, the rake-off has always been poison to the rank and file.

Operating on this known antipathy, Romeo Cella, former prez of the local and twice defeated by A. A. Tomei, present chieftain, organized the dissenters and brought the fight into the open. It came to a head with yesterday's meeting.

Although about 500 members were present, only 391 votes were cast. The others were opposed to the levy, but refused to cast a ballot against the administration Tomei. Results were 229 votes against the tax to 162 for it, but as two-thirds vote was required to beat it (280), the tax was continued.

Tomei's promised organization of medicare in office misteries.

tax was continued.

Tomei's promised organization of musicians in city's niteries, which has been lagging pending outcome of yesterday's balloting, will get under full steam this week-end he said. Broadwood hotel has already been visited and given three weeks to cease using non-union bands at functions. Stephen Girard and Rittenhouse hotels also notified, but not it set.

Tompkins Sails June 11

M. E. Tompki , head of Associated Music Publishers, Inc., is sailing for Europe June 11. He figures on stay-ing there until the middle of Au-

While on the other side Tompkins will cover the music publishing field for agency affiliations and study the latest developments in sound on film

Most Played on Air

Combined plugs on WEAF, WJZ and WABC are computed for the week from Sunday through Saturday (May 2-8).

Carelessiy *September in the Rain *Never in a Million Years *Where Are You? *There's a Luil in My Life

"There's a Lull in My Life †Little Old Lady "Too Marvelous for Words Boo Hoo "That Foollah Feeling it Looks Like Rain. "Levis Call Whole Thing Off "Sweet is the Word for You Dream Ranch."

Love Bug Wili *How Could You? *Blue Hawaii

*They All Laughed

*You Can't Take That Away

*Swing High, Swing Low

*Sweet Lellani

Dream of San Marino

*My Little Busines.

*Jamboree
You Showed Me the Way
When Two Love Each Other

* Indicates filmusical song:

† Production number.

JOE MORRIS CO. CLAIM FOR BACK ROYALTIES

Joe Morris Music Co. has put in claim with the American Society of Composers, Authors & Publishers for the performance royalty shares allo-cated on Memphis Blues' since 1934. Society has credited Handy Bros, with the copyright ownership of the tune and paid the latter firm what-

with the copyright ownership of the tune and paid the latter firm whatever royaltles were set aside for it on the basis of performance points. Morris has controlled the copyright on 'Memphis Blues' since 1922, but was unaware until recently of the Society's crediting the ownership to another concern. Composition was bought outright from W. C. Handy, its creator, by Theron C. Bennett or \$50 in September, 1912. Bennett transferred the copyright to the Frank K. Lawson Printing Co. in 1918 and four years later the copyright became Morris' property by purchase. Handy originally titled the melody 'Mister Crump'. George A. Norton in 1913 contributed both the present lyric and the title. Memphis Blues' has earned its copyright owners hundreds of thousands of dollars, with the major source of

right owners hundreds of thousands of dollars, with the major source of this income being phonograph records and performances.

Another one of these outright buys which has brought big returns is owned by the Morris firm. It's 'Melancholy' Baby', which his author, Ernie Burnett, sold ori inally to Bennett for \$100. nnett for \$100

Coast Bands to Jam

Coast Bands to Jam
In Crosby Benefit
Hollywood, May 11.
Half a dozen bands are skeded
to ring the welkin May 23 at a
swing concert being promoted by
Bing Crosby as a benefit for Joe
Sullivan, alling pianist.
Event is scheduled to start at 3
p. m. and continue until tootlers
are too tired to blow. Pan-Pacific Auditorium has been engaged
and bands lined are those of
Jimmy Dorsey,
Georgie Stoll, Harry
Georgie Stoll, Harry
Fed Fio- ito, and probably

Abner Silver and Al Sherman sail for London next Wednesday (19) to do the score for a picture.

Tumulty, Woodrow Wilson's Sec'y, May Join ASCAP in Washington

Hoagy's 3 New Ones

Hollywood, May 11.

Hoagy Carmichael has disposed three new numbers to Paramount for future productions.

Songs are 'April in My Heart Again,' lyrics by Helen Meinardi; 'The Hum of My Heart' and 'The Two of You,' both it lyrics by Stanley Adams.

DREYFUS BUY OF DASH CO. **COLD**

Attempt of the owners of the Chappell Co. to acquire a controlling interest in the Irwin Dash Music Co. interest in the Irwin Dash Music Co, has falled. Chappell partnership, which consists of Louis and Max Dreytus and Louis Sterling, sought to buy Reg Counelly's stock in the Dash outfit, offering to pay him far more than the issued price, but Connelly refused to sell. Connelly was also offered a substantial bonus for the goodwill of the business. Connelly controls 59% of the Dash firm. Dash himself holds 40%, with the balance in Jimmy Campbell's name. Dash has the title of managing director and as a condition of the sale Chappell had offered to retain him in his present position.

Nick Lucas Wins Law Tilt **Based on Alleged Failure** To Plug Small Town Song

ittsburgh, May 11. Nick Lucas won a Federal Court battle here last week over a song battle here last week over a song written by two Canonsburg, Pa, men without having to put in a defense. Jury didn't even get a chance to decide on the complaint, as Judge Nelson McVicar granted the motion of the defendant's counsel for a computerry motion.

of the defendant's counsel for a compulsory nonin the action horought by Stasio, music teacher and orchestra leader, and Ralph Anthony, coal company clerk. Plaintiffs charged that Lucas had failed to live up to an agreement to lend his efforts to having their tune, When Your Road Leads My Way, published. Lucas, on the stand, claimed that he had plugged the number on several broadcasts between 1981, when it was given him, and 1983, when the suit was filed, but that it didn't awaken sufficient interest for any publisher to chance it.

Lucas said he tried to interest a fock of publishers in the tune, but

Lucas said he tried to interest a fock of publishers in the tune, but without avail. His agreement with Stasio and Anthony called for 50% of the publication royalties, with the remainder being split between the writers. Oral testimony tenditons to the contract of the co writers. Oral testimony tendi to parties was ruled out by Judge Mc-Vicar, who placed the costs on the plaintiffs.

Joseph P. Tumulty, secretary of ne late: Woodrow Wilthe late son and an active figure in national Democratic circles, may be retai by the American Society of Com-

posers, Authors and Publishers i legal and contact capacity. Move would be with the general change in approach to political and

public relations matters which ASCAP has been undergoing recent-

ASCAP has been undergoing recently. Tumulty's appointment was discussed at a meeting of the Society's newly created administrative committee Monday (10).

Tumulty has been practicing law in Washington for the past 16 years. His connections have been and are particularly astrong in the midwest and west, and it is figured that the ASCAP assignment would place him in charge not only of Washington legislative matters, but of the drastic situation for ASCAP deriving from the epidemic of anti-Society state legislation which is sweeping the country. Tumulty would also contribute his services to the campaign for better public relations and understanding of the functions of ASCAP which that organization intends to put into full force in the near future. near future.

With Tumulty allied with it, the With Tumulty allied with it, the administrative committee believes that it will have a well-rounded setup for dealing with political and public relations subjects. Job that E. C. Mills is now doing for the society is strictly in that direction, while John G. Palne, the Society's new gen. mgr., is expected to make valuable use of Washington contacts he made as chairman of the board of the Music Publishers Protective Association. Selection of Tumulty for the post has, it is understood, received the full endorgement of Frohlich & Schwartz, general counsel for ASCAP.

CONSOLIDATED SETS BESTOR AT CONGRESS

Chicago, May 11.
Congress Hotel's Casino has been snapped up by Consolidated Radio Artists' office. Highly competitive situation arose over the Casino band booking, with three of the major organizations of the country bidding for the spot. CRA came in breezing with Don Bestor orchestra which will open there on Friday (14).
With the taken were of the Corio

With the take-over of the Casino by CRA it gives this organization a quartet of the prime rooms in Chicago; the others being the Drake Hotel's Gold Coast Room, the La-Salle Hotel's Blue Fountain Room and the Casino Parisien in the Morrison botal.

CRA also well repped in St. Louis with its Lou Blake at the Plaza hotel, opening May 14, and Barney Rapp current at the Chase hotel.

Gumble by Acclaim

Mose Gumble, incumbent prez of the Professional Music Men.

the Professional Music Men, pluggers' organization, was unanimously nominated for repeat term at meeting of the group last Priday (7) night in the Hotel Astor, N. Y.
Other nominations included Rocco Vocco for first vice-prez, Joe Santley for second vice-prez; Mack Slark, Harry Liebman, Bob Miller and Johnny White for third vice-prez; Irving Tanz for treasurer; Harry Liebman and Michael Schloss for financial secretary; Louis E. Schwartz for recor ing secretary and various for recor ing secretary and various candidates for sergeant-at-arms, board and board of

board and board or trustees.

Financial report was read.
Second nominations and the electivill take place at the next meeting Friday night (14), also at the Astor.

Indiana Summer Policy

connected with music publishers.

Sterling qualifies through political and public service.

Whitney Blake, music pub, out in on the coronation furor with a new one, 'London On a Foggy Afternoon.'

Indiana Roof goes to summer policy this week, remaining open only on Friday, Saturday, and Sunday nights. Johnny Courtney, oxchestraplaying currently. Lack of craiting system inspired dropping of other two nights from weekly schedule.

Local 802 Moves Against Big Hotels Renting to Non-Umon Social Fetes

Campaign to induce New York hotels to put their banquet booking departments on a strictly union basis has been launched by Local 802, It is reported that the Pennsylvania Hotel and the Essex House have also the contract of Hotel and the Essex House nave air-ready acquiesced to this proposal. A clause stipulating the use of none but union, musicians for banquet dates will be incorporated in the next con-tracts the New York Musicians Union makes with the local hotels.

Previously the hotel managements have resisted efforts to make all music in their places 100% union, holding that the local had no right extend its demands beyond the

To Knight Sterling

London, May 11. Louis Sterling is among those on the Coronation for

knighthood former head of defunct ictures and now connected with

Ladies Free' Lure for Factory Girls: Only Big Town Sans Hotel Dancing Has Lots of Ballroom Showmanship

, May 11.
Oncoming summer months finds the local ballroom managers formulating new policies and showmanhip stunts, in endeavoring to bring out the patrons to spots in town, and compete against the outdoor pavllions around Indianapolis, and at the host of lake resorts in Northern Indiana, which are within motoring distance.

distance.

Tom Devi , who operates Indiana
Roof Ballroom, largest spot in Indianapolis, has closed down to Friday, Saturday and Sunday nights,
and as has been his practice in previous years, will undoubtedly shut
up entirely for at least three months

Presents

THE LITTLE **OLD FASHIONED MUSIC BOX**

VIENNA DREAMS

I'M HATIN' THIS WAITIN' AROUND

"READY, WILLING AND ABLE"

T00 **MARVELOUS** FOR WORDS

THE MOON IS IN TEARS TONIGHT

WB Prod., "Kid Galahad"

HARMS, INC., RCA Bidg., N. Y MACK GOLDMAN, Prof. Mgr.



of summer season. Although merly going to the West Coast for the hot months he may remain over for theatre management of Indiana theatre, where he has some combostage-screen bookings lined up. Devine's femme assistant, Aline McMahon, will travel up to Lake Manitou, where she'll manage the Fairview Hotel outdoor pavilion, and handle publicity for the entire resort. She's set Johnny Burkhardt band for three nights opener of the pavilion, band coming in from Casa Madrid at Louisville, Ky. Jimmie Catheart (brother Jack toots trumpet for Joe Sanders), from campus of Indiana University at Bloomington, will follow Burkhardt in for indefinite stay.

Free Betore 8:45

Free Before 8:45

ton, will follow Burkhardt in for indefinite stay.

Free Before 8:45

Crystal Dance Palace, upstairs hang-out for the Real, Silk, Hosiery Mills, fempines, wait fifty and the property of the heat, by admitting them free if they get to the gale before 8:45 nightly, Charles Producting Band, Small combo of locals gives out the tunes.

Casino, east-end dancery, is only place town where part of the members of band own the business. Hal Bailey, band leader, and Reiff Stuart, another of the musicians, are in partnership on the venture, and are now approaching 200 weeks of continuous operation. They use almost every known ballroom showmanship stunt, and for summer, have semi-outdoor floor. They also use the Ladies' Free' comeon, but Wednesday nights only.

Chez Paree is only floor-show nitery in operation in city, and will try to last out the summer. Dick Burrows' band from Dayton succeeded by local combo under combined guadance of Denny Dutton and Earl Newport.

Indianapolis continues to be the largest city of any throughout the nation, which doesn't have a single hoist the hotel dining rooms using dine and dance policy. There's not a band to be found in any major Indianapolis hostelry at present. Sad plight of local situation is partly explained through most of coin flowing into city's three clubs, although the three operate strict member, or member and guests, policy. Columbia Club and Indianapolis Athletic Club and Indianapolis Athletic Club used three-piece femme trio, the dianapolis Athletic Club used Louis Lowe band ind in groom and ballroom. Both clubs do without music for summer months.

Hoosier Athletic Club has roof garden for summer months on splitmonths.

Hoosier Athletic Club has roof Hoosier Athletic Club has root-garden for summer months on split-week policy, while winter months find indoor ballroom used on same basis. Bands are set in on spot bookings, and this club uses non-union outfits. Other two clubs stick with the union aggregations.

Hallett at Hershey, Pa.

Lancaster,

Lancaster, May 11.

Mal Hallett and his orchestra was, the second attraction of the season in the Hershey Ballroom, Hershey.
Until the season gets farther advanced, the ballroom ill operate. only on Saturday nights. Wednesday dances are expected to be added later. Shep Fields, Tommy Dorsey and Bob Brown are some of the orchestra leaders booked to appear in Hershey within the next few weeks.

GORDON and REVEL Click Again!

in 20th Century-Fox's "WAKE UP AND LIVE" Featuring Walter Winchell, Ben Berni and Alice Faye

NEVER IN A MILLION YEARS IT'S SWELL OF YOU THERE'S A LULL IN MY LIFE WAKE UP AND LIVE I'M BUBBLING OVER

Robbins Music Corporation • 799 7th Ave., New York

Asbury Park Grosses

Asbury Park, N. J., May 11.
Benny Goodman's one-night stand
draw 2,538 paid admissions. at \$1.10
draw 10.10 in Walter Reade's beachfront Casino here Sunday (9). The
bo. was a bit disappointing in view
of Horace Heidt's turn before 3,997
here three weeks ago.

of Horace Heidt's turn before 3,997 here three weeks ago.
Paul Tremaine, who played an entire season at the same spot about seven years ago, lured about 1,100 cash customers to the Casino the previous night (8).
Charles Boulanger slated for Saturday (15), and Ina Ray Hutton for Sunday (16).

HOME UNLIKE NEWPORT SPOT

New Beverly Club, Newport, Ky, giant, wide-open casino, is about the freakiest nitery in existence and certainly one of, the most considerate of its, ired talent and musicians. Spot has installed shower convenietc., for comfort of performing help.
Differs greatly from ususal dress-inthe-kitchen and so for the second of t

the kitchen "mils".

Payoff 18 '96' club's food source, which is part of the site. Grows its own vegetables, has cows and chickens, etc., for meats and milk drinks. Consideration for boys with store molars has in au gurated, freak chicken raising which, with the aid of a spring netting, does not permit a chick's feet to ever touch the ground. It keeps the muscles soft, unlike tough drumsticks on yard-free hens.

ROCKWELL-O'KEEFE PLANS LOOP BRANCH

Rockwell-O'Keefe is planning ppening of a Chicago branch office to better compete with its two major competitors, Music Corp. of Amer

competitors, Music Corp. of America and Consolidated Radio Artists. Latter two have Chi offices as well as arms in Hollywood, Dallas and Cleveland. R-O'K is repped only in N. Y. and Hollywood.

All Rockwell biz is handled by the two offices it now maintains with N. Y. group working west to Kansas City and Hollywood outfit picking up from there. With no fled salesmen as others have, Rockwell office has tougher time peddling its wares. Expense of long distance telephoning and wires is calculated to defray cost of establishing midwest location.

Switch Policy in Boston

Ritz Carlton hotel, Boston, having gned with MCA for bands, has signed with MCA for bands, has switched its policy of long run en-gagements to a policy of new bands every three weeks over the summer for its roof garden. Jerry Johnson opened the aerial nitery yesterday (Tuesday),

Sissle Opens Detroit Spot

Sissle Opens Detroit Spot
Detroit, May 11.
With Noble Sissle's band as opening attraction, Jefferson Beach 'playground' opens doors Friday (14).
Booked to follow Sissle are Ray
Pearl and Sammy Kaye. Set by
M.C.A.
Stephen Focht, who planned lighting installation for Great Lakes
exposition at Cleveland last summer, has been added to Beach's personnel to supervise new equipment

sonnel to supervise new equipment and lighting effects for playground.

Jules Duke In and Out

Seven-piece Jules Duke combo brought from Hollenden Hotel, Clevcland, to Arcadia-International here to succeed Happy Felton last week, is out. Place taken over by Milt Kellem with nine-man crew.

Wildwood Signs Denny

Philadelphia, May 11, Earl Denny Orch, out of Benny the Bum's last week, goes into Sport-land, Wildwood, Pa., on Memorial Day for summer stay.

Don Mario musics for Greensboro, C., Chamber of Commerce May 29,

PITTSBURGH CAFE MAN IRKED AT KAYE DATE

Pittsburgh, May 11.

Muslcians circles here buzz with the alleged peeve of cafe owner Bill Green against the Music Corp, of America. Cause is the booking of Sammy Kaye's orchestra into the William Penn hotel.

Road house proprietor is said to feel that M.C.A. in booking Kaye's Pittsburgh return at the big hotel has not given Green the benefit of having taken a gamble with Kaye when he was an unknown factor.

Manager feels that the exploitation and radio build-up, etc., ar-

Manager feels that the exploitation and radio build-up, etc., arranged for Kaye by himself is responsible for the orchestra's popularity in Pittsburgh. He had been under impression that when next available for a Pittsburgh date he would get the nod. Instead McA. took the Penn date at more money.

Whiteman's Drake Repeat in November

Paul Whiteman has already been booked for a return at the Drake hotel, Chicago, for Nov. 5, following his departure there last week, Whiteman broke attendance record held by Jack Hylton's band when \$14,000 was taken at the inn on his first week.

Take engagement was Whiteman's first in that territory in several years and proved an instantaneous hit. Hotel arranged future booking on strength of recent four weeks.

Goodman on the Go

Benny Goodman played to 10,000 dancers within a closely knit trio of hoof spots in the east over the past weekend.

weekend.

On May 7-band played George F.
Pavilion, Johnson City, N. Y., to
4,000 and followed with 2,500 at
Reade Casino, Asbury Park, N. J.,
and 3,000 at Valencia baliroom, York,
Pa. All on the \$1.10 ticket.

Lucas' Detroit Duo

Lucas Detroit Duo

Whether or not close theatre and ballroom date in same location can effect biz at either will be seen in Detroit when Clyde Lucas band opens at the Michigan theatre, May 28.

Band has also been set for the Edgewater Beach ballroom for June 4 to 6. Theatre will not permit park to advertise band's coming until the theatre date is already four days under way, CRA set experiment.

Name Bands in Ky.

Name Bands in Ky.

Louisville, May 11.

Name bands strongly represented hereabouts, and grabbed some nice grosses from Derby visitors.

Tom Gentry orch, playing Casa Madrid Derby Festival Ball, took \$1,600. Admish was \$2.36, including taxes. Ted Lewis band, with a cast of 30, playing the Jefferson County Armory Saurday (8), and sponsored by Quadrant Club, pulled \$2,500, at \$1.75 per person charge.

Brown Hotel did fine biz with two bands, Benny Strong in the Bluegrass Room, and Bobby Meeker in Crystal Ballroom. Carl 'Deacon' Moore combo attracted crowds to Iroquois Gardens. Johnny Burkarth band closed Sunday (9) at Casa Madrid, ith gala farewell party,

Kyser's Iowa Clicko

Clear Lake, Ia., May 11. Clear Lake, Ia., May II.

Kay Kyser packed the Surf ballroom here May 5, drawing biggest
crowd the season. Carl Fox,
dance den mgr., even put reserve
tables on floor to handle over 1,000 tables on floor to handle over attending.

Bob Crosby is due May 25.

A. C. Steel Pier Books Three Name Bands For Holiday Weekend

Atlantic City, May 11.

The Memorial Day weekend program at the Steel Pi will include Guy Lombardo and his Royal Canadians, enny Goodman and his orchestra, and Tommy Dorsey and his orchestra. These dance bands will play successively through the Saturday, Sunday and Monday holiday period each alternating with Alex Bartha and his band.

Sally Rand, fan dancer, will head her own revue as another feature for that weekend.

Witmark Presents

Starring DICK FORAN
THE GREATEST WESTERN, BALLAD
IN YEARS

MY LITTLE **BUCKAROO**

1250 Sixth Ave., RCA Bldg., N. Y. CHARLIE WARREN, Prof. Mgr.



'CUBAN

PETE' atch This Number Sweep
The Country!

Still the Nation's Walts

SEVENTH HEAVEN

HOLLYWOOD SONGS **

RCA BUILDING-RADIO CITY-NEW YORKNY. PHIL KORNHELTER, Gen. Mgr.

l Hum a Waltz

From 20th Century-Fox's "This Is

WithoutYour Love

Kitchy-Mi-Koko Isle

MILLER MUSIC, INC.

2 Hits From New Universal's "Top of the Town"

WHERE ARE YOU? THAT FOOLISH FEELING

By JIMMY McHUGH and HAROLD ADAMSON

SIGMUND ROMBERG AND GUS KAHN'S NEW WALTZ

A LOVE SONG OF LONG AGO

LEO FEIST, Inc. . 1629 BROADWAY . NEW YORK

Vaude Licenses for B'way Houses Delayed, So New Policies Mark Time

Vaude plans of some of the New York burlesque houses, shut down because of tack of licenses, have apparently been stymied temporarily in the License Department. One house. Minsky's Oriental, applied for a license to show colored stage shows last week for an opening Friday (14), but as yet the permit hasn't come through.

Called Monday (10) regarding that the limit of the license of the license

hasn't come through.

Called Monday (10) regarding the delay in handing out licenses to theatres willing to switch from burselessue to vaude and unit policies, License Commissioner Paul Moss declared to VARIEXY that he had 'nothing to say.' Then he amended this by saying the licensing was a 'routine matter,' but that he di not know of any applications for variety entertainment licenses that had been delayed.

Another burlesque house repor anouner puriesque house reported have applied for a license last week, but still waiti is the Gaiety, also on Broadway. This theaty, also persented by Abe Minsky and Izzy Herk, intends putting in white vaude and unit shows.

pierk, intends putting in white vaude and unit shows.

Plans of the other burlesque thestres are still indefinite in most cases far as switching their policies. Most of them are sitting back awaiting a possible court reversal of Moss refusal to issue new burlesque licenses on the grounds that the burley theatres had overstepped the bounds of decency and were a menace to the morals of the city.

CHI AGAIN SEES **VAUDE REVIVAL**

Chicago, May 11.

Another wave of the periodic talk bout a vaude revival has hit the Another wave of the periodic talk about a vaide revival has hit the town, and maybe a little stronger this time, with the North Center and Sheridan aiready playing regular shows, Great States supposed to start soon, and an assurance that Warners will open its houses in the fall, starting off probably with the Capitol, on the far south side, the first of

on the far south side, the first of September.

Lot more acts around town now, since Stratford, WB house, has arranged for weekly showing nights, and claim made by William Morris office, which books it, that approximately 55% of turns showing there get work afterwards.

Agents and bookers, seizing upon

Agents and bookers, seizing upon elimination of bank nights as an op emination or bank nights as an op-portunity, have been plugging hard with house operators for return of vaude, and seem to be making some progress, both ith circuits and indi

Composers Going Into 'Jumbo's' Ft. Worth Spot

Fort Worth, May 11

Melody Lane, a tableau featuring pop composers, will be spotted in the large red building at the Frontier Fiesta which housed 'Jumbo' last

year.

Among the eight ill be Paul rmstrong, who wrote 'Sweet Ade'; Joe Howard, composer of 'I wonder Who's Kissing Her Now,' and Jim Thornton of 'When You Were Sweet Sixteen.'

Peeple Leaves Sun

Chicago, May 11.

Chicago, May 11.

Resigning as manager of the local Gus Sun office, T. Dwight Peeple has gone to the Polack Bros. Paternal Circus as general agent.

Will remain with the show, foh has been on the road for four consecuti

Kaley's New Spot

Charles Kaley, formerly at the Somerset in Hollywood, moves over to the new Club Marti as featured

warbler.
Club Marti also has taken on Charles Bourne, pianist, who transferred from the Cinegrill.

USING NEW CHISEL

Philadelphia, May

Agents here are squawking against itery operators who. claim are chiseling them out of their commish. Agents maintain spots are commish. Agents maintain spots are hiring acts through them, keeping them one week and laying them off. During the time act is playing, intery owner gets name and address. inning of following owner calls act on phone and asks if it wants return engagement. Acts take job without telling agent, com-mish saved going to employer.

AFA Meeting Elects Officers; **Supports SAG**

At its annual meeting Monday (10) in New York, the American Federation of Actors adopted a resolution supporting the Screen Actors Guild in its negoti ith the

Guild in its negoti ith the film companies. AFA offered the Guild 10,000 of its members to picket theatres nationally in the event of a strike.

Another resolution passed at the AFA meeting supports 'e e candidacy of Mayor' Fiorello 'LaGuardia for re-election. He was extolled for his clean administration, as well as his frequent aid to labor in igeneral and the AFA in particular.

Election of officers for the ing year placed Rudy Vallee in the post of honorary president, With Sophie Tucker as president, Joe Laurie, Jr., Ben Bernie, Chie York and Harry Richman as first, second, third and fourth vice-presidents, respectively. Ralph Whithehead was re-elected executive secretary, and Charles Mosconi, treasure.

Council, elected for a term of four Council, elected for a term of four

coni, treasurer.
Council, elected for a term of four years, includes Laurie, Richman, El Brendel, Eddi Garr, Matt Shelvey, Louis J. Pope, Guy Magley and Dan

2 UNITS SAIL FOR S.A. NITERY DATES: 8 WKS.

Two nitery units, assembled by Hal Sands, sailed Saturday (8) for Rio de Janeiro. Both are set for eight weeks, with options, opening end of May. First is headed by Glori ilbert and will play the Urca Casi. Other outfit consists of the Vernons, Whitey and Ed Ford, Bernards and Duvals, Illis Deon and 10 girls, and will play the Atlantico.

With the winter season starting in With the winter season starting in South America, Sands will have two shows running till September. Line girls ill stay, ith specialty acts spotted for eight-week stands unless held over by the interies. Sands has also set the Milt ritton band for a summer run at the Copacabana, Ri in July.

Hershey Sports Stunts Clips Lancaster Theatres

Hershey sports arena continues to divert theatre-goers and adjacent feeritory.

Swimming stars from lympics and currently a rodeo have drawn hun reds from this section. During the winter Hershey Hockey tea roved a strong drawing card.

Washburn's P.A.

Hollywood, May 11.

Hollywood, May 11.

Eryant Washburn trained for Omaha to open a vaude tour. Silent pic actor will star in a condensed version of 'The Man from Nowhere.'

DANCER'S BODY FOUND IN ROCHESTER CANAL

Rochester, May 11.

Mystery surrounds death of Helen Doyle Smith, cabaret dancer, whose almost nude and mutilated body was found floating in the barge canal

found means.

Possibility of suicide was scouted by authorities, as no signs have been found of her clothing.

WB'S PITT, SPOT **OUT ON LIMB** FOR NAMES

ittshurgh May 11. Cancellation of Ethel Shutta and return to Coast by Henry Armetta for pic assignment practically left Stanley without stage show for week begi riday (14). Some quick , produced Benny Meroff's band headliner.

Regan's date will give rival Fulton a living trailer on Stanley stage for five days, i his latest picture, Hit Parade, opens at former house May 19, concurrent ith his p.a. at

detuxer.
Flesh problem becoming serious at
Stanley, with management experiencing more and more difficulty corrailing names for summer. Shep
Fields' band comes in May 21, with
nothing set so far for following week,
and local Wilkens Jewelry amateur and local Wilkens Jewelry amateur show (WJAS every Sunday), headed by Brian McDonald, Jerry Mayhall and Jack Logan, is pencilled in for June 4. After that, there's nothing in sight. House holds contracts with both Hal Kemp and Benny Goodman but they're 'when available' and at the moment they aren't.

Honky Tonks

(Continued from page 1)

restricted to strippers and bumpers, but every now and then along comes a gal with a figure, a young-ster with a rhythmic pair of feet, or tuneful pipes.

tuneful pipes.

Chicago and New York alone each have some 75 to 100 of these storeshow niteries, using table singers upwards to floor shows of five or six specialties. Average price is \$35 per performer, though some of the mc.'s with a rep for having a following may ride up as high as \$125. But to get the latter means to be absolute tops in the honky line; and when acts get up that high they start edging into the better class cafes and vaude.

Most of the strippers are from

Most of the strippers are from vaude and burlesque chorus lines; gals who found they could hike their salary from \$22.50, \$25 and \$30 to \$45, \$50 and maybe \$60 by shelling their duds as an individual instead of j a uhit.

ideaways and the new ent ge hand-in-hand, because in these joints anything goes and the talent therefore has all the free rein any trouper would want to put hi self across.

is is typical of the country at since repeal, and particularly in the past year or so, with improved conditions upping general amusement standards. Result has been that where the pubs and taverns at the crossroads could get, away with an automatic coloperating phonograph, now they spot in some live talent.

That, perforce, descript in the mai significant of the added entertainment, and quarter a ighball joi can't very well add on anything to, absorb the cost of the added entertainment. However, the band, coon-shouting, m.c., bumpers and other floor show trimmings have worked out satisfactorily as a means to keep em on the premises. The taverns' attitude is that the longer they slick around, the more they must spend.

Whether from that anything of significance to contribute to new faces for vaude, pix or legit, can eventuate, in appreciable numbers, has yet to be proved.

Cleanup Drives on Det. and Chicago Niteries; Strippers Must Dress Up

MRS. CHAS. MORRISON IN CHI FOR DIVORCE

icago, May 11.

Mrs. Charles Morrison, wife of the agent, abandoned her suit for vorce in Reno, to her home

filing another through ming another through Illi courts Fri (7), ince charge is desertion, no other grounds are needed and divorce can be se-cured within 10 days. Benjamin H. Ehrlich, acting as her attorney, also obtained her first di-vorce from Billy Kent.

Phila. Strike Ends When Musicians Decide to Walk

With the orchestra pulled out by local, speedy settlement

With the orchestra pulled out by Musici local, speedy settlement of six-week strike of waiters, cooks and bartenders at swanky. Arcadia-International here was reached last Wednesday (5). Agreement was made in the Mayor's office.

Break came at noon Wednesday, when A. A. Tomei, prez of musicians, called operator Art Padula and told him the Jules Duke band was being pulled out at once. Tomei, who was backed by. his membership in consistent refusal to take the band from the Arcadia, id the board of directors of the union felt Padula was being obstinate in his refusal to attempt a settlement.

Padula immediately hired two non-uion bands, one for the Arcadia and one for the Archorage, which he also owns but which hadn't been involved in the strike up to this time. The bands were paid for the day but hever went on the stands, as the strike, agreement was reached at 6.30 p. m.

Putting White and Negro Niteries Under 1 Roof

Policy of separate white and Negro niteries under one roof will be tried by 1523 Locust, in Philadelphia. Intimate walkup spot has been operated there for several seasons by Ike Beitfel. Opening tonlight (Wednesday), Ben Rasch will run colored shows i intimate Piccadilly Room, upstairs front. Understood management and operation will be separate. scparate.

Bubbles Shelby has topped 1523 Locust show for full season. Gladys Bentley will be the headliner in the colored show,

Surfside Debuts May 27

Surfside Beach Club at Long Beach, N. Y., ill be among the first of the Long Island road houses open-ing this season. Scheduled to debut May 27.

Opening show will include Benny Fields, Paul Sydell and Spotty, and Rosita and Fontana. William Morris office agented the tri

Nitery Placements

Louise Richardson, Mort's, N. Y.
Ray and Grace MacDonald, SavoyPlaza hotel, N. Y.
Lee Wiley, Versailles, N.
Frances Maddux, Pnencho and Dolores, Stevens hotel, Chi.
Harriett Hoctor, Four Californians,
Drake hotel, Chi.
Four Vespers, Versailles, beginning June 10.

Howard rooks, magician, goes into the Mayfair hotel, London, May 31 for four weeks. Sailing from New York May 19.

Detroit, May 11,
Nitery biz hereabouts in a
dither. Looks like police cleanup
drive is the McCoy and ops are having a tough time replacing kayoed
acts.

dither. Looks like police cleanup drive is the McCoy and ops are having a tough time replacing kayoed acts.

Princess Chang Lee, Chinese striper at Corktown Tavern, first to feellaw's pinch, was found guilty Friday (8) of indecent exposure during a dance earlier in the week. Arrested twice on different nights, stripper will receive sentence some time this week.

At a general conference of eight nitery owners with Police Supt. Fred Frahm Wednesday (6), Frahm identified in the sentence of th

clubs violating Frahm's orders.

Chicago, May 11.
Local reform wave has developed into a general campaign of clothesdressing and material-cleaning among the amusement spots in Chicago, which takes in vaude and niteries and as well as burlesque.
Chicago, Daily Times statted the campaign, with the Daily News and other papers following. There has been considerable hullabaloo about the situation. So much so, that a couple of the city heads have called a halt by stating that conditions in Chicago aren't as bad as they are painted in the papers. The censorship branch of the police department, headed by Lieut. Harry Costello, has been keeping a close watch on all amusement spots.

However, with the initial squawk in the dailles, brassieres went on the girls who had been stripping in niteries, vaude houses and burlesque. Oriental, vaudfilmer which has been going for strippers almost weekly for the past couple of months, even booking one girl who had been arrested in a raid, is discontinuing thi

2 PHILLY SPOTS DROPPING VAUD

Philadelphia, May 11.

With biz suffering badly from the heat, two combo houses here have announced curtains for vaude season. Fox leaves flesh behind for straight pic policy starting this Friday (14). Jeno Donath, house band will be held at present strength of .35 men until June, when paring will reduce it to 15.

until June, when paring will reduce it to 15.

Sid Stanley, manager of Fay's, id this week that he will probably call it quits when Parlez-Vous Paree, unit closes Thursday (20). If sudden fri id wave strikes, however, and it is possible to book another unit, Stanley said he might continue an additional week. The house shuts down altogether, dropping pi too,

Paradise Switch

Shea and aymond replaced Barto and Munn the Paradis Restau-rant, M.Y., show last week. Switch was made when an injury to George Mann's knee forced act to withdraw from the floor show.

MacQuarrie's Opener

Hollywood, May 11.

First stop for Haven MacQuarrion his 16-week personals tour will be Denver, with Chicalled Lillow.

Max Schall travels ahead and Bill O'Donnell Aunchions with the Do You Want to be an Actor?' troupe as assistant director.

VARIETY

Nitery Reviews

NIXON CAFE

NIXON CAFE

(PITTSBURGR)
Pittsburgh, May 6.
For the hot-cha tastes of Tony Confortis' thriving spot, his current show is too placid. What's more, tit's topheavy on terp and the steady display of footwork grows monotonous. Acts are all class and spotted properly would be extremely effective ringside fodder, but they don't fit as a whole here.

Nixon's a peculiarly patronized nitery and smart turns. Ilvariant was all class and spotted properly would be extremely effective in mode type, bowever, are delivered in a row, the result is bound to be tough on the performers. Even the chorus of eight Daugherty gairs specializes in the casual parade ensembles and that doesn't help the general effect any.

Topping line-up is swank ballroom team of Loper and Hayes, with couple of numbers that spots them up front among the string flored in the couple of numbers that spots them up front among the string flored in the couple of numbers that spots them up front among the string flored in the couple of numbers that spots them up front among the string flored in the couple of numbers that spots them up front among the string flored in the performers. Even the chorus of eight Daugherty also peculiates in the casual parade ensembles and that doesn't help the general effect any.

Topping line-up is swank ballroom team of Loper and Hayes, with couple of numbers that spots them up front among the string flored in the performers. Even the chorus of eight Daugherty also peculiars in the structure of the clubhouse type, is reported to represent a \$200,000 investment. For swank, it's easily tops in this deublance type, in a flore the string flored ensembles and that doesn't help the general effect any.

Topping line-up is swank ballroom team of Loperant and the proposed of the transport of the casual parade ensembles and that doesn't help the couple of numbers of the parameters. Lavadage of the proposed of the transport of the casual parade ensembles and that deep the proposed of the proposed of the proposed of the proposed of the propose

Now Appearing CLEO BROWN ROY ELDRIDGE

And Band

"Home of Swing" In Chicago

FAMOUS THREE DEUCES

222 North State St.

BEVERLY HILLS

Like most of the remaining Greenwich Village niteries, this is almost strictly a high school kids' spot. Doesn't even make a pretense of angling for the yokels with the old Village phoney Bohemianism; rather it's as clean in show and atmosphere as the old nabe vaude houses.

Speaking of vaude, that's now a

as the old nabe vaude houses.

Speaking of vaude, that's now a Village Barn boast. Instead of a production floorshow, it's sticking to variety acts and specialities, without any noticeable cohesion except for mc. Larry McMahon's introductions. He's matter-of-fact, but personable in his floor job and does okay later on, along with the other male entertainers, in traipsing with the femme customers in an old-fashioned square dance.

customers in an old-fashioned square dance.

A couple of the acts in the show stand out in this particular spot. One is Willie Solar, eccentric comedy-singer long standard on the variety stages of the country, second, Texas Jim Lewis and His Lone Star Cowboys, a quintet of barnyard vocalizers and instrumentalists. Other turns, and only adequate is their spots, are the Whirling Twirlos, two femmes—one boy skating combo, The McArthurs, novelty dance team;

, and Lulu Bates

Jean Withee, , and Lulu Bates, singer.

Spot has made some very inane efforts to conform its interior decorations with its title. Those little sayings on its walls mentioning show biz and newspaper names, as an instance, are prime examples of what humor aint.

Tariff is nominal, which explains the heavy kid and otherwise small-spending trade. For \$3, a couple can split six drinks between em, see the show, watch turtle races and dance the night away to fair enough music.

Scho.

CASINO PARISIEN (MORRISON, CHICAGO)

Third show Chicago, May 5.
Third show Chicago, May 5.
Third show Chicago, May 5.
Third show of this spot is a departure from the original policy. Spectacle has given way in great part to standard vaudeville turns. This does not mean that spectacle have been replaced by a line which is equal to any when it comes to dancing.

Used throughout the show, in every instance gorgeously costumed and doing principally toe work, line forms sturdy and attractive base that the study and the study and attractive base that the study and the study and the study attractive. To these two numbers might be added the opener, a circus routine.

In the Charm Parade that the study attractive, To these two numbers might be added the opener, a circus routine.

In the Charm Parade that the study attractive, and the study and the study attractive, and the study attractive to the former style.

Whole presentation works in the manner of a musical revue of the theatre, using no m.c., with acts coming on to do their turns without any announcement whatsoever. Acts are pretty well known for the most part, and this may be the reason for the lack of billing novelty singing and comedy. Bob Ripa, with his fast, smooth showmanly routine of juggling scores; the Hudson Wonders, two girl acrobats, are a sock with their slick contortions and daring tricks four Craddocks begin by shooting the clothes off a girl-target and wind up with a crack assortment of comedy knockabout tricks and straight balancing work, and checked by the study of th

COCOANUT GROVE

(BOSTON)

New summer line policy is obey, Biggest lauch in the current floor show is the doubling-in-brass of the bus boys. When these lads doff their white coats to don Bowery outfits and tangle with the line girls wearing bustles in a Mauve Decade number, the results are the show's highlight.

ber, the results are the show's highlight.
For spectacle and flesh flash, Ruthina Warner, bubble and veil dancer, has the edge. A straight bubble dance is her opening piece and it's clean-cut. A partner in realistic ape outfit breaks out of a bamboo cage and such the flash of her work of the short of the flash of her Tommy Rafferty, featured in eccentric taps and soft shoe, has some worthwhile innings on the floor. In appearance he is cross between Will Mahcney and Harry Langdon, Loretta Keller has a sparkling personality more fully developed than her taps. Dorothy Farley is the current (Continued on page 53)

(Continued on page 53)

Saranac Lake

appy Benway

Margaret Newell, who saw 10 years of this thi in Scarsdale, N. Y., for bed-si ing Frisco DeVere.
On May 2, iers found skiing good on Mt. Marcy, something they couldn't do during December, January and February.
Milt Mann, ex-minstrel and vaudeartist, here as head-man of the entertai ing committee for the Veterans of Foreign Wars big show for the convention in June.
Claude Lawson back here for the ozone,

Sonny's Tavern, a new nite-spot, ened with the Gay 90's atmos-

Write to those you know in Sar-nac and elsewhere who are sick.

Great Singers of Great Songs!

By O. M. SAMUEL

ч	
1	LOUISE DRESSER'He's My Pal'
:	HARRY LAUDER
.	BERT WILLIAMS
1	BERT WILLIAMS
1	VESTA VICTORIA
1	
١,	JIMMY DURANTE
-	LYDIA BARRY Break the News to Mother'
į	AL JOLSON'Mammy'
	ALICE LLOYD
d	JOSEPHINE SABEL 'Hot Time in the Old Town'
	ERNEST BALL'Love Me and the World Is Mine'
d	EDDIE LEONARD
	HELENA MORA
i	MAGGIE CLINE
	RICHARD JOSE
2	REESE V. PROSSER
٥,	BELLE BAKER Cohen Owes Me Ninety-Seventy Dollars' RAE SAMUELS
1	RAE SAMUELS
,	GEORGE M. COHAN ive My Regards to Broadway'
	SOPHIE TUCKER ifty Million Frenchmen Can't Be Wrong MORTON DOWNEY Little Bit of Heaven't LIZZIE B. RAYMOND Just Tell Them That You Saw Me'
	MORTON DOWNEY Little Bit of Heaven'
1	LIZZIE B. RAYMOND Just Tell Them That You Saw Me
ı	FAY TEMPLETON
ŀ	ANNA HELD
2	ANNA HELDJust Can't Make My Eyes Behave'
2	IRENE FRANKLIN
S	GEORGE HONEY BOY EVANS
	BLANCHE RING
,	EVA TANGUAY'I Don't Care'
7	ALBERT CHEVALIER
s	FRITZI SCHEFF
3	HARRY TALLEY When the Harvest Days Are Over, Jessie Dear'
3	J. K. EMMETT
1	LOTTIE GILSON
	CLARICE VANCE Guess I'll Have to Telegraph My Baby'
i	JOHN McCORMACK
7	EDDIE CANTOR 'Baby Just Cares for Me'
S	HARRY RICHMAN
ì	HARRY BICHMAN BITTH Of the Blues' FANNY BRICE My Man'
e	CHARLIE KING roadway Melody'
S	BUTH ETTING
•	RAV RAILEY Georgia Comp Mosti '
	JOE HOWARD'I Wonder Who's Kissing Her Now'
e	JOE HOWARD I Wonder Who's Kissing Her Now' ANDREW MACK 'When Irish Eyes Are Smiling'
-	EDITH HELENALast Rose of Summer'
	ROSE PONSELLE
Ŀ	PAUL ROBESONOl' Man River'
e	BLOSSOM SEELEY
-	TOMMY LYMAN'Dearie'
k	ENRICO CARUSO iri Beri Bi'
ú,	

15 YEARS AGO • (From VARIETY and Clipper)

Motion Picture Theatre Owners of America in session in Washington. Sidowy S. Cohen reelected prez, but his own state (N.Y.) boited him in favor of James J. Walker. Precipi-tated an elgant row. Started Thea-tre Owners Chamber of Commerce.

Bray Studios, shorts product, announced intention of filming Wells' 'Outline of History.' But not as a short. Never got around to it.

Papers were full of the possible combination of Goldwyn and First Nat. Latter needed funds and Gold-wyn had duPont coin back of it.

Griffiths' ' rphans of the Storm' on first pix house release brought the N. Y. Strand \$36,500 for the first week.

Ted Lewis through with his Greenwich Follies date and into the Palace, N. Y., with his band. Wend on at eleven for the nite show, but held 'em. His first vaude band date. Had done the niteries.

lossom Seeley ennie
Fields, one of the toppers at the
N. Y. Palace. One of five big name
acts on the bill.

rady at the Brooklyn Or-pheum in an oriental skit staged by Joe Hart. Shared tops with Gal-lagher and Shean. Comment that she had slenderized—and profited thereby.

Theatre in Wilkes-, considering a radio theatre. Dime admission and open from 11 a.m. until midnite. Stay as long as you want. Ed. Rosenbaum, Jr., promoting. Joe Mann, cabaret agent, had another plan. To give a show in N. Y. and wire to out of town points, using the then new public address system. Both just dreams.

Bonfils Tammen, who owned the Kansas City Post and the Em-

press theatre there, had a hypnotist on the theatre program. Used him to put a woman to sleep, using their radio station in the Post. One of the

There were 31 B'way shows i cut rates.

Irving Place theatre to get its first burley show as a summer venture by Max Wilner. Idea took hold.

Kitty Gordon offered as a nitery hostess. Promised she would wear a fresh gown every hour.

Columbia burley wheel lifted i ban on bare legs, but still down on cooch and dirt.

ALWAYS WORKING

AGENTS

hday, Everyday, Convalescent Greeting Cards. In Boxed Assortments Very Liberal Commissions Write for particulars
DOROTHEA ANTEL 26 West 72nd St. New York, N. Y

Show People All the World Over Will Be Interested to Know That THEIR THEIR TAILOR (Formerly at 29, Wardour Street) Now Located at More Commodion Premises at 75/77, Shaftesbury Avenue PICCADILLY, LONDON, ENG.

SHOW PEOPLE'S

LINDY'S

LEICESTER SQUARE

HALLIDAY and CLARK

CASINO CONGRESS HOTEL, CHICAGO
KILBY - RADIO CITY, NEW YORK Mgt. HARRY KILBY

H. LUBIN SIDNEY H. PIERMONT

OEW BLDG. ANNEX 160 WEST 46TH ST. NEW YORK

Bryant 9-7800

The THEATRE of the STARS

Variety Bills

NEXT WEEK (May 17) THIS WEEK (May 10)

Numerals in connection with bills below indicate opening show, whether full or split week

RKO

CHICAGO Palace (7) xyettes ad Skelten aster Shaver edwins Bredwins
Stanley 2
CLEVELAND
Palace (14)
Anlia Jacoby
Paul Kirkland
Bud Harris Co
Midnight Bath

Eoulse Massey Co
Eddle Garr
(7)
B & Euglish Bros
Benny Ross
Calif Collegians
Ice Folles
KANSAS CITY
Mainstreet (14) Manustreet (14)
Mogul
SCHENECTADY
Proctor's (13-15)
Folies Int'n'i

Loew

NEW YORK CITY Helen Denizon
Rate (14)
Paul Whiteman Orc
WASHINGTON
Capitel (14)
Larloys
Parloys
Reference
MGM Screen Test

RADIO CITY MUSIC HALL WEEK MAY 13th

RAY and TRENT

ir.-LEDDY & SMITH

Paramount

NEW YORK CITY vier Cugat Bd ry Small I Casino sita Ortega rry Blake

BOSTON
Metropolitam (14)
West & Page
Tommy Trent
Don Aspiazu Bd
Saligrini iarin. clori - Cabeza

Rene Cabeza
BUFFALO
Buffalo (14)
Horace Heldt Bd
CHICAGO
Chicago (14)
Owen McGiveney-Mady & Partner
Sybil Jason
CHICAGO
Orlental (14)
Sums of Parls

CHICAGO
Regal (14)
L Armstrong Bd
DETROIT
MD DETROIT
MD DETROIT
MO DETROIT
MO

Palace (14)
Gene Autry Co
TORONTO
Shea's (14)
Kemper & Haggert
Lester Cole Co
Baiabanow 6
Littlejohns
Nice, Flori & L

Warner

LANCASTER
Capitol (18-20)
Sally Rand Rev
PHILADELPHIA
Allegheny (13-15)
2 French Misses
Paul Regan
Mit Douglas
Rhythm Jamboree
Earle (14)

Rhythm Jamboree
Egirle (14)
Guy Lombardo Orc
Sally Rand
Fox (7)
Helen Reynolda Co
Colliton. & Thomas
Loulize Massey & W
Strind (9)
Helich Rowman
Signature (7)
Shep Fields Orc
Strind (17-18)
Strind (17-18)

Nixon (12-14)
Mary Palmer Co
Bert Watton
Tip Top Girls
(One to fill)
PITTSHURGH
Stanley (14)
Ben Meroft Orc
Phil Regan
Guy Lombardo O

Independent

CHICAGO
State Lake (14)
Moroni & Coralee
Barry & Whitlege
Will & G Ahearn
Bliss, Lewis & A
Murial Parke;

Anderson & Allen
KANSAS (HTY
Tower, (14)
Toy & Wing
Bubby Short
Harry Savoy,
Louise Tobin
Wolfe & Hukins
LAPORTE, IND.
LaPorte, (16)
B'way Passing Shoy LaPorte (16)
B'way Passing Shi
MEMPHIS
Orpheum (15)
Ted Cook
Count Bernevich

London

Week of May 10

Week of May 10

Astoria D. H.

Referet Lablartine, Proceed & West L.

Let half (10-12)

Month of May 10

Let half (10-12)

Money & Nempo Glading State of May 10

John H. (13-15)

Month of May 10

Month of May 1

Geo Bittonie
Equille Bros
Cantelli & Yorke
Bittonic Bros
EDBIONTON
EDBIONTON
EDBIONTON
JOHN BROS
Manley & Austin
FINSBIGH JARK
HAMMERSMITH
Dagenham Gle Ge
HAMMERSMITH
Dagenham
Gle Ge
HAMMERSMITH
Dagenham
HAMMERSMITH
HAMMERSMITH
Dagenham
HAMMERSMITH
HAMMERSMITH
Dagenham
HAMMERSMITH
HAMM

2d hatt (13-15)
Obyo 3
Wheeler & Wilson
LEWISHAM
Palace
Dagenham Girl-Co
Murray Stewart
Emerson Smith Bd
LEWTONSTONE
Rinto
3 Willards
Louise & Dogs
OLD KENT ROAD
Astoria Astoria
Anion Bd
Ted Ray
Wilson, Dake & H
SKEPH'RDS BUSH
Pavillon
Dagenham Girl Co

MARCO MANUAL MARCO MARCO

Bobby Howell Bd STRATFORD Brendway Equilio Bros Castelli & Yor Hilbillies

STREATHAM Astoriu Billy Cotton Bd

Pulace
Dagenham Girl Co
Murray Stewart
Emerson Smith Bd

Provincial

Week of May 10 GIASGOW
Pola & Barry
Mito 3
Pavillen
Kuda Biix
Irene: Rex,
Act Superb
Jessiman & James
Roy Divey
Chin Wu Co

Week o
ABERDEEN
Twoli
Jimny McKinlay
John Tiller Gls
Jes Boys
Cliff Harby
Gliff Harby
BRIGHTON
BRIGHTON
BRIGHTON
Regent D. M.
BOYCE & King
Johnny Clayton & J
CARNIES

Johnny Clayton & J.

CARDIFF
CARDIFF
Capitol
Louis Almaer
EDINBURGH
Royal
Rittle Boyal
Royal
Brodle & Steele
Terry Wilson
Ormonde & Remay
Donoghue & Remay
Donoghue & Remay
Light & Ptinr
Edity & Martin & Ptinr
Edity & Martin & Ptinr
Light & Calendonlans

Chin Wu Co
KINGSTON
Empire
Billy Bennett
G S Melvin
Nina M McKinne
Lesile Strange
Dixon & Pal
3 Heitanos
Jean Kennedy
Harry Marconi
Hwood Beauties
Liverpool.
Parammunt Rimacs PLYMOUTH Palace Palace Pepino's Circu Seima 4 Betty Junel Armour Boys Circus

Cabaret Bills

NEW YORK CITY

Barney Gallant's June Elkins Luan King 3 Musical Rogues Meri Meriam Or

Meri Meriam

Meri Meriam

Bertolotti's,

Immy Whalen O

Yula Plournoy

Fran Craven
loyce Faye

Greta Lewis

Billi's Gay 80's

Eddie Leonard

Rudy Madlson

Spike Harrison

Fihei Gilbert

Henry Lsmarr

Henry Lamarr

Cafe Ball

Chic Farmer
Edding Steele Ore
Jack Wallace Ore
Irader

Harris Hart

Budly Wagner Ore
Vic Hyde

Alma Hray

Toni, Vickers

Frequire

Reyinda

Horitan Gre

Hita Gre

Hita Gre

Hita Gre

Hita Convey

Callente

Caliente Beth Raborn Heich Shaw Ruth Wayne Carol Sis Carol Sis 3 Rhythm Boys Callente Cabeller Chutean Moderne Louise Raymond Allan Foster Al Apollon Orc

Vaccord's Jose Diex Trint Plaz Rosità Helen Vit Dimitri

John Adams Al Benson Shirley Watts Nell Stone

Antonio Sariti Herrira Losi Hibration Doi Hibration Catton Citon Ethel Waters Geo D Washington Nicholan Bros Duke 55linkton Ore-Pressia Dudley 3 Giants of Rythm (vig Anderson

Alan & Ahlse Mardo Brown May Digges Wen Talbert Choir Ed Mailory Orch Bill Balley Jack Dempsey's

Jack Dompsey:
E Carpenter Orc
Dn Pletrot's
Joe Feser Eu
Jane Stanley
Thm & Churile
Louise Brydon
i Chice

i Chico
Chita
Lon Rancheros
Adelina Duran
Carlos Montoya
Rosita Rius
Don Alberto Ore
El Morocco
Ernie Hoist Oro
El Torendor

Mediardo
French Casino
Adaiet
Adaiet
Adaiet
French Casino
Adaiet
Betty Brure
Limit
Lohnny C
Xayler Lem
Lohnny C
Xayler
C
X French Casine

Greenward inner
Casima Alien C
Vera Dain C
Vera C
Vera Dain C
Vera C

Vera C
Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera C

Vera

Br , Charles Lawren Heverly Wilelier
Royal Thewelin
Hirry Owens
Sillimure Hawi
Billimure Hawi
Billimure House
Frequence Tennie
Herrice Lonne
How Hodges
Trey Hodges
Trey Hodges
Trey Scott
Burice Illum Rascase
Fred Scott
Burice Illum Gree
Cate Commune Heverly Wilshire

Cafe Cammouve Earl & Jose Lynch Casapova re Beth Wilson Rex Weber Cafe La

Goodelle & Farrie
Dorrothy WulcertAsteria
Leo Relaman or
Edgan Bergen
Der B

Goodelle & Farrles Dorothy Howe

Larne Eddie Davis Cario & Non

Lillian Pitzgerald
Edina Mas Bolley
Eddie March
Eddie March
Eddie March
Eddie March
Eddie March
Eddie Ginger
Eddie Ginger
Eddie Ginger
Enuline Brynnt
Thelma Middleton
Hickery Hume
Jon Marmila Ore
Adels Ginger
Hywil Resiniran
Hiltorial March
Jorden March
Jorden March
Jorden Gradon
Hiltorial March
Jorden Gradon
June Lorent
Del Casdon
Del Casdon
Tania & Kir June Lorrain
Del Casloo
E Debonulrs
Tania & Kir.
L. Mauning & Mitzl
Kay Taylor
Robby Joyce
Ted Adgir
Patricia Glimore
Charmion
Agnes & T. Nip Jr
Ruth Gaylor
Hotel Aminismidur
Lorra Star Ode Lucret-In-Pines (Lakewood, N. J.)

Lakewend, N. 3).

Hotel Amhassidur Larry Slivy Open Eugene Lett W Hompson Eugene Lett Eddie Elkins Ore Campbell's Hoylest Floria Vestoff atel Illiamore Carl Hoff Ore Florence & Alvares 3 Internationals Albernice
otel Eillson
Bobby Haysa Ore
Raiph Torrea
Theodora Brooks
Oscar Deye
Muriel Byrd
Bob Berry
Hutel: Exsex Huns

Hutel Ever Huise
Nat Binndwynni O
Ana Tie, Andrynni O
Ana Tie, Andrhung
A Ashbung
A Rhythyn Roys
Maxine Tappi
Dick Stone
Hofel Hffil Ave
Roy Strum Orc
Hotel Gov. Clintan
Stuart Jules
Kay, Marshail
Ray, O'Hara Orc
stiel Lexingtio
Sirley Lloyd
Jeno Barrial Orc
Botel Lincoln Mori's

Botel Lincoln Botel Lincoln
Isham Jones Ore
Hotel McAlpin
Enoch Light Oro
Mary Danis
A Gonzales Ens
Muriel Sherman

Hotel Montclair (Casino-in-the-Air.) Cocal Islanders Hal Hope Orc Bill Lincoln

Hotel Pierre
Busil Formeen Orc
Anne Heath
Peppino & Canille
Butel Piaza
Velox, & Yolanda
Eddie Duchin Orc
Will McCune Orc
Hotel Rousevet

Hotel Rousevelt
Chas Dornberger Or
Hotel Savey-Playe
Ray & G , cDonald
Emile Petit Occ
Hotel Shelton
Joseph Zatour Ore
Hotel St. Gearge
(Brooklyn)
Ell Dantzig
3 Mack Bros
Rifa

Rifa Hotel St. Morlls Juck Sherr Grish

Meris
Meris
Meris
Vincent Sorey Ove
Louis Codero
Onyx C
Spirits of Rhythm
Stuff Smith. Bd
Paradise
Janice Anore
Richard & Carson
Shon & Reymond
Mary Roland.
Billy & B Bemis
Cossacks Alvarez
Johnny Russell
Jay Freeman Ore
Place Elegante
Hill Spireel
Toto Canglond
Rex Gavitte
Larry Mado Or
Rainhew Grill
Larry Mado Or
Rainhew Grill

Larry Mado Or Rainbaw Grill Entery Deutsch Or Dee Collins Evalyn Tyner C & L Bonner Glover & La Mae Rainbaw Room Rainbow Room
Ruby Newman Orc
Holland & Hart
Eleanor Sheridan
Dr. Sydney Ross
Evelyn Tyner
Alec Templeton
Eddle LeBaron Orc

Mai Rope Ore
Bill Lincoln
Hotel Murray Hill
Foundain Hoom
I Grown Hoom
I More Grown
Hatel New Kerker,
(Sammer Terrace)
Evelyn Chandler
Baptle & Lamb
Hotel Park Central
Hotel Park Central
Hotel Park Lawis
Dorothy, Jaffers
Betty Lawis
Betty Lawis
United Park Law
Junior Raphael Ore
Hotel Park Law
Junior Raphael Ore
Hotel Piccadility
Trent Patterson
Toni Gayan
Jerty Stawner
Dave Schooler Ore
Bedti Founces Ore Stork Club Stork Club Sonny Kendls Orc Gus Martel Orc Tavern On Green (Central Park)

(Central Park)
Hughie Barrett Orc
Ubangi Club
Otlo Alston Orc
3 Goba
Otls Brown
Mae Johnso
Jondelayo.
Gladys Beniley
Valhalfa
Maurice Shaw Orc
Marita

Marita Lorraine Rond Hai

LorrichneRond Niel
Lee' Wiley
Freddie Zay
Freddie Za

Jacques Fray Orc A gach Dancers Hotel Trifa Geo. Half Johny McKeever Hotel Vanderbill Eddi and Or LOS ANGELES

Cacannut Ruth Robin Calgary Bros Santschi & Buci Phil Harris Orc

El Mirador Dorothy Clare Rapisdell Girls Shin Marlin Ore

Lon.

Hawillon Forndle
Wandte
Hans Toy
Sol Brights Ore
Little Club
Tipy Meredith
Jane Jones
Fant Kendall
Helen Warmet
Rus Valyda

ame.
Gagnon & Brough'n
Dorothy Roberts
Nauml Warner
Speck Watkins
Loyce Graham
George Redjaan Orc
Pacific Sunset Club Peggy Page Vicki Fay King Sisters Janet Jordan Buddy La Ru Al Heath Ore

Al Heath Ore Palamar The Reddington Bill Burt Stanley Hickman Muzzy Morcellino 3 Debutantes Hudson Metxger is Ted Flo Rito Paris in Dominic Colum Ken Harryson Gabriells Cellita

Mark Fisher Orc Ensier & Hazelton Helene Carol Helen Park Jerry & Tur

Club Chesterfield Patt Morgan Oro Devon Sis Harlett Norris Sid Schaps Alice Logan

3 Variety Boys Mildred Rock 4 McNaily Sis Buddy & Selma 4 Rhythm Girls Lou Sales Orc

Cinb Minnet
Alvina Morton
Dorothy Wall
Dee Downing
Jane La Voine
Billie Roberts
Jerry Glidden Ore

Calosimos

Don Enrico
Bob Tinnley
Mary Sunde
Willie Shore
Louis Miller
Goulil Sis
Bobby Danders
B & F Gilbert

Congress Hotel (Casino) (Casho)

Bob Crosby Orch,
Chick Endor
Chas Farrell
Kay Weber
Halliday & Clark
Howard Brooks
The Crusaders

Colleen Georgia Lucky Lew King Jules Novit Oro Marlon Miller Junn Houston Jenn Bradley Jack Elkins

Hotel Blamarck (Walnut Room)

Hatel Breva Daipres Donar Svelyn Delggeit Margaret Conrad Rene Lacvin Joe Parlain Drake Ratel (Silver Forrest) Paul Whitema

Arvadla Int.)
Meyfair Girls.
Spec. & Spot.
Class Bircon
Joan Blidt
Mario Villani
Burton Pierce,
Irene Cobonna
Juley Duke Ore
Don Renaldo Ore

Eddie Ziegler et dark Baker 18thet, Martin-18thet, Martin-18thet, Martin-18thet, Barilor 18thet, Barilor 18

Evergreen C
Heinine & D'n'id
Tom Barry
Kathleen May
Darothy Bishre
Caddy La Vern
Val Dion
Vincent Nucina
Kay Hamiliton

(Planet Room)
Meyer avis 600
Ben Franklin Hofel
(Georgian Room)
Mee Jaffe, O'co
ny the Bum's
Leo, Kollo
Heth Challis
Junes Daneing Debs
Tom Jame
Chih Porris
Ecolyn Marnes
Riview Walker
Scotly McFarland

Yvanne Rudy & LaTosca Thora Muthanson Marguerita del 10 Juan de Martinia Pete Contrelli Orc

Lily Gibson Lounle McIntire Or

House Belty Bor Bill Zerker Camille Suray

Camille Suray
Tojay's
The Dee Sister
Ronnia Linh
Dorothy Ray
Ginger Weddon
Pat Carroll
Maxine Munn
Leona Rice
Jan Mer a
Irene Bersy
Agnes Johnson
Al Eldredge Or
Traendero

Phil Ohman Oro

Hotel Edgewater

Reach
(Marine Room)
Anson Weeka
Hodrigo & Francins
Mirgis Lee
Frank Supul
Theodores
H. Switch Builds
H. Swit

otei Lasulle (Blue Fountain Room)

King's Jesters Oro Marjorle Whitney C & Helen Ston Marionette Rev Hotel Marrison

Macionette Rev
Hotel Marrison
(Tarrace Rue 1)
(Cashue Parsien)
The Linduirume
Linduirume
Linduirume
Hotel Marrison
Hotel Marri

Jimmle Joy Ore Ronald & Roberta Rhythm Racketeer Lillian Roth Tere Rudalph Culi Higgins Helen Heath

Culi Higgins
Helen, Heath
Parody Clu
Pair Knye
Noily Manore
Saminy, Hans
Millie Travis
Freddy Janie Ore
Royale Frolles
Dolly Kay
Theodore & D
Ray, Thritty & R
Rossile Ray
Ack Hilliant Ore
Ack
Henri Lisiton Ore
From Parone
South Samin
From Parone
South Samin
Front & Barnes
Front & Barnes
Three Deuces
Theodore

Three Deuces
Sam Beets
Cley Brown
Roy Eidvidge Occ
Zuity
Gladys Palmer
Slim Green
Vis Lago
Jackie Hamil
Dick Hughes
Sally Keith
Wallace & Latisha
Stan Cartar
Tacht Club

Frances Faye
Evelyn Pal
Fruik Hall
Robbson 2
Nino Rinablo Ore

CHICAGO Bull-Bull

Jane Objective Charles of the Court of the C

Harry's N. Y.

Buddy Walker Pheips: 2 3 Short Waves Marion Morgan

III-Hat
Doris Rhodes
Peggy Moore
Lewis Sis
LeRoy & Wenver

Eddle Varzos Orc Luclo Garcia Wilker 3 The Dunnos Dem Murphy

PHILADELPHIA Mildred Boyer Fron Coswell Buddy Fisher Al Wilson Billy Thurnton Chez

> Chib Margle Drumino Gynsy Ritic Sumy Hay Dorothy Kigles Dolly Del not Frances Maddux Lilly Love 3 Colonials Orc

Evergreen C

Frank Palumb Eddin hite Romins & Cthorne Lee Burle! Murice & Leoun 3 Rhythm Gich Eddie Delaica Occ

Hutel Adelphia (Cafe Marguery) Enrico & Novella Agues Tolle Timb 3 8 Texnis Rockets Jenn Travers Ross McLenn Vincent, Rizzo Oro Harold Knight Oro Evan B. Fontaine

Haroid Knight Ore
van B. Fontaine
Hotel Philadelphian
Wilson & Brondine
Hotel Philadelphian
Wilson & Bro. Dorn
Patricia Ren
Hotel Ren
Hotel
Hotel Ren
Hotel

Helen Pictits Warwick Sis Nancy Barry Richard Jinch Ulinegi Club Doc Hyder's Oro Gladys Lucilie Howard Rilettit McClain Stumpy 3 Checalale Dyops Hobby Eyaus Le Roy McCoy

the agency's records straight and up-to-date by submitting weekly corrections of the station's runni spot business. The agency explain most instances that it plans maintain a file containing such information on practically every commercial station in the country.

In the past two months seven agencies, as far as is known to New York station reps, have circularized the trade with the file idea form of letter. Of this number only one has been known to have spot business running on as many as eight stations at one time, and at that this agency is an in and outer i the spot field. This agency alone of the group has spant as much as \$25,000 a year in \$9.40 business. Of the others one had a 10-minute live show running on a New York station for 13 weeks, with that the limit of its spot participation, while the five remaining have cleared a bit of radio business.

How It Works taking the remaining the spot of the group that most these circular questionnaires emanate from a complete lack of knowledge about the radio business. They can visualize what prompts most of these wholesale queries. When the palayer runs thin at an agency conference on new business somebody on the other end of the table flips back, Yes, how about radio? and out of the verbal whirlwind comes the decision to start a radio department. There follows a hunt for somebody who isn't too bus with other things to take over this job and the chances are that one of the partners-has a nephew who has been hanging around trying to learn the advertising business and it is this lad that gets tagged. He's assigned a cubby hole and a steno, to keep himself and the tsten occupied he turns to the circular questionnaires man account that might us broadeasting can wait until he gets the assigned a cubby hole and a steno.

Parisin Ofer Tony, Murray's Cafe Jack Mossi Ore Plo Sgiva Buony Clair Cell Sheilled Joe Doylen Tony Carmenetta Bleanor Miles Chick Mullery Dutkin's Hulbskeller, Marna Chick anne.
Dutkin's Ralbskell
Maria
Ellinn: Niles
Saver & Neul
Maria Schue
Freudle Lung
Viola Klaiss Ore
Frank Fonti

cition. Carlinas or prants from the first prant Point State Victoria of the first prants from the first prants

Weber's Haf Mrau
(Candein)

Weber's Haf Mrau
(Candein)

Bob Merrill

Garman IA Blaine

Bob Alfen

Joe Barmona

Hoose Erik

Gregory Quin Ce

Louis Chalkin. Ore

Rathakeller. Bloor

Jane Valnar

Muslemaster Ore

Lexingrion Casino

Lexingrion C

Tessica Keil Sis Gypsy Lee Joe Lanigan Artis Neison Harry Mason Ciyde Hamilte R Parker re

Clyde Hamilton
R Parker re
Stimet Inn.
Cuto Chrise
Stimet Inn.
Cuto Chrise
Bill Boyd
Chan Murths
Jean, Nelson
Bill Boyd
Chan Murths
Mary Barthel
Mar

Dizzy Biz Quiz

(Continued from page 37)

LOEW'S STATE, N. Y.

A combination of circumstances ractically insures Loew's State a ig week currently—if the warm weather doesn interest the booking of an NTG unit especially propitious; secondly, there's the booking of an NTG unit especially propitious; secondly, there's the booking of an NTG unit especially propitious; secondly, there's the legisla and the promise, even though unfulfilled, of plenty of bare cutilel; third, the Bing Crosby-Martha Raye-Bob Burns combe in Waikliki Wedding (Par) holds plenty bo. draught nitself.

Per Granlund is getting by with minimum of entertainment and a maximum of hip-hip-hooray. Give the ex-pa.nitery impresario a couple of dozen lookers and a comedy control of the couple of the couple of the combet when we have been supposed to have been supposed to July Fourth.

Clilton and Thomas is a boy-gai and State of the couple of hair-raisers, as well as bring 'em i . It may not be classy, but it's noisy; and N.T.G. appears to have built up a special clientele which was incubated on July Fourth.

Holding the show together currently is the comedy knockabout throof Mells, Kirk and Howard. On

July Fourth.

Holding the show together currently is the comedy knockabout trio of Mells, Kirk and Howard. On early in their own spot, they continue as a running gag through the presentation and okay all the lay for the past couple of years and now they constitute one of the better acts of their type. The mayhem has been discarded to a great extent and replaced with special material, a sure sign of progress, as well as improvement. They're doing a lot for themselves.

Two dancing teams. Arnes and

Two dancing teams, as well as for themselves. Two dancing teams, Agnes and Tomny Nip, Jr., and Wilkins and Walters, stand out in the melange of good, bad and indifferent falent. The Nips are buck 'n' wingers, young, good-looking and fit for the niteries (they're currently at the Hollywood Rest, N. Y., also with N.T.G.) as well as theatres. The W. & W. pair are ballroomers, graceful in their opening waltz and nice enough in the second and rather intricate from the transfer of the transfer o

the desire for Miss Martin's lips.

Of the remaining specialists, only Vera Fern stands out. She's a versatile blonde whose first routine is speedy acrobatics and second a rhythmic military buck. Gladys Crane is a looker, but mediocre in vocalizing and dancing, while Christine Maple's sopranoing is more or the Maple's sopranoing is more or discussion and the control of the maple's sopranoing is more or of the maple's sopranoing in the control of the control of the top of the sopranoing in the control of the maple's sopranoing in the control of the control o

FOX, PHILLY

Philadelphi , May 7.
Fox stage bill this week shutters vaude season at the house. Goes into straight pix next Friday, and will cut symph. from 35 to 13 instruments. Original intention of dismissing orch altogether during heat was nixed by musicians local.
Show this week all quality stuff.

nixed by musicians' local.

Show this week all quality stuff and fair entertainment, but biz off when caught at opener Friday afternoon. Pic is Mountain Justice' (WB). House continues use of two reels of news instead of one news and one short

Embassy Newsreel, N. Y.

Embassy Newsreel, N. Y.

Immediate box-office response to imagination-gripping tragedy is always felt by the newsreel houses. Not long ago it was the stunning horror of the New London, Pexas, so the N

tone was alone in crediting its cameraman—Al Gold.

Black figures of human beings jumping or trapped in the flame-eaten steel skeleton will long stand out in the memories of people seeing these newsreel pictures of hydrogen these newsreel pictures of hydrogen these newsreel pictures of hydrogen the picture was slight and the whole thing is so swiftly dramatic that it doesn't matter. It is the sensible way to handle the subject.

Outside of the hinder of thing the picture of th

CENTER, DENVER

Denver, May 8.

CENTER, DENVER

Denver, May 8.

With the Center brightened up by liberal application of paint, the fold boxes removed, and other improvements, acts loom up to better advantage. Not so many months ago the old house had many eyesores, the control of the control o

CHICAGO, CHI

They're packing am in at the Chicago, May 6.
They're packing am in at the Chicago this week, with the Armstrong name on the marquee doing it; and rightly, for the aggregation gives a top-notch 60-minute performance. Eight specialty acts, and a 15-piece band led by Louis Armstrong, are all tuned to the fast screaming of his trumpet, consequently, there's no let lown.

let down.

First part of the bill sets a nice clip; then, about the middle of the show, things pick up and build to a bang-bang finish. Opener is done by the band with a selection typical of its style; Mayes and Morrison, girl tapsters, click of a fair routine, and the selection typical of its style; Mayes and Morrison, girl tapsters, click of a fair routine, and the selection typical of its style; Mayes and Morrison, girl tapsters, click of a fair routine, and the selection typical of the session. Tap routine called for a beg-off, as did the singing of Bobbie Caston, good looking, gal. Her Boo Hoo, is one of the high routine, and the selection of the session of the high routine. Two Zephyrs are the only regular vadewille act to band gas the most of a dice game, argument, and they proceed with a slick pantomime of a dice game, argument, and cutting. Registers solidly, and finish is strong with a good dance routine.

Sonny Woodis is ahead of everything else on the bill hier in it comes for the selection of the s

PARAMOUNT, N. Y.

PARAMOUNT, N. Y.

Lots of variety has been poured into the making of the stage show which is linked to 'Internes Can't Take Money' (Par). For musical contrast there's the Xavier Cugat corchestra giving out tangoes and rhumbas in the sweeter vein and the Original Dixeland Jazz Band in a sizzling exhibit of pre-war rhythms. The singing department mixes Tin Pan Alley torch with stiff-bosom crooning and Spanish sodeling through Mary Small, Del Casino and Glida Roldan. Rosita Orgeta accounts for Spanish dancing and Larry Blake for some polished mimicry of screen stars.

Last time, that the Paramount put

counts for spansn dancing and carry Blake for some polished mimicry of screen stars.

Last time that the Paramount put one band in front of another on the state but and when Lasa Loma and the state but and when Lasa Loma and the state but and when Lasa Loma and the state but any the state of the count of the state of the count of the state o

and one short.

Louise Massey and the Westerners' (Log Cabin Dude Ranch and Maxwell House Showboat) are spotted next to last and are the real: feature. Outift made up of gal and four guys she calls her brothers. Provide some fine interludes with chirping of western songs. Miss Massey carries weight of warbling load with men accompanying on accordion violin, mandolin and bass. They come in with vocal backing. State of the contest of the state of the with big white sombreros. Femme has a large, ingratiating smile which is pleasantly ready and male members also willing smilers, which makes the act one which an audience enjoys because the actors seem to be enjoying themselves.

Final spot on the bill is allotted to Patricia Bowman, ballerina. She is

provocation, proving no handicap at all in winning over the femme con-

all in winning over the Ienume contingent.

As an entertainer in his line Blake leaves little wanting, It's a suavely molded routine and the fellow himself packs plenty personality and personableness. When he isn't minicking the top run of Hollywood's character actors Blake is regaling with racial impersonations and stories. Both the pan and the voice get around each characterization with smart highlighting. His act proves one of the top applause-getters of the show.

Odec:

STANLEY, PITTS.

ittsburgh, May 7.

Guy Lombardo's smartening up a bit on showmanship this season. On three revivous this is he he he's been content to let the Royal Canadians ride alone, dishing out a little more than a half hour of music and calling it a show. House never cared to book in extra acts because of stiff payroll for the band, but Lombardo has seen the error of his ways himhelf and he's movi in right direction now.

Carries two vaulet turns with him

neir and ne's movi in right direction now.

Carries two vaude turns with him, Rufe Davis and Gower and Jeanne (New Acts), and that makes the difference between just a pleasant intestion. The state of the state of

find an encore inevitable.

Royal Canadians are definitely sylists and have found it unnecessary to log or the control of the

yogan specializes and gives the two
pianists an inning, but that's all.

That sweet rhythm and singing
styre are too well identified with
the Lombardo organization to bear
altering, and fact that he's remained
close to the top of the heap for more
than a decade justifies his style consistency. There's still the feeling,
however, that a femme vocalist
wouldn't hurt Lombardo, just to relieve the steady procession of male
voices.

Tune that gets the most attention
—and, incidentally, the neatest arrangement—is Boo Hoo,' but that's
only natural, since it's Carmen Lombardo's current best seller. Trumpet
obligato on this one is a crackerjack interpolation, heightening the
ballais projection ten-fold.

Picture with Lombardo is Moun-

ballad's projection ten-fold.

Picture with Lombardo is 'Mountain Justice' (WB), 'curious fodder for the dance-mad crowd that flocks to a name band, and remainder of bill includes Joe Palooka short, Mersteel, with Cawoon and Par newseel, with Cawoo

STATE-LAKE, CHI.

icago, May 7.

icago, May 7.

ill this week has the rare quality of being overrun with comedy. Gets a little crude at times, when Garner, Wolfe, and Hakins, in their none-too-high-class act, do a bit that is revolting enough to be tossed out of a dime burlesque house. Headining as Ted Healy's Three Stogges, boys get as many laughs as the average rough house act, and could get a flock more with new material, and a general clean-up in costumes. Spotted last here, and finished off working with the house line.

Opening turn is a pip, Six De Cardos, three men and three women, doing a teeter board and barrel dumping, act, that is fast, unusual and daring. Gets the bill off to a bangup start.

Opening turn is a pip, Six De Cardos, three men and three womendoing a teeter board and barrel jumping act, that is fast, unusual and daring. Gets the bill off to a bangup start...

Following the opener are a couple of acts that are really vaudeville Both of similar in style to be spotted of the start o

Alhambra, Capetown

Capetown, April 26. From her opening number at the Alhambra, Molly Picon puts over a solid hit with her clever show, repeating her click in Johannesburg Songs appeal to all classes and she smacks them across the footlights as only she can. Abe Elistein at the piano helps Miss Picon's act.

piano helps Miss Picon's act.
Presented previous week at the
City Hall here by African Consolidated Theatres as a one-woman
show, Miss Picon scores over a good
house with character and national
songs and sketches, assisted by her
husband, Jacob Kalich, and Elistei
Africal Theatres is holding her over
for cettale in other towns.

for recitals in other towns.

Blue patter by the femme in the act spoils the turn of Ada and Eddie Daros. Comedy is fair but blue stuff in dialog and gestures by the woman doesn't sit well with the audience. Balance of the show includes Alda Campbell and Vic Wise with okay chatter; Dai Jones, tenor click; Laurie, Joy and Graham, satisfactory dancers; Rose Perfect, pleasing singer; Tex McLeod, neat comedy and rope tossing; Medredeff's Balalaika band, with Georges Wolkowsky and Esme Grande, dancers, click, and Ted Ray.

Hanson.

CAPITOL, WASH.

CAPITOL, WASH.

Washington, May

Four straight acts again, but bill is
dressed up fore and aft and makes:
nice proof that a little thought on
novelty is worth the effort. Newest;
idea is Producer Gene Ford's aim to
utilize the lull usually filled by a
routine exit march. Although still
to be worked out, stunt is launched
this week with Pit Maestro Phil
Lampkin announcing start of regularly weekly Swing Sessions at close
of stage show. Whis week it's a sock
arrangement of Ford's own tune,
Sugarfoot. Plans are to work idea;
nino a hit parade, perhaps using nomino a hit parade, perhaps using nomino a hit parade, perhaps using noditties.

ditties.

Mother's Day overture, using living tableau of mother and child for finish geet things under way nepened to the second of the second

and high-hat number, if only an excuse to get everybody on for finish, does that very satisfactorily.

Next on is Jack Laivier, whose Gay Nineties costume and mannermakes act distinct novelty among trapeze bits in these parts. Building up difficulty of each trick, particularly balancing self on rocking chair on swinging bar, and then doing it while still apparently trying to summon courage, he had house in palm of us hand a show eaught.

Anna May Wong who shares to billie with Mitchell and Durant, is a please and the show the shares to have a show eaught.

Anna May Wong who shares to billie with Mitchell and Durant, is a please and a show eaught.

Anna May Wong who shares to billie with Mitchell and Durant, is a please and interest of the walk-on. Chinese number, done in trick headgear, gives turn such a good start it tends to run downhill, since as an American pop singer she's far from a riot, although doing Tell Me You Love Me,' in both French and English, gets versatility across. 'An American Girl,' recitative ditty, suffers somewhat because audience probably would rather have had Miss Wong's impression of American morth copyrighting. The sweet and worth copyrighting. The sweet and worth copyrighting. The sweet and worth copyrighting the with rapid-fire indications, slapstick and patter, winding in gis faked, but don't give the warbler a bow, which the audience expects. Boys overdo the effeminate stuff, which Cap customers, except in gis faked, but don't give the warbler a bow, which the audience expects. Boys overdo the effeminate stuff, which Cap customers, except for handful of gurfawers, are prettified of, but they move so fast scary of the property of the start of the summer of the search of the summer of the summe

MET, BOSTON

in full view. Wildly received at the finish of his ace turn

in full view. Wildly received at the shish of his ace turn.
Johnny Perkins follows with his bag of chatter and swift gags. After unloading a big chunk of chortles he brings on Rose Veronica Coyle (Miss America, then finales with a sound of the control of the co

around a pole with long colored ribbons and prance around with lighted hoops. Sounds conventional and it would be except for an exceptionally pleasing, intricate and sustaining routine.

Fox.

CENTURY, BALT.

Baltimore, May 7.

Presenting one of the best stage shows seen here in moons, Horace Heidt and his band bridgs to Loew's ton the best stage shows seen here in moons, Horace Heidt and his band bridgs to Loew's ton chock toll of variety entertainment and good music. This theatrement and good music. This theatrement and good music. This theatrement is the stage show that should bring business and invite a return to its former continuous policy. Customers, at first show caught, ate up the doings in grand style and yelled for more. If all the currying a company of 3 a glee club of eight, the four King sisters, Larry Cotton, singer and Burton Fierce, hoofer.

Band gets right off with 'Old

glee club of eight, the four King sisters, Larry Cotton, singer and Burton Fierce, hoofer, Band gets right off with 'Old Cherry Orchard' followed by the King gals swinging out in 'Mendelssohn, Beethoven and List,' sold plenty well and earning an encore, 'Marie,' started off with some hoofing by Yvonne King, smallest of sisters and an okey clown, and finished in great style by entire band. Novelty follows next with ensemble using right of the control of

Burton Pierce, hoofer a 'la Fred Astaire.

Larry Cotton takes hold next, obliging with vocals of requests from audience and has to do three before Alvino Ray, announced as originator of electrically amplified steel guitar, can do his stuff. Some legit singing with self accompaniment on harp between the stuff. Some legit singing with self accompaniment on harp between the stuff. Some legit singing with self accompaniment on harp between the stuff. Some legit singing with self accompaniment on Helein Morgan by Dick Morgan here, after which Jerry Bowne, comedian and trumpeter goes to town in T Love a Parade' assisted by glee club and leidt with some okay manipulation of a drum major's baton.

Heidt has a real aggregation and has improved considerably since last support of a drum major's baton.

Heidt has a real aggregation and has improved considerably since last purpose the support of a strong major's between the simpoved considerably since last purpose the support of a strong since the support of the support of the support of support of the support of the

wares,
Film is 'Good Old Soak' (Metro)

Burm.

PARAMOUNT, L. A.

Hoping to cash in on the London doings, Fanchon & Marco, is staging a Coronation unit at the Paramount. Aside from a spectacular opening and closing of the show, which has been pretentiously done, the offering has little merit.

Sans names with box office appeal, show must depend on the several routines by the Fanchonettes, directled by Carlos Romera. Femmes are presented in two picturesque routines, with the Coronation motificaticularly effective in the closing spectacle.

particularly effective in the closing Spectacle. Talent on the bill includes Anthony, Allyn and Hodge, adagio trio, in a couple of well-executed turns; Frank Conville and Sunny Dale, with a comedy singing and dancing offering that clicks for fair returns; Roy Dove, comedy juggler, who displays considerable proficiency; Sid Chatton, impressions of radio and screen names that are oke but a bit too radio successions of the second profile on the p.a. system, and profiled on the p.a. system, and Halligan and Frances Pepper, songsters.

ettes is a semi-military effect, with the girls scantilly garbed in white and purple outfits. Their closing is a pretentious flash, with half a dozen femmes brought out in regal garb to represent Great Britain and the

various colonies,
Screen feature is "Internes Can't
Take Money, '(Par) with Paramount
News, Sportlight and Pop-Eye cartoon for fillers. Trade at opener just
fair, 'Edwa',

LOEW'S MONTREAL

LOEW'S MONTREAL

Montreal, May 9.
Charlie Kemper, well liked locally, carries the show currently at this house, applauded before he opens his mouth and continuously thereafter until the close. It is the nearest to old-time vaude that this city has seen in many months.

Eddie Sanborn starts with a coronation arangement featuring pic of King and Queen, which gets only a languid reception. Musical tour of the construction of

FOX, DETROIT

Detroit, May 8.

Detroit, May 8.

Sybil Jason, kid actress from films, has an ingratiating personality which she wastes no time putting across as the headliner of current six-act bill here. Unlike a lot of juve performers, she's not affected and her mannerisms are interest-getters.

and her mannerisms are interestgetters.

Minus her appearance, her songs
and recitations would be just average. But in the flesh, stuff holds
interest for almost any audience, especially one composed mostly avergetter of the composed mostly avergraning (8). On for about 10 minutes, with male accompanist at
piano, kid gets through her turn
without so much as a payee's cough
to break tranquility.

With a full-fledged songster on
the same bill, Everett Marshall, kid
is wisely spotted early on card to
give her a better break. Wo so
all around, especially for Miss
ason.

Marshall, who's appeared here be-

sicely al around, especially for Miss Jason.

Marshall, who's appeared here before to good advantage, suffers no let-up this time around. Bartione's pipes are at best, more than making up for his usual nervous appearance. Renders two ballads, topped off by O Although house added a sixth act to give the bill needed fullness, turns are pruned down to get show into 50, fast minutes. Production runs without hitch.

Carlton Emmy and his 'Mad Wage' accorded opening shot and fill creditally. Fups put on a nice round feats, abetted by Emmy's constant the control of the standard of the standa

accorded opening shot and in creating lay. Pups put on a nice round of feat abetted by Emmy's constant. The constant of the co

Unit Reviews

MILLS BROS. UNIT

(PALACE, AKRON, O.) Akron, May 8.
The Four Mills Bros., radio sing-

ers, with a program of new numbers i the ique style that carried ers, with a program of the ique style that carried them to overnight broadcast popularity, have little difficulty in pleas-ing audiences at the Palace here this week-despite the fact that they are going it alone.

The four boys are aided by a guitarist who knows the repertoire as well as the boys themselves, but it is the orchestral imitations that are most entertai

are most entertal

"Sweet Lucy Brown' turns out to
be the favorite number of their program, but there are others no less
well done. Among them are Shoe
Shine Boy, "Swing for Sale' and
The Organ Grinder's Swing."

Boys received a rousing hand at the opening show and in spite of the small attendance at the first matinee they could have taken more encores than they did. Mack.

Red, Hot and Beautiful (CAPITOL, ATLANTA) Atlanta, May 9, is one whips along fast i

44 minutes, under the guidance of Myles Bell, owner and producer, who knows how to emcee a show in an entertaining manner. There are 16 in the company, six of them bandsmen but what unit lacks in numbers it makes up in the quality of perform-

ances.

Bell opens with a comedy bit and song, making way for Johnny Sanna, who does an acrobatic turn

Bell opens with a comedy bit and song, making way for Johnny Sanna, who does an acrobatic turn nimbly.

Three Owen Sisters, (Sophie, Honey and Emmie), are brought on next by Bell and warble 'Sing, Sing, Sing, 'In front of the mike, a la Bosswell femmes, and applause brings them back to offer. This Year's Kisses—and good, too, Johnny Special and its harmonica offering. Fin-ishes up with imitations of a fife and drum corps and hurdyurdy. Nan Bedini, niece of Jean Bedi and drum corps and hurdyurdy. Nan Bedini, niece of Jean Bedi and drum corps and hurdyurdy. Nan Bedini, niece of Jean Bedi and wife of Bell, then joins latter in a comedy song in front of mike and a bit of chatter and hokum.

Toby Rando follows with a semi-strip dance to 'Sophisticated Lady' Sanna reappears and does a long to the semination of a semination of the semination of the semination. He is followed by Roy-Becker, guitarist, who does a comedy imitation of John Barrymore imitation of John Barry

Nitery Reviews

(Continued from page 50)

from the floor and with Lew Conrad's band.

Conrad, who serves capably as m.c was booked in for two weeks last September ined for the en-September

September ined for the entire season.

In additi to a large open bar, adjacent to the main room, the Grove has a downstairs hideaway Melody Lounge that's clicking. Patrons, after getting their fill of food, floorshow and dancing, can saunter down to the lounge, peek at the girl in the fish bowl, perch at a circular bar and hear the naughty ditties or. The three rooms offer a complement of attractions not found in other local niteries. The tap is still \$1.50 minimum (no cover).

GROSVENOR HOUSE (LONDON)

London.

complified on the p.a. system, and Tom Halligan and Frances Pepper, songesters.

Introduction to show has an overture batoned by Rube Wolf with the band boys in the pit that is a direct plug for the Paramount film, Turn Off the Moon, produced by Fanchon, with another plug given the picture in the Moon, produced by Fanchon, with another plug given the picture in the Moon, produced by Fanchon, with another plug given the picture in the Moon, produced by Fanchon, with another plug given the picture in the Moon, produced by Fanchon, with another plug given the picture in the Moon, produced by Fanchon, with another plug given the picture in the Moon, produced by Fanchon, with another plug given the picture in the Moon, produced by Fanchon, with another plug given the picture of the Moon, produced by Fanchon, with another plug given the picture of the Moon, produced by Fanchon, with another plug given the picture of the Moon, produced by Fanchon, with another plug given the picture of the Moon, produced by Fanchon, with another plug given the pit that is a direct plug for the Moon, produced by Fanchon, with another plug given the pit that is a direct plug for the Moon, produced by Fanchon, with another plug given the pit that is a direct plug for the Moon, produced by Fanchon, with another plug given the pit that is a direct plug for the Moon, produced by Fanchon, with another of the Moon, produced by Fanchon, with an

hearty reception of the even more tumult when they finished.

Interest centered around the debut of Paul Gerrits and he seemed to sense it and was palpably ill at ease. He appeared uncertain as to his gagging, not knowing how far to go, but will undoubtedly open up as time but will unbounced your goes on.
It was not a typical topnotch West End midnight audience. Place was packed early with American visitors, practically all of whom tried to dance on the limited floor space.

Jolo.

British Film

(Continued from page 15)

Ass'n and Ki Exhi Renters Society

fair way of agreement, but F. B. I. Group has shown some stubbornness in demanding its point of view be recognized.

m demanding its point of view be recognized.

Suggestions the new Quota Act should incorporate provision for ensuring U.S. release for British product are hardly acceptable to U.S. distribs operating here, for such a condition would naturally make their job harder and less certain. Variance between producers and the K.R.S. Is thus delaying the outcome of the conversations, while C.E. A. in its turn is irked by demands it considers away from the main issue and which are jeopardizing the joint effort.

General trade opi ion sees producers as temporary villains of the piece, for at the outset of the talks it was conspicuously clear their purpose was to organize the industry from within and so stall off Government control, not, at all to press broad problems of international trading.

Unless the producers come down

trading.

Unless the producers come down on their demands, it is feared the sincere efforts put into the conversations by exhibs and distribs may have been wasted.

Aussie Quota

(Continued from page 15)

Assoc. in connection with the quota

Assoc., in connection with the quota, but the boys are keeping all biz chatter strictly to themselves. M. P. D. A. is a powerful organization, handling all biz dealings covering the American distributors operating in Australia and is headed by Sir Victor Wilson, with Percy Hunter second-in-charge. Sir Victor Wilson is at present in England, and Hunter is keeping quiet.

Although much inside pressure is still being brought to bear upon the government regarding the Americans and quota, nothing definite has been settled yet as regards production enforcement. Inside has it that the government will not force production on the Americans this year, at any rate. Even probable that this angle may never come about, especially if an Imperial Quota should eventuate within the next few months. However, it really all depends on how strong the pressure pends on how strong the pressure becomes from outside sources whether the government takes for-ing action against the Americans. U.S. Share

U.S. Share

Squawks have gone out from time to time about Americans taking huge fortunes out of Australia on him hire, and that the government should put a stop to such a state of affairs, On very good authority; searned by the American distribs in Australi, actually only 40c. returns to America, after allowing for overhead, taxation and so forth. Because of the huge tax grabs yearly by the government from the pic industry, it is considered unlikely that the government would force the Americans out of N. S. Wales simply because of quota production enforcement.

duction enforcement.

Melbourne, April 20.

Melbourne, April 20.

Although Victoria has a quota similar to that operating in N. S. Wales, the government is taking no steps to enforce production by Americans, despite the fact that not one studio is open here right now. Officials here take the view that the distribs should not be forced to create something which does not exist

'Contempt' Rule

(Continued from page 29)

but it is a lengthy one, running an hour. Dancers occupy considerably more than half that time, responding to several encores; and even staging some impromptu stuff with the other two acts. Having scored so strongly on their previous appearance last year, they were accorded a hearty reception on entrance, and even more tumult when they finished. F. C. C. subcommittee were reported today (Tuesday) to be planning to ask the full commish for subpena powers with which to crack down on balkers: Only obstacle to compulsion is described as legal, which may make it necessary for the entire body to initial a mandate for desired witnesses to tell all.

While the committee was created for the express purpose of delving into a single isolated incident which into a single isolated incident which involved tampering ith records, the reinforcements are wanted, according to gossip in industry circles, because the inquiry has taken a new turn and is headed for other disclosures. Probers are described as feeling it is imperative to have power to demand appearances because the tips about previously unsuspected.

serious.

Executiy what has taken place at recent closed-door hearings has not come out, yet industry circles are buzzing with whispers that the investigators—Commissioners. George Henry Payne, Thad H. Brown and Paul Walker—are on the trail of something much hotter than the paper-switching incident which was the reason for the probe. Alleged offenses said to have occurred repeatedly and the nature is understood to be far more important than mere substitution of affidavits in a single file.

On the heels of these reports,

in a single file.

On the heels of these reports, which coincided with disclosure that Paul M. Segal, one of the leading radio lawyers, had defied the Payne committee, were the tips that force will be employed. Whether anyone besides Segal has ritzed the probers is another unanswered question, but it is indicated the committee has encountered resistance in other curariers. quarters.

quarters.

Request for subpoena powers is regarded as foreshadowing a quizz for previous applicants for commish favors, besides hinting that the probing trio feels it is on the trail of something hot. If the committee is granted the right to summon witnesses, and any deflance occurs, the commish then would have an excuse to administer punishment for contempt via the courts.

Seral incident occasioned considerations are supported to the courts.

contempt via the courts.

Segal incident occasioned considerable tut-tutting among the broadcast group here. While most attorneys felt the F. C. C. probe is going afield, there was a general agreement that Segal, instead of saying he would not appear while Payne was running the inquiry, should have shown up and then refused to answer individual questions on legal grounds. Segal is sticking to his original position, however, and expects to be vindicated on the contention that, since Payne is un-friendly toward him, he could not expect an unbiased quizz.

New Anzac Unit

(Continued from page 15)

lease. Idea is to make pix for bot quota and overseas market.

Learned that Commonwealth Productions may make another pic in the near future following 'Mystery Island.' Unit is an offshoot of Commonwealth Laboratories under Jack ce, 'Island' is being handled here

inesound after washing up '
Timber'. Ill swing into production
with Lovers and Luggers,' after
which a start will be made on 'Gone
to the Dogs,' featuring George-Wallace. Under Stuart F. Doyle, Cinesound is going ahead on continuous
production irrespective of the quota,
Cine's ix are released through
Doyle's own company, British Empire Films, mostly over the Greater
Union chai inesound, after washing up

If the Film Advisory Committee passes 'Phantom Gold,' a pic made by an indie unit headed by Rupert Kathner and Stan Tolhurst, RKO will handle istributi. Pic has been laying around for quite a spell awaiting sanction and outlet.

awaiting sanction and outlet.

National Studio, and National Productions, Ltd., still have no pix lined up for flooring, and the same applies to Mastercraft. As a matter of fact, there is only one studio open in all Australia—Cinesound.

Capital is still hard to flod for production owing to the attitude of the N. S. Wales' government covering the Quota Act. Financial interests will not play ball with the producers until the whole quota affair is cleaned up to everybody's satisfaceleaned up to everybody's satisfacecleaned up to everybody's satisfac-

B'WAY SHOWMEN ALARMED AT ONE-MAN CENSOR POWER UNDER DUNNIGAN BILL

Managers Seek to Persuade Gov. Lehman Not to Sign St. L. Muny Opera Measure Passed by State Legislature—Claim Bill Was 'Railroaded' Through

Meeting held in the Theatre League's offices Tuesday morn-ing was attended by representa-tives of every group (20) in ahew business, all agreed as be-ing epposed to one-man censor-ship. A mass meeting will be held Sunday (16) night in theatre to be selected and will be addressed by theatrical lead-ers. Long telegram with all sirers. Long telegram with all sig-natories present was sent to Governor Lehman, asking for a

Governor Lehman, asking for a hearing.

Another form of protest will seek upbile support. Slips will be passed among audiences in all theatres, with the request that patrons signify their oppo-sition to the Dunnigan bill. Starting Tueeday night (11) leading players in all legit houses stepped before the cur-tain and appealed for support.

Passage by both houses in Albany last week of the Dunnigan bill, empowering the license commissioner of N. Y. to revoke a theatre's license, if he regarded the performance immoral, aroused consternation among legit showmen. General opinion was that the measure would create a one-man censorship, if signed by Governor Lehiman.

Governor Lehman.

The law would give Paul Moss, license commissioner, a measure of power to which showmen strenuously object. Friday (7), when it became known that the bill passed both houses, there were hasty telephone calls to the executive mansion protesting the manner in which the measure was 'railroaded.' Managers pointed out there had been no public hearings on the Dunnigan bill and they want the governor to receive their views before he makes decision on the signaturing. It appears that the church element pulled a fast one' in lobbying for the bill.

League of New York Theatres, the

League of New York Theatres, the League of New York Theatres, the managers' own organization, is apparently at fault, because of failure to notify members of the pending legislation. Other groups and the unions, including Equity, were equally unaware of the Dunnigan bill, although it was introduced more than a month previous to passage. League's executive secretary is supposed to check on

(Continued on page 61)

ATC's Convention Delegates Represent All Theatre Groups

irst convention of the American Theatre Council, which starts a four-day session one week from next day session one week from next Monday (24) has announced delegates spread-eagling the field. myone interested in the stage may be a delegate by so signifying to the ATC, 234 West 44th street, N. Y. Midmight supper on the final night (27) of the sessions will be the only p.m. gathering. There will be four luncheons and seven discussion meetings.

eons and seven discussion meetings. Delegates are identified with nearly every group within the theatre, inclusive of the various associates and unions except the musicians. Also to be represented are theatre publications, ticket agencies, costume designers, organizations of theatregoers, besides which there will be individual delegates such as leading places; and agrangers. players and managers.

'Naughty Naught' for Frisco?

The John Krimsky office is con sidering a summer folding of its 'Naughty Naught' at the American Music Hall to open in San Francisco under the same music hall setup. Deals are also on for second companies in a couple of other key cities.

Producer is talking with locals in Atlantic City and Boston, officials of the Cleveland expo, and Albert de Courville of London.

Signs 39 Players **For Summer Shows**

St. Louis, May 11.

39 singers, dancers and comedia most of them new to natives here have been signatured for appear-ances here duri 19th season of have been signatured for appear-ances here duri 19th season of Municipal Opera, which gets away in open air theatre in Forest Park, June 4. Casting of season's repertory of 12 shows has not been completed and the special operatic group for The Bartered Bride' has not yet been assembled. Four Met opera stars are under consideration.

poen assembled. Four Met opera stars are under consideration.

Those signatured are Bernice Claire Guy Robertson, Gladys Baxter. Al Trahan, Margaret Daum, Eddie Foy, Jr., Olive Olsen, Wilbur Evans, George Meader, Mary Hopple, Jack Arthur, Renne De Janett, Eric Mattson, Harry Metsayer, Helen Raymond, Violef Carlson, Gus Howard, Bianche Ring, Ralph Riggs, Fritzi Scheff, Phil Porterfield, Ruth Urban, Lew Parker, Erika Zaranova, Annamary Dickey, Bert Prival, Paricia Bowman, Ross Wyse, Jr. and Harris, Claire and Shannon, dance trio. These are all new comers. Old faves returning are Helen Denizon, Rossmary Deering, Detmar Poppen, Joseph Macaulay, Leonard Ceeley, John Sheehan, John Ehrle and Robert Pitkin.

ROCKEFELLERS ON THEIR OWN IN LEGIT

Center Theatre The Rockefeller subsidi , is now definitely established as a production entity and formally announced the presentation next season of 'Virginia,' a musical which had been reported in the offing for some time This marks the entry into legit show business on its own of the Rocke-

This marks the entry into legit show business on its own of the Rockefeller group. Attention is called to the fact that there will be no outside managerial nor financial association, such as with 'The Great Waltz,' and the recently-closed White Horse Inn,' both of which played the Center, N. Y., smaller of the two Radio City theatres.

Reports that the Center might again show films have been set aside by the decision to produce 'Virginia.' New show, unlike its two predecessors, will have an American background. It is being written by Laurence Stallings and Arthur Schwartz with its locale in Williamsburg, Va., during the Colonial period. That town has been reconstructed by the Rockefellers.

Leon Leonidoff, producer of the Radio City Music Hall stage shows, will be in charge of production for the new Rockefeller show activity. Kenneth Hyatt will be managing director of the Center, with Louis Lotito, assistant. Hyatt had that spot when the Centre was in pictures.

ARBITRATION DUE SOON IN 'HANNIBAL' CLAIMS

settle the ims of players i turn of Hannibal' presented in San Francisco by Adrienne Morrison, last winter. Play was given for one week winter. Play was given for one week and the management deducted re-hearsal pay, which ordinarily is al-lowable under the rules. Deduction may be made if not more than eight performances are given. In the case of 'Hannibal,' however, players were called to appear on a second Mon-day, at which time it was decided to close

Most of the players are in the east, for which reason the arbitration will be conducted in New York.

Rad Luck Token

George Curzon, who closed in 'Hitch Your Wagon' at the 48th St., N. Y., recently, was presented with a gold-handled cane by the cast. It was inscribed: 'To the Unluckliest English Actor.'

English Actor."

He first appeared over here in Parnell." Earlier this season he was in 'lack Limelight' and was made an exception of the six months rule by Equity to go into Wagon, provided head off legit for one year. Both latter plays flopped.

HENRY DAZIAN IS DEAD AT 83

Henry Dazian, whose theatrical activities spanned the gap from the Jarrett & Palmer 'Black Crook' of the '70's to the Ziegfeld 'Follies' of only a few years back, ied in Miami Beach, Fla., the day followi 'Crook' and 83rd birthday. were 'Costumes by

The credit line is still to Dazi be found on theatre programs, but he retired from the firm some years ago. One of the last productions to which he gave his personal attention was 'DuBarry' done by Mrs. Leslie Carter in 1901:

The house of Dazi The house of Dazi was estab-lished about a century ago by his father, Wolf Dazian, who had a small place at 4½ Marion street, now Lafavette. Soon after the Civil war the establishment was moved to the Bowery (then the theatrical center). near Spring street. The removal of the ialto to Union Square brought the firm, then known as Dazian & Sons, to the east side of the Square, near 15th street, in 1878, and the final removal was in 1906 to 142 West 46th

street, where it is still to be found. Henry Dazian, eldest of the sons of Wolf, was largely responsible for the position achieved by the firm. Until he joined his father the establishment had been little more than a theatrical dressmaking shop. Young Dazian made a study of period costumes; important in a day when costume plays were more popular than they are now and the Shakespearean repertoirs was supplemented by more modern plays in similar vein; 'Spartacus,' 'Ingomar' and that ilk. The Dazian costuming was not only effective, but authentic. He costumed practically all of the important productions, including those by Edwin Booth, Lawrence Barrett, Richard Mansfield, Helena Modjeska, and at the same time his reedit line was appended to the current circus programs, to which he supplied costumes for the then important street parades and grand entree, forerunner of the current spectacle. than a theatrical dressmaking shop

spectacle.

He did not confine his activities to his business alone. He was an important personage in the theatre and for 30 years had been a trustee of the Actors' Fund. He was also one ior 30 years had been a trustee of the Actors Fund. He was also one of the earliest members of the Lambs Club and, during the regime of Maurice Grau. at the Metropolitan Opera, he was one of the directors and as such he engineered the contract which brought Enrico Caruso to this country. Following the death of the impresario, he was one of the two trustees of the Grau estate. He was a director of the Excelsior Savings Bank, and of the old Commercial Trust Co., and associated with Al Hayman and William H. Rose in real estate transactions, largely theatrical.

His first wife was Emma Berg, opera singer, whom he met through his connection with the Metropolitan.

His only survivor is a niece, Mrs. W. W. Cohen.

Lenore Ulric Injured

Lenore Uric, legit actress, is in the Doctors' hospital, N. Y., suffering from a foot injury that may possibly cripple her for life, Actress recently arrived from the Coast and had been staying at her home in Westchester.

TICKET AGENCY **GROUP TO TEST** TAX LAW

Believing that the admissions tax regulations covering tickets resold by agencies is not constitutional, a group of brokers has gotten together to test the law. They contend that a 'tax upon a tax' is illegal, have retained Bruce Cramer, attorney of Washington, to start proceedings. Most of those in the group are slated to appear tomorrow (13) for hearing on the charge of failure to stamp tickets sold at a premium. Government men who treated the ticket lads roughly, however, are claiming that they withheld this part of the tax at least, as specified under the regulations.

der the regulations.

While the present move may have an effect on the Federal vestigation, the case, if decided in favor of the ticket men, would prevent future embarrasment to them. Contention is applicable mostly to tickets interchanged by the various agencies. Tickets may pass through two or three brokers before reaching the purchaser. Each agency tills the price a dollar.

Regardless of the fact that 30c is

tilts the price a dollar, Regardless of the fact that 30c. is paid by the box office on a \$3.30 ticket, the broker is supposed to pay the collector additional coi over 10% of the actual total received. That is what the ticket men say the Federal people claim and explains they the government figures a lot of money coming from the brokers.

One of the curiosities of the law is that when a ticket printed with a \$3.30 price is sold under the price, the full 10% on the established rate is payable. Brokers say if that is the intent of the law, not more than 10% secured over the price should be collectable. 10% secured of

be collectable.

Tax law has never been to the highest court. When former U. S. District Attorney Charles Tuttle investigated the ticket situation some years ago, there was a partial compromise in which the ticket meagreed not to test the law. However, it cost the brokers plenty.

Maurice Evans Wins N. Y. Drama League's Third Annual Award

Third annual award of the Drama League of New York for the most distinguished performance of the season, announced at a luncheon at the Hotel Pierre, N. Y., yesterday (Tuesday), went to Maurice Evans. English actor, for his performance in King Richard II., at the St. James, N. Y. Actor's plurality was revealed as 485 points. Others receiving votes were John Gielgud, for 'Hamlet'; Marta Abba, for Tovarich'; Marta Abba, for Tovarich'; Marta Abba, for Tovarich'; Ruth. Gordon, for The Country Wife' and Henry Travers, for 'You Can't Take It with You.'
Katharine Cornell did not receive any votes, although she won the award two years ago and was runner-up last year. Helen Hayes won it last year. Evans is the first male actor and the first foreign-born actor to win. Daniel Frohman presented the award and John Golden was master ceremonies at the luncheon.

DILLINGHAM PLAYS ARE SOLD AT AUCTION

The rights in 111 plays, operettas and musicals owned by the late Charles B. Dillingham were disposed of at auction yesterday (Tuesday) to a group of theatrical personages including Irving Berli , Oscar Hammerstein, 2d, and Jerome Kern. Attorneys represented the buyers. The sale was held before Federal Bankruptcy Referee John E. Joyce in the N. Y. Federal building. The purchasing bid was \$10,500.
Sale of the Dillingham property was done at the request of the Interposes. Other bidders were attorneys for the Hollywood Plays, Inc., which started the auction with a bid of \$1,100, and the Shuberts, who went as high as \$4,000 and then dropped.

Ernest Truex, cracking about his kids, says all three are play-ing—two on Broadway and one in Central Park. Smallest Truex is three years of age, the older lads being the progeny of his first marriage. OMAHA MAYOR NIXES 'ROAD'

Busy Trio

Omaha, May 11.
Opening of Tobacco, Road, akedded for a two-night standar the Faramount theatre, here, was prevented last Friday (7) by order of Omaha's mayor, Dan B. Butler. Alhough warned earlier in the week that the play would not be allowed to open, unless certain lines were deleted, Irving Becker, company manager announced that the opening would take place, despite attitude of city officials.

Squads of 117 police and plain-

tude of city officials.

Squads of 117 police and plainclothes men were on hand to prevent patrons from entering the theatre and to hold back throngs of bystanders gathered to watch the fireworks. Only biz allowed to go on
was the refunding of ticket money.
Police made no arrests, but some of
those who had bought ducats in advance voiced their ire and others
complained about driving in from
hundreds of miles around to see the
play, one of the few road shows
offered in Omaha this season. The
cast, headed by Taylor Holmes, recast, headed by Taylor Holmes, re(Continued on page 59)

OENSLAGER JOINS CENTRAL CITY SETUP

Denver, May 11.

Donald Oenslager, N. Y. set designer, is held for the annual Central City play festival. Richard Aldrich will direct Ibsen's 'Doll House' with Ruth Gordon starring and the male lead yet to be tagged. Jed Harris will stage the show, to run from July 17-Aug. 7.

Localites added to the staff in-Localites added to the start in-clude Caroline Bancroft, writer and socialite, who is handling publicity, and Justin W. Brierly, school teach-er, who cops the business manager's job, succeeding Frank White, bit manager since the inception of the manager since annual event.

If Meredith Stays 'High Tor' Continues

trike Federated Motion Ficture Crafts in Hollywood may allow Guthrie McClinitic to keep 'High Tor' running while longer. Continuance of the Maxwell Anderson play, now doing profitable business in its 18th week at the Martin. Beck, N. Y., depends on presence of Burgess Meredith in the leading part. Actor is under contract to RKO and has commitment for one picture this summer. Before 'High Tor' won the Critics' Award, Meredith and McClintic notified RKO that the actor could be on the Coast by May 15. With business up, however, 'High Tor' could run indefinitely.' In any case, RKO is not expected to call for Meredith's services without giving at least two, weeks' notice. 'McClintic now expects actor to remain on Broadway until late June. Peggy Ashcroft, other featured player in the cast, leaves for London after May 29. She will be replaced. Meredith expects to do the young playwright part in 'Stage Door' when RKO finally gets around to filming the Ferber-Kaufman play with Katharine Hepburn and Ginger Rogers.

LEGIT BECKONS HOLLYWOOD

The Lambs Club is back in Equity supporting lunkall, the only candidate oppos-ing Frank Gillmore for the presiof the associ

intensely interested in Equity during the actors strike of 1919, but for the concentrated on past 10 years holding its own gether, its ranks having been depleted by the depressi

Lambs group has taken offices at 55 west 42nd street on the grounds that the election is not a club affair. There is a committee for the third party slate which also has nine candidates for the council and there is a platform. For the council the third party has named Jack Norworth, Hal Forde, Jack Byrne, Earl Mitchell, Mae Buckley, James Spottswood, Victor Morley, Mabel Taliaferro and John Ravold. It endorses three candidates on the regular ticket: William Gaxton, Franklyn Fox and Walter Greaza.

Progressive Party

Progressive Party
Calling itself the Equity Progressive Ticket has a slate which emphasizes reforms in Equity's general policy. It seeks youth in the association but wants 'selective youth' which is expected to give something to the theatre, not merely any tyro having the money for the initiation fee.

fee. Conditions in the Works Progress Administration's Theatre Project will be cleaned up, if the third party has its way. Progressives want professionals in the Federal theatre's key positions so that 'actors will be iven parts to play instead of being supers, while amateurs play the parts,' It being charged that WPA is (Continued on page 59)

THUMBS WEST DUE IN JUNE

It is expected that the court action started on the Coast restrai ing the presentation of 'Thumbs West,' an

week and the show will be readied

delayed the inances

inances delayed the show, announced by Herbert Barnum Seeley, but the coin end has been straightened dut. W. k. contractor was to have been Seeley's partner, but backed out when the young manager refused to engage a femme lead of questionable talent. Seeley inherited a bankroll, but it is mostly tied up in a trust fund admistered by an uncle who resides in a mansion spotted in the middle of the principal park of Bridgeport. Conn.. Uncvle is opposed to Seeley's theatrical aspirations and has refused to release any money for the West' production. Seeley the great grandson of P. T. Barnum. His father drew wide attention by tossing a fabulous dinner in New York. Seeley has been interested in other shows and last season was in on 'Stri Girl,' which played briefly.

St. L. Calls It a Season

is. May 11. American theatre, town's only legit house, has closed for season, which was best since 1929. Opening in October, American entertained 14 road shows, a gain of four over previous

Standouts, from b.o. point of view, were 'Follies,' 'Idiot's Delight' and Jane Eyre,' with 'End of Summer' and Pride and Pr judice' doing bet-than average biz.

'Who's Blunkall?'

Minnie Dupree was listed Minnie Dupree was listed among the third party candidates for Equity's council but declared she had not consented to run. Actress called at the association's office, asking: Who is Blunkall?, who heads the ticket and opposes Frank Gilmore for the presidency.

Miss Dupree's name kaken from the list and Earle Mitchell substituted.

LEAGUE OKAYS **AGREEMENT** WITH P.A.'S

A meeting between League of New York Theatre and the new press agents group, held to consider a working agreement, resulted in the matter being put over until attorneys straightened out the phrase-noise of the instrument. Managers are said to have expressed no objection to the minimum salary provision of \$100 weekly, since the better known pa.7s are paid more.

There are other provisions calling for pay for preliminary work, although most pa.'s claim they have received salary for such work. There is also a mi imum of two weeks pay. Understood that the TMAT also proposes to have company managers

Understood that the TMAT also proposes to have company managers paid for work done prior to openings. Number of producers have not put their company managers on the payroll unless the show is operating and have not paid for work after closings.

New NYTPA group does not lieve its membership to be important to the managers, agents and treasurers union because they are in the minority. There are around 40 members in p.a. association, but only 12 or 15 are consecutively engaged. Others fill in with jobs magazines and other publications.

EQUITY CANDIDATE DEADLINE REACHED

Deadline for filing petitions placing candidates in the field for Equity office or council was last night (11). It had been stated that Friday (14) was the last day for filing, it being 20 days prior to election (June 4) under the rules. Council, however, wanted more time so that the ballots could be prepared.

Third party filed Monday, naming one candidate for office (Blunkall) and a council state. Independents have no names other than council candidates. All three tickets will be printed on ballot with blank spaces, should the ticket be spift. Understood that should any further didates spring up before the official deadli a separate ballot would be mailed out.

Joe Cook Plots Legit Appearance on B'way

Indianapolis, May 11.

Joe Cook came into Indianapolis for a two-day stay as headliner at Indiana Bankers' Ass'n banquet. Sneaked in for quiet hotel session in preparing his material for local appearance. Said too much confusion around hi uch publicized estate.

tate.
Confided he has hopes of making necessary arrangements for straight legit appearance in fall in New York, in play recently completed by Clarence Budington Kelland.

Only Leading Authors Have Prospered Under 5-Year Agreement Preventing Film Co. Backing on B'way Is Claim - Lesser Playwrights May Force **Dramatist Guild Action**

SEEK WAY OUT

Undercurrent within the Dramatists Guild calls for changing the five-year agreement entered into last spring with the managers. The idea is to beckon back Hollywood to the legit theatre because it is claimed the new set-up is not working out to the benefit of a majority of authors.

thors.

The average playwright contends that the new contract is okay for the standout authors, but that many plays which might have been presented this wasson were left on the shelf by producers who did not care to invest coin without Hollywood participation.

The complaint has not been heard

to invest coin without Hollywood participation.

The complaint has not been heard at the Guild meetings, but the so-called lesser playwrights insist that they have been shuffled out by the methods of those top-notchers. Probably unknown to the latter, a group of protestants have been talking hings over and planning a way to woo back picture coin to Broadway. The Guild is reputedly controlled by certain dramatists who are active in the Guild's executive board. The rules by which it operates do not permit a goodly percentage of the membership to express their opinions. That is explained by the fact that there are two classes of members and associate members are not permitted to vote.

Last Season.

When the Guild and the managers'

When the Guild and the managers' fought it out last season it was claimed by showmen that if the picture people were allenated from stage production, the reaction would directly affect the average dramatists. That seems to have proven true in some instances. Hollywood has backed a number of shows this season, but the deals had been made prior to the old contract's expiration.

prior to the old contract's expiration.

Leading authors never believed the picture people would lay off Broadway, insisting that 'they wouldn't stick to the agreement of the leading film producers who objected to certain regulations and restrictions imposed. One angle which irked Hollywood, first, was the raising of the authors' percentage of picture rights from 50% to 60%, after had been declared by Guild leaders that the even split would not be changed. Legit managers seemed less disturbed over the lift, although they have been more directly affected in receiving a lesser share. There is some indication that picture rights sales have tapered off, but for the plays wanted exceptionally high prices have been paid this season, with the authors getting the breaks. If there are to be any changes in the agreement they should be made before summer, showmen say, so that production plans for next season could be more concrete. There

son could be more concrete. There is provision in the agreement and its supplementary rules which soured Hollywood. A joint committee of authors and managers has the power to make revisions, but the commit-tee has rarely gone into session.

Elmer Kenyon Ailing

'Kenyon, press agent for the American Theatre Council, recovering in a Pittsburgh hospital from an operation for gallstones. Was taken suddenly ill and rushed to his home town for the operation. Agent has headed number of road tours- for the Guidi, last being 'Call It a Day' earlier this season.

Lambs Club Group Supports Blunkall As Equity's Third Party Candidate | WITHOUT PIX COIN Equity's Indies Oppose Third Party | In Council Representation Campa In Council Representation Campaign

Still Guessing

Though the picture rights of Excursion' brought \$125,000 from Metro, the play at the Vanderbilt, N. Y., has not lived Vanderbilt, N. Y., has not lived up to the rave rating given it by the critics. Fantasy, now i its sixth week, has drawn moderate grosses, its takings last week being around \$10,000. Management is still pondering over the reason for the reviews. When reading the notices one of the staff described his; emotions 'slightly startled,' with others more so.

ERNST AT ODDS WITH TURNER AT EQUITY

Morris Ernst, one of the attorneys from whom Paul N. Turner, Equity's counsel, secured an opinion as to the meaning of the proposed amendment on secret balloting, is reported upset over Turner's alleged distortion of his comments. Ernst is id to have asked the Equity official to send to the members by mall his actual ideas. He also wants it published in the Equity house organ that the amendment might mean that even motions to adjourn be secretly voted on, which appears to have been the burn-up reacti.

Amendment, now in process of referendum, has been quibbled over, say its proponents. Pointed out that the constitution provides for parliamentary rules at meetings, also the procedure as set forth in Cushing's Manual. Proposed amendment would not upset either provision and it is further claimed that the frequent mention of referendum and election in the draft indicates that for such issues only would secret voting apply. Changes first made by Turner and then the committee representing the petitioners resulted. in the amendment's phrasing being less clear than when originally written.

BURGESS MEREDITH PAINFULLY INJURED

Burgess Meredith, featured in 'High Tor' at the Martin Beck, N. Y., fractured a rib and was severely bruised last Thursday (6) night. He has not missed any performances of the Maxwell Anderson play.

Actor's mishap occurred when he tripped on loose board and fell down a flight of stairs at the Manhattan O. H., N. Y., where he was attending a benefit dance given by The Eter-

a benefit dance given by 'The Eter-nal Road' cast for Spanish Loyalists

Cheryl Crawford Gets Hardie Albright Play

Cheryl Crawford ill start off her

With Equity's election more than three weeks away it is i the independent or oppositi

(formerly Actors' Forum), having no idates while officers, having no idates officers, will increase i representation on the council. Conceded that if the group elects some of its candidates to that body. Younger element would be in a position to cause

to that body, Younger element would be in a position to cause plenty of interesting council and maybe force changes, even though the regular, ticket should place? Its officers for three-year term.

Nominating committee in retailing the same officers on the regular ticket, the expected, but the election of council candidates was a surprise, since there were included names of players selected by the opposition last season. For that rean, the opposition last season. For that rean, the opposition endorsed five on the regular ticket and even should it not elect any of its own ticket, will be sure to have a stronger council representation. Admi istratisal the regular ticket was satisfacwill be sure to have a stronger coun-cil representation. Admi istrati-said the regular ticket was satisfac-fory. Opposition figures the nom-mating committee made some selec-tions as a so to its side. Despite that the group was disatisfied with the committee because the adminis-tration electioneered for its sele-ctions as a selection of the selections. tration electioneered for its selections, while it did not, further than to present a petition lith over 500 names asking for a 'democratic' committee.

Third Party
Chances of the third party's ticket
which has one officer, E. J. Blunkall,
and a council slate are not indicated,
(Continued on page 59)

TMAT PUSHING **MEMBERS DRIVE**

New applicants since the recent drive to unionize treasurers, press agents and company managers, now total 180 in the office of the TMAT, which expects the number approximate 200 by the end of the week. Most of those who filed have already received membership cards. Report that a deadline to join up had been set for last Saturday (8) proved to be erroneous. Union explained it had offered a slight reduction in dues for those who filed by May 15. Applicants must pay \$10, half of which is for initiation and the other half pays the first three months dues, a saving of one dollar (dues are \$2 monthly). Majorily of those who have joined are box office those who have joined are box office

those who have joined are box office people.

Meeting was held with a mittee from the New York Theatrical Press Agents, referred to as high hats, after which a TMAT officer said they would have to joi or else. New p.a. sociation stated that there had been no ultimatum and a decision would be reached until the clear its aims, opened its membership lists and answered tal queries. So far as the NYPA i cerned the TMAT is very vague i what it proposes doing.

Cheryl Crawford ill start off her legit production schedule on her own next season via a play by height, picture and legit actor. It is untitled and is being fixed up and cast now. Lee Strasburg will direct. Miss Crawford and Strasburg were on the executive board of the Group Theatre for the past few years, but both pulled out recently to go on their own.

'90 Sails' for B'way

Hollywood, May 11.

W. P. Lipscomb will arrange for a roadway presentation of his play, inety Sails, before returning to England.
Writer now is toiling on the script of Beau Geste' at Paramount.

Plays Out of Town

SEA LEGS

oston, May 11, a by Lawrence Johnson and Beulah by Lawrence Johnson and Beulah by Lawrence Johnson and Beulah sa losee Ates. Book and lyrics by Swinstrom music, Michael H. Swinstrom music Michael H. Swinstrom music Michael H. Swinstrom music Michael H. Swinstrom music Michael H. Swinstrom H nund Byrne at the Colonial Boston, May
19, 37. Charlet King
Captal Nordstrom. Charlet King
Captal Nordstrom Water Segent
Course W. Tutte. Walter N. Greaza
Jay Valentine, Tuttie. Derek Falrman
Milored. Rosie Moran
Milored. Rosie Moran
Milored Rosie Moran
Milored Rosie Moran
Milored Charlet Collina
Mil Halliday Charlet Collina
Mil Halliday Charlet Collina
Milored Rosie Moran
Milored Charlet Collina
Milored Charlet Collina
Milored Charlet Collina
Milored Charlet Charlet
Milored Charlet
Milore

A two-act gabby musical with a small company, one set and a child-ish book is here for a week's tryout before a promised opening on Broad-

ish book is here for a week's tryout hefore a promised opening on Broadway.

Sea Legs' has a company of smiling actors who couldn't possibly get to first base with the many drab lines they have about a cat named flenry the Eighth and a lot of hackneyed stuff about love. None of the lines they have about a cat named flenry the Eighth and a lot of hackneyed stuff about love. None of the With a Star have a chance. There with a Star have a chance. There will be star have a chance they are they are

ROOM SERVICE

Baltimore, May 11.
Comedy in three acts by John Murray
and lien Boretz; presented and directed
by 6 orge Abbott; settings, Cirker & Robbins; at the Maryland theatre, Baltimore,

May 10, '37, \$2,20 top.	
May 10, '37, \$2.20 top. Sasho Smirnoff Gordon Millor	.Alexander Asro
Gordon Millor	Sam Levene
Joseph Gribble	Cliff Dunstan
Harry Binion	Philip Lock
Faker Englund	Teddy Hort
Caristine Marlowe	argaret Mullen
Leo Davis	Eddle Albert
Hilda Manney	Betty Floid
Gregory Wagner	Donald MacBride
Simon Jenkins	Philip Wood
Timothy Hogarth	Jack Burne
Dr. Glass	Hone Pohout
Hank Messonger	William Manduck
Senator Blake	Dalah Manahana

way in plot, characterization and chiom. Choosing his cast from former members of Three Men on a Horse. Boy Meets Girl and Brother Rat. Abbott has selected his characters as if the parts were written with these principals in mind and the result is a fast-moving, skillfully paced comedy. With a sharpening of the second act finale and the elimination of a blackout to indicate passage of time in the third act, both tending to slow things up, play will easily bear comparison to the threa above mentioned hits.

Story doesn't count much. It's the Gordon Miller shoe string producer, all set with a script, director, cast, a six-week period of Tamaged Goods,

rehearsals, but no bank roll. Ensconsed in a hotel managed by his brother-in-law, Gordon is on the cuff not only for his own room and room service, but he has moved in his entire cast of 22 actors as well, so that they hang together waiting for the angle of the part of the form of the control of the contr

TRAILER. HO

TRAILER. HO

University of Pittsburgh, May 7.

University of Pittsburgh, Cap and Gown Club, presents insulcal comedy in three acts. Charles of the Control o

Pitt's annual Spring musical is the usual broad treatment of the intercollegiate scene, with a bit of satire (Continued on page 63)

Mid-Season Clearance 10% 000 3 MORE iller Beautiful and De Luxe shoes, MADEMOISELLE SHOES 590 formerly made expressly for I. MILLER 6.95 and 7 [Modemoiselle Shoes not in 502 Filth Avenue Store] See SIFTH AVE. 450 FISTH AVE. 49 W. 34th 51. 6.95 and 7.95 562 FIFTH AVE. 450 FIFTH AVE. 49 W. 34th ST. 1552 B'WAY

PLAYS ABROAD

AND ON WE GO

Revue in two parts of 10 scenes each; presented by Frui Murray; production dr. by Douglas Furber; Iprice, Desmond Carter; mulic, Jimmie Rogers, Kenneth Leuier, Smith, Dennis Van Thul, Arthur Schward, Smith, Jennis Van Thul, Arthur Schward, Livers; decor, Ciliford Pember, Features June Knight, Marle Lohr, David Hutcheson, William Cavanagh, Charles Heslop, Hayter, At the Savoy theatre, London, April 22, 37.

Hayter. At the Savoy theatre, London, April 12, 23.

If the first night's reception is any criterion thin street is in for an extent of the street in the st

Vienna, April 23.

Drama in elght seenes by Rudolf Helm, produced by Burgtheatte. Vienna; esterich, Soul Author Pope Plus

Elizabeth vom hatvany
fope Pius

Piay depicts part of the life of the
happy-unhappy Emperor Joseph II,
who was misunderstood by his people, carrying 'emancipation' too far.
Religious and racial minorities in
the former dual monarchy hailed
him as their savior.

Raoul Aslan here adds his sixth
Habsburg role to his parts. Aslan
claims he likes this role best of all,
because he need not change his
facial expressions, he looks like
facial expressions, she looks like
facial expressions, as the looks
filizabeth of Wurtemberg. Though
historically somewhat blurred, Elizabeth is shown as the emperor's
greatest help. She dies two days before the Emperor, an incident which
the author describes as 'true love.'
Otto Tressler plays the part of the
Fope, who opposed Joseph's ideas.
State-owned Burgtheatre is the only
legit where the person of the Pope
may be named on the program.

Maass:

UVEGHINTO

('Glass Coach') Budapest, April 22. Comedy in three acts by Lajos Bibo at National Theatre, Budapest. Cast: Erzsi, Somogyi, Juliska Ligett, Joseph Kurthy, Arpad Lehotny, Attila Petheo. Zoltan Hosszu.

Petheo. Zoltan Hosest.

National excels in the staging of peasant comedies, of purely local interest. This one has to do with an upstart nouveau rich e peasant or the peasant of the peasant surroundings and keep her money.

money.

Devoid of interest for foreigners, but it's the sort of thing that the National turns out to perfection. Good clean fun.

LONTANAZA

('Distance')

Rome. ril 30. Play in six scenes by Francesco Pasinetti: produced at University theatre, Rome: directed by Nino Meloni; featuring Mario Plau, Nini Traculi, Rosesta Calavetta, Cella Bernaccii, Zoe Incrocci, Muria Teresa Guerra,

retia, Cella Bernaco.

This play was chosen for distinction by the permanent committee on literature of the land in the permanent committee on literature of the land in the permanent committee on literature of the land in the possibility of the land in the play, a man and five women—and the story traces his relationship with each of the women in turn. One by one the four girls, who live together i the little valley surrounded by high mountains, fall in love with Ludovici, each in her different way. Chiara, who is paralyzed, understands him best perhaps; and would be able to give him most. Two of them are conventional and bound up with the little things of everyduy life. And Silvia, the youngest, doesn't have the courage to go with lim.

Hie goes away, and in a far port finds another woman who is not (Continued on page 62)

Inside Stuff—Legit

It was announced that Metro bought the picture rights to 'Lost Horizons' drama presented by Rowland Stebbins (Laurence Rivers, Inc.) for \$15,000 but it cost the film firm double that sum. Stebbins was interested in the play originally submitted by Harry Segall, but did not accept it for presentation until other authors revised the script. In the interim Segall went to Metro for \$15,000.

Deal with Metro to produce the play was then made by Stebbins and a regular author's contract was entered into, with Metro named as the author. When the matter of film rights arose Metro claimed it had not regular author's contract was entered into, with Metro named as the author. When the matter of film rights arose Metro claimed it had not remained that perquisite but the contract failed to indicate that point and it looked as though someone in the film office out-smarted himself. Matter was settled last week when Stebbins was paid \$15,000. Stage production was costly, ing with the show in the red for \$70,000. It played the St. James, N. , in the fall of 1934.

Charles Washburn, who is press agent for the George Abbott attractions, has entered into an agreement with the manager not to publicize other shows or pictures. The p.a.'s salary is tilted for each additional Abbott production. Manager is figuring on running three shows on Broadway during the summer, he currently presenting Boy Meets Girl' and Brother Rat, with "Room Service' due into the Cort next week. Washburn's latest literary effort, Press Agentry, has been published by the National Library Press. Volume is described as 'a practical handbook on publicity,' author having designed it as a guide for those planning to enter that profession. He says there are 25,000 press agents in New York, most of whom started in newspaper offices. Opinions of a number of editors on p.a. methods are included in the book.

Sudden departure of Alexander Lettwich from 'Orchids Preferred,' for which he staged the book, is reported to have resulted from an altercation with Charles H. Abramson, show's presenter. According to the story the lie was passed and then some punches, with Lettwich said to have been knocked from the stage to the orchestra pit. Episode happened in Newark, where the show played last week after being mysteriously banned i Philadelphia.

Philadelphia.

Jose Ruben was called in for the directi
Imperial, N. Y., Tuesday (11). Musical opened at the

Supplementary proceedings which had been started on behalf of Laur Pierpont, widow of Taylor Granville, who was awarded \$5,600 on a 20-year-old judgment against Sam Grisman have been discontinued. Manager has appealed the decision but has signed two notes for \$3,500 which will be accepted in settlement in the event he loses the appeal.

Judgment was for \$2,500, but when Grisman remarked he did not think he owed the money, court awarded the full amount plus interest, which amounted to more than the claim. Frederick Er Goldsmith represented

Father of Barney Klawans, who manages the legit department for War-ners, went abroad last week and was clipped for \$350 just before the boat sailed. He had a concealed pocket on the inside of his coat contai ing passport and letter of credit but his wallet with the coin was in a back

passport and the process pocket.
Klawans radioed pop that he had found the wallet in his motor car, just

Jack Norworth is the only Lamb who has been given permission to wear his hat when in the club. Says his wife has been trying to get him to doff the lid around the house for 14 years but no dice. Norworth is an inveterate cud chewer, and so is Fred Allen. Former says only one store in New York sells Allen's brand and plans buying up all the stock so Allen will have to put him on as guest star.

William Gaxton was presented with a cigarette humidor by the directors of Suydenham hospital in appreciation of his work in arranging a recent benefit performance. Show grossed \$20,000.

Actor received an accompanying letter from Simon Bergman, chairman of the committee and said it was the finest token he ever got from any benefit he played.

Unusual similarity in play titles is showing itself on Broadway this month. Federal Theatre Project's experimental unit is presenting Paul Green's one-acter, 'Hymn to the Rising Sun' at the Ritz theatre, N. Y., at special matiness. 'Kneel to the Rising Sun', adapted by Peter Marti from Erskine Caldwell's story, is to be produced shortly by an amateur group calling itself the Show Shop.

WPA

Hymn to the Rising Sun

Hymn to the Rising Sun
Play in one sich by Pancian "resented
by WPA Federal Theatre Property Private
inential unit. Staged by Avan Foxman; settings, Robert Chertov and Theadore Pucha,
on the seme ulit with Truto Such Glory,
Manny Ma isoff, at four special mathees,
starling May 6. 37, at the Ritz th atre,
starling May 6. 37, at the Ritz th atre,
starling May 6. 37, at the Ritz th atre,
starling May 6. 37, at the Ritz th atre,
starling May 6. 37, at the Ritz th atre,
starling May 6. 37, at the Ritz the Armonioson
Feerily Gafes.
Albert Patick
White Man
burley Chongoon
Cook
David Woodward
Captain
Louis Polan
Cook
Type Co

Unto Such Glory

Brother Simpkins Will Georganic Runis Mary Bell.
Walt Kouls Saward Segal
Jodie Curtis Parker
Sul Man avid Woodward

FTP DIRECTORS MAY **NOW PICK OWN CASTS**

WPA Federal Theatre has worked out a new system through which directors may personally cast their productions, rather than take the actors assigned to 'em in bulk by the brass hats in the organization.

Into effect is week is what the FTP terms a All the troupers awaiting spotting are li

day and stagers
o.o. 'em with an eye to type-



THEATRICAL MAID

Picture and stage, with excellent re-experience. Very neat, quick and punctual. Excellent references.

Write R. M. 1800 7th Avenue, New Apt. bA

'Idiot's Delight' Scrams at \$22,000, 'Can't Take It' Grabs 131/6 m Loop

Loop slides to a single show currently, with only 'You Can't Take It with You surviving. Two shows decamped on Saturday (8), those going out being 'Close, Quarters' after two should be shown that weeks and 'Idio's Delight' after four walloping bo. Sessions. However, the weeks and 'Idio's Delight' after four walloping bo. Sessions. However, the weeks and the state of the week of the week wall was a state of the Grand with a two-play repertoire, 'Wingless Victory' and the Bernard Shaw 'Candida' revival.

Estimates for Last Week
'Close Quarters,' Selwyn (1,000; \$2.75). Scrammed on Saturday (8) after two sad sessions, finishing to under \$3,000. Couldn't got started on the weeks of top coin here in years on at a state of the weeks of the wee

day).

Mississippi Bainbow, Princess,
Advertising last weeks.

O Say Can You Sing? Great
Northern. Still rehearsing revised

'Dead-End' Indpls. \$4,200

The Lack of public patronage could not be blamed on paper cricks, who made it at the could make a could not be blamed on paper cricks, who made it a trio to sing the praise of the play.

ONE SHOW OUT

The Eternal Road, which is estimated having cost \$500,000, will close at the Manhattan O. H. Sunday (16) after playing 19 weeks. Biblical spectacle finally reached presentation after being delayed over a year, because the ori inal financing was

Show piled up considerable operating red before salaries and other expense items were reduced. Lately

'ETERNAL ROAD'

Opened Jan. 7, '37. N. X.'s first stringers were both unani-mous and vociferous in their praise of Max Reinhardt's specmous and vociferous in their praise of Max Reinhardt's spectacle, frequently reaching estacles in their criticisms. No divergence of opinion in what all crix took to be the last word in production. Brooks Atkinson (Times) saw fit to 'understand and forgive the 10 post-ponements.' Gilbert Gabriel (American) called it 'an experience as big and beautiful and deeply thrilling as the theatre has managed to devise.' VARIETY (Ibee) thought prices high and possibility of andefinite run just a possibility.

it picked up and the management has hopes that the road will return some of the enormous outlay. It is possible that after laying off 'Road' may resume in New York for a short-period.

period.

Show is the sole exception made
by Equity in its rule against Sunday
performances, because of its religious nature and on that day Road
has drawn its best grosses. Sabbath
mattinees were particularly good,
ith nights weak and then discon-

New Vollmer Play

incinnati, May 11.

Lula Vollmer's latest play, 'The
ill Between,' will have its premiere
at the Cox, June 4 and 5. Announced
as an Actors' Guild producti
der direction of Owen Philli , it is
being offered by Ralph Zimmerman,
local impresario

local impresario.

Cast to include Earle Larimore,
Therese Wittler and Ann Dunnigan
and rehearsals to start here May 17.

Ruth Draper's Cap Week Brings \$7,500

Washington, May 11.

Ruth raper wound up first full week in Cap with approximately \$7,500. igure is only slightly over half last mid-season week rolled up by Cornelia Otis Skinner, but town is regular Skinner stop and she has nursed it carefully in Miss Draper's

absence.
National playing Follies' this week to wind up Cap's legit season. House goes pix next week with three stanzas of 'Lost Horizon' (Col) as the finale

Okay \$12,000 for 'Tovarich' Third **Week on Coast**

Los Angeles, May 11. Biltmore theatre continues to nile up substantial opus now in fourth and probably final stanza. 'Boy Meets Girl' folded at El Capitan (8) after weeks to excellent returns.

Estimates for Last Week

Tovarich, Bilmore, Los Angeles. (D-1,656; \$2.75) (3d week). Hit nity \$12.00 and should garner satisfies \$2.75) (3d week). Hit nity \$12.00 and should garner satisfies week). Held comparatively strong on final stanza for oke \$4,000. House dark until new piece can be readied.

"Tomorrow's ** **Fh.**

"Blud Alley, Hollywood Playhouse. Gangster drama starting to build and may run beyond original closing date, June 6.

"Help Yourself, Mason. Repeat engagement after road show four, with closing date set for May 23.

'Orchids' \$2.000 NSG At Shubert, Newark

Orchids Preferred, new musical with Eddie Foy, Jr., and Benay Venuta, which Charles H. Abramson rushed into the Shubert after police of the Shubert after after police of the Shubert after police of

Current attraction: 'First Lady.'

Bankhead Tour Finale Grabs \$5.500. Atlanta

Atlanta, May 11.

Winding up her four of the hinter-lands, Tallulah Bankhead gave three performances here last week in George Kelly's Reflected Glory' and grossed a neat approximate \$5.500, in three performances at the Erlanger theatre.

Following final show Wednesday (5) the company entrained for N. Y.

PITT BOWS OUT CAP & GOWN 7G

ittsburgh, May 11.

Nixon uttered Saturday night
(8) for the season following a week's
engagement of the season following a week's
engagement of the season oversity
of Pittsburgh Cap and own show.
'Trailer, Ho,' inding up the successful year the town's sole egit
site has had in almost a decade.

Nixon looks for a late legit start
next fall, with three or four roadshow pix practically set to get under
way late in August and will extend
through most of September. ATS
subscriptions for 1937-38 are slow
coming in since prospectus for the
series hasn't yet been outlined, with
Masque of Kings' play thus
far set for subscribesr.

Tailer, Ho,' (Nixon; 2,100; \$2).

Annual Start of the series of the series of the
save musical gross of approximately
\$7,000. Most of seats to these productions are sold on campus at cutrates and through regularly-issued
student books.

FIRST LADY' \$11,000 **OKAY IN BALTIMORE**

Baltimore, May 11.

Baltimore, May 11.

Waning season of legit here found First Lasdy getting a fair play at Ford's last week ringing fairing odd \$11,000. Maryland, other legit house, tenanted the Columbia Opera Co. in a repertoire of ten operas in seven days at pop prices, and turned in \$9,300 for its efforts, which was okay. George Abbotts latest attempt, Room Service, is the bill at the Maryland this week. with Ford's opening its sale for the Follies,' due in for week of May 17, probably the finale of season, which has been excellent since inception.

First Lady,' Ford's (1,988; \$2.20). Got fairned for season, which has been excellent since inception.

First Lady,' Ford's (1,988; \$2.20). Got fairned for one for the finale of season which has been excellent since inception.

First Lady,' Ford's (1,988; \$2.20). Got fairned for more for the first part of the first p

'Barchester Towers,' a dramatiza-tion by Charles P. Anthony, of An-thony Trollop's book by the same title skedded for next fall by Fred-erick W. Ayer and Bruce DeLette.

B'way Legiters Readying Hit Road Cos. Plus New Productions for '37-'38 Biz

Lending credence to optimism regarding next legit season on Broadway, preparation of fall shows is getting underway much earlier this year than customary. Several companies are already being cast.

Although troupes won't go out until fall, two additional road companies of 'You Cart' Take. It With You' are being tentatively cast by Sam Harris office, with original company firmly entrenched in 22d week at the Booth, N. Y., and certain to stick well into fall, at least, and second company in 14th week in Chicago. Hird company will go to Boston and fourth will hit the southern trail.

Original 'Brother Rat' solidly set in 22nd week at the illumore, N. Y., its second company in 13th stanza in Boston and readying to hop to the Coast. Abbott office is taking time out from rehearsing from Service' to cast third edition of Rat' for the south.

Gordon office is setting summer replacement players for 'The Women,' another top grosser at the Ethel Barrymore, N. Y. Actresses thus seasoned in the show will be formed into second company to hit fall, at levely is readying one and possibly two road troupes of Tovarich,' ori in about strowing in Los Angeles.

Understood Marc Connelly is already working pencil and paper to Having Wonderful Time' for fall. educing the providence of the Losat Abbott office is taking time out from rehearsing the providence of the control of the coast third edition of Rat' for the south.

Gordon office is setting summer replacement players for 'The Women,' another top grosser at the Ethel Barrymore, N. Y. Actresses thus seasoned in the fall.

Gilbert Miller headquarters tentatively is readying one and possibly two road troupes of Tovarich, ori in production of Mathy elevels at the Ply-mouth, N. Y., with second troupes of Having Wonderful Time' for fall. eluging in Los Angeles.

Understood Marc Connelly is already working pencil and production of Having Wonderful Time' for fall.

Head Wonderful Time' for fal

B'way's Legit Season Nearing Finale; **Grosses Taper; 'Road' Exiting at 24G**

The waning legit season on Broadway found most grosses slipping again last week, although attendance did perk up during the last half. That was attributed to an influx of

That was attributed to an influx of early vacationists, principally from the south. Was evidenced by 'cracker' dialects over the telephone and at the box offices.

Summer set-up has been somewhat disarranged and Hollywood is the principal cause. The Show Is On, regarded a cinch stayer, with onounced for its final weeks, with one of the south of the south

D'Ovly Bow Out \$23,700 in Hub; 'Rat' Grabs 8 G

This week finds 'Sea Legs' a new musical, starring Dorothy Stone, Charles Collins and Roscoe Ates trying out here; and Brother Rat', a long-termer (13 weeks) nearing the end of a successful marathon.

The D'Oyly Carte company whammed with a four-week run of G & S repertoire, and swept up a total gross of about \$94,000 during the month's stay at the Colonial.

month's stay at the Colonial.

Estimates for Last Week

D'0yly Carte, Colonial (\$3.30, 4th
week). Finished four-frame date
here in high gear, \$23,700. Practically solid all the way. Always a
sock attraction for this town,
"Brother Rat," Plymouth
13th week)—Still doing
around \$3,000.

BOY' PHILLY EXIT **WEEK UNDER \$6,000**

Philadelphia, May

Boy Meets Girl' folded rather suddenly Saturday night, giving it four weeks at the Chestnut. That's all the das had announced originally but house management hoped for something a little better. Biz was only fairish after first week.
Big trade is seen this week for Katharine Cornell on her two productions to be given for four performances each at the Forrest. Advance sale was big, although downstairs was not capacity for the opening.

ing.

Not a thing is in sight for either Chestnut, Forrest or Erlanger for the

Not a thing so... Chestnut, Forrest or Erlanger for the rest of the season.

Estimate for Last Week

Boy Meets Girl, Chestnut (1,500; \$2). Fourth and final week, ith management deciding rather suddenly to close engagement Saturday wight. Couldn't make \$6,000 at pop denly to close engagement Sa night. Couldn't make \$6,000 scale.

Current Road Shows

(Week of May 10)

Boy Meets Girl, Chestnut,
Philadelphia.

Boy Meets Girl, Hollywood.

Brother Plymouth,

ton.

'Close Quarters,'
andri , Toronto.

'Dead End,' Arcadi Wichita,
Kans., 10, Audi, Colo.
12-13; Paramount, Cake
City, U., 15.

'First Lady' (Jane Cowl), Shubert, Newark.

'Follies,' National, Washington.
Kathashe, Cornell, Reperlary.

Katharine Cornell Repertory, Forrest Philadelphi

Forrest, Philadelphi 'Lunt and Fontanne', Delight' (Lunt and Fontanne), Pabst, Milwaukee, 10-12; Parkway, Madison, Wis. 13; St. Paul, 14-15. 'Sea Legs,' Colonial, Boston.

"Tobacce Road" Shrine Temple, Cedar Rapids Ia., 10; Cecil, Mason City, Ia., 11; Grand, Davenport, Ia. 12-13; Shri Fort Wayne, Ind., 14-15.
"Tovarich," Billmore, release.

les. 'You Can't Take It With You,'

starters will not be definite for

starters will not be definite for eral weeks.

"The Eternal Road" with the heavlest red on record will end after Sunday (16) matines at the Manhattan Opera House. Biblical spec has operated out of the red since final new force of the State of the State

Estimates for Last Week

Babes in Arms, Shubert (5th week) (M-1,382-\$3.85), Business picked up with visitor influx and takings approximated \$20,000; confident of summer stay.

"Boy Meets Girl," Cort (77th week) (C-1,059-\$3.30), Still holds to profita-ble margin, with takings slightly over \$7,000; moves to Ambassador next week to make way for Room Service."

over \$7,000; moves to Ambassador next week to make way for 'Room Service'.

'Behind Red Lights,' 46th St. (18t week) (D-1,375-\$2.20). Will enter summer period; melodrama has been moderate draw, with takings estimated around \$6,000 last week.

'Behind Red Lights,' 46th St. (18t week) (C991-\$1,85). Molog run of the standard of the sta

months late spring entrant has drope instead of improving; \$4,000 or months in the spring entrant has drope instead of improving; \$4,000 or months in the spring entrant has drope instead of improving; \$4,000 or months in the spring entrant has drope entrant has drope

ances; tops \$15,000 regularly.
evivals, Etc.
'Able's Irish Rose,' Little (1st
week) (C-530-\$2.75). Anne Nicholsrevives run record holder; opens tonight.
'King Richard II.' James;
final weeks; still bi at \$16,000.
'Naughty Naught,' American Music Hall; meller in ight place.

WPA
'The Sun and I,' Adelphi. Power, Ritz.
Dr. Faustus, Elliott.
Prof. Mamlock, Daly's.
Candide' and 'How Long Bretheren' Bayes: 'dance dramas.'

Conquest of Ethiopia, Musically Told, Is Part of Florentine May Festival

reparations for Florentin Festival, Italy's May springtime Salzburg, practically completed. Festivities start with Verdi's neglected opera Miller.' Carl Ebert directing with

ittori Gui conducting orchestra iglia and Giacomo Laur Volpi ironi designed

costumes and Donatello ianchini executed. Another Verdi opera, Othello, will be given with entirely new scenic equipment by Primo Conti. Opera Comique of Paris is arriving on the scene with all its people and equipment for the performance of Pelleas and Melisande of Debussy.

sande of Debussy.

Series of performances at the Pergola and Comunale theatres will be completed by a number of modern works, among which is 'Il Deserto Tentato' (The Desert Attempted') by Affredo Casella, with libretto by Corrado Pavolini. This is to be a sort of recital of Italy's exploits in Abyssi ia, starting with squalid desert conditions and ending up with the fruits of civilization sprouting all over. Director Lothat Wallerstein and Stage Designer Gianni Bagnetti collabed on piece, which presented especially thorny problems.

Outdoor performances during May estivities include 'Coronation of Outdoor performances during May festivities include 'Coronation of Poppea' by Monteverdi, and Luigi Pirandello's last work, 'The Giants of the Mountain,' both of which will be produced in the Giardino di Boboli.

Finally there will be dances done by Jia Ruskaia's ballet in the court-yard of the Pitti Palace, as well as dances done by a Russian ballet un-der the direction of Colonel De Ba-sil and by the Italian Sartoric group.

CINCY SYMPH'S RESIGNATIONS

Cincinnati, May 11.

Resignations of a number of lead ing players in the Cincinnati Symphony orchestra were disclosed last week, among them Vladimir Baka-assistant conductor and

rst violinist. Others leaving are Karl Kirksmith, head of the 'cello Aari, Airksmun, nead of the feeling secti: Max Hess, head of the horn section; William Bell, tuba player, Joseph Quintile, harpist, and Samuel Rabinowitz, second stand player in the first violins. Carl Kohlman trombonist and a member of the reserts streaght was removed 43 seconds. hcestra since it was formed 43 years ago, will retire at the conclusion of the May Festival. Bakaleinikoff, who has been draw-

Bakaleinikoff, who has been drawing \$4,400 a year, said the management's refusal to grant him an increase is the cause of his departure.
He plans to give up viola playing
for conducting. His position will be
filled by Erik Kahlson, for the past
ine years first desk violinist of the
leveland orchestra, and a member
of the Walberg String Quartet, on a
radio network for the last three
years.

e of the players, it is reported

will join the orchestra being organ-by NBC, to irected by rturo Toscani Quintile will move to Hollywood,

CARL ROSA OPERA IN **SOUTH AFRICA CYCLE**

Capetown, April 26. Capetown, April 26.
Carl Rosa Opera Co., due May 3 at Johannesburg, Schedule calls for performances of Carmen, 'Pag-liacti,' Cavalleria-Rusticana,' 'Il Trovatore,' La Traviata,' Rigoletto,' La Boheme,' 'Madam Butterfly,' Tannhauser,' 'Samson and Delliah,' 'Faust,' Barber of Seville,' 'Don Giovanni,' 'Die Fledermaus,' 'Tales of Hoffman,' 'Maritana,' 'Bohemian Civil,' and 'Lilverge',' 'Lilverge',' 'Lilverge','

Girl' and 'Lily of Killarney.'

African Consolidated Theatres handling tour.

Louisville Promotes '37-'38 Concert Sked

Louisville, May 11. Community Concert Association will be in the field for the 1937-1938, season. Officers were elected recently, and arrangements closed with CBS concert management for five artists and artistic groups to appear at Memorial Auditorium.

at Memorial Auditorium.

Membership campaign will be conducted May 24 to 31. Tickets will be sold by membership only and for entire season. Artists and attractions set are Kirsten Flagstad, Jose Hurbi, Josos European Ballet, Gordon String Quartet, and John Charles Thomas, baritone.

Louisville Civi Arts Ass'n cided not to present any more concerts during present season, but the organization expects to resume in the fall, with the civic orch and chorus as nucleus for series.

PARIS EXPO TO **HAVE LOTS OF CONCERTS**

Paris: May 5.

Paris, May 5.

Paris will present musical testivals of all types on an unprecedented scale during the expo. Modern composers will dominate the musical program of the fair according to Jacques Ibert and Albert Roussel, composers themselves, who have drawn up the plans.

drawn up the plans.

Each of the leading orchestras of
Paris will give a concert at the
Theatre des Champs-Elysees. These
concerts will be composed entirely
of French works and will be under
the direction of Albert Wolf, Eugene
Bigget Joro Strayington.

Paul Bigot, Igor Stravinsky Paray,

Comedie des Champs-Elysees will house two series of concerts, one modern operas bouffes written by Jean Rivier, Maurice Thiriet, Ger-maine Tailleferre, Marcel Delannoy, Manuel Rosenthal, Louis Other will be nine concerts of pent day chamber music.

Foreign countries are also expected to participate in the festivals. It is expected that the Bayreuth The-It is expected that the Bayreuth Theatre will come to Paris under the direction of Furtwaengler, as well as the ballets of Monte Carlo and Philadelphia and the Vienna Philharmonic Orchestra directed by Bruno Walter. Arturo Toscanini has been invited to conduct three performances of Claude Debussy's Pelleas and Melisande' at the Theatre des Champs-Elysees.

Cairo Orchestra Starts

Cairo, April 25.

Cairo, April 25.
Initial performance of the newly organized Egyptian State Broadcasting Orchestra under the founder-conductor Joseph Huttel was given here this week before a packed house in the Ewart Memorial Hall of the American University.

Outfit has 60 instruments. Opener was broadcast on a short-wave.

Huttel announced that orchestra will make an attempt to 'adap Arabic music to the western idiom.

INDPLS SYMPH GETS REULEAUX

Indi May 11.

Walter Reuleaux, musical director of WFBM, was last week appointed to post of personnel director of Indianapolis Symphony Orchestra, by Fabien Sevitsky, newly appointed director of the classical exponents. Reuleaux will conti his duties at WFBM, where he's been located since 1930, and handle the symphony duties on the side. Main WFBM duty is direction of Bohemians, staff string ensemble, a three-piecer which has been airing since 1932.

Sevitsky has already arrived in In-

Sevitsky has already arrived in In-dianapolis to make his home here Ferdinand Schaffer, retired director, has been well received in past few

years.
Sevitsky plans symphonic choir to supplement the orch, and is auditioning talent to form same. Concert plans for the 1937-38 season call for around 40 appearances, with guest soloists for drawing power.

JOHN McCORMACK AT EASE IN HOLLYWOOD

Hollywood, May 11.

John McCormack, who got 400 G's for one pic, isn't even answering agents on his present visit. His present visit is to enjoy it, the way the original settlers did. That way and a little tennis on the side.

He isn't answering telephones even for interviews. Besides he has to write his memoirs.

Indianapolis Dates Set

ianapolis, May 11.

ianapolls, May 11.

Mrs. Nancy Martens, director of
Martens Concerts, Inc., which occupy
the English theatre Sunday afternons each season, has completed arrangements for the 1937-38 season.
Scheduled to appear are Helen Jepson, Richard Crooks, Jascha Heifetz,
the Jooss Ballet, V. Bronsky and V.
Babi, plano team, and the St. Louis
Symphony orchestra.
Tickets for the series of six scale

Tickets for the series of six scale from \$5.50 to \$13.20. Miss Jepson and the piano team will be making initial local appearances.

Literati

W. R. H.'s Birthday Stymles Guild
Birthday of William Randolph
Hearst used as a sentimental stymie
to signing of an American Newspaper Guild contract between L. A.
chapter and Evening Herald Express, best money maker in the
Hearst string. \(^\)
Dr. Frank F. Barham, H. E. publisher, met a committee of the Guild
after being turned down on a yellow dog contract which would give
H.-E. staff everything asked for,
rovoided they turned over to Hearst
any income from any sources outside the paper boys might make by
their writings and would be amenable to transfer anywhere in the
Hearst org. To scribblers that
meant even his ranches in Mexico,
so they tossed it back.
Barham then asked to see list of
Hearld-Express men in union. Discovered his staft was 100% in ANG
camp. That shocked him so much
he asked for a postponement till
after the Chief's birthday, L. A. is
strongest open shop town in the
U. S. With Hearst bowing to the

strongest open shop town in the U.S. With Hearst bowing to the union and Boddy and Palmer al-ready in, Chandler of Times will be the last holdout.

Getting the News Pronte Getting the News Pronte
Foreign correspondents of American newspapers have adopted use of
the short-wave radio receiving set
to keep in contact with U. S. news
developments, thereby dispelling the
old handlcap of not knowing events
at home until papers arrive by mail.
Correspondents in the world's capitals use the wireless, as do the wire
services, clearing their copy through
London and Paris.
Newspaper reps keep a file of sta-

London and Paris.

Newspaper reps keep a file of stations in U. S. airing daily bulletins, and keep the ears tuned at those

periods.
Incidentally, the N. Y. Times regularly sends out twice-daily news reports via paper's sending-receiving wireless station on Long Island. Reports are chiefly for benefit of ocean-riding steamships the world 'round. Correspondents lean toward the radio for news rather than the wireless.

Busy Fingers

Nat Ferber, busy on two items,
Exclusive Story,' his autobiography
from childhood in Williamsburg in
Brooklyn till he quit the Hearst
chain, and 'A New America,' has
plunged into third one called
Relatives Incorporated,' novel
about Hollywood.
Fether is one of

about Hollywood. Ferber is one of those two-fingered scribblers who knock out 8,000 words a day for two weeks, and then takes a 1,000-mile auto-mobile ride to get a breath of fresh air, He's in Hollywood at present doing pieces for Liberty.

Free Presentation Plan'
American Writers Union has initiated a campaign to allow authors
to offer manuscripts to more than
one publisher at a time. Union calls
this the Free Presentation Plan and
asserts that it will speed up purchases, raise prices and prevent
ställing among book and magazine
editors.

committee from the Union met A committee from the Union met with several New York literary agents to work out details for put-ting the plan into effect.

Form Business Dept. Guild

Form Business Dept. Gulid
Business department employees of
the Cleveland Press have formed
their own guild and signed a contract with the management. Cleveland Press is, now the first newspaper i the country to have its
complete staff organized, on both the
editorial and business sides.
Organizing was carried out with
the assistance of the paper's Newspaper Guild
it officials.

paper Guild it officials.

Literati Deaths This Week
Ernest R. Willard, 83, editor of the
Rochester Democrat & Chronicle for20 years before his retirement in
1910, died at his home in Rochester,
May 6. He is survived by his wifer,
Mari Aktic Perki Willard,
Funeral services were private.
Eugene McGuckin, Philly ad
agency exec and business manager
of old North American; ied Saturday (8) at his home in Jenkintown,
Pa. Born in Philly, McGuckin until 1931 was president of an ad
agency bearing his name. He then
Joined the firm of Jerome Gray, Before organizing his own establishment he directed business end of
North American. Survived by
widow, Cecelia; three sons, David,
widow, Cecelia; three sons, David,
Daniel and Eugene, and two daughters, Elizabeth and Sheila.

Duped By a Diary
very paper in Chicago fell, and
fell hard, for the story of a girl who
went into a police station and weeping copiously, begged the police to
search for her diary, which she
claimed to have lost somewhere near
the Loop. All the papers carried
pictures of the girl, and all gave her
plenty of space, the lost diary hinted
to contain names of various married
men associates of the girl, of her
loves; and intimate experiences.

Quite suddenly reporters from the
Hearst Evening American were reported to have found the diary, and
even more suddenly,
announcement comes forth that beginning
Monday (10) will publish this 'intimate diary' of the beautiful young
lady of Evansville, Ind, Margaret
Chaimers.

Reported that the whole sturt is

Chalmers.
Reported that the whole stunt is the work of Harry leutlinger, City Editor of the American, who has the girl installed at a Loop hotel.

girl installed at a Loop hotel.

L. I. Strike Again Settled
The one-month's strike at the Long
Island (Jamaica, N. Y.) Press was
settled for the second time last week
(13) and the 62 strikers immediately
reinstated. Settlement followed a
conference at City Hall in Mayor
LaGuardia's office, upshot of which
was an agreement amendi
one signed earlier, by w
management may not discharge any
of the strikers re-employed for 60
days, and then only at the rate of
five percent, or three persons per
month. Renewal of the strike was
caused by the management's attempt
to discharge 27 strikers before they
came back to work.
The strike at the North Shore
flushing, N. Y.) Journal continued
with no new developments last
week. Decision by the arbiter in the
cases of two discharged men from
the Amsterdam (Harlem, N. Y.)
News was expected last week, but
is now overdue.

rize for Drama in Verse tanford University is again giving the Maxwell Anderson award for an original drama in verse. Award carries cash prize of \$300. Contest is open to all dramatists, and subject matter, verse form, length and type are optional. Contest closes July 1.

Scripts are hains reconstituted.

Scripts are being received by Dr. Margery Bailey at Stanford University.

read Loafers to Convene
Bread Loaf Writers' Conference
will hold its 12th annual session at
Middlebury, Vt., from Aug. 18 to
Sept. 1. Paul Green will be in charge
of playwriting.
Others on the staff include Bernad De Voto, Edith Mirrieles,
Helen Everit, George Stevens, and
Gorham B. Munson. Theodore Morrison will be in charge of the conference.

Jones Spreading on 'Wheeze' Grover Jones, Hollywood author, who prints a pamphlet entitled Wheeze' as a hobby, is going to put the periodical on the market soon. It will go to distribs and exhibs and will feature humorous comment on the picture colony. Previously Jones issued the booklet whenever the spirit moved him and the copy was available.

World-Telly Drops Supplement New York World-Telegram, which World-reny bears which initiated a week-end mag supplement last fall, has abandoned it and will return to its usual daily form week its Saturday

edition.

Price for the paper, which was a nickel, will be dropped to three

Encouraging New Authors
Dodd, Mead, in conjunction with
Red Book magazine, is spooring a
first novel competition closing Dec.
1, 1837, for American and Canadian
authors, who have never published
a novel in book form.
Length must be at least 50,000
words, and prize of \$7,500 for serial
rights and \$2,500 advance against
royalties will be awarded.

Post-Gazette Reinstates Four Fight of Pittsburgh Post-Gazette chapter of Newspaper Guild for the reinstatement of four employees dismissed following the reinstatement of four employees dis-missed following the igning of re-cent contract, was dropped last week on the heels of some under-work by the unit. It was an out-growth of mysterious hi-jacking of a Guild ballot-box at headquarters. Detectives were called in but (Continued on page 63)

Feuding in Pittsburgh Concert Set-Up Has Mrs. Thaw on May Beegle's Side

Choos' Memphis Job

New York producer, iefly concerned with vaude et as producer for the Memphis Opera Co., ich will operate through the summer on the same lines as the St. Louis group. Choos' first show opens July 5 and will be ither 'Student Pri ' or 'Three Musketeers.'

Peabody's Music Week for NBC Baltimore, May 4.

WBAL will feed the Peabody Conservatory of Music Chorus to NBC Blue Network, Thursday, in connection with National Music Week.

Group of 140 voices is under direc-tion of Louis Robert of Conservatory teaching staff:

Pittsburgh, May 11.
Tempest was stirred up in swank
Pittsburgh rchestra Ass'n last
week when seven socially prominent
directors resigned, at least one of
them laying his withdrawal to highhanded methods of May Beegle, manager of group.

them laying his withdrawal to highhanded methods of May Beegle, manager of group.

Orchestra Ass'n, not to be confused with Pittsburgh Symphony,
presents series of concerts by out-oftown symphonies annually and settup is guided by Miss Beegle, who
also presents annual series of her
own and has a virtual stranglehold
on music situation locally.

Miss Beegle minimized importance
of resignations, claiming them 'usual'
at this time of year, but it's understood that efforts will be made to
oust her from post next season. In
her corner, however, she has socially
and financially powerful Mrs. William Thaw, Jr., president of the 'association, who denied the charges
and termed impressario an 'excellent
and efficient manager.'

Killer of Burlesque—In

On Feb. 18, 1931, Vaniery carried a review of bur-lesque headed by a five-column streamer reading The Killer of Burlesque. Sub-heads read Minsky's Mes at Republic Contains Everything That Ruined Bur-lesque in U. S.—Cheapest Dirt, Dirtiest Coochers and No Talent—Just Rotten. The review itself, since it is so appropriate at the moment, is reprinted herewith.

In the new stock burlesque show propelled by the Minsky's at the Republic on 42nd street, former legit, opening on the day Lincoln was born to tree the slaves, are the new slaves to stock burlesque.

Stock burlesque is the killer of all burlesque in the U.S.

U.S. The new slaves are the chorus girls. Ity them while the Minsky mess at the Republic, too inelegant; too dumb and too dirty to be even called a troupe, is everything that has been pushed forward in past years to ruin the name of burlesque to the extent that no burlesque show, stock or wheel, can now live for any length of time.

On the same 42nd street block is a dime museum, also a flea circus. Either calls for more skill than the projection of this thing called stock burlesque. Either at 10c is worth more than this appeal to the epileptics at \$1.50 top.

projection of this thing called stock outresque. Limit at 10c is worth more than this appeal to the epileptics at \$1.50 top.

For this stock burlesque of Minsky's at the Repubjust rotten, with parts of it lousy, comprising as it does the cheapest dirt, the dirtiest coochers ever forced upon a stage or platform and with no talent. If any individual in this group is receiving more \$60 weekly, the management is cheated. What te chorus girls may receive is but a guess, but according to a dirty ballyhoo for them, they may be presumed to earn more in the alley than in the theatre.

An Invitation

This key attached to a card is being distributed around imes Square. It reads:

This key is to the stage door at the Republic theatre. Our girls don't like to walk.'

The dirt scenes, of course, are blackouts. Coarse,

tre. Our girls don't like to walk.' The dirt scenes of course, are blackouts. Coarse, blatant, mongrel and usually with a bedstead. Were they less crudely written and built, they would still be crudely played by this nondescript bunch. With two runways for the 32 girls and for the epileptics on 42nd street, the Republic will draw in the curious for awhile, with the eps up above as always. They go to see the teasers, weavers and tossers. All there and how—in silhouette, on their feet and on their backs.

Cooching has been extended a bit in this company

Cooching has been extended a bit in this company. It's the filthiest exhibition ever seen anywhere, not excepting a stag, the original home of the coocher. And where she still belongs, although graduated to Broadway musicals and wide open carbaret floors.

These pity 'em chorus girls who perhaps believe they have to earn their living this way, are said to have been advertised for by the Republic, as stenographers out of jobs. Most of them look like ex-piano movers. That they are inexperienced mostly is revealed through their flatfootedness. They stomp, always the sign of the incompetent chorister or stager. They can do nothing else, besides cooching, and it doesn't call for young, inexperienced girls to coochtramps can do it, too.

A Smirking Coocher

A Smirking Coocher
The teasing was tried by what looked li

Billy Watson's former chief beeftrusters. probably frightened that she might strip all the way. The more she smirked, the sadder it became. And she didn't strip down. Later another girl who thought she didn't strip down. Later another girl who moughs she was dancing, came on wearing less than the stripper did at any time. This second girl added a little realism that must have highly pleased a couple of grey haired women in the audience, unless they had grown old in the service. Comedians a perfect blank. No one expects any in the stripper of the stripper of

Comedians a perfect blank. No one expects any in stock burlesque. Prima donnas or soubrets? Stop kidding. This is stock burlesque, strippers and tossers, hip weavers and breast bouncers. This is stock burlesque. And a seven-piece orchestra for the rest of the noise. One and one make three and the 'farmer's daughter' as a couple of the gags that came out in the 50 minutes the thing was endured. While one number on the two runways was plenty.

How It Commenced

Shortly before 1910 the Western Burlesque Wheel
gave dirty shows. Not as dirty as stock burlesque of
the present, but dirty enough for those times, with the
chief dirt the cooch as always. Only then one coocher
was featured per show. Now the entire chorus cooch,
to show how simple it is after all, even for the stage
inexperienced.

experienced.

Western Wheel like all dirty shows saw their audiness fade to stags and from that to zero. Up came Western Wheel like all dirty shows saw their audiences fade to stags and from that to zero. Up came the Columbia Burlesque Wheel with its fairly successful try for years with cleaner burlesque. The Western's dirty shows made the Columbia's possible; the Columbia's cleaner burlesque ende the stock burlesque possible years later; the stock burlesque will eventually make a cleaner burlesque agai possi but never in the future under the name of burlesque. Burlesque as a title for an entertainment is washed up forever. It's the name of dirt

orever. It's the name of dirk.

The Mutual Wheel

While all this was going on there arose the Mutual Burlesque Wheel, still doing business but in pretty bad shape. It believed it had to go dirty to compete ith the stocks; it was dirty when it finally absorbed the Columbia Dassed out. With the Mutual retai ing the title of burlesque. The honly burlesque wheel remaining. And with the Mutual now trying to rival the dirty stocks.

It's anybody's guess what will be the next burlesque circuit or entertainment, under whatever name it receives. The present show, wheel or stock, can't survive. The Orpheum on State street in Chicago that made. \$4,000 weekly for two years with stock burlesque, finally quit.

wive. The Orbital and the State and the Stat

smell of the fish. It they think it is about to street, they can have it.

The Minskys will let 'er go while the customers buy standing room only, and in the balcony, too.

But the killer of burlesque has accomplished its

Court Refuses N. Y. Burleys' Plea For Jury; Nixes Mandamus Order

\$10,000 in three performances. Company figures loss in vici ity of \$8,000. Mayor Butler says one outcome of the City Welfare Dept. Censorship committee and intends to inaugurate policy of inspecting plays previous to showing here henceforth. Playing a split week in the midwest Tobacco Road grossed approximately \$11,300, despite the missed Friday ight. The company will remain on tour until late June, which time it goes into the Garden Pi , Atlantic City for an expected run. Another 'Road' show will be spotted on a show-boat which will be tied up in Chicago as the rst stand.

AL REEVES **PRESENTS** HIS IDEAS

('Give Me Credit, Boys')
Reeves, who used to lead a show around the country breaking house records and holding the stage with his single specialty for a solid half hour, dropped in on Vanistry last week to ask whyinhell and whatfor. Here I am,' he argued, 'one of the last of the old-timers and not a single mention of me. Talk about Jean Bedini' and what he did, but not a mention of All Reeves who was there long before Bedini came along. I can still go on at a private entertainment and hold them for half an hour, and do it without the aid of a strip tease or bare legs. If you want to see burlesque come back, ive some of us old-timers a chance.'
Reeves is 73 now, but no a.k., he says. He still has a thick thatch of iron grey hair that might well be the envy of a younger man. He still has his banjo, which he says he still can plunk, but he can't seem to connect

can plunk, but he can't seem to con-

nect.

With burlesque in its present front-page throes he argues that there should be some opening for the old-timers who used to pack the London, Miner's and the Dewey without the aid of a single bare leg or exposed torso. He argues that it should be a novelty to see what the old-timers used to do and how they did it.

should be a novelty to see what the old-timers used to do and how they did it.

Time was when the announcement of Al Reeves Own Show could pack them in from the Howard, in Boston, to the Standard, St. Louis, and all points in between. Then things happened, both to burlesque and in the world outside. The 1929 crash took much of what Reeves had accumulated, there were no more wheel dates, no more demand for the old-fashioned shows in which the girls backgrounded the comedians and not vice versa, and it has been a long time since the show world has even-heard of the man who was once among the 10 best money-makers of the burlesque dates. He was not even included in the mention of Harry Morris, Sam Scriboner, L. Lawrence Weber and the rest. And he thinks that something should be done about it. Preferably in the way of dates.

NEW YORK FROLICS

Burlesque's hope of surviving the current uproar against strip tease acts and other alleged indecent performances was given its body blow Friday (7) when N. Y. Supreme Court Justice Samuel I, Rosenman, denied the right of the 14 closed houses to present their sides to a jury. Court also refused to issue a mandamus order compelling License Commissioner Moss to renew their licenses.

Defendants were notifed of the Defendants were notifed of the hearings on the matter to be held before Commissioner Moss, Judge Rosenman pointed out in his decision, and they failed to appear to dispute the charges against them. No attempt was made at that time to show that the performances were not lewd, lascivious and obscene, he

Judge Rosenman's

claims that the commissioner has no power to re-fuse a renewal of a license to a the-atre because of the obscene lewd nature of its performance. asks for a peremptory or mandamus directing the c sioner to issue a renewal. commis-

sioner to issue a renewal.

"The commissioner has discretion
to deny a license or a renewal
thereof, although he has not the
power to revoke a license for the
same reason as might cause him to
refuse to renew a license.

'Not Unlimited'

However, the discretion of the commissioner is not unlimited. He may not act in a capricious, arbitrary or unreasonable manner in passing on applications for licenses. Ordinarily, if any facts were presented to the court showing successioner, an alternative order would be granted.

Since the argument of the motion Since the argument of the motion there has been submitted to me the complete record of the proceedings before the commissioner. This petitioner was represented at these hearings and was given an opportunity to be heard. All of the burlesque houses under the jurisdiction of the commissioner were notified. lesque houses under the jurisdiction of the commissioner were notified of the hearings and were invited to be present. No denial or explanation was made of the reports of the theatrical performances which had been submitted to the commissioner. No attempt was made to show that the performances were not lewd, lascivious and obscene and calcuted to explanation of the performance were not lewd, lascivious and obscene and calcuted to explanation of the performance were not better the performance were not performance were not performance were not performance were not performance with the performance were not performance were not performance with the performance were not performance were not performance with the performance were not performance which had been submitted to the performance were not performance were lated to excite lustful and lecherous

lascivious and ooscene and considered to excite lustful and lecherous desires.

Nor is such proof presented on this application to the court. Therefore, there is no real issue presented by the papers to be tried by an alternative order.

In the Rudhlan Amusement Corporation case, an alternative order was issued to try out the issue of fact as to indecency, which had been contested before the commissioner. In these applications no discrimination is alleged and no facts are set forth disputing the nature of the performances as found by the commissioner. The petitioner seems to rely entirely on the legal proposition of lack of power in the commissioner.

missioner. The motion is denied both as to a peremptory and an alternative order.

order.'
Attorneys representing the Eitinge, Irving Place and People's Bowery theatres made the request for the mandamus. If granted an alternative order, the matter would have been left a jury. This decision, of course, affects all the burlesque houses in the city, if not in the entire State.

Independent Burlesque

Sothing But Dames Casino, Pitts-burgh,
Ladies Linder Casety,
Market Casety,
Marke Top Hat Royue'—Capitol, Toledo. Tardon the Glamour'—Gayety, Detroi

Another Jonesey Away

Hollywood, May 11.
"Too Much Limelight,' sixth of the Jones Family seri s, got under way at 20th-Fox yesterday (Monday), with Frank Strayer directing. Max Golden roduces.

Lambs' Candidate

(Continued from page 55)

'making amateurs out of profes-sionals.'

Last fall Blunkall severely criticised Hallie Flanagan, director of the FTP, and contends that he might have straightened out the relief theatre's situation. He wrote to Washington and asked for Mrs. Flanagan's removal. It appears, however, that Gillmore then wrote to WFA headquarters and repudiated Blunkall's communications. Blunkall was formerly one of the leaders of the militant group in Equity known as the Actors Forum at the time. Latter also has a ticket in the field, aiming to place seven members on the council.

Against Mass Reading

Against Mass Reading
Progressives also seek to eliminate
the practice of mass readings of
plays, a practice of calling 100 or
more players who have to go
more players who have to go
through the embarrassment and
humiliation of competitive reading.'
Equity has been seeking a solution
of that problem for some months.
Third party people also aim to adjust rehearsal pay, readjust the alien
actor rules and the minimum salary
matter.

actor rules and the minimum salary matter.

We propose make ity a leader in the theatre world, instead leader in the theatre world, instead of lagging behind, particularly at this time when everythi is moying ahead, is expressed by ind party backers. The committee working for the ticket: Ralph Theadore, chairman, Robert Ober, Herman Lieb, John Lorenz, James Calican, Joseph Nitale, Tom Cowen, Joseph Radcliff, and Reynolds Denniston. The slate is quite similar to that adopted by the second party candidates.

While the opposed groups went into action a committee of 29 supporters of the administration issued a statement rebuking 'insurgent forces' in Equity for 'criticizing the cores' in Equity for 'criticizing the cores' in Equity for 'criticizing the second groups went into action a committee of 29 supporters of the administration issued as statement rebuking 'insurgent of colored as the council's work and new method of naming the executive committee.

Hayes, Selena Royle, Arthur Byron and Walter Huston are leaders of that committee. In giving each group the privilege of using Equity's addressograph system, it was stipulated that literature from each could be so distributed but once.

Equity's Indies

(Continued from page 55)

but the group is solidly opposed to his candidacy. Indies charge that Blunkall blundered in his WPA activities, saying that if he continued his tirade against the Theatre Project's executives, instead of aiding relief actors, the appropriation might have been stashed. It is claimed that for similar reasons, the third party ticket is doubtful of getting support of those. WPA. Therefore, it looks as though there would be much a struggle between the two opposition groups a. between each and the regular party. Independent party denies that any his tirade against the Theatre Proj-

each and the regular party.

Independent party denies that any of its candidates have ever expressed opposition to the American Theatree Council. In a circular sent out by a committee identified as supporters of the admi istration, the insurgents are criticized for believing the ATC 'creates, some kind of a ti-up or toe-hold on Equity which can be used to the managers' advantage.' Committee avers that in, the ATC set-up no group has any power or set-up no group has any power or

'Road' Ban

(Continued from

mained at its notel during all the

mained at its invest during the excitement.

An injunction plea against the mayor and police was filed by Becker late Friday afternoon in Judge Donohoe's court.

On Saturday (8) morning, District Judge Dineen granted play management an order restraining the mayor and other city officials from interfering further in the presentation of the show. Performances were given in the afternoon and evening, but the previously announced midnight show was cancelled. Matinee biz the previously announced midnigh show was cancelled. Matinee bi-was disappointing but evening trade

held its own.

Management claims that the legal mixup dented the b.o. heavily, but rumored suit against failed to materialize.

Judge gave his decision after perusing a copy of the script offered by company as: the purified version it would present in Omaha. After the performances, patrons were quoted in the dalies as saying that the play evidenced purging. Cast was in something of a dither over revised passages as expurgated lines messed up some of the cues. Shorthand reporters were present for both sides, just case of further action, but the whole matter was evidently the whole matter was evidently dropped after Saturday night's per-

Jack Kirkland and Sam Grisman, New York producers of Tobacco, Road, have wired to Omaha: We intend to take appropriate action against Mayor and all concerned for damages occasioned by their illegal actions? Attorney Jack Marer, representing producers, said wire means suit would be filed against city officials for damages resulting from Friday's cancelled performance. Law firm is awaiting statement of damages, before entering suit, with actual receipts around \$1,500, whereas theatre management estimated show might reasonably have grossed Jack Kirkland and Sam Grisman

Broadway

VARIETY

Lep Solomon in from the Coast for a visit. Joe Roberts recuperating from bronchitis.

Sid Harris goi to Hollywood to

Sam Arno now talent scouting for Republic pix. from the

llie Alger Arizona desert

Dorothy Wolf of Leblang's lost her

Dorothy Wolf of Leblang's lost her mother last week,
Harry Goldberg out of Central Artists and on his own.
Dave Blum has started commuting to his New Jersey farm.
Sam Harris due back from the Coast at the end of the weeking has been and the coast at the end of the weeking has been and the coast at the end of the weeking has been and the coast at the coast last been and the coast for a short business visit to N. Y.
Martin W. (Mike) Spector, ex p.a., has gone into the management biz.
Charles Ford, Universal newsree chief, on business jaunt to Washing-town and house the coast weeking the coast beautiful to the coast charles for the coast charles for the coast charles for the coast charles for the coast charles are considered to the coast charles and the coast charles are considered to the coast charles are charles are considered to the coast charles are ch

on. Weldon and Honey, dancers, set for Warner shorts series by Central

rtists.

Pat West's kids are growing taller han he is, out there in that Cali-

Pat West's kids are growing taller than he is, out there in that California sunshine.
Bill Brennan, former treasurer, now manager of Jack Delaney's place in the Village.
Mrs. Al Sherman, wife of Columia Pictures' shorts publicist, into ost Graduate hospital.
Word from the Coast is that Horace McMahon has gained 20 pounds in Hollywood. Also wears a beret.
Mrs. William Melniker, whose husband heads foreign theatre operations for Metro, being tested for pictures.

band heads foreign theatre operations for Metro, being tested for pictures.

Bill Norton will take over the
company management of the Chisecondary of You Can't Take it

Helen Deutsch now handling p.a.
work for the American Theatre
Council convention, due to injury to
Elmer Kenyon.

Mark Hellinger has a piece of
Nathan Mann, the New Haven
fighter, matched with Eddie Blunt
at the Hippodrome.

'Around the Clock With the Finest' will be the police department
exhibition at Madison Square Garden for three days starting June 2.

Joe Weil, Universal exploitation
chief, planed to the Coast Sunday
(9) to arrange details for company's
convention in Lah., which opens
May 17.

Vince Hart back at desk in Code

cheer, planed to the Coast Sunday (B) to arrange details for company's concention in LA, which opens to the coast of the c

sprained shoulder when he fell off the horse he was riding near the Len Gaynor home in New Jersey, Saturday (8) afternoon.

Annual play of Professional Children's School being staged by Frank Losee, Jr., former assistant director and actor at Paramount. Ira Ashley, formerly technical adviser of Moscow Art Theatre, is lighting the side, casting the leers, of the Shurr offer. The stage of the Shurr offer of the Colonel's has been selected for the past four years are relinquishing the coming semester to a railroad magnate, John J. Pelley. New General of the Khunles is president of the American Railway Assn. He succeds C. C. Pettijohn, of the Hays' office.

London

expecti Mrs

France.
Cookie Bowers on the General

Jack

over. Davi

Cookie Bowers on the General Theatres circuit. Geraldine and Joe playing an indefinite run at Copenhagen. Romney Brent is wanted for the new Beverly Nichols revue. Faramount wants Teddy. Brown for Hollywood for a musical Winter-Grand Ilcenses granted to a caterial tenses granted to the Copenhagen. In Pinker to the West-End, which will star Edna Best.

est. Harry Richman refuses to double a vaudeville from the Cafe de Paris

seating 2,000, at Oldham, opens May 24.

Charles Cochran's minimum fee for broadcasting is \$525, take it or leave it.

rank Libuse goes into the Cafe Paris, May 31, following Harry de Paris, May 31, 10110-11-11.
Richman.
Sir Neville Pearson's divorce de-

cree against Gladys Cooper made final April 26.

Maurice Goodman, vice prez, and foreign sales manager of Republic Pictures, here.

Pictures, here.

Cliff Fischer and his lawyer, Alan Deutch, off to Berlin and Budapest to scout for talent.

Harry Foster off to Paris to close deal with the Paris Exposition for the Cotton Club Revue.

Lum's Monte Carlo Russian Baletolocking for a West-End theatre; may rent the Piccadilly.

may rent the Piccadilly.

Sam Smith, head of British Lion
Films, dickering with Helen Morgan
to make a musical here.

Empire and most of the West-End
picture theatres staying open all
night on Coronation eve.

Cinephonic and Gaumont-British
jointly throwing cocktail party at
the Savoy for Rudy Vallee.

ne savoy for Rudy Vallee.

Theron Bamberger here looking for leading man to take to New York for Gladys Hurlbut's new play.

Ruth Chatterton, after provincial tour, at Clobe theatre in Somerset Maugnam's The Constant Wife.

Twickenham reopening with Jack London's 'Meeting of Elsinore,' which Argyle Films is doing in May.

Special showing of Metro's 'Good Earth' was given at Windsor Castle at the request of the King and Queen.

Charles Heslop leaves 'And On We Go,' Paul Murray revue, at the Savoy, to go into Charles Cochran's 'Paganini.'

Savoy, to go into Charles Cochran's Paganini.

Ann Todd replacing Elizabeth Alan in the femme lead of film version of Edgar Wallace's "The Squeaker.'

James A. Fitzpatrick just back from Ireland having lined up some frish singers for "Tom Moore," next picture for Metro.

South African Theatres' report to the IVTA, its London office, is that Molly Picon scored the biggest hit there of any importation.

Guy Bolton writing show with Edgarders.

there of any importation.

Guy Bolton writing show, with Eddie Horan, doing the music, which Jack Waller is interested in as a new vehicle for Bobby Howes.

John Masefield, Poet Laureate, makes his initial television appearance on Coronation Day, and will render his Coronation Day, and will render his Coronation Gue.

Charles Raymond and Caroline Le Jeune, latter film scribe of Sunday Observer, selected to write articles on film industry for St. Martin's Review.

view.

Marianne Davies, playing a part in a Gaumont-British film starring Will Mahony, was offered a three year contract with GB, but turned it down.

down.

Gerald Savory, author of 'George and Margaret,' the season's hit currently at Wyndham's theatre, had walkon part in 'Boy David' at \$15 reg week.

Kurt Robitschek refused permis-sion for Helen Morgan to go on the air for British Broadcasting Corp. at the last minute, with Sylvia Froos taking her place.

air for British Broadcasting Corp. at the last minute, with Sylvia Froos taking her place.

William K. Howard and Skeets Gallagher are seeing the Coronation as guests of the Government, through the instrumentality of Forny Holtzman.

Greta Gynt, of the Abertina Rasch girls, currently appearing in the Dorchester hotel cabaret, being Elizabeth Lambert, same group, getting Paramount test.

Glasgow and the Government Caster of the Covernment having granted the Glasgow Corp. \$3,750,000 towards construction. Will be at Belle Houston Park.

Night Alone, at the Duke of York's, was to have folded after a fortnight' run, but cast decided to adopt a Commonwealth plan, and the show is now likely to continue. After recording for Rex (Crystalate Gramophone Records) for one year, Larry Adder returned to Columbi Contract calls for 18 records yearly, with American release. Albert de Courville has the English rights of Harry Goetz and Max Gordon's current Broadway hit, The Women, which has just come Globe Theatre of Varieties, Stock-ton-on-Teas, has been sold to the

The women, when has just comback with drastic censorial deletions.

Globe Theatre of Varieties, Stockton-on-Teas, has been sold to the
ABC, John Maxwell outfit. House is
modern and has been operating
vandeville for 15 months, since it
opened to the starts
of the starts work for Alexander Korda on an
English film from French script, not
Lawrence of Arabi, as originally
intended.

Stanley Wathon and Emile Littler
off to the continent to line up novelties for the latter's pantomimes.
Littler also interested in a French
musical of which he wants the English rights.

Free passes being issued by Oscar
Deutsch for his 200 Odeon picture
houses to overseas troops taking
aret in the Coronation procession.

ree passes being issued by Oscar Deutsch for his 200 Odeon picture houses to overseas troops taking part in the Coronation procession. London Casino also entertaining gratis—about 200 a weed; by H. S. The Romant of Regue, by H. S. The Romant of Regue, by H. S. The Romant of the Coronation of the Cor

Paris

Bea Ergervary to Lille. Rene Clair back to London. Irvin Marks Chez Florence. Jean Tranchant at the Bagdad. Arnold Meckel off to London. Ĺ Arnold Meckel off to London.
Gretl Vernon at the Grand Jeu.
Jascha Heifetz back to America.
Andre Randall in from America.
Plerre Brasseur off for Brussels.
M. Bouwer here from the Hague.
Mother of Lily Pons to America.
Mildred Berman back to America.
Liam O'Flaherty in from London
King Reep at the Cirque Medrano.
Jacqueline Meyer due from London

on. Gaspar Cassando on a European Gaspar Cassando c...
Ernst Glaeser in from Berlin for a visit.
Paul Derval ing the Empire

how. 'La Belle Traversee' opening at the Alhambra Jacques
York visit,
Marianne Davis
Sheheraze. planning a New at the

heheraze Lillian Ellis signed for television roadcasts. Joan Warner toppi the next

Lilian Ellis signed for television broadcasts. Joan Warner toppi the next Bobino bill. Kill of Sweden vi Yana' at the Bobino bill. Kill of Sweden vi Yana' at the Celebeth of the Celebeth of

son.

Madeleine Lambert engaged by Charles Dullin for the femme lead in 'Atlas Hotel,' coming up soon at the

Atelier.
Vivianne Romance and Christian
Jacque off for Vienna to shoot exteriors of 'Une Soir a Vienna' ('A
Night in Vienna').

Boston

By Maxwell Fox

Arthur Tuohy back from Bermuda wedding trip.
Freddie Rush new member of Keith publicity staff.
Charlie Koerner packing for summer Jaunt to the Coast.
George French's boat will be Jaunched son. Cyl-Champlins air read Marsters local feature writer, sined by Far for role of femme reporter in Exclusive.

Gertrude Niesen order to rest sev

eral weeks by Hub doc. Versailles and Ed Wynn radio dates out.
Margaret Hewes, known here for her promotion of Whart Players in Sir Ambrose Gosling, M. P. in Paget, East, Bermuda. Contemplating theatre movement there.

sir Ambrose Gesling, M. F. in Paget, East, Bermuda. Contemplating thea-tre movement there. George Holland tapering off an ex-tended run with a broken leg at St. Elizabeth's hospital. His xoom is known unofficially as Grand Hotel, and well named. Experience of in-troducing visiting acts during the game-leg siege should rate Holland high as an m.c. on his release.

Minneapolis By Les Rees

i.

Leo Adler, UA home office

Leo Adler, UA home office ittor, in town firsch
Tharry
Harry

cago business trip.

J. L. Stern, of Majestic, back from N. Y. business trip.
Warner sales' staff off for New York sales' convention.
Ralph Cramblett, UA branch manager, back from a vacation.
Fred Ableson, GB exchange manager, to Chicago on business.
Variety club wound up season activities with dinner meeting.
Bill Woods at Paramount promoted from advertising assistant to assistant booker.
Jack Thoma here ahead of 'Lost Horizon,' scheduled for Lyceum, week of May 14.
Louie Blumberg, Warner salesman, stalled for two days by snow-storm in northern Minnesota.
Moe Levy, 20th-Fox district manager, off to Des Moines to confer with W. C. Gehring, division manager, off to Des Moines to confer with the chart of the confer with the chart of the confer with the confer warner calesman.

ager.
Tommy Charek, Warner salesman, skidded off road in North Dakota and smashed car, but escaped in-

jury.
Al Stern, RKO office manager, promoted to city salesman and L. P. Kline, assistant booker, moved up to office manager.

Sydney By Eric Gorrick

By Eric Gorrick

Sir Ben Fuller still in town. Harry Hunter arrives to take over the Par office here. Wirth's Circus will soon be going out on the road again. Everybody's on their toes for the Marcus opening, N. Z. Roy Rene will head a new revue unit for Frank Neil in Sydney. He was a standard of the Roy Rene will head a new revue unit for Frank Neil in Sydney. He was a standard of the proudest exhibit in Sydney now that 'Show Boat' (U) has topped all, other records on long run. One standard the standard of the standard

Palm Springs

Mr. and Mrs. Leo Robi

Mr. and Mrs. Leo Robi ing around.

Henry Busse buzzing around in new gas chariot.

The John Blystones siestaing at the Town House.

The Leo McCareys and daughter on a sunning spree.

Shirley Temple sunning and swimming at Edit Mirador.

Charlie Butterworth leighed out of the Bill Gargan in the Bill Gargan in the Comment of the Bill Gargan was the Bill Hays given a surprise party by their neighbors just before trekking out.

Sam Harris, George Bancroft, Mack Gordon, Harry Revel chinning in the Colonial house lobby.

Chicago

Morris Silver back after a week in Jackie Cooper press-partied at the Blackstone.
Arthur Willi, RKO scout, in town for a couple days. Arthur Willi, RKO scout, in town for a couple days.
Joe Sherman caught his 15th Kentucky Derby on Saturday.
Major Lenox R. Lohr, NBC prexy, in town last week, and busy.
Phil Friedlander given testimonial dinner by what are termed Civic Leaders.

Hollywood

Jack Y. Berman on the desert Jack r. Berman on the desert.
Pinky Tomlin battling ptomaine,
Harrison Carroll back from N. Y,
Henry Wilcoxon and wife planed

Joe Cunningham recovered from Dolores Del Rio a ptomaine vic-

Buck Jones back from fishi Pauline Swanson flew N. Y.

Clarence Wilson played 300th film role. Joseph Anthony now Metro scrib-bler.

Henry Lehrman better after oper-George Raft planed to Kentucky derby.

william Powell Simeon.

Porter Hall planed in from St. Lio s p.a Harold Young and Danny from N. Y.

Madeleine Carroll headi New York. Irving Cummi to visit son.

Edwin Knopf
Copenhagen.
The Al Santells back from Broad-

The Al Santells back from Broadway gander.
George Givot cavorts Sonja Henie's next.
John Boles went for library of first editions.
Madge Evans snaring finny tri off Ensenada,
Marian Marsh taking upland ozone at Arrowhead.
Scott R. Dunlap to Chicago for Monagram meet.

Marian Marsh taking upland ozone at Arrowhead.

at Arrowhead.

Scott R. Dunap to Chicago for Mongram meet a Wardowski donning greasepaint again again

months from Aepocate Chores.
Florabel Muir eyeing strike for N. Y. News, London Telegraph and Paris Soir.
Wesley Ruggles planed to Lake Louise to finish vacash started at

Paris Soir.

Wesley Ruggles planed to Lake
Louise to finish vacash started at
Del Monte.

Robert Seidel picking up pic
flashes in Hollywood for the Indianapolis Times.

Coy Pop. Jack Wakesmith and Josef Macke conferencing on musical
ar Palm Springs. Lewis is Columbia's
new fannage contact vice Fanya
Graham who goes globe-circling.

Harry Brand now 'caballero de la
Flesta' for Golden Gate bridge celebration. Mayor Angelo Rossi of
Frisco conferred the title.

Stuart Erwin's dog best Scottie at
Ventura. VARIETY mugg Ross Murphy's 'Mormuir Midnight Reveller'
blue-ribboned as best American

Berlin

Maria Roland back to Berlin.
Aribert Mog signed for Ufa's '
roussel.'
Setsuka Hara, star of 'New Earth,'
in Leipzig,

Aribert Mog signed for Olas Toussel.

Toussel.

Setsuka Hara, star of 'New Earth,' in Eipzig, del. io dated for Berli for three days.

Born to Dance' in second month at the Marmorhaus.

3,000 Jahre Kabarett' has its 100th performance.
Herbert Selpin has its 100th performance.
Herbert Selpin has its 100th performance.
Allessandro Blasetti premiere of his 'Mario'.
Lillo Hartmann back after a legit engagement in Hamburg.
Ludwig Hess writing music for Konigs' The Haunted House.
Ludwig Hess writing for music for Konigs' The Haunted House.

Hard Hess writing Miss Scala.

Hitler and Goebbels at the premiere of the Italian pic 'Mario'.
Harald Beehmelt writing the musi for two fortheoming Eichberg pix.

Heinz Wemper signed for new Hans Albers pic, 'Sherlock Holmes.' Kaiserin Katherina' reaching its 100th performance at the Admirals-palast.

Ivor Murillo in 'The Barretts of Wimpole Street' playing at the English theatre.

Jack Trevor to be vis-a-vi

Circus Union Next

Efforts Reported Made to Organize Ringling-B&B Performers

ircuses are the next division in amusement field stated for unionization, idea said to have been iven the nod by the American Federation of Labor. Performers will be the first to approached and proselyting was reported started on the lot in Brooklyn early this week among the Ringil Barnum & Stitter nemel.

among the Ringil Barnum & Bailey people.
George Smith, formerly of the big top's staff, is named as the organizer. He was to have rejoined the outfit had the plan of John Ringling to buy back the show been consummated shortly before his death. No previous attempt was made to bring circus people into union, although some performers were members of the White Rats.
Understood that the circus people will come under the jurisdiction of the American Federation of Actors, which holds the charter for vaude-wille and outdoor. If circuses are organized the movement will probably extend to the canvasmen and razor backs, but classed differently.

Philly Police Nixing **Unsponsored Carnies**

Philadelphia, May 11 Philadelphia, May 11.
Police department again has bars up against licensing carnivals not under auspices of fraternal org or church. Shackles were removed for a while last year, but no chance of the same this season, ing to Major Edward Hubbs, superintend-

Expect about same number of sponsored shows as last year.

Beating Barnes In

May 11.

Heading the amusement schedule for Reno this month is the A1 G. Barnes-Sells Floto circus, which plays May 13, but two large carnival companies, including Siebrand Bros. Piccadilly Circus and Howe Bros. carnival and circus, have moved in ahead of the Barnes-Floto outfit and skimmed the cream off the available gate.

gate.
Siebrand pitched tents and
parked its trailers vacant lot
Sunday (2) for a one-week's sojourn
while Howe Bros. skirted around
Reno, but is hitti nearby small
towns.

Tyson to A. C. Again

George Tyson, managing director of Harris-Alvin theatre here, tained a three-month leave of absence to direct exploitation again for the annual Atlantic City Showmen's Jubilee, which culminates in a beauty pageant to ick 'Miss America.'

America.'

He leaves for the shore spot June 1
and will return his Pittsburgh
post Sept. 15.

During his absence, Alvin will be
under guidance of Bill Zeilor,
Tyson's assistant.

Kick Came Too Late

Kick Came Too Late
St. Louis, May 11.
Hennie ros. carny, sponsored by
Elk's lodge, operated for week in
East St. Louis despite objections of,
108 residents in nabe. Original site
sought by show was not obtainable
and one was found in residential
nabe.

Objectors' petition was sent to City Council but next meeting of that body was after carny concluded

Nothing for Creditors

Assets of bankrupt Winter Garden Amusement Co. operators of ice skating ring in West End, were not sufficient to pay a dividend on approved claims of 22, creditors amounting to more than \$46,000, according to final report filed by Oriville Livingston, trustee, i bankruptcy court last week.

Company filed proceedings last July. Total liabilities listed amounted to \$133,828, of which more than \$80,000 represented claims for injury against company. These were all dismissed by Referee in Bankruptcy Hope.

Showmen Alarmed

(Continued from page 54)

all bills introduced which may affect the theatre, but the League has had no one actively on the job shife the death of Dr. Henry Moskowitz. Managers decided not to appoint a successor this season as an economy move. While all the showmen were asleep, the Civil Liberties League protested to the Assembly without effect.

Marenes Heiman head of the

Marcus Heiman, head of the League, called an emergency meeting Monday (10) after stating the bill would give too much power to one man. Moss recently closed all burlesque theatres i New York by relaxing to issue new licenses. Frank Gillmore was more indignant over the passage of the bill than the managers, regarding the measure as a vicious bill. He sai They never approached us it was railroaded through and it's contrary to the spirit of the American constitution. I'm simply amazed that the Assembly should have passed a piece of legislation without asking the views of the citizens whom it affects.' Marcus Heiman, head of

Albany, May 11.

Only the signature of Governor
Lehman needed to make the
license commissioner of New York
City the sole judge of what constitutes immorality in the theatre.
One of the final acts of the Assem-

stitutes immorality in the theatre.
One of the final acts of the Assembly before adjournment last Saturday (8) was the passage of the bill introduced by Senator John J. Dungan, amending the penal law so as to extend the powers of licensing authorities. The measure had been held up in Senate committee since its introduction April 13 until last Wednesday (6), when it was reported out and passed without debate. The Assembly acted on the bill favorably a few hours before adjournment. In substance the amendment provides that the licensing authority may revoke a theatre license upon satisfactory proof that a theatre is violating the law against immorality after a hearing before him. Heretore it was necessary that the theatre owner or performers had been arrested, tried and convicted. The lavested and convicted. The lavested it of the description of the substance of t

A 30-Day Measure
Bill is what is known as a '30-day measure,' meaning that Governor Lehman has that length of time to sign or veto it. Should he fail to do either, the measure automatically becomes law at the expiration of 30

becomes law at the expiration of 30 days.

Hearing on the measure may be demanded, but the governor may or may not grant the request. At the close of the 22-hour final session of the legislature, Governor Lehman left for Williamsburg, Va., and expects to take a week of rest before returning to Albany.

The Assembly paid no heed to a telegraphed protest against the bill from the American Civil Liberties Union of N. Y. The message dressed to Speaker Oswald Heck and the Assembly Rules Committee was signed by Prof. Hatcher, Hughes of Columbia Univ., chairman Morris L., rnst and Alexander Lindsey, counsel, and Hazel L. Hughes, secretary.

refary,

What It Means amendment provi that 'upon proof satisfactory the licensing authority of a violation of this section occurring premises licensed for any such exhi ition, drama, play, show or entertainment, though there shall have been not conviction therefor, the licensing authority, after a bearing held on reasonable notice to the licensee, and an opportunity given the latter to be licend in person or by counsel, or lord, and to adduce proof in rebuttal, may revoke such license unless the person named as chargeable with the violation shall have been prosecuted, tried and acquitted thereof. Within the meaning hereof reasonable notice' shall consist of serving on the licensee in the manner prescribed by law for personal service of a summons or of delivering to aperson on the licenseed premises in charge of the office, booth or box for the sale of admission tickets or What It Means

Midges in St. Paul

St. Paul, May 11.

Midget auto racing will, be introduced to Twin City sports fans June
9, when the first of a summer-long
series of weekly races will be staged
in St. Paul's Highland Park Stadium,
local summer play-spot.

Jesse Stone and Fred Schuele, both vet drivers of standard and midget cars will co-manage the events.

Hagenbeck Outfit **Needs Bracing Up; Bad Showmanship**

Canton, May 11.

New Hagenbeck-Wallace circus continues to struggle along, taking the bad breaks and hoping for smoother salling ahead as it swings through eastern Ohio and western Pennsylvania adhering a route that includes many of the smaller industrial towns which have not had a rall circus in more than, a decade, its trek through the show has left a bad impression with the public and administration officials. Stressing in their billing and newspaper advertis that the show has restored the old time parade, this amnouncement is eliminated.

snow has restored the old time parade, this announcement is eliminated in the last two days' advance exploitation and finally if there is a radio station in the town a no-parade announcement is broadcast, and if not air facilities the newspaand if not air facilities the newspa-per story of the play date says there will be no parade and goes on to say that the show this year is so large that it was found necessary to dispense with this feature. The story does not appear usually until late in the afternoon after thou-sands have waited downtown since early morning in anticipation of seeing the pageant. Disappointed by no parade, many hundreds don't even go out to the lot.

Business has been pathetic is

by no parade, man, hundreds don't even go out to the lot.

Business has been pathetic is week, Cincinnati on Sunday being the only big day the show has had in its two weeks on tour. Three shows were given here. Columbus the following day was fair. Mansfield on Tuesday was less than half a house afternoon and night and business here, which with a parade would have been capacity, was light, due also to a heavy downpour which started about the time the doors were opened for the night show. Hundreds asked for their money back, their seats being under water or beneath a leaky streak. Alliance on Thursday, the last Ohio st p for the show, was also light, as was expected.

llance on Thursday, the last Ohio sty for the show, was also light, as was expected.

Opposition, mostly from the Cole Bros. show, is pounding it from all sides. There was more paper up here by the Cole brigade than the H-W had for the date and the Cole car hasn't even been here yet to bill for May 24.

The show needs draft stock badly, there being at least 15 head of ailing horses with the show when it played here, none of them being able to work. Local truckmen are picking up the wagons after they are dragged off the lot by horses. On a wet lot the bulls are being kept on the lot late to hel get show off.

Circus Routes

Week of May 17 Medford, 18; Eugene, Corvalls, 21; Salem

22; ros and Beatiy
Cincinnat: 16:17; Springfield, 1s;
Columbus, 19; Steubenville, 20; Pittsburch, 21:22;
Ingling Bros.-Barnum & Bailey
Washington, D. C., 17:49; Baltimore,
Md., 20:21; Lancastor, Tag., 22;

As 19; 22;

Dallas-Ft. Worth Agitated Over **Advance Sale of Coupon Books**

Ringling Show Will Split Philly Stand on 2 Lots

Philadelphia, May 11.
ingling-B, B. show will play here
nine days in two spots. Big tent
will go up for opener May 24 at
usual stand in North Philly. Will
remain there six days until following Saturday.
Theo.

Then will move to a new spot at 69th and Market streets, on western outskirts of town, where it will remain for three days.

HUNGRY LION LUNCHES ON HIS GIRL TRAINER

Atlanta, Ga., May
Marjorie Kemp, who takes llons
riding around the walls of Royal
American Shows' motordrome, was
severely clawed by one of her
charges Friday (7) while being interviewed over WSB by Lembdin
Kay, general manager of station, on
carny's midway.
Photogs were shooting pix of remote broadcast and llons, being
lungry, were fractious. Kemp girl,
trying to pacify animals so lensmen
could get a shot, stuck her arm in
cage and animal let her have it, laying flesh of her right arm open to
bone.

Nervy woman turned and said: 'Well, he did, it,' then walked to car and was brought to city, where sev-eral stitches were taken in injured arm and treatment given to prevent blood poisoning. blood poisoning.

65 Car Carney

Atlanta, May 11.

Royal American Shows (Carl Sedimayr), pulled up stakes Saturday (8) night after completing its only 1937 still date—and successful, too. Show was sponsored by American Legion, which took 10-cent gate admission to grounds as its cut. Date here was profitable despite half-and-half weather and fact that carny played on new grounds not served by public utilities conveyances. Legionnaires have already signed to bring carny back 1938.

Outfit's 3,300-foot midway, with 24 shows and 21 rides, makes a showy layout, half a dozen floodlight towers, outlined in neon, centering whole shebang.

Show wintered in Tampa, and travels on 65 railroad cars, personnel numbering 1,200. They've been out five weeks and will cover 18,000 miles before winter. Booked solid on fairs, they go from here to Memphis, Tenn., for Cotton Carnival, jump to Peoria and Cedar Raples, Iowa, and then travel 1,400 miles to Manitoba, Canada, to be followed by Calgary Stampede and Winnipeg Jubilee dates.

Jack Dadswell, show's advanceman, is traveling by motorized equipment this year. He has two trailers, one an office the other is living quarters. While on the road the edits The Showman's Journal, published in Tampa, Fla., by remote control. Atlanta, May 11.

Carny's 1937 season will last 43 eeks, four weeks longer than cus-

Human Net

London, Canada, May 11, Leo Lalande, sword swallower and fire eater with the Wallace Bros. Canadian Shows, when playing at Welland, saved the life of 22-year-old Patricia Lamar, diving girl, when she misjudged the 35-foot leap from a tank ladder.

Lalande darted under the falling Lalance carried under the falling form of the girl and succeeded in breaking her fall. He suffered a wrenched shoulder. Dive was the girl's first attempt and the mishap occurred during a rehearsal.

OVERCOAT WEATHER

OVERCOAT WEATHER
Charlotte, N. C., May 11.
The Cetlin-Wilson shows remained
at Winston-Salem for a second week
under the auspices of the Clyde
Bolling Post.
Because of the cold and wet
weather the show had cancelled a
Staunton, Va., date to play the
North Carolina city a second week.

Dallas, May 11.

Dallas and Fort Worth expositions should have a pretty good case istory within the next few weeks for guidance of other fair executives on dvance sale of tickets.

Last year Harry Harrison neered the sale of 2,300,000 tickets neered the sale of zorogov trans-for the Dallas Centennial and local groups in Fort Worth helped Billy-Rose sell 200,000 tickets. This year Harrison has transferred his ergies to Fort Worth and plans to sell 1,000,000 tickets. This year it is the Dallas exposition which is using

home-town groups to dispo 250,000 combination books represent 500,000 gate admission

represent 500,000 gate admissions.

Dalias campaign, headed by Phil
Fox, last year's publicity director,
has sold 200,000 books. Attractions
listed on the Dalias book include
Cavalcade, Road to Rio, Black Forest, the Bowery, and on 50,000 tickets Show Boat has a stub. Each book
will have two gate admissions, and
two tickets to Cavalcade. Dalias
expo heads claim a face value of
\$3.00 for their books which are retailing at \$2.20 and being sold in
wholesale blocks of 1,000 at \$1.75
each.

Harrison begins work in Fort

each.

Harrison begins work in Fort
Worth this week on his advance
ticket campaign. Rose claims a face
value of \$5.50 for his books which
will retail at \$3. Vulues represented
on the Fort Worth book include gate
admissions and tickets to Casa
Manana, Melody Lane (housed in
'Jumbo' building), Plomeer Palace
and an outdoor garden with Snlici
puppets, to be called Firefly Gardens.

while Harrison is in current argument with Dallas authorities over disposition of his Globe theatre which housed a Shakespearean reperior last year, this controversy was not responsible for his transfer to Fort Worth all hands insist. Harrison wanted to dismantle and move theatre either to Houston or Fort Worth and Dallastes insisted it remain here. Fine legal point was raised by city that structures on city property could not be moved without municipal permission. City is understood to have offered him \$10.000 for theatre. He probably will accept.

Point to inter-city situation is that

will accept.

Point to inter-city situation is that high-pressure advance ticket campaigns are excellent way to raise cash but Dallas officials insist plan develops unhappy aftermath. They develops unhappy aftermath. They cite their experience last year when books which got in hands of specu-lators turned up to cut-rate front gate admissions.

gate admissions. Speculators who bought books in huge quantities found them staling on hands when anticipated attendance failed to develop. They set up booths opposite main gates of expositions and unloaded books at depression prices. The fair reports idea of competing with itself for those front-gate half dollars wasn't appeali

Dallas fair executives make it Dalias fair executives make it plain they intend no criticism of Harrison's work last year. They con-fess they counted too many chickens before the setting hatched. For his part, Rose claims he tried to get Harrison to handle his sale

Barnes Leaves Cal.

Los Angeles, May 11.
Al G. Barnes & Sells-Floto circus:
will move out of California next
Thursday (13) after traveling more
than 3,000 miles within the state and taking in grosses running far ahead

taking in grosses running tar ahead of former, years.

After a one-day stand at Reno the circus moves to Alturas, Calif., for a night stand (14), next day into Oregon and (18) back again to Montague, Calif. Outfit next will proceed through the northwest reaching Portland May 23.

HODGES TAKES THE BATH

Macon, May 11.
James teel Hodges, tent show operator and actor, last week filed a voluntary petition in bankruptcy in United States District court here.

Hodges States District court nere.
Hodges listed liabilities at \$7.215.04, including \$864 in wages and \$6,051.04 in unsecured claims. Assets of \$900, all claimed exempt, were listed. Hodges' show had just completed a week's run here.

Death attributed to a cerebral

Death attributed to a cereoral net morhage.

He worked for Irving Mills at the Dallas branch and later for Consolidated Radio Artists when that fin absorbed Mills' bookings.

His widow survives.

CHARLES HORNBROOK
Charles (Gus) Hornbrook, 63, former vaude performer, died in Los
Angeles May 8 following an attack
of pneumonia.

of pneumonia.

He was one time owner of vande-ville act 'Cheyenne Days,' but had been working at Metro studios dur-ing past few years. His widow sur-vives.

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 Francisco, Hollywood and London. VARET takes no credit for these news items; each has been rewritten from a daily paper.

East

ill of the late William Gillette urges executors to see that the estate does not fall into the hands of some bilthering saphead who has no couception of where he is nor with what surrounded. Particularly anxious about the continuance of his narrounded. Particularly anxious about the continuance of his narrounded. The continuance of his narrounded. The continuance of his narrounder of the N. Y. Philharmonic Symphony orch during the Stadium concerts. Mishel Plastro, regular incumbent of the chair, making a tripto the Orient.

Mary Nolan arrested for debt and taken to the psychopathic ward of Bellevuc, released when A Reinin assumet, released when A Reinin assumet, released when A Reinin assumet, released when A Reinin assumet. Gertrude Niesen christened the new United Air Lines 14-passenger plane at the Newark airport last week. Busted a bottle of champagen on its beak.

Rear Admiral Yates Stirling, USN, retired, teams with Mabel A. Buell as scenic designer. May try Jawwilling. Amount of the continuance of

publish.

Time magazine again banned in
England. This time an issue contained excerpts from 'Coronation
Commentary' which the Duke of

England.

England.

England.

England.

England.

England.

England.

England.

Commentary' which the Duke of Windsor protests.

Loew's Lexington, N. Y., pulled a waiters' race as a press stunt last Thursday. Got a couple of stories, but the Hindenberg crash spoiled newspaper chances.

New Friends of Music announces an upping of subscriptions for the day of the second of the se

of musical.
Ed Wynn guarantor of the salaries for 'Able's Irish Rose.'
Harry Owens, trick rider, and his wife Rita Ty-Bell awarded \$4,000 in Providence for alleged breach of contract by Hagembeck-Wallace. Show dropped them in the 1934 season.

nuisance, according to a neighbor who has filed suit. It is also charged that the Jones' manse cost less than \$12.500, violating restrictions of the swank nabe.

Jean Carmen, time Wampas baby star, was granted a divorce from Walter Lohman on cruelty charges in Los Angeles.

Sam Mintz, screen writer, cut his throat while in Glendale sanitarium being treated for sinus trouble. He will recover the wind of the will recover the wind of the will be a suit of the will also visit New York and Europe on his tour.

Mrs. lizabeth Young Mankiewicz

ministry of industries. He will also tour visit New York and Europe on his tour.

Mrs. lizabeth Young Mankiewicz fled suit for divorce from Joseph Mankiewicz, Metro witer-producer, in Los Angeles.

Mrs. Faith Cole Moody, former wife of Douglas MacLean, was divorced from Capt. Moody, retired officer of Malenes, in Los Angeles. Officer of Malenes, in Los Angeles. When the William Desmond Taylor murder investigation, questioning Mary Miles Minter, her sister, Mrs. Margaret Fillmore, and her mother, Mrs. Charlotte Shelby, Name of James Kirkwood was brought into the case with Mrs. Fillmore asserting actor and Miss. Minter had been friendly while he was directing her in a picture at Santa Barbara years before the slaying of Taylor.

Superior Judge Kenny in Ido Anguerior Judge Kenny in Ido Angue

MARRIAGES

MARRIAGES

ictoria Astlett to Howard M.
Lang, in Yuma, May 4: room is an agent.
Rita Vale to Jack Lousada, April; 27, in London. Bride is U. Iegit actress.
Carol Dietrich to Ben Poliock, in Los Angeles, May 4. Bride is a film double. Groom is cowboy actor.
Laidyrie Hughes to Edward E.
Muhl, at Yuma, May 2. Groom is head of U's legal department.
Leona Julian to Paul Palmentola, April 25, at Los Angeles. Groom is art director at Grand National.
Jean Rouverol to Hugo Butler, film writer, May 7 in Hollywood. Bride is film actress.
Sara Ferrer to Murray Goodrich, in Omaha, May 10. Groom is a Loo Angeles pa. Bride is related to Edward Alperson, president of Grand National Films.
Henrietta Brown to Cliff Whitner, in Chicago, May 6. Bride is secretary to Bobby Brown, WBBM program director.
Norma Butler to Johnny Gorman, in Atlanta, May 7. Bride is daughter of Eddie Cantor.
Norma Butler to Johnny Gorman, in Atlanta, May 7. Bride is comedienne and groom musician at WSB, Atlanta.
Nina Verchi ina to Newell Chase in Santa Ana, Calif, May 7. Bride is adancer. Groom is a composer. Ruth Leslie to Milton Wissman at Catalina Island, Calif., May 8. Bride is a film dancer.

Hymn to the Rising Sun

(Continued from page 56).

(Continued, from page 56)
and are nicely staged in an unpretentious fashion. The convict play is, of course, the standout of the two, being a miniature tragedy of a southern prison camp ruled over by a crule, self-important captain. On the morning of July 4, this imperious warden delivers a long speech to his chain-gang charges on the Spirit of Independence that is, both brutal and patronizing. In this playlet, Paul Green, with brilliant wordage, shows his utter contempt for inhumanity-in mankind. It is a forceful indictunent rich in bitter express!

Directed by Arun Foxman, the cast is headed by Louis Polan as the twoerbearing captain. His is a performance that is grimly effective and his reading of the long speech is espicially commended. The balance of the content of the c

and a convert to his preachings. When Lanie's dimwit husband suddenly gets a message himself, the preacher retreats in battered disarray, Will Geer, late of the Actors and a convert to his preachings. When Lanies dimwit husband suddenly gets a message himself, the preacher retreats in battered disarray. Will Geer, late of the Actors Repertory Co., plays Simpkins with unctious comic malevolence and his acting is about all that can be recommended in the play. The commended in the play of the commended in the

Tobias and the Angel

Comedy in three agis (six exanes) by James Bridle. Presented by Federal (WPA) Thear the street of th

Toblt	Harry Brooks
Tobias	.Edwin Michaela
The Archangel	Kirk Lucas
The Archangel	orothy Chesmond
Bandit	David Gnessin
Klsh	Anne Weiss
Azorali	Maya Riviere
Shera	Lvdia Balsam
Timkah	Esther Goodman
Sara	. Florence Barnes
Raguet	Claude Thalmore
RagueiSam.	William Simmons
Asmoday	win McKanna
Asmoday	Himself
SingersSylvia Garner,	Nannle Burden,

Musicians......Ti Brymn, Raiph Laing, Curtis Laing, ax Less

Musicians

Curits Laining, ax Less

With all the fanitastic trappings of a miniature Arabian Nights tale, the Studio theatre unit of the Federal Theatre Project has made a colorful and moderately amusing production of James Bridie's retelling of a Biblical legend. Upon the diminutive stage of the Provincetown Playhouse in Greenwich. Village, the Apochrypha story of Tobias, his dog, the Archangel Raphael and the Apochrypha story of Tobias, his dog, the Archangel Raphael and the considerable zest by WPA actors.

It is a worthwhile venture, with a special nod going to the maginative and resourceful sets designed by Samuel-Leve.

Tobias and the Angel' is a loosely-written comedy in the modern idiom relating the various adventures of Tobias, the young Jew of Nineveh, supplied with courage by Cersia is a timid soul, but, through Raphael's watchful patronage, he plays a dangerous fish, fights off Kurdish bandits and wins Sara, as iril bewitched by Asmoday, as his bride.

Play is hardly a masterpiece of

PLAYS ABROAD

LONTANAZA

(Continued from page 56)

bothered by scruples or conventions. Girls in the valley follow his experiences and adventures, with interest; for them he represents the world beyond their little valley. They never admit to each other that they love him until it is too late. When he finally comes back to them it is too late. When he finally comes back to them it is too late. When he finally comes back to them it is too late. When he finally comes back to them it is too late. When he finally comes to the more than the state of the state of

died.

Play was put on simply and unpretentiously. Story was so well
handled through tracing of various
relationships that it seems likely it
would interest American audiences,
too.

Helm

L'ABITO NUOVO

('The New Suit')

Milan, April 20, Play in three acts; story by Laust Piran-dello; dialog by Ednavio De Filippo, Pro-duced at the Manzoni theatre, Milan, by the De Filippo company, Starring Ednavdo De Filippo, Peppino De Filippo and Titina De Filippo. Milan, April 20.

Coast

Sammy Cohen, screen comedian, divorced Doris Roche, actress, in Los, Angeles.
Emmet Fynn, former film director, serving 30 days in L. A. county jail on drunk charge.
The De Filippos are Italy's greated the case of the cast is made up of both white prisoners.
Los, Angeles.
The De Filippos are Italy's greated the case of the cast is made up of both white prisoners.
Los, Angeles.
The De Filippos are Italy's greated the prisoners of the cast of the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the prisoners of the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the prisoners of the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are Italy's greated the terpretation of Neapollitan roles.
The De Filippos are I

OBITUARIES

HARRY L. CORT

Harry L. Cort, 44, producer and vriter, ied in New York, May 6, of a heart attack.

of a heart attack.

He will be best remembered for his 'Shuffle Along' a Negro musical in which Miller and Lyles were starred and the late Florence Mills came into recognition. He was one of the co-authors of 'Listen Lester,' Just a Minute,' 'Jim Jam Jems,' and other musicals, had produced a number of plays and had formerly managed the Standard theatre and Daly's, both in New York, He was a Paramount scenarist for two years. Daly's, both in New York. He was a Paramount scenarist for two years. Last season he managed Love on the Dole? He had recently finished two new plays. He was the son of the late John Cort, northwestern theatre twoon.

He is survived by his widow, two daughters, a son and a brother.

SAM FRANKO

Sam Franko, 80, died in New York May 6. He had fractured his skull in a fall down a short flight of steps in the Hotel des Artistes, where he had gone to call on a friend.

had gone to call on a friend.

A brother the late Nahan Franko, he was well known in his own right as an orchestral conductor, and his concerts were a feature of New York musical life 30 years ago. He had been less active publicly of late, but devoted his time to study and research, rediscovering many tuneful works by forgotten composers.

He is survived by four sisters and Edwin Franko Goldman, a nephew, the bandmaster. Interment was at Hartsdale, N. Y.

WALTER E. HUDSON

WALTER E. HUDSON

Walter E. Hudson, 73, theatrical manager, died at his home in New York May 4. His first theatrical employment was in the box office of the Union Square theatre where Shook & Collier presented their melodramas. In 1885 he managed Helen Dauvray in 'One of Our Girls' at the recently opened Lyceum theatre (on Fourth avenue). He was with Joseph Arthur's 'Blue Jeans' and in advance of Otis Skinner when his sister, Lizzie Hudson Collier, was the latter's leading woman.

He left no immediate survivors. Interment was in Calvary cemetery, Brooklyn.

CONRATH J. BUCKNER

Conrath J. Buckner, 33, former band and orchestra booker and salesman, died in N. Y., May 6, 65, died in Los Angeles, May 9. and eventually becomes a famous demimondaine. Michele is so hurt by her desertion, and by the many tales of her exploits and extravagances and successes brought to his ears, that he withdraws from all contact with his friends and acquaintances, and leads a lonely life, solely devoted to making the daughter of the state of the devoted to making the daughter of the state of the sta

SIE, JOHANN

Musical comedy by Fritz Gruenbaum and Rrast Behrendt; Brites Lengsfelder and Tisch; music. Paul Weiss; produced by K. walsky; direction, Fritz Schuttz; at Volcamer, Steinan, Fritz Schuttz; at Volcamer, Steinan, Fritz Graenbaum Elipkan; Louis Roberts, Louis Robe

('You, John') Vi April 25.

HENRY DAZIAN
Henry Dazian, 83, for more than half a century costumer to the theatrical profession, died in Miami Beach, Fla., May 4.
More extended notice in the Legitimate department.

WILLIAM J. CASEY
William J. (Pat) Casey, 31, pi
died suddenly Sat. (8) at Physici
and Surgeons Hospital, Jackson
Heights, N. Y.
Survived, by widow, Vivi
terment in Denver, Colc.

BENJAMIN McKENNA
Benjamin McKenna, 37, died i
Willer Plains, N. Y, hospi i May
7 after an operation.
Was prominent in Chicago radio
1925-29 as promotion manager for
WGN. Details in radio section.

W. T. DEROAME
W. Truman Deroame, 60, vet stock actor, died May 4 at Waterloo, la, after an illness of several weeks. He had lived in Waterloo 18 years. Survived by his widow, Viola, a former actress.

Mother of Fred Beetson, Mrs. Ma garet, 77, died in Los Angeles, Mr 10. Son is executive secretary Producers Association. Another s

Mother, 60, of Robert Speers, Universal publicity man, died May 4 in Hollywood of a heart allment.

Mother, 82, of Harry Link, general manager for Irving Berlin, died in Philadelphi May 7.

Father, 75, of Monroe Owsley, film actor, died May 7 in Los Angeles.

Chatter

(Continued from page 60) Anny Ondra's 50th picture, 'for Divorce.'

Magda Schneider the femme in 'Die Primanerin,' the Kurfurstendamm.

Magda Schneider the femme in 'Die Primanerin,' the Kurfurstendamm.

Paul Kemp and Three Lingen signed for the Martha Eggerth-Jan Kiepura pic, 'Boheme.'

Premiere of Gerhard Hauptmann's Der Bogen des Odysseus' at Baden-Baden for Hitler's birthday.

Briggite Horney's next starring vehicle is tagged 'Revolutionshochzeit', ('Revolution 'Weddi').

Wilhelm Furtwaengler closes his Berlin Philharmonic season with Beethoven's Ninth Symphony.

Ufa has grabbed off pic rights to Willi Kollo's operetta, 'My Girl Friend, Barbara,' now at Dresden.

Aribert Waescher given the role of Argan in Moliere's 'Le Malade Imaginaire,' directed by Jurgen Fehling at the State theatre.

Lothar Muthel as Mi ister Struensee in the world premiere of Moeller's 'Der Sturz des Mi ister's at the Alten theatre, Leipzig thy Gilbert Miller Ercherger to Albert von Koburg-Gotha in the Victoria pic, premiering in London in June.

Dr. Karl Holl, composer from Frankfort-on-the-Main, knighted by the King of Italy for his contribution to the celebration of Bellini's 100th anniversary.

BIRTHS

Mr. and Mrs. Syd Dixon, soit, May 5, in Los Angeles. Father is Hollywood sales manager for NBC.

Josepha Liesain Loia von Huebeng Johann Ilesain Writz Schultz
Combination of old-time Vienna operetta with comedy of French anesse and Hungarian temperament. The Gruenbaum, author and actor, the company of the Compan Mr. and Mrs. James Dent, daughter, May 3 in Hollywood. Father is employed at United Artists.

Mr. and Mrs. Allie Wrubel, May 5, in Hollywood. Father music writer at Paramount.

Mr. and Mrs. Harry Kerr, son, in New York, May 4. Father is radio p. a. for J. Walter Thompson.

Literati

(Continued from page 58)

could find no trace of steel concainer: Guild executive committee, however, did some sleuthing on its own and, without any subsequent report, merely announced that there would be no second vote. As a result, the dismissed quartet were handed bonus checks, which the Guild had been holding in escrow, and possibility of any trouble on Paul Block morning daily faded,

Regulating Book Prices

Regulating Book Prices

A model contract to enforce the terms of the Feld-Crawford Act in New York State and prevent price-citting in the book field, has been prepared and was sent to publishers last week. Its acceptance has been recommended by the National Association of Booksellers. Contract was drawn up by a publishers' committee, headed by Donishers' committee, headed by Donishers' committee, the publishers' committee the publishers' committee

Van Lean's Tome Ready
H. H. Van Lean has completed his
tome, 'One in Every Family,' after
working on the 150,000-word yarn
for more than a year. Zane Gray
has written an introduction and Jim
Tully contributed an epilog.
Van Lean goes east within a few
weeks to arrange for publication.

CHATTER

Robert Jones, assistant to Conde Nast, will marry Joan Shaw this week (15). Morris Watson's libel suit against

Editor and Publisher was settled out of court for \$250.

Halcyon House, subsid of Blue ibbon Books offering a first prize \$100 and other awards in a poetry

Naomi Lane Babson has been awarded the Prix Feminina Americain for her novel The Yankee Bodleys.

Elliot Paul in N. Y. from Washington to help on editing his book on Spain, which Random House is rushing through.

Cinema Arts, new mag, publica-tion of which has been postponed, is now on the presses and scheduled for June 1 debut.

Ed Olmstead, Hollywood scenario writer has sold a novel to Knopf titled 'Nightly She Sings,' a New York nite-life romance.

York nite-life romance,

Macmillan has put out a 24-page
pamphlet regarding Margaret Mitchell to send to those requesting dope
on the book and author.

'After Dark,' new monthly, debuts
here around mid-June, Joseph
Moore, ex-adman, at helm, will play
heavily on iteries and sporting
crowd.

wally Alderton has resigned as Ruth Waterbury's assistant on Photoplay and Movie Mirror to join Jimmie Fidler, Jack Smalley, former Fawcett fan mag editor, replaces Alderton. Alderton

Alderton.

Ken Frogley is automobile editor of Los Angeles Illustrated News, having transferred from radio spot. He is skeded to edit E. Manchester Boddy's new weekly sheet, which will make its bow about November. Roger Pippett, book editor of the London Daily Herald, will issue a monthly news letter for American booksellers from the Doubleday Doran office in London. Will cover current English book news, with special emphasis on Doubleday books. Russell M. Arundel has made a

special emphasis on Doubleday books.
Russell M. Arundel has made a
collection of what he calls 'doodles'
to be titled 'Everybody's Pixillated,'
and issued as a book next month.
Will contain foolish designs made by
people while they're thinking. Author does a syndicated column called
Today's Doodle.'

Juday's Doodle. Humphrey Doulens, drama and film editor of the Bridgeport Post and Vanter's Westport mug, has taken a five weeks leave of absence to tour with Ringling-B. & B. circus to jot material for history of show in collaboration with Fred Bradna, ringmaster.

ringmaster.

Esther Crane, wife of Burton Crane, former VARIETY Tokyo mugg, returns to the U. S. May 15, after II years in Japan on editorial staff of the Japan Advertiser. English language daily. Plans on publishing several books based on her experiences in the Orient.

Shella Generalty duest for of Tom.

periences in the Orient.

Sheila Geraghty, daughter of Tom Geraghty, writing for the Robert Kane-28th-Fox film unit in Lon-has sold her first article to Cosmopolitan the confessions of a studio secretary, under title, 'It's Nutty, But Nice.' She's secretary to George Archinbaud, film director.

WHAT THEY THINK

For the Small Station Victoria, B. C., May 2.

For the Small Station

Victoria, B. C., May 2.

Editor, Variety

Very pleased to see that you have re-commenced the Forum. I happen to be reader of around the 10-year mark, and believe that the average man's opinion is found in your Forum. Happening to wish a couple of times...for something I think you can do if you wish to, will leave it up to the mob to scrap over.

Why not carry some kind of service weekly relative to the success or downfall of small station programs. I know that your reports are valuable, but too many of them are network and large station presentations. Naturally, there are more smallies than big ones, so...hence the poke. Why not carry a report, sent in by the local man, giving letter responses, and information concerning same. For example, I have a couple I am using, which are not copyrighted or patented in any sense, but which could be used by some small station in need of a builder. This will not hurt me, because I have my audience, and im any do him some good, I also would appreciate finding an idea or two that I could develop into something useful. This last will probably bring me a mailful of agency stuff, but it's worth it. Why not think the idea over?

Here's another. As you know, the average small station is manned by an amateur staff, headed by someone who once worked in a 100-watt station for 10 days. Why not offer a group of suggestions weekly to small station managers, for the purpose of assisting them in sales, presentations, and merchandising? Well, that's enough white space to take up from you.

Duke McLeod.

Duke McLeod.
VICTORIA B'DCASTING ASSN

Another Vaude Enthusiast

New York, May Editor, VARIETY:

Editor, VARETY:
That surely was a most interesting letter by Harry Lee on vaude-ville, and surely something to think about. There are thousands of people like myself (a layman) who are waiting to put our hands in our pockets to see a good variety show, and it is about time someone did contained and the second of the second m our pockets to see a good variety show and it is about time someone did something about it. Vaudeville is surely not in the class of Mark Twain's remark about the weather and, following the idea which Mr. Lee wrote about, and extending it so that every act or showman on the radio had to spend at least one week in the year on the stage, a system could be worked out between the musicians union, the A. F. A., and the heads of the different circuits, and believe me the public would go for it 100%.

Arrold C. Rhumbel**

Arnold C. Blumlei

Americans at Coronation New York, May 7.

New York, May 7.

Editor, Variety:

If you care to maintain your reputation for accurate reporting. I really think you ought to restore your London correspondent to a sense of proportion. I have not noticed that this is a habit with him, but the despatch from London under date of May 4 in this week's issue reporting 150,000 Americans expected at the Coronation is too fantastic for words. That is nearly double the number visiting London, taking i cabin, tourist and third class passengers, in the whole year; 20,000 is an optimistic estimate; with 10,000 to 15,000 being probably nearer the mark.

10,000 to 19,000 being probably near-er the mark.

Conversely, the number given of visitors from the Provinces is very much understated, these being more likely to be nearer 600,000 than 150,000.

American Representative, Grosvenor House, London.

England's Quota Gag , April 25.

Editor, VARIETY:
The latest West End house to adopt the policy of screening British pictures early in the day for quota purposes is the exclusive Curzon Cinema, Mayfair, which is devoted almost entirely to the showing of arty foreign language pictures.

devoted almost entirely to the showing of arty foreign language pictures.

The present attraction is the Thermon. Every morning, however, prior to the normal show, they are screening "The Flag Lieutenant" (a four-year-old British and Domining picture) twice running, at Maturally the owners of the find four-picture) twice running, at Maturally the owners of the find the strength of the resorts of that kind. Attrally the owners of the find resorts felt that the play wasn't any too good for them and if people get

and there is then a 40-minute interval until 2:30, which is the Curzon's normal commencing time. As soon as 'The Flag Lieutenant' is finished, it is taken off the time-table, so that no one would know the theatre was open before 2 p. im. The showing times of 'Pepe le Moko' are clearly given in all advertisements, so it is scarcely likely that anyone would arrive there in the morning. Attending a performance last week out of amusement, I arrived there at 12:30, and was the only person in the theatre, having an entire screening of 'The Flag Lieutenant' to myself. On making an inquiry to the attendant as to why it was only screened in the morning, the reply received was, 'We don't expect anyone to come in at that time.'

M. Ashton.

M. Ashton.

Greenville, S. C., May

Editor, Vaniery:
Name last year's 10 best pi,
Ten of carny's choice of the stix;
List the 10 best scribblers of radio

skits,
Name last year's 10 important show

Name last year's 10 important show obits.
List the 10 best shorts,
Name Peckham's 10 best male escorts.
Let's have the 10 best nite club acts,
Name 10 units that the

Name burlesque's 10 best bumpers List Lew Lehr's 10 best newsree

stumpers.

Name 10 show elements that fill the tills— Name the best s.a. frills.

Jim Crouch.

One for Satchmo

Elizabeth, N. J., May 7. Editor, VARIETY:

Editor, VARIETY:
Your review of Louis Armstrong's first Fleischmann program was, to say the least, irritating to me and I am sure, many more. But your reviewer had a right to his opinion and I suffered in silence, realizing he was trying to judge primarily their audience reaction rather than Armstrong's talents per se. But the Follow Up Comment simply must be criticized. And even all statements therein might be tolerated were it not for his concluding remarks: 'Armstrong's throaty, almost unfelligible announcements do not help either; and he should refrain from singing.'

I personally think Armstrong's

from singing.

I personally think Armstrong's style of delivery (of the announcements) is the most refreshing thing on the air. However, I am even willing to admit the possibility of your reviewer being right here. But what hurts is that dogmatic conclusion, 'And he should refrain from singing.' Just as dogmatically I say Louis Armstrong's singing is tops.

He is admittedly the originator of

Armstrong's singing is tops.

He is admittedly the originator of many of the sweet and hot tricks most vocalists use today. And for this alone he should be treated better by your reviewer. But we need not resort to subterfuge. He can sing! Or, to put it more precisely, he can put a song across, as few can. And this is not merely my opi ion.

Your critic doubtless failed to consider the fact that Armstrong's voice naturally (and enjoyably) hoarse, must be taking a beating from those five or six daily Paramount theatre shows these

weeks.

I am not a letters-to-the-editor-writer, nor have I any pecuniary interest in Armstrong. In fact un-fortunately, I have not a pecuniary interest in anything. But I felt such criticism of an artist like Armstrong deserved comment and never was so unwarranted.

Irving J. Kaufman.

P.S. bet the reviewer in question is the fellow who called that radio baritone a tenor or something a few weeks ago.

(Armstrong's managers requested the second radio comment, agreeing with VARIETY the first show was too blatant and noisy.)

Tobias on Borschi

the impression that the average place is like Having a Wonderful Time' you can readily understand that it won't help.

that it won't help.

So my boss suggested I write you and tell you something about summer resort business and what the better places have to offer and also how much better resorts have done for the show business in the way of for the show business in the way of entertainment, actors, musici , pictures, etc. So getting back to my first paragraph, I was going to tell you all about the big men in the show business who graduated from the summer resort business. You certainly hit the bull's-eye in your article except that you naturally left out plenty of alumni, particularly the Totem Lodge Alumni.

Some of the news who extented

Some of the names who started with me at Totem were: Gertrude Niesen, Mischa Auer, Thelma Leeds (Mrs. Parkyakarkas), Cookie Bowers, Harry Stockwell and Oshins and Lessey.

and Lessey.

for myself, although I am not eligible to join the Borscht Circuit, being still a member of the summer resort profession, I believe a little explanation is about due. Being one of the old 'timer's still at it; many of the old 'gang always ask me how I still happen to be at it and my only answer is that it pays me to stick to it. Gives me a chance to continue my song-writing and other activities in the winter.

Henry Tobias.

Henry Tobias.

Ples for Spotlight Ads

New York, May 6. Editor, VARIETY:

Editor, VABIETY:

While radio, as an industry, likes to be classified in equal terms with any phase of amusement enterprises, the sponsors and networks still have a great deal to learn from the stage, screen, and outdoor fields of the appears to me to be lamentably deficient is 'exploitation,' which should call attention and attract definite interest to important radio shows.

Radio broadcasters and sponsors should start to follow the lead of other entertainment leaders in this respect by turning part of their advertising budgets on 'exploitation' expenditures.

expenditures.

A few of the wiser sponsors have adopted the procedure of screen and stage by advertising extensively throughout the country, centering the attention of listeners upon their programs, and not trusting to luck that the tuner-inners might casually hit upon their airings in the course of an evening before the loud speakers.

Richard Himber.

Wants Average-Upper New York, May 5.

Editor, VARIETY:

Chain stations often conflict with each other by presenting essentially the same presentations at the same time. Although individual stations and networks themselves attempt to vary the subject matter offered, there is no general agreement by all concerned. Certain hours of the radio day consistently find a flood of one type of presentation without a touch of the other; and vice versa, Why shouldn't radio have a regulations and control board established by itself for its own benefit?

Sedtey Brown. Chain stations often conflict with

Sedley Brown.

Radio's Claques

New York, May 2.

Editor, VARIETY:

Opera claque is so important to operatic stars, wonder why the professional claque artists haven't tried to invade radio. Perhaps its because radio audiences respond so readily to signs held up by production men, which simply say, 'Applause.' The audience is only too happy to oblige.

Perhaps the professional claquers will ize and forbid amateur claques studios. Who knows what will happen this merry whirl of radio?

Emil Coleman.

Emil Coleman.

Alumnus Ignored

Hollywood, May 4.

Editor, Editor.

How come after me doing eight years on the 'Borscht Circuit' your story did not include me as one of the fugitives from 46th street? Now on Eddie Cantor's writing staff.

Plays Out of Town

TRAILER, HO

(Continued from page 56)

on the modern back-to-nature-viatrailer movement tossed in. Not a lot, except possibly a tune or two, to recommend it to professional attention but for the campus trade, it's up to average and compares favorably with productions of couple of the Cap and Gown's leading contemporaries, Penn's Mask and Wi and Princeton's Triangle.

Respectively and Gown's leading contemporaries, Penn's Mask and Wi and Princeton's Triangle.

Respectively and Gown shows, has a good idea but dialog runs too much to puns, and play on words becomes monotonous. Plot centers about old medico-owner of a campus drug store who buys a trailer out west, has the students drop in on him when they go out for a football-gover his apothecary shop has gone modern. Usual boy-girl romance is carried out along conventional lines. There's some pretty good satire on a host of subjects running through frailer, Ho, however. Show kids college football greats, likewise gets in some good digs about those lines and the subject of the subject of

mbles.
Costuming is colorful and sets ve a beyond-the-campus touch.
Cohen.

Dog Beneath the Skin

oston, May 7.

oston, May 7.

Comedy-tansary with music in three near late (12) most of the control of the cont

A night with this ambitious Har-

A night with this ambitlous Harvard group is always interesting, even it boring, 'Dog' is an English three-and-a-half hour piece, varied and vague, with 103 speaking parts. Commercially it is about as valuable as the opera glass concession in a Broadway burley house this week; but that is one good reason for the Harvard boys sponsoring its premiere here. Characters range from a Vicar to a Bubble Girl, with 'Lunatic with Flag,' 'Lunatic Without Flag,' Chimp Eagle,' Right Foot,' 'Destructive Desmond,' among the many program parts.

Sagle. 'Right Foot.' Destructive Desmond,' among the many program parts.

An oft-appearing chorus of nine girls intone keynotes at the opening of most scenes, and the whole story is told in the manner of a dream or fable. Occasionally things crystalize in the form of spasms of Gilbert and Sullivan touches; straight revue scquences, and conventional comedy. To wrap up the plot in a small package: our youthful hero promises a pretty girl of his village to seek out her brother (Francis) in far off lands. Her hand is the prize. Hero takes along 'Francis,' an eccentric but humanly intelligent dog. As suspected by the audience in the opening scene, Francis is Francis. Searching trek takes dog an hero maylum, aboard a train and steamer, into a night club, and finally into a vamp's boudoir. At this point Alan Norman's dog proves to be his best friend. Francis reveals his identify lets Norman step into his skin, and they both scram the hotel; which is gunning for Norman for a hefty bill run up under the influence of a love-fest.

Best scene is the asylum, where the Lunatic Leader (Claudius J. Byrne, Jr.), dressed in running pants and

love-fest.

Best scene is the asylum, where the Lunatic Leader (Claudius J. Byrne, Jr.), dressed in running pants and top hat, and standing in a frame, gives a rabble-rousing speech with head-tossings and voice mannerisms that are unmistakably mimickings of FDR. Some phrases from recent radio fireside talks are tossed in for good measure and the result is a how.

howi.

Big surprise, on the talent end, i Frederic Rogosin, a soft-voiced baritone, whose semi-operatic singing from an operating table is the hit of the show. Radio scouts take note.

L. John Profit, Richard Seymer, John Barnard, Agnes Love, Robert Solo, William Judd, Robert Kline, Jonas Muller and Guy Clements are among standouts in a hard-working cast.



"JACK OAKIE'S COLLEGE"

Jack Oakie runs the "college"! Catchy music by Benny Goodman and Georgie Stoll! Hollywood comedians! Judy Garland sings! So join Jack Oakie's College. Tuesdays—8:30 pm E. S. T. (9:30 pm E. D. S. T.), 7:30 pm C. S. T., 6:30 pm M. S. T., 5:30 pm P. S. T., WABC-CBS. Published Weekly at 154 West 46th Street, New York, N. T., by Varlety, Inc. Annual subscription, \$6. Single copies, 15 cents, Entered as second-class matter December 22, 1995, at the Post Office at New York, N. Y., under the act of March 3, 1879. COPYRIGHT, 1937, BY VARIETY, INC. ALL RIGHTS RESERVED

Vol. 126. No. 10

NEW YORK, WEDNESDAY, MAY 19, 1937

64 PAGES

STAGE FIGHTS FOR LI

State of Massachusetts Encourages Kids to Violate U.S. Copyright Law

Strenuous protests have been made to the Massachusetts executive and police authorities by the popular music industry against an act, recently passed by that state's legislature, which will serve to encourage young boys and girls to violate the Federal statute on copyright piracy. This is Massachusetts measure directs city and town of fleials to grant permits to boys under 16 years and girls under 18 years for the sale of songsheets. Action of Massachusett's legislature caused consternation among music publishers, who have in recent years spent thousands of dollars in their attempt to suppress the distribution and peddling of contraband lyric follos. Inquiry developed the information that local distribs of such materials had sold Salem, Mass., mothers on the idea that the peddling of songsheets would offer their children a profitable occupation during the vacation period and that these women acting as a committee had induced Edward P. Coffey, a member of the Assembly from Salem, to introduce the measure. Coffey has since admitted that he was unaware of the fact that the songsheets which would be made available for selling purposes to the state's youngsters are unlawful compilations.

Representations against permitting the measure to go into effect have been handled by Harry Fox, gengr. of the Music Publishers Protive Ass'n, and Arthur Hoff-(Continued on page 60)

(Continued on page 60)

DEMPSEY MAY OUIT DEMPSEY'S IN N. Y.

Jack Dempsey is reported angling to split away from the restaurant bearing his name at Eighth Avenue and 50th Street, N. Y. lace drew country-wide attention during its rst year and was regarded a natural, drawing the sporting bunch, natives and out-of-towers. Business recently, has dived, it the former heavyweight champ little in evidence.

heavyweight champ mue ... dence.
Understood di iculties with Jacob Amron, principal investor in the cate, came as the result of Dempsey's absences during the winter, exchamp being interested i the Jack Dempsey Vanderbilt Hotel at Miami Beach. Also frequently left New York to referee fights.

First Legit in Decade

Mason City, Iowa, May 18.

Mason City viewed a legit show for first time in a decade on May 11, when road show "Tobacco Road" played a one niter at Cecil. Manager Tom Arthur booked it with eye toward future policy of vaude and legit shows.

House, two-thirds full. To-

House, two-thirds full, bacco Road' i its puri

State of the Union

Salt Lake City, May 18,
Music on Salt Lake City
merry-go-rounds 'is inferior
and demoralizing the music
appreciation of young Americans,' is charge flung by Utah
Federation of Music clubs.
Would ban 'Wahoo', 'Music
Goes 'Round and 'Round,' and
'Crazy Over Horses,' and substitute 'Finlandia,' 'Grand Canyon Suite,' Schubert's Unfinished Symphony or some of
Liszt's rhapsodies.

WHITEMAN OFF DAME ACTS **FOREVER**

Stage show currently at the State York, comprised entirely of Paul Whiteman's band and specialties, is the first layout in the history of Loew's roadway theatre com-pletely devoid of dames. And all pletely devoid of dames. And all because Whiteman, himself, is ad-mittedly off femme stage assistants.

mittedly off femme stage assistants. Maestro, probably alluding to his contractual differences with Ramona, says that femme specialists have, given him too much trouble and that from now on he's not going to be bothered having them on a stage with him. He first got the consent of Loew's booker, Sidney Piermont, before shifting to an all-male band and stage unit.

Though it's the first non-femme show at the State, it's not the first on Broadway. Fred Waring's band, in several showings on the Main Stem, presented a 100% masculine front.

FTP Records N. Y. Plays For Hinterland Units

Federal Theatre Project is recording all its current productions playin and around New York and, supplementing the waxings with a

supplementing the waxings with a sprinkling of stills, then shipping the stuff out to all the WPA units in other towns around the country for perusal.

Thought lying behind this latest WPA innovation that directors and members of other projects can figure more accurately whether they think their units can prove adaptable to presenting the shows running in N. Y.

SOLIDLY OPPOSED

Actors, Managers, Theatre Groups Rally to Defeat One-Man Censor Power-Audiences Sign Petitions Requesting Gov. Lehman's

K. OF C. DISSENTS

By JACK PULASKI
Never in the annals of the theatre
has the public come to its support
as now, when show business protests one man censorship which the
Dunnigan bill would create. Never,
before have all factions within the
Broadway seene been so firmly
united for any purpose.
The legitimate theatre is making
the fight alone and with amazing

Public Hearing

It has been suggested that Gov. Lehman set a date for a public hearing at Albany, on the Dunnigan bill, which will give people of the theatre, including organized labor, an opportunity to explain their objections to the measure and persuade him to veto the bill.

Law passed the legislative houses without a chance for the trade and public to express themselves.

results. Showmen sprang to action after the measure passed, giving the license commissioner the sole power er the sole po close theatres, by

Only Str.-Vaude Spot In U. S. Shows Profit. But Just a Sat. Date

Easton, Pa., May 18.
theatre in Allentown, only
house the entire country that
presents a program of nothing but
vaudeville, closed profitable season Saturday (15.
For seven months

For seven months during the year the theatre presented straight vaude on Saturdays, sans pi Attendance was good and the same policy will be followed next fall.

or cantors Form Union

Philadelphia, May 18.

Lowis Hines, A. F. of L. organstate here, announced Saturday the
organization of the American Federation of Jewish Cuntors and Miny isters. He said there are 28 members.
Have appli
charter.

DUNNIGAN BILL IS Merrill Lost \$20,000 in Newsreel Com, but 100G in Sight Regardless

A Weekend Indoors

Buenos Aires, May 4.
Metropolitan Theatre has
been offering five pictures in
its daily programs, much to the
despair of other houses.
Met has a seating capacity of
2,000, making houses like the
Electric, the Plaza, or the Astoria totally helpless against
the generosity of its sevenhour, show at the price of \$1
top;

Two houses, the rincesa and the Select Corrientes, have threatened to put on seven feature bills if the Met refuses to curtail its 'unreasonable policy.'

\$1,000,000 WEEK **FOR LONDON SHOW BIZ**

London, May 10.

Coronation week bids fair to be a bonanza for West End entertainment purveyors, despite the prolonged bus strike, with an estimated gross-of \$1,000,000 seen trickling into the tills. Spending orgy is not expected to drop off much during the succeding few weeks, with plenty of receipts indicated all around.

Intake is broken down into \$400,000 for 15 top hotel and cabaret spots in the West End, \$50,000 for 30 minor bottle parties and joints, \$250,000 for 29 legit theatres, \$150,000 spit between a dozen film houses, and \$50,000 for 14 newsred stands.

Over the week-end and bank holi-

ands.

Over the week-end and bank holiay bi became a 1881-Over the week-end and bank noll-day bi became a little spasmodic, with afternoon shows off. Wight shows, however, were capacity in the cheaper secti Suburban positi is just the re-verse of the city, with several shows (Continued on page 62)

U Has Zep Crash Yarn; Got It Before Disaster

ollywood, May 18. niversal story niversal consi story titled 'Hotel Doctor', ertram Lesti which descri iac's attack on a Zeppelin from the roof of a New York skyscraper with the airship falling in flames. Before submitting the story Leslie checked with naval authorities, who

agreed such a climax was possible and credible.

Hindenburg disaster occurred the day after he offered the story.

That Dick Merrill two-way ocean hop, his second, last week was strictly a cash-and cash only—proposition. It turned out a lot less lucrative than Merrill and his backers had figured, because the news-reel companies failed to kick in with any coin—but even so, Merrill was figured to have earned approximately \$50,000 in the first week-end after the flight to England and his quick return should net him at least another \$50,000.

Merrill's trip this time was financed by two Wall Streeters, Ben Smith and Jack Berger, This, is the same duo which took a chance on angeling 'Richard II' with Maurice Evans, and is cleaning up nicely there. What their spill is with Merrill is a deep secret.

Merrill lost himself \$20,000 on the trip when his deal with the newsreel companies flopped. He wante that much money for bringing the a print of the Coronation doings. They stalled for a while and finally agreed, tentatively, to the sum, splitting it up between the five majors. Just at that stage of the proceedings the Zep Hindenburg crashed and Merrill wanted more, boosting the ante to \$30,000. Ince the reels were dubious of the outlay in the first place, this was their out and the whole ing was called off by mutual agreement.

What the reel companies worried about, aside from the fact that they didn't want to go overboard on expenditure, was that, if they made (Continued on page 63).

(Continued on page 63)

NO COFFEE, NO CUFFO, BASIS OF VIENNA SUIT

, May 18.

Most uni ue case on cuffo ticket problèm has just been argued befor civil courts here. Decision was reserved.

lexander Grauer had arr various cabaret and dance soirees in the local theatres. If e. sent passes to scores of people. When they came to attend the show, it was claimed they were obliged to order a cup of coffee at the price of 60 cents. In fact, it was charged they had to pay this sum before entering the theatre as 'guarantee' that they would really order one. Three men, who felt selves duped, sued for damages, ing to the cost of the coffee the price of their curfare to the theatr lexander Grauer had arr

Sun-Will-Shine Wager

Denver, May 18.

Frank Bishop, KFEL irector, has had a standing offer for me time that he would pay \$2 for every sunless day in Denver to anyone who would pay him a nickel for every day the sun does shine.

Rocky McDermotl, reg ntly adds to the KFEL staff, from Chicago, turned out to be the sucker.

PEACE LOOKS NEAR IN FMPC STRIKE ON COAST, BUT PICKETING CONTINUES

Lessing Willing to Call Off Walkout if Studios Will Guarantee Consideration of Demands-Costumers Sign 4-Year Pact with 9 Majors

Hellywood, May 18.
Extra police and guards were ordered at all major studios today (Tuesday), following the violence which flared yesterday when machinists and culinary workers left the ranks of the Federated Motion

the ranks of the Federated Motion Picture Crafts strikers and returned to work.

Car carrying four Columbia studio workers was overturned by 28 mus-clemen in Hollywood, but none was seriously injured. Defection of the machinists and cultarry workers leaves seven crafts actually striking, the plumbers having previously gone back.

the plumbers having previously gone back.

Dove of Peace was fluttering over Hollywood looking for a place to light over the weekend as new developments pointed to a quick settlement of all points at issue between the striking Federated Motion Picture Crafts and the producers.

Despite the continuation of vigorous picketing around theatres, climaxed by the first mass picketing of a Hollywood premiere, general feeling strengthened that an armistic was near. This was heightened by the decision of the machinists, plumbers, draftsmen and culinary workers to return to their jobs yesterday (Monday) and further emphasized by the action of the painters in circulating a petition demanding a vote of their members on a proposal to end the walkout.

Last Friday night's (14) premiere of Metro's 'Captains Courageous' at the Carthay Circle brought out a regiment of some 300 snakeliners including at least one who had gone to the mothballs for the soup and fish, hoping with the social uniform to deceive the gendarmes and get up close to heckle the stars, Ruse did nowork out so well.

Uniformed police, studio coppers, and others repelled picketeers with scant ceremony, shoving them back a block from the entrance to the Carthay. More than 200 coppers formed a ring around the theatre for the protection of incoming bigwigs, who included Mayors Fiorello H. La-Guardia, of New York, and Angelo Rossi, of San Francisco.

Stars took a booing from the boys and girls on the picket line. Attempts by strikers to fash candid camera shots of stars were thwarted by the cops. Pickets complained bitterly that they were deprived of their legal rights,

Lassing Willing

Charles Lessing, executive sceretary of FMPC, submitted a letter to

their legal rights,

Lessing, Willing

Charles Lessing, executive secretary of FMPC, submitted a letter to
Pat Casey, labor contact for the producers, offering to call off the strike
provided the producers give a 'reasonable guarantee' in writing that
demands of the crafts for a union
shop will be given consideration
after the men return to their jobs.
Producers were understood to be
mulling this proposition over the
weekend.

mulling this proposition over the weekend.

Simultaneously, Lessing presented the demands of 11 FMPC crafts for a union shop, higher pay and improved working conditions. Casey pointed out that he has never refused to negotiate on any of the demands of the men, but had insisted merely that they return to work before negotiations commence. Leaders on both sides admitted privately and off the record that all these steps toward peace eventually would bear fruit.

ward peace eventually would bear fruit.

Belittling the report of the petition being circulated among the inters, Rudy Kohl, painters' business representative, said Saturday (15) that only three members out of a total of 857 have deserted the strikers' ranks. FMDC's executive committee voted to continue the strike pending receipt of a reply from Casey to Lessing's letter.

Studio heads have okayed a wage lit for seamstresses ranging from 8% to 12%, placing them on a par with costumers and other wardrobe workers.

Spies at Work

Hollywood, May 18. Three striking studio paint-ers, detailed to ascertain what conditions were behind the stu-dio gates, applied for jobs and obtained them.

dio gates, applied for joos and obtained them.

They did not look kosher to the vigilant eye of the studio police chief, an investigator or ripe experience. Gendarme had the trio assigned to work on a sound stage, and ordered the sound channels turned on. Brush wielders, while at their task, conversed freely on what they were going to pull off.

After a couple of hours, when the boss copper had learned all he wanted to know a-sayuad of officers yanked the intruders off and booted them through the gates.

ers providing for a wage increase all along the line. New scale gives first men \$54 for 60 hours, second men \$48 for 60 hours, time and a half for overtime and Sundays, double time for holidays; women \$32.50 for six days of eight hours each, time and a half for overtime up to 12 hours, double for over 12 hours, took clerks, \$22.50 for 40 hours. Location pay for first men, \$60 straight; seconds, \$54; women, \$47.50. First and second men formerly were paid \$40.50, with wage for other workers ranging down to \$17.

Signed Individually

Signed Individually

Each studio signed the new-contract individually. Agreement was reached following conferences between Pat Casey and Bert Offord, business representative of Associated Motion Picture Costumers Local 18067. Studios in the pact are Metro, Warners, Roach, Paramount, Universal, RKO-Radio, 20th-Fox, Collumbia and United Artists. Local has 217 members.

Following the action of the cost-

has 217 members.
Following the action of the costumers, the Carpenters local 946 voted to stick by the basic studio agreement to which it is a party and to ignore picket lines. Cliff Mace, business representative, said less than 15 of around 500 that attended the meeting voted contrary.
William B. Cullen, Federated Motion Picture Crafts prexy, flew to Lafayette, Ind., carrying a report on the studio strike situation to place before the international executive board of the Brotherhood of Painters, Decorators and Paperhangers of

board of the Brotherhood of Painters, Decorators and Paperhangers of America. Report charges International Alliance of Theatrical tage Employees with encroaching on the jurisdiction of other crafts and also with replacing striking craftsmen. Cullen said he would also go to Chicago to lodge the same charges before the executive board of the American Federation of Labor. Cullen was chairman of the negotiating committee for the painters at producer-labor conferences New York.

York.

attacks by strikers on trucks brought Dave Beck, head of the International Teamsters Union, down from Seattle. After conferring with Pat-Casey, Beck sent word to the producers that the attacks would be stopped without police interference. Threatened disorders were quickly quelled after Beck's visit. However, one muscle car abserved following a truck was fired upon, several 30-30 bullets stri its radiator.

Casey issued a denial of the FMPC charge that IATSE and the producers had conspired to break the strike. the strike. 'I desire

from Casey to Lessing's letter.
Studio heads have okayed a wage lit for seamstresses ranging from 8% to 12%, placing them on a par with costumers and other wardrobe workers.

FMPC officially appointed Charles Kimberlin, ex-newspaperman and formerly with the Plumbers' Trade Journal, as chief of the strikers' publicity end and contact man with the press.

Costumers Sign
Costumers signed a four-year agreement with nine major products.

Costumers signed a four-year agreement with nine major products.

sidestepped the issue and broadcast false propagands to influence public opinion.' Statement further specifically denied Casey's charges and asserted that the producers ignore the demands of men earning as little as \$3.60 a day while granting a closed shop to actors drawing as high as \$10,000 a week. Charles Lessing, according to the statement, witherew from the discussion after being referred to as a dictator by Casey.

Following Lessing's withdrawal, the strike committee's statement was prepared by Charles Elrod, business manager of the United Scenic manager of the United Scenic Artists; Vern Murdoch, secretary of the Makeup Artists, Ed Gilbert of the set desi and Rudy Kohl of the painters.

of the painters.

Demands
On May 13 the Society of Motion
Picture Art Directors and the Society of Motion Picture Film Editors
presented demands to the producers
through Casey that they be recognized the authoritative representative of its groups in collective
harmaining.

sentative of its groups in collective bargaining.

SMPFE designated James Wilkinson, Lewis and Philip Cahn as i negotiating committee, while the art directors are represented by Cedric Gibbons, Max Parker, Van Nest Polglase, Richard Day, Stephen Goosson and Felix Cunningham. Conferences with Day, Stephen Gosson, and Felix. Cunningham. Conferences with these groups have been put off until the FMPC strike is settled. Both bodies are understood to have rejected invitations to affiliate with the A. F. of L. and the Committee for Industrial Organization.
Other developments in the labor situation through last week were:
Major Pictures, through Emanuel Cohen, approved the Guild shop agreement with the Screen Actors Guild, Cohen saying he will sign any agreement accepted by the major studios.

New members applications for reinstatement came into SAG headquarters at the rate of 400 to 500 daily.

500 daily.

headquarters at the rate of 400 to 500 daily.
Thirty-seven White Rats of the LATSE adopted a resolution calling upon the A. F. of L. to order LATSE to close out all permits, Class B cards and other subterfuges issued to workers since the inception of the FMPC strike April 30; also requested the A. F. of L. to throw its strength behind striking crafts in the battle for the closed shop.

Some excitement was stirred along the county strip and other agents' nests by a report that a purge of the agents will follow signing of the agreement between producers and SAG. Agents showed considerable curiosity as to the possible outcome of such a move and there was some talk of forming a protective organization. SAG leaders denied knowledge of the plan. It is known, however, that many players favor elimination of chiselers and fly-by-nighters among the ranks of the 10%'ers.

CARL LAEMMLE SAILS JUNE 2 ON '37 VACASH

Hollywood, May 18. Carl Laemmle departs on his annual European holiday May 28 and has booked sailing from New York June 2. Jack Ross will accompany him.
Pair will be joined in Carlsbad by Siegfried Laemmle, Carl's brother, and the trio will journey through Switzerland, England and France.

Loew Pix to Col

Hollywood. May 18 David Loew has signed with Co-imbia to deliver two Joe E. Brown lumbia to deliver two pictures for next season's release Breaks off from RKO after one mor Brown picture following 'Riding on

Will continue to produce off the lot with his own bankroll.

Agnew's Travelog

Neil Agnew, Paramount vice-prez in charge of sales, halted briefly here after completing a round trip to Honolulu via the China Clipper.

After another brief slop in New York he returns here for Paramount's sales convention June 10 to 12.

Guild-Producers Terms

Complete digest of all points in Guild shop contract bets producers and Screen Actors Guild follows:

WHAT CONTRACT PLAYER GETS

- 1-All lay-offs continuous for one week except for retakes.
- 2-Termination for illness only if ill three weeks in a year.
- 3-Right to his screen name.
- 4-Six holidays a year now granted freelance players and the Sunday before and the Sunday after each such holiday.

WHAT STOCK PLAYER GETS

- 1-Minimum salary \$50 a week.
- 2-Return transportation for players under \$75 a week brought to California from outside the state.
- 3-Act of God clause limited to four weeks, with right of producer
- to eight additional weeks at one-half salary.

 4—No free period or tests after contract starts or work star
- 5-Termination for illness only if ill three week
- 6-Right to screen name.
- Six holidays a year now granted freelance players and the Sunday before and the Sunday after each such holiday.

WHAT FREELANCE PLAYER GETS

- Everything he now has under the existing contract.
- 2-Continued abolition of the deal.
- 3-Right to have written contract delivered to him.
- 4-Guild conciliation and arbitration
- If contract terminated before starti . gets his guarantee.
- 6—If addition to the 12-hour rest period, a 54-hour week, with 1/48 of his weekly pay for each hour worked over.
- 7-Access of the Guild to the Call Bureau.

WHAT DAY PLAYER GETS

- 1-Everything he has now.
- 2-Minimum pay of \$25 a day.
- 3-Guild conciliation and arbitration
- 4-Travel time both ways.
- 5-One-half daily pay for costume fittings and tests.
- 6—If engaged and not used, one day's pay, 7—Rules to be worked out on weather-permitting calls by committee and if cannot agree, settled by arbitration.

WHAT STUNT MEN GET

- 1-\$35 a day minimum.
 2-Additional rules to be worked out in committee and if cannot agree, rules fixed by arbitration.
 3-Guild conciliation and arbitration.

WHAT EXTRA GETS

- WHAT EXTRA GETS

 1—NRA rules and 16A rules, with 16A extended to include men.

 2—\$3.20 check abolished.

 3—Mi imum pay \$5.50.

 4—Hi employed at a weekly rate, mi imum five times daily rate applies to all extras.

 5—10% raise for everyone getting \$15 a day and down.

 6—Travel time both ways.

 7—Stand-ins classified as extras and get minimum of \$6.50 a day or \$32 a week.

- 7—Stand-ins classaned as extress and set of the worked out by committee, and it cannot agree, settled by arbitration.
 9—Guild conciliation and arbitration.
 10—Rules apply within 300 miles of studi
- 11—Compensation to be net. Producer pays any agency fee.
 12—Guild access to Central Casting Corp.

ENFORCING AGENCY AND MISCELLANEOUS

11—Compensation to be net. Producer pays any agency fee.
12—Guild access to Central Casting Corp.

ENFORCING AGENCY AND MISCELLANEOUS

During First Five Years of Contract:
100% Guild shop for extras, stunt men, day players, freelance players and stock players.
90% Guild shop for extras, stunt men, day players, both as to who appears before camera and who signed, with right in producer who produces 40 or more pictures a year to have three non-Guild stars or featured players in two pictures a year only, and producer who produces less than 40 pictures a year to have three non-Guild stars or featured players in one picture a year only.

Buring Second Five Years 100% Guild Shop for Everybody:
Full opportunity of Guild to check, including access to sets.
Guild agrees to keep membershi and not impose unreasonable dues and initiation fees.
Guild agrees not to, strike during agreements.
No waiver by any Guild member of any ri without consent of Guild.
Contract for 10 Years From May 15,
Once a year committees meet to discuss modifications as classes of actors. If committees cannot agree—arbitration on mimum salaries for extra, day players, stunt men and stock players and on hours of labor for actors receiving \$500 a week or less.

Committees go to work at once to clarify NRA rules for extras, weather-permitting calls and rules for stunt men. If cannot agree, settled by arbitration.

Committees go to work at once on rules for any classes not covered. If cannot-agree, settled by arbitration.

Future contracts with actors must give actors mi imum terms provided in contract, but actor may get better terms.

Existing contracts given 60 days to be brought under the contract at election of the actor.

Guild shop goes into effect at once for all future contracts pending ratification by boards of directors of various producers. Working conditions in effect June 1, 1937. Ratification must be made by boards of directors by June 10, 1937.

Guild has full right to discipline its members, not let members out of existing contracts.

Gu

MUSICIANS JOIN FLEISCHER **STRIKE**

Active participation of the music ion, local 802, i the Commercial Artists and Desi against the Max Union strike against the Max Ischer studios, N. X., yesterday resulted in the calling out of Dave Fleischer; brother of the cartoon producer and musical director of the studio, Conference between music union officials and Louis Nizer, Fleischer attorney, was scheduled for late yesterday to seek some solution. It was pointed out that, as a member of 802, the younger Fleischer would be liable to fine and suspension by his union if he refuses to join the walkout. Suspension would automatically bar him from the recording rooms, where the sound and Synchronization of the Popeye and Betty Boop comedies are made, when the strike.

Music union voted Monday (17) night to participate actively in the strike.

With the CADU claiming production at the Fleischer studios a virtual standstill, the executive committee of the Motion icture Manine Operators, Local 306, has voted to join the stri Proposal comes up for vote before the membership tonight (Wednesday). In case the MPMO joins, as expected, a possi flity is that projecti ists in all theatres would refuse to show any Popeye or Testy Boop films. Active participation of the MPMO may also bring about, picketing of all theatres showing the Fleischer product. Meanwhile, picketing of the studios continues, with mass picketing twice daily and skeleton line the rest of the time. Strike headquarters have been set up at the Cartoonists Guild, N. Y., and the striking employees, who claim to number more than 100 of the 135 Fleischer workers, meet there daily. Thirteen of the 14 pickets arrested in the scuffle with police at the beginning of the strike, have been released. Case. On on striker charged with assault comes up June 1. Charles Shelter, complainant in that case, is said to be slated for disciplinary action by the International Photographers of the Motion Picture Industry, of which he is a member. He will be charged with attempting to consulting consideration.

GOETZ ABROAD JUNE 10 ON GRACIE FIELDS' PIC

Hollywood, May 18.

Arrangements for the Gracie Fields pic to be made abroad for 20th-Fox will be concluded by William Goetz, and executive production assistant to Darryl F. Zanuck, in England next month, Goetz pulls out June 10 on a sixweek tour abroad. He will confer with Robert Kane, 20th-Fox producer, in England, and also will arrange for the transfer of Annabella, French player recently signed by the studio, to Hollywood.

Sam G. Engel will go to England to produce the Fields film, ith Monty Banks directi

Horses Shooed Off WB Sked: Foran to Musicals

Hollywood, May 18.

Warners has decided to eliminate Westerns entirely from its 1937-38 rogram and confine its production activiti to 60 features.

Dick Foran, topspotted in the six Westerns on the company's current program, and who also appeared in other Warner pictures, probably will be held as a featured player but used mostly for filmusicals.

Fairbanks, Jr., Quits His London Prod. Co.

Yokel Pickets

Los Angeles, May 18.
They came to picket but stayed to gawk. That's what happened to labor's snakeline at the mass demonstration around Carthay Circle theatre last Friday (14) as Metro premiered 'Captains Courageous.'
Word went out that the ermine and ton but make would get and top hat mob would get shoved around, but 250 coppers

shoved around, but 250 coppers kept the spot as orderly as a Rotary blowout.

Instead parading and shouting imprecations at the players, the picketeers joined the rubbernecks in open-mouthed awe. Metro took 5,000 tourists off their feet and put them in bleachers.

Directors Guild Plans Submission Of Working Pact

Hollywood, May 18 Following elections Sunday night (16) the Screen Directors Guild was planning submission of a basic work-

planning submission of a basic work-ing agreement to producers under the new Wagner act. King Vidor was re-elected presi-dent, Lewis Milestone and Frank Tuttle, vice-presidents, Richard Wal-lace, secretary, and John Ford, treasurer. Board members are Her-bert. Biberman, John Cromwell, Howard Hawks, Wesley Ruggles, Rouben Mamoulian, William Wesl-man, Edward Sutherland, Bruce Humberstone, Gregory La Cava and Phil Rosen.

Jack Warner to Coast: Blanke, Wallis to Europe

Jack L. Warner left for the Coast yesterday (Tues.) to inaugurate a heavy late spring and summer production program for the 1937-38 season. Before he left, Hal Wallis and Henry Blanke, latter a lot associate producer, reached New York bound for Europe and a vacation.
Wallis and Blanke are sailing to-

Wallis and Blanke are sailing today (Wed) to tour through England, France and itzerland by car. Later on they are planning to go to Salzburg to meet Max Reinhardt, who after staging this year's Festival there, will return to the Warner lot.

Reinhardt is to produce Doestol-vesky's 'Gamblers' on that lot, with cast including E. G. Robinson, Bette Davis, Errol Flynn, Basil Rathbone

Gable to Star in MG's London Lead-Off Pic

London, May 18.
Clark Gable has been set to come
over here for Metro make
Soldiers Three locally.
Rudyard Kipling story was recently the property of GaumontBritish, which disposed of it to MG.
Means that MG will carry through
on its promise to use real stars in
local production, rather than making
merely quicki for quota constim

Fox Hearings Off

Atlantic City, May 18.
Hearings into the voluntary bankruptcy of William Fox were postponed indefinitely today because of
the sudden death of Robert E Steedle, Federal referee in bank-

Steeder, reuter,
It was thought by counsel for creditors that a temporary agency would be set up, following Steedle's funeral last Saturday, to continue the but such an arrangement impossible. was foun impossible.

His London Prod. Co.

London, May 18.

Douglas Fairbanks, Jr., has regigned from Criterion Films.
Actor was one of the founders of the company and joint managing discompany and discompany and discompany and discompan

SAG, 13 PRODUCERS SIGN 10-YR. PEACE PACT; MINOR OPPOSITION LOSES OUT

Terms of Contract in Effect Pending Ratification by Production Companies-Thomson Clarifies Act-Position in FMPC Strike

ollywood, May 18.

In an effort to make the producer Guild shop agreement 100% effective immediately, the Screen Actors Guild is negotiating contracts with British Equity, Actors Equity and other organizations permitting the SAG to retain control over players should they leave film business.

Foreign fiee , coupled with the clause in the producer agreement that all new contracts must be 100% Guild shop, places the SAG in position to force every player into the fold immediately, or be forced from the industry at the expiration of present contracts.

While the agreement does not call for 100% Guild shop until 1942, a player refusing 10n now would be automatically barred when asking to have a new contract approved,

A decade of peace between film actors and employers is assured by a new agreement signed by directors of the Screen Actors Guild and 13 producers. Terms of the 10-year pact, effective as of May 15, were read Sunday (18) night before a mass meeting attended by 1,500 SAG members in Hollywood Legion Stadium.

A small element of dissenters, headed by Lionel Stander, made no headway against almost unanimous sentiment of the actors in support of the accord reached by the directorate. Meeting also heard Kenneth Thomson, SAG executive secretary, defend the organization's non-support of the Federated Motion Picture Crafts strike against the studios.

99% Guild Shop

90% Guild Shop

Crafts strike against the studios.

90% Guild Shop

New SAG-producer agreement provides 90% Guild shop for stars and featured players for the first five years: and 100% thereafter. For the entire life of the contract 100% Guild shop is provided for freelance and stock players, extras, stunt, men and day players.

Argument arose over the proviso that the SAG should agree not to strike during the 10 years of the pact. resident Robert Montgomery explained that, in the event of abrogation of provisions of the contract by the producers, the Guild membership would have the right to call a walkout. Producers signing were Paramount, Metro, 20th-Fox, Columbia, Sam Goldwyn. Selznick-Internation, B. P. Schulberg, Major, Hal Roach, Walter Wanger, RKO, Universal and Warners, Republic and Sol Lesser will also sign as soon as contracts are presented them.

Guild shop is effective immediately ending ratification of the agreement by boards of directors of the various producing corporations. Actors holding contracts are given 60 days to have them rewritten to conform to, the new setup. Working conditions specified in the pact become effective Jine 1, and directorates have until June 10 to ratify.

SAG to Open Up

To prevent interference with pro-

SAG to Open Up

SAG to Open Up

To prevent interference with production, SAG working permits will be handed members now engaged. Production in New York and elsewhere in the United States is exempt from provisions until SAG offices are opened in New York, which will be within a month. Rules gover ing production outside the United States will be worked out by committees. The Guild is also considering establishing headquarters in each studio. The ractice of hiring persons outside the industry for extra work ill be discontinued.

The factor of the following the

side the industry for extra work ill be discontinued. The discontinued is group, would attempt to limit extra work to bone fide extra people only, eliminating outsiders. The original SAG demand for abolition of the Central Casting and Call. Bureau was not granted. Kenneth Thomson explained that heactors could not expect gain are experimentally and bright experiments. The could not expect gain are served in the strikes to gain an 80%. Guild shoo, Members of the Longshoremen's Union heckled stars who entered the stadium for the meeting, but there was no violence. Cars loaded with longshoremen conducted Lioned Stander, chief spokesman for the opposition-actor element, to his

What Next?

Houston, May 18.

ings got pretty well mixed up here this week, when Will Horwitz, operator of three intended in the second of t

home after the meeting.
Regarding the SAG policy toward the striking craftsmen, Thomson said that on April 29, before the craft strike was called, he advised Charles Lessing, tentative FMPC executive, that the actors could not call a sympathy strike without 75% membership approval. He further pointed out that the FMPC itself was not organized until two days after the strike was launched by studio painters.

Thomson's statement sai

'Because the SAG did not want in
any way to prejudice the cause of
men now on strike, it studiously refrained from answering many misleading statements made in the press
by those in charge of the strike.
We now feel it necessary, however,
to clarify our position and give a
statement of what actually happened.

'ild representatives attended the
preliminary meetings at which bylaws of the TMPC were drawn. These
representatives clearly stated at each
meeting that the question of affillation with the proposed FMPC would
have to be ratified first by the board
and then by a 80% vote of the Guild
senior membership, and that no
strike could be called without a written vote of 75% of the senior membership.

'On several occasions in meetings

senior membership, and that no strike could be called without a written vote of 75% of the senior membership.

On several occasions in meetings. Lessing declared that in the event of a strike all existing contracts, whether of individuals or organizations, would be respected. On April 29, the day before the strike was called, the following letter was sent by messenger to Lessing;

Because various news stories which have appeared stating the Guild is already affiliated with the FMPC might conceivably mislead members of all our organizations, I am writing to clarify the positions of Aubeey Blair and myselt. The by-laws of the Guild provide any affiliation with the FMPC must be approved by 60% of the senior voting members. As you know, the board of directors has not yet referred the question of affiliation with the FMPC to the Guild membership. While Blair and I are thoroughly in accord with the aims and purposes of the FMPC, we have not, the authority to bind our organization.

The following day a meeting of representatives of various crafts was called to, report progress: individual negotiations. Guil representatives the procedur ith five minutes after the strike was called. Lessi "I wanted to be dramatic and brithing to a head in a hurry."

strike clause from the contract with the producers, pointing out that the Wagner Act gives labor a potent wappon and the SAG should be careful in sacrificing it. An extra player declared 'Central Casting classified extra as coolies and accused the Bureau ith permitting only pels to work regularly. Bela Lugosi wept at mention of coolies.

J. Edward Bromberg demanded to know why, if the Guild was good enough for 90% of the players, it was not good enough for all.

PAINTERS PICKET N. Y. HOUSES, BUT NO EFFECT

During the past week painters have picketed Broadway picture houses in behalf of the Hollywood strike only on two nights but, so far as managers are concerned, they might as well have been at their jobs more iligently. Managerial fraterity is so used to having picketing of one kind or another that, not only do they ignore the marchers, provided there is no violence, but have learned that this kind of, activity on the streets doesn't seem to hurt the b.o.'s.

b.o.'s.

Painters rst appeared Tuesday night (11), as many as 10 men going on the picket line. They remained only an hour, but were mostly lost in the theatre crowds. Following night, (12) they, were absent, but Thursday (13) they showed up for another hour, this time with no more than three men to a house. Police, acting on a ruling laid down two years ago against mass picketing, warned the painters against more than three marchers on a line. After that night they disappeared, none showing up over the week-end.

M. P. Artists Org.

Hollywood, May 18.

Society of Motion Picture Artists and Illustrators was organized Monday (17) for the purpose of negotiating a separate contract with producers or affiliate with auother organization.

R. F. James was named president, Lester Thomas, vice-prez., Ted Sebern, secretary and Sigmund Nesselrath, treasurer.

FOUNDED BY SIME

Sid Silverman, President 154 West 46th New York City SUBSCRIPTION

Vol. 126

INDEX

62. - 59 27 Forium Hous 52 Inside-Legit Inside-Musi e-Pictures .. 18-19 International 55-58

Metro Offers Studio Show for Fall: \$25,000 But No Shearer or Garbo; Louis K. Sidney of WHN to Coast

Hollywood, May 18.

Hollywood, May 18.

Metro has thrown off its long standing verboten on radio and will take to the air early in the fall with a house program to be peddled to sponsors for \$25,000 weekly. Bankroller will have exclusive use of all MGM talent with the exception of Greta Garbo and Norma Shearer. Service includes musici , writers, et al. Show will be handled by Louis K. Sidney, director of tation WHN, N. Y., who moves to the Coast i three weeks to handle organization. He has been given the okay by Louis Mayer and Nick Schenck. okay by Louis Schenck.

Schenck.

MGM studi will keep a close watch on all material and the handling of players so that boxoffice value will not be jeopardized. Show will not be sold for Saturday or Sunday, night broadcast with disposition left to the discretion of Sidney so there will be no conflict with theatre attendance. This decision is seen as a move to sop the exhibs and stiffe any possible protests against the radio move.

Metro players with a radio clause

against the radio move.

Metro players with a radio clause
in their contracts will be permitted
to continue until their present pacts
expire but thereafter they will be
confined to exclusive use of the
studio show. This will kill off guest shots on other programs.

sucus on other programs.

Sidney is planning to bring a producer from the East to take over the show, which will carry the main title of 'Metro-Goldwyn-Mayer on the Air.'

MPTOA STALLS ON RADIO-PIX **MANDATE**

At a meeting yesterday afternoon (Tuesday) attended by the radio committee of the Motion icture Theatre Owners of America and representatives of most of the major producer-distributors, discussion the question of radio competition and participation in broadcasting by lms resulted in the conclusion no

immediate drastic steps are necessary. This was interpreted to mean that the MPTOA radio committee is

immediate grasue steps are necessary. This was interpreted to mean that the MPTOA radio committee is not demanding a cessation of radio broadcasting by film companies or players, in keeping with the resolutions passed by its convention in Mismi last March, but, for the time being, is merely considering how such broadcasting can be improved for the mutual benefit of the trade.

Seven of the producer-distribution companies were represented at the session. Warner Bros., Grand National and Gaumont-British ignored the party, sending no one, while two companies (20th-Fox and Columbia) were represented by publicity men. Twentieth-Fox sent E. W. Wingart, while Columbia assigned Hall-Hodes. Paramount was represented by Russell Holman and Henry Salsbury; RKO by Ned E. Depinel, Jr.: Universal by Willard McKay; Metro by Al Lichtman and Louis K. Sidney; and United Artists by Harry D. Buckley.

Meeting dwelt upon consideration of plans under which steps could be taken toward seeing that 'education' in the presentation of film material of players on the ir could be proided, so that screen personalities who are not radio personalities who far on a falliance of screen and radio, rather than a separation.

Walter Vincent declared last evening (Tuesday) that conferences would continue, ith his committee gathering together as many facts as it could before reaching any positive decisions. When all the facts are in, Vincent stated, they would be laid before the radio broadcasting comcerned.

Just in Case

Recently framed pact with Edde Cantor by 20th-Fox contains an 'if and when' clause pertaining to television. This portion of contract stipulates that the picture company can terminate the contract and cancel obligations if the comedian ever goes into television work. Regarded simply as a safeguard against a so-called competitive branch of amusement biz.

Niblo Heads NBC Invasion of Pix **Talent Agenting**

NBC Artists Service will next month go directly into the biz of agenting film talent to Hollywood. Fred Niblo, who recently joined the NBC booking staff to supe pic deals, will head the drive from the east. with two scouts due to hit the road next month scouring for film faces. NBC Chicago office will shoot out a pair of prowlers to trek for talent through the midwest, and from Hollywood and San Francisco offices scouts will take care of the south

sywood and san Francisco offices scouts will take care of the south and far west. Hunt will be for talent figured likely for films, not radio. In N. Y. those beseching auditions, especially for script-serial ieling, are already being scrutinized more closely than formerly, with pic-spotting the objective of the Artists Service. For several years now NBC has been peddling air talent to Hollywood and believes now it has cemented the proper contacts to vie with other established agencies in peddling other than radio-types.

Gettin' Experience

In order to give its ho. publicity, advertising and exploitation men a better idea of what happens outside of New York, Warner Bros. is planning to send them into the field now and then to visit various keys and put on campaigns for new pictures. Men may spend one week out of every month on the road, home office believing this will widen their perspective.

Summary of the Wilson Grabs 'Pigakin' Wilson associate producer on Pigakin' Pigakin'

U'S YARN SHAKEUP

Evans, Neuberger Out—Charli Beahan Doubling

Story department at Universal is undergoing a shakeup. Harry Evans, talent head, is out. Elsa Neuberger, assistant to Charles Beahan, story head, has also left, Ann Bertan, secretary to Evans, has been shifted to another department. Beahan will resume handling of talent, the job he held several years ago, continuing as active story head also. When reorganization of the department is completed an assistant will be brought in to handle talent. James Colligan is assistant to Beahan on stories.

U PLANS 50 PIX FOR '37-'38 SKED

Hollywood, May

Announcement made today by J.

R. Grainger, distribution chief, that
Universal will release 50 features in
1837-38, bears out the prediction
made last fall by H. Cochrane,
president, that the company would
hike the number of feature films
from the 42 released last season.
Designating the coming season's program as the most pretentious the
company ever attempted, Cochrane
pointed out that the new pictures
will follow the technique of action,
avoiding sophisticated plays.
Line-up shows that Deanna Durbi new star brought out in 1937 by
Universal, will be the stellar player
in three vehicles, starting with '300
Men and a Girl.' Two Buddy DeSylva musicals are designated, with
'A Young Man's Fancy,' featuring
Alice Faye, Ken Murray and Three
Diamond Brothers, first in line.
Company also will introduce Danielle Darrieux, new French import,
in The Rage of Paris,' as the initial Hollywood, May

elle Darrieux, new French import, in 'The Rage of Paris,' as the initial picture on her long-term pact.

picture on her long-term pact.
Quota of westerns for 1937-38 will
be hiked to 10, with Tex Baker set
for his outdoor opus debut. Buck
Jones remains as the starring standby. Four serials, ith all but one
based on newspaper strips, also are
part of the line-up.

W. A. Bach in N. Y.

W. A. Bach, managing director for Western Electric Co., Ltd., is in New York from London to confer with Electrical Research Products, Inc., executives. After confabs in N. Y., he will visit in Canada and the Coast.

ne Coast.

Bach will not return to London until about June 5.

Washington Tacticians Now Talking A Joint Film-Radio Congressional Probe

Double-barrelled film

and io being plotted in Congressional circles last week as interest in idea of grilling broadcasters and icture producers gained steadily.

gained steadily.

With resolutions authorizing investigation of both businesses pending before the House Rules Committee, ringleaders of the two inquiry drives started negotiations to pool strength and set up a single committee which would turn the spotlight on anti-trust practices, political favoritism, and monopoly in each field. Idea has been put before Chairman John J. O'Conner of the Rules crowd but otherwise few overt moves have been made to wrap the two resolutions up in a single bundle.

Talk of a combination probe,

to do trying to smoke out abuses in either industry. Surest way to make certain the grilling turned out a fizzle would be to order single fac-tion to ventilate conditions in both

businesses.

Radio resolution offered by Rep.

Radio resolution offered by Rep.

William P. Connery, Jr., of Massachusetts, has been dozi for weeks
but may come to life this week.

Rules, body has paid no attention
to it since hearings wound up early
in February, although both Republican and Democratic leaders have
an eye on the political situation in
the House and are readying to bring
the measure upon the floor as soon
as conditions are tavorable.

ilm measure, sponsored by Rep.

fore Chairman John J. O'Conner of the Rules crowd but otherwise few overt moves have been made to wrap the two resolutions up in single bundle.

Talk of a combination probe, which has not gone very far yet, is regarded in some anti-film and antiradio circles as a sly move to scuttle one or both of the potential inquiries. Pointed out that a sevenment with the potential inquiries. Pointed out that a sevenment with the comment of the potential inquiries. Pointed out that a sevenment with the comment of the potential inquiries. Pointed out that a sevenment with the resolutions are favorable. If measure, sponsored by Rep. Sam Hobbs, of Alabama, has made less headway. Although backmantee, it has not been discussed yet in the Rules committee. O'Connor has his outif the order of the Judiciary members' endorsement. Until requested, unlikely the Rules people will do anything about it.

Allied Expected to Be Militant on Radio-Pix Matter, as Opposed to MPTOA; Divorcement Issue, Too

They Just Love It

Hollywood, May 18.
Figuring that the b.o. could stand a barrage of 'love' titles —again—the boys are going overboard on the amatory item.
RKO-Radi has Barbara overboard on the amatory item, RKC-Radi has Barbara Stanwyck pencilled in for 'A Love Like That,' and follows the with the same star in 'They Didn't Want Love.' Par will put Bing Crosby and Franciska Gaal in 'And Then Came Love' and B. P. Schulberg is working on 'Let's Talk of Love.' Grand. National has Bruce Cabot in Love Takes Flight.'

Radio Sets 20 Pix for Lenses **By End of June**

Hollywood, May 18,

RKO-Radio has set 20 features to
go in work between now and June
30, Leading off with Music for
Madame, Jesse L. Lasky production
starring Nino Martini, list includes:

"A Damsel in Distress," Radio City
Revels," Don't Forget to Remember,"
Three on a Latchkey," A House in
the Country, 'Flight from Glory,'
'Female of the Species, 'Forty
Naughty Girls, 'The Glory Command, 'The Seeing Eye,' Tom and
Jerry,' 'Fight for Your Lady,'
'Junior G-Men,' The Sky's the
Limit,' 'World of Women, 'The Muddled Deal, 'Highway to Romance,'
'Saturday's Heroes,' and 'A Love
Like That.'

Rep's Annual 'Parade'

Hollywood, May 18.

Republic has already started production plans for a 'Hit Parade of 1938,' ith the idea of making an annual musical of that title.

Phil Regan is being considered for the top spot.

SAILINGS

SAILINGS

May 20 (New York to London), George Curzon (Berengaria),
May 19 (New York to London), Hal B. Wallis, Leon Leonidoff, Erik
Charrell, Ludwig Charrell, Mr. and
Mrs. Wartin Beck, Sol Hurok, Mark
Sandrich, Henry Blanke, Mr. and Mrs.
Reill, Mr. Paul Lukas, Mr. and Mrs.
Ralph Blum (Normandie),
May 15 (New York to London),
Lauritz Melchoir, Kirsten Flagstad,
Mr. and Mrs. Eugene Goossens, Dr.
and Mrs. Herbert T. Kalmus, Wera
Engels (Europa),
May 15 (New York to Genoa), Mr.
and Mrs. Mischa Elman (Conte di
Savoia),
May 14 (New York to London),
Catherine Littlefield, Dorothy Littlefield, Mr. and Mrs. Arthur Samuels,
Mr. and Mrs. James Thurber, Mr.
and Mrs. Julius Bernheim, Aldo Ermini (Ile de France),
May 11 (Vancouver to New Zealand), Dorothy Oliver (Mariposa).

N. Y. to L. A.

John D. Clark, Harlan D. Dixon. Bide Dudley. Hazel Flynn. Oscar Homolka. Sidney R. Kent Sidney R. Kent. Charles W. Koerner. Alexander Leftwich. Eric Linden. Charles E. McCarthy.
Ward Morehouse.
William Morris, Jr.
Edward G. inson.
Eleanor Roth. George Schaefer. Helen Vinson. Jack L. Warner.

ARRIVALS

Mary Ilis, Grover Whalen, Ernest Hemingway, Walter J. Hutchinson, L. F. Whelan, Col. Jason Joy, Jack Con-nolly, Senator Murphy, Slate Bros., Moore and Revel, Oscar Homolka, Fay Carroll, Mr. and Mrs. Joseph Hayman.

Columbus, May 18.

In addition to divorcement legislation, which it favors, the problem of labor, which looms seriously for all theatre operators, and music tax, block booking, various sales policies, etc., which the organization has stubbornly fought for years, the Allied States Ass'n of Motion Picture Exhibitors, in convention at Milwaukee next week (26-28), is expected take action against radio broadcasting by film people. Columbus, May 18, o divorcement les

ing by film people.

That any action the members of Allied may decide upon will be definitely aggressive is anticipated in exhibitor circles since its membership, unlike the Moti icture Theatre Owners of America, includes simon-pure independents who are not to be swayed in any way by producer-distributor chain influences. Moreover, the majority of the Allied exhibitors are in the smaller towns, where radio competition is declared to be more severely felt.

Should the MPTOA go soft on the

verely felt.

Should the MPTOA go soft on the radio issue, failing to carry out the dictates of its Miami convention, the political value of any drastic steps by Allied, so far as out-and-out independents are concerned, would be unquestioned. Since the independents in the MPTOA are looking for results on the radio matter, they might prove ideal membership game for Allied if the MPTOA doesn't force through. force through

Program

Program
Program announced by convention.
chairman P. J. Wood of Columbus
has unionization of the industry
scheduled for a general discussion
on the opening day. Also on the
first day's program are an address
on 'How to Bring Back the Forgotten
Audiences' by Richard T. Turner of
the Dictograph Products Co.; 'The
Story of the Carbon Arc,' by E. R.
Geib, of the National Carbon
and an address by Pete Harrison.
Independents will take un the fu-

Geib, of the National Carbon and an address by Pete Harrison.

Independents will take up the future of divorcement legislation the second day, with an address on the subject by W. A. Steffes. Gradwell L. Sears, v. p. of Warners, will present "the Producers' Side of Selling," and "The Effect of Television Upon Theatres' will be conjectured by T. F. Joyce of R.CA. Abram F. Meyers, chairman of Allied's board of directors, will talk on 'Still the Battle Rages."

Theatre Air Conditioning and What the Distributor Can Do to Help Sell the Picture' are on tap for the Friday (28) session.

Annual banquet will be held Thursday evening. Gov. Phillip L. LaFollette and Mayor Daniel W. Hoan of Milwaukee will speak and included in the entertainment is a 'surprise radio salute by one of Hollywood's best known motion picture stars.

Board meeting of Allied States

Board meeting of Allied States will be held in Milwaukee, May 26, first day of the convention to consider product of companies for the coming (1937-38) season and policies from the exhibitor point of view. Directors expected to attend are: Abram F. Myers, chairman, Nathan Yamins, J. B. Fishman, H. A. Blum, Lee W. Newberry, C. H. Clive, Fred. J. Herrington, P. J. Wood, Fred De-Lodder, R. R. Bair, Aaron Saperstein, E. Maertz, E. L. Peaslee, Frank Wetzstei, Johnnie Griffin, H. A. Cole, Henry Lazarus and N. H. Waters. A. Core Waters.

Waters.
Each director has pledged to bring along with him a limited number of independent exhibitors. Attendance by delegations promised include: Wisconsin, 100; Illinois, 50; Minesota, 25; Indian, 20 and Michigan, 20.

L. A. to N. Y.

L. A. to N
Neil F. Agnew.
Henry Blanke.
Raiph Blum.
Madeleine Carroll.
Howard Dietz.
Carey Grant,
George Hirliman.
Eleanor Hunt.
Arthur A. Lee.
Carmel Myers.
Paul Nathan.
Erin O'Brien-Moore.
George Raft. George Raft. Paul Revere. Jack Saper. Hal B. Wallis.

3-REELERS AS DUAL CURE

Speedy Confirmation of Roxy Reorg Plan Expected; 20th-Fox Looks In

Federal Judge Francis J. Caffey will hear arguments on Friday (21) on the findings of special master Addison S. Pratt regarding the Roxy theatre's reorganization. In view of the fact that the special master reports the pending plan to be 'fair and equitable,' a speedy confirmation may be expected of the plan under which 20th-Fox gains control of the property.

Fact that 20th-Fox has voluntarily offered to purchase a limited amount of the holdings of common shareholders of the Roxy theatre at \$1 per share is noted in Pratt's report, but he also calls attention to the fact that, while the special master himself recommends that the general equity creditors receive 100% of their claims, 20th-Fox voluntarily agrees to accept only 50% of the amount it is rightfully due from the equity receivership days.

is follow-up opinion on his report filed with the court.

equity receivership days.

is follow-up opinion on his report, filed with the court, special master Pratt gives his fair estimate of the value of the Roxy theatre building and equipment as 47,01,911.66, while the total value of the assets of the Roxy theatre are put by him at \$7,311,329.23 with total liabilities at around \$7,900,000, thus finding the corporation insolvent.

vent.

20th-Fox purchases the common stock at \$1 per share from all Class A' shareholders who own 150 shares or less, and who acquired it by purchase and sale prior to May 18, 1932, date of the appointment of the Equity receiver.

This means probably an additional

This means probably an additional outlay, voluntarily, by 20th-Fox of around \$100,000.

around \$100,000.

Special master points out in his opinion that, in view of the insolvent condition of the debtor company (Roxy), the shareholders of the theatre are fortunate to be recovering anything. He shows that even on the most favorable basis of computation there would be no equity remaining for stockholders in the property.

Pending plan and regotiations.

Pending plan and negotiation Pending plan and negotations with 20th-Fox were carried through by Col. Joseph Hartfield and Attorney Carlos Israels, of the downtown firm of White & Case, as counsel for the first mortgage bondholders.

PRESNELL TO REIN U'S **LAUGH,' 1 OF 12 TOPS**

Hollywood, May 18. Hollywood, May 18.
Charles R. Rogers has assigned
the producer spot on Universal's
'Tonight We Laugh' to Robert Presnell and has upped the budget on
the picture to make it one of the
12 toppers on U's program for the
coming season.

tory, formerly titled New Or-leans, will be worked up for early production. Camera crew went to New Orleans last February for background shots.

U's New Thrill Short

Universal's annual short feature thrill picture has been tagged: Ten Seconds to Live,' and is being produced again by Charles Ford. U sreel editor, Subject is made up death and destruction scenes, many of which were highlights in newsreel hair-raisers in the past 12 months. Company made 'Camera Thrills' two years, ago and last season issued 'You Can't Get Away With It.'

with 11.

Title was grabbed from a sudden electrocution scene, which was edited out of regular newsreel release. It was secured while cameramen were getting skidding scenes on a slippery street, with electrical wire dropping down as result of smashup and causing the moto- was death.

Who'll Get What?

There is considerable general interest in the probable amount of fees which lawyers, protective committee groups and a broker or two may try to get via the courts in the Roxy theatre's reorganization.

Just when this fee matter will be put before the court isn't known, but it'll probably be soon.

Here are some of the attor-leys who have figured in the

Here are some of the attor-neys who have figured in the situation.

Col. Joseph Hartfield and Carlos Israels, of White & Case, attorneys for the first mortgage bondholders protec-tive committee.

Proskauer, Rose & Paskus, attorneys for the trustee, How-ard Cullman.

ard Cullman.

Marshall, Bratten & Seligson; Beekman, Bogue, Leake, Stephens and Black; Kramer & Kleinfeld; Wise, Shepard; Houghton & Hoffman; Milbank, Tweed, Hope & Webb; Robert G. Reed, of the Securities Exchange Commission; U. S. Attorney, Lamar Hardy; Arthur Friend.

Disney 5-Reeler Twinned on N. Y. Rivoli First-Run

United Artists is getting feature rentals on Walt Disney's 'Academy Award Revue,' running 45 minutes, which will be played singly in a majority of cases, but at the Rivoli, in. Y., goes on the, same show with 'Dreaming Lips' (UA), virtually making it a double bill for the first time in the house's existence. Engagement here may give some line on the possibilities of dual bills composed of a regular, full-length feature and a second film which is neither a feature nor a short, but a compromise between the two.

In the campaign for the Rivoli, the Disney cartoon picture, consisting of five Academy-winning one-reelers, is being given. a lot of extra space. Also, the ads for the Rivoli are giving the time when the Bergner picture goes on, as well as the time when the Disney 45-minuter shows.

BACON EAST FOR WB 'SUBMARINE' LOCATIONS

Hollywood, May 18.
Lloyd Bacon and Al Alborn have left for New York and New Haven to arrange for the shooting of preli inary scenes for 'Submarine 282,' which Bacon is to direct for Warners. Alborn is business manager of the unit.
Further advance filmings will be made at Havana and Panama.

Print of Will Rogers Short Into Okla. Archives

Hollywood, May 18.
Special print of 'Lest We Forget,'
short subject devoted to the Will
Rogers Memorial, has been delivered
to Gov. E. W. Marland of Oklahoma.
Film will be deposited in the archives of the state.

Salkow's 'Story'

Hollywood, May 18.
Universal starts 'That's My Story'
May 24 with Sidney Salkow assigned
to direct and Robert resnell at the
production helm.
Pic formerly was titled 'Scoop.'

SEE NEW TREND BY MAJOR PRODS

Would Be Made by Producers of 'B' Films-Exhibs and Distribs Reported in

FILM SHORT STORIES

Pictures of about three reels in length, averaging from 25 to 35 minutes running time, are being seriously considered by producers as a possible solution to the double feature problem. Support of theatre operators and exhibitors is anticipated in such a move. Leading men in the exhibition field, including the chain heads of distributor-controlled theatres, will probably be more definitely sounded before steps as for taken to set up production plans for

nitely sounded before steps are taken to set up production plans for abbreviated features.

Present thought is that pictures of approximately three reels in length could be made from short stories of a carefully selected and suitable character, as well as from originals following the short story formula turned out by studio writers. In other words, the three-reeler would be to full-length features what the magazine short story is to the novel. Producer-sources, however, are of

be to full-length features what the magazine short story is to the novel. Producer sources, however, are of the opinion that, should films of three reels or a little longer be made, a reasonable amount of money would have to be spent on them and the same production values placed behind them as are given features. Many full-lengths are now turned out as B's which are not worthy of being features and might more readily be acceptable: if trimmed down to 30 or. 35 minutes, it is pointed out. Plus that, numerous B pictures today are based on short stories which are expanded to suit the footage required, while other good short stories are shunned because of fear that padding will be needed. Three-reeler might open up an avenue of profitable escape for such stories, as well as for originals that are not meaty enough to command feature consideration.

Weak Shor

Weak Shor

Weak Shor

Short subjects of one and two reels are not selling at all, with exception of carbons and a few other issues, largely because studios do not care to invest heavily in them in view of the tightened market caused by an overabundance of duals. Three-reeler might not only provide present shorts production with a fine out from the present situation but at the same time give accounts an out from duals.

This type of picture, it is felt.

same time give accounts an out from duals.

This type of picture, it is felt, would enable theatres to offer better-balanced bills and better turnover, with sufficient room left for news-reels and cartoons, travelogs or other short five to 10-minute fillers.

Should major studios attempt the three-reeler plan, the present flock of 'B' producers on the lots would probably turn them out, using talent from studio player rolls which might mean something at the box office as against the majority of two-reel shorts, for which there isn't much room these days.

Hal Roach at one time considered three-reelers, but never did anything about it, while at Paramount, which did well with a 30-minute Zane Grey fishing special, n any of the theatre operato.s urged that more product of this length be turned out. At that time the Par studio wasn't in the condition it is now an ny new idea which might represent a gamble wasn't so welcome.

Exhibs Like 'Crime'

ollywood, May 18. Oilywood, May 16.

Exhibitor reaction Metro's

'Crime Doesn't Pay' series has been so favorable that the studio's new program will contain several additional two-reclers of that type, according to Jack Chertok, in charge of short subjects.

Production preparations are being

RKO Should Be Out of the Ether By August; Co.'s Reorg. Plan Heard By Special Master; Amendments

MacRae's Record

Hollywood, May 18:

West Bound Limited, brought in May 15 by Producer Henry MacRae at Universal, was his 650th production for the organization.

Veteran has been with U 26 years in various cancelties

years in various capacities.

20th, with 62 Pix, Will Lead Major Distribs for '37-'38

Never near the top in the number of pictures scheduled yearly when the company was known as Fox, this coming season (1937-39), 20th Fox will take the lead, with the biggest program of features. Present plans give a lineup of 62 and possibly 64 pictures, exact number to be set by the time the convention opens in Los Angeles, May 31.

With Paramount trimming its

Los Angeles, May 31.
With Paramount trimming its schedule, to be announced in mid-June, and Warners staying at 60 yearly, 20th-Fox takes the lead for the first time. Program will consist of 50 or 52 regular features from the 20th plant, plus two Eddie Cantor productions, six Sol Lessers, and four British-mades. Company has washed up its 1936-37 pictures and is already at work on new product for release during the coming season.

Preparatory to the sales meet, S.

during the coming season.

Preparatory to the sales meet, S.

R. Kent, John D. Clark and Charles

E. McCarthy left New York Monday

(17) for Hollywood, where the convention opens two weeks later and
continues through June 3. Regular

delegation leaves the East May 28

on a special train, with others picked

up enroute West.

WARNERS DESIGNATING 18 TOP BRACKET PIX

Departure in sales policy which is expected to be welcomed by exhibitors is being adopted for the coming season (1937-38) by Warner Bros. Company is bracketting 18 pictures in a high percentage group, but, instead of informing the account later on, what these pictures will-be, they are designated now. Thus, when the salesmen go out to take contracts on the coming year's product, exhibitors will know which 18 pictures are to be played at the higher figures.

ictures in the medium and low percentage groups are not identified, but, with the 18 set in the top group, none of those at the lower percentages will be moved up if they turn out to be better than anticipated. Exhibitors in the past have frequently complained bitterly when low percentage pictures, after being to designated, have been moved to higher terms.

In addition to designating the No. 1 percentage group of pictures. Warner Bros. has adopted a policy of flat rentals in a minimum of instances. Everywhere that percentage deals are practicable they will be demanded.

Gershwins Start

Hollywood, May 18.
George and Ira Gershwin have
started their contract assignment for
Samuel Goldy vo.
Brothers are cleffing 'The Goldwyn Follies.'

Judging by the present progress of events, RKO should be emerging from its 77B situation around August.

August.

Company! sponsors submitted several amendments and completed their presentation of proof as to the fairness and feasibility of the company's pending plan last Wednesday (12), Attorney, Hamilton C. Rickaby, of Simpson, Thacher & Bartlett, presented the case for the sponsors.

By the amendments, upon reorganization, the company will be authorized to issue an increase of \$2,000,000 in preferred stock. New common stock which the company will be authorized to issue upon reorganization is reduced by 40,000 shares.

Little if any opposition remai the plan, now that these changes have been made.

hanges in the plan mean addi-tional benefit to the general credi-tors. In the aggregate the position of these creditors has been improved under the plan by several hundred thousand dollars.

Principally representing general creditors is Carlos Israels, the downtown firm of White & Case, attorneys.

torneys.

Among other amendments submitted is one under which the Rockfeelier interests may withdraw the R. C. Center Theatre from the operating agreement with RKO, should that theatre be a loser, without affecting RKO's annual \$25,000 consultant fee.

Opponents of the plan begin their side of the case on May 24, before special master Alger.

special master Alger.

Under the amended plan, instead of receiving three-quarters of one share of new prefered stock and one and one-half shares of new common for-each \$100 amount of claim, holders of unsecured claims will receive a full share of new preferred stock and one share of new preferred stock.

Capitalization

mended, capitalization of the ompany follows:

(a) \$18,000,000 in 5½% sinking fund convertible debentures, of which amount \$12,718,500 shall be outstanding upon consummation of

the plan.

(b) \$13,000,000 in 6% cumulative convertible preferred stock, par value \$100 per share, of which \$8,-000,000 shall be outstanding upon consummation of the plan.

(c) 4,000,000 shares of common (Continued on page \$1).

(Continued on page 31)

FRANKLIN, PAR TALKED FOR F&M ST. L. DEAL

May 18.

Faramount and Harold B. Franklin are mentioned as possible buyers of the theatre properties held in St. Louis by Fanchon & Marco. Indications are that F. & M. interests approached Par on the possibility and that talks also were held between F. & M. and Frankli , in New York. Whether the discussi revolved around a 100% buy or only a part purchase is not known.

From these indications it seems F. & M. would like to wring loose from St. Louis, where it virtually dominates the stream.

dominates the theatre situation. Paramount, presumedly, would be expected to act through Balaban & Katz. Perhaps that's how the talk started that B. & K., in association with the J. J. Rubens' local interests were considering a forced entry into the controlled St. Louis territory, However, that talk looks to have been premature. premature.

Investment by F. & M. and associates in St. Louis is estimated at around \$800,000.

By FRANK SCULLY

By FRANK SCULLY

Hollywood, May 18.
Sociologists snooping around here making government surveys on everything from show biz to sheepherding have decided that if they can only get the comrades in the upper brackets to treat men like dogs, at least as dogs are treated in Hollywood, the millennium is in. Leading a dog's life here, checkera discovered, is really something. From the litter to the grave, Hollywood hounds lead the life of Riley. There are maternity wings for them in swank cat-and-dog hospitals; their thurerals, graves, and gravestones are on a par with previews of pictures. There are 51 cat and dog hospitals here possessing enough money to dog kennels and 30 makers of dog donds designed for dogs in this climate. Hound hospitals have from three to five doctors, besides nurses, assistants and orderlies. You can take your pooch in for anything from an appendectomy to a delousing. There's even a special dog's beauty garlor.' Lowest rap is one buck.

beauty garlor. Lowest rap is one buck.

Dogeries cater to every caprice, including scratching posts. There, a gent here who makes a living selling canine raincoats. Real mink collars, dog beds, and even a dog and cat dude ranch in Bear Valley are w.k. to the social setters.

For layoffs there are tree daily clinics, and if you can't take your pooch to one of them, a canine doc will be glad to answer your questions and prescribe for the hound's symptoms by mail. Free board and room; in fact, at Joan Crawford's place became so well known among the canine world that the star had the are an extra kennel built to take care of visiting mutts.

Cases are known of extras not knowing where their next meal was coming from but who found it necessary to take their dogs to a canine linic for regular ultra violet treatments.

With 2,000 dogs going out through

coming from but who found it necessary to take their dogs to a canine clinic for regular ultra violet treatments.

With 2,000 dogs going out through the town's lethal chambers every month, a girl heading a California anti-vivisection society sponsored a law birth-controlling dogs down to two pups from every litter, due to two pups from every deal was handed the razz by dog owners, who dressed their long-eared pooches with signs reading, 'Down with Birth Control.

When the City Council considered a curfew law for cats, dogs, roosters and other noise-makers, the defeat of the bill got an eight-column streamer. Only one councilman voted for closing of the coyote calls at 10 p.m. Rest posed for photographs shaking paws with the St. Bernards they befriended.

But the tops came when a new company recently formed to run an 18-day reducing diet for dogs. Special diets are prepared for each dog's needs, and delivered fresh dally. Even gluttonous canines,' runs an ad, 'who have acquired somewhat rotund figures may regain their puppyish shapes on Hollyoowd's 18-day diet.

THOSE DELUXE PREVIEWS

How They Hurt the B.O. Shown by 'Courageous'

How They Hurt the B.O.

Shown by 'Courageous'

Hollywood, May 18.

An example of how a premiere box office can be hurt through deluxe previews of pictures in Hollywood came to light May 14 at the preem of 'Captains' Courageous' (G) at the Carthay Circle. As a rule, openings in this house, with a \$5.000, while the take for this premiere was around the \$3.000 mark. Cause of this large shrinkage was due to the fact that studio had one of those deluxe previews, with lichts, etc., and reserved seats, inting, all of the Hollywood personalities of importance as guests, as well as their own stars. Those who went to the preview are the ones who generally give the glamor to a first night and, having already seen the ic once, they did not go for the soup and fish and limousine.

Likely that as a result of this experience Metro and other studios in the future will preview these super srecials under wraps and thereby assure themselves of a glamorous turnout for deluxe premieres.

HAROLD LLOYD PICKS PROFESSOR YARN NEXT

Hollywood, May 18, Harold Lloyd's next picture will be Professor, Beware, to be made from an original by Frances and Marian Cockrell. Paramount will release.

Comedi characterization will be that of a professor of archaelogy in a co-ed college. Screen play has been completed by Jack Cunning-ham and pic goes, into production toward the end of June on the Major

New sound stage has been built or the Lloyd unit.

Guild Honors Jeanette MacDonald, H. B. Warner

Hollywood, May 18.

Screen Actors' Guild award for the best picture performance in March went to Jeanette MacDonald for her role in Metros's Maytime.

Best work by a supporting player was adjudged to be that of H. B. Warner in Columbia's Lost Horizon.

SHIELDS 'SCHOOLING'

Goldwyn Guiding Career of Former Davis Cup Tennis Star

Hollywood, May 18.
Frank Shields, former Davis cuptennis star, on loanout from Samuel Goldwyn, gets the lead in 'The Hoosier boy' at Monogram.
As part of Shields' schooling for stardom under Goldwyn's eye, he takes dramatic coaching six days a week and understudies all the principal male roles in all Goldwyn pix. First camera appearance was in 'Come and Get It.'

Presto, Chango

Hollywood, May 18.

Gypsy Rose Lee will not appear in films under that tag, according to announcement by 20th-Fox.

To avoid any possible beefs the studio has decided that the ex-peeler will make her film debut under her real name of Louise Hoyick. Recently all publicity with the Lee and peel angles has been basketed.

Richard Dix Buys Play

Hollywood, May 18,
Richard Dix has bought rights to
Here I Belong, unproduced play by
Walter Watts, N. Y. attorney, and
plans to stage it in Hollywood with
himself in the top spot,
Dix has just washed up his Columbia contract.

PIX KEEP LIL HELLMAN

FIX KEEP LILL HELLMAN
Hollywood, May 18.
Lillian Hellman is planning to
make her permanent home in Hollywood.
Scribbler, after completing the
script of 'Dead End' for Samuel
Goldwyn, remained over to work on
the shooting script of 'Marc Polo,'
for which Robert E. Sherwo. a provided the screenplay.

'Saved'?

Hollywood, May 18.
Universal's sales convention at the Ambassador is strictly stag, not a femme in the powwow, Grand National, huddling the same time and the same place, saved the situation for the distaff side by having Ann Rosenthal along from New York, Miss Rosenthal is GN's legal light.

METRO ADDING 5 HOUSES TO INT. CHAIN

Within a year Loew Theatres will have spent over \$1,500,000 on new theatre construction in five important and widely scattered cities of the world as part of a building campaign on its international chain. William Meiniker, in charge of international theatre operation, estimates an outlay of \$300,000 for each of the new Loew holdings.

Under construction already and hoped to be opened by the end of July is a new 2,000-seater in Durban, South Africa. Work on another in Bombay, India, starts some time this week. Latter will accommodate 1,500. In San Paulo, Brazil, property has already been purchased for 1,700-seat house foround breaking is expected within the month. Brisbane, Australi, will see the premiere of a 1,500-seat house fround breaking is expected within the month. Brisbane, Australi, will see the premiere of a 1,500-seat house the premiere of a 1,500-seat house the premiere of a 1,500-seat house will be a 1,500 for a 1,500-seat house of the sale of the property has already been purchased for a 1,500-seat house the premiere of a 1,500-seat house the premiere of a 1,500-seat house the property in November. House is also already in the works.

Loew also contemplates another house in Amsterdam, Holland, However, this plan is still vague and no dates or figures are available as yet. New quintet will be added to the growing international theatre chain which last year added four in South America alone. Theatres were built in Rio de Janeiro, Brazil; Montevideo, Uruguay; Lima, Peru, and Santiago, Chile.

S. A. territory was formerly managed by Meiniker, who was appointed international boss a couple of months ago and moved to N. Y. from down under.

MARX BROS. MG DEAL **ENDS: MAY SHIFT PIX**

Hollywood, May 18.

Marx Brothers are reported talking new picture deals with RKORadio, Paramount and Columbia, in
addition to considering a three-picture arrangement with Metro.

Brothers washed up their contractual obligations to Metro with 'A
Day at the Races,' recently completed.

Ermolieff Back Home

Hollywood, May 18.

Joseph N. Ermolieft has left Holly-wood for Europe, having completed his chore as technical advisor on RKO-Radio's 'The Soldier and the Lady, 'made from the Jules Verne novel, 'Michael Strogoff,' He produced the film abroad first and sold remake rights to the studio.

The Primrose P. A. Path

Out-of-Towners Covering H'wood Are Grabbing Press-Book Stuff

Hollywood, May 18.

Hollywood press correspondents are getting so lazy that, in many cases, they refuse even to visit the studi to garner their output, throwing the burden of performing their chores upon studi the latter claim.

Result is their

latter claim.

Result is that a large proportion of material disseminated to the world about Hollywood is of the creampuff variety written to studio pattern. Condition is true not only of newspaper representatives here, but even of some columnists for the Los Angeles papers. Some fan mags also, desirous of slicing their over-

head, are withholding assignments from freelance scriveners and ordering stuff dished up by the publicity blurbers.

Situation has ical aspect because the past studios have received many squawks from the newspapers because of the cut-and-dried quality of material emanating from the pufferies. It was because of this that a lot of papers stationed their own people here, and nowadays much of the wire service chatter, gossip and news represent the toil of studio press agents, in spite of the coin the newspapers are dishing out.

Going Places By Cecelia Ager

Inventory of Miss Ginger Rogers
In each new Astaire-Rogers footrace, just when it begins to look like Miss Rogers has at last caught up with him from their last picture, Astaire spurts forward and leaves the distance between them as great as it's ale spurts lot was an leave per discovery to the specific specific was been. Both of them progress, but on different planes: all the while Miss Rogers is improving her technique, Astaire is blazing trails. Now that the Astaire-Rogers combo seems to be inevitable, it's gratifyi note, in 'Shall We Dance,' how far Miss Rogers has advanced si

note, in 'Shall We Dance,' how far Miss Rogers has advanced si she presented herself for comparison.

Miss Rogers could discipline her yen for hot-cha grooming and she need not, as her very opening gesture, push her dancing partner into a fountain; she could at least do something endearing first. She need not utterly wallow in discontent, she need not do so much contemptuous glaring. She might be a little pleased with something occasionally, she might like somebody a little, she might even be a bit sporting now and then. She need not rise to the heights of her dramatic ability when it's a burn-up line she's reading—the conviction she attains then could be used for a kind word once—while.

a burn-up line she's reading—the conviction she attains then could be used for a kind word once while.

She might go so far as to look at Astaire as if it were just barely possible that, along with the rest of the world, she too might see something pleasant in him; she need not be so completely pessimistic. The whole audience knows the upshot anyway; approves of it. It wouldn't hurt for her to confirm with a little preliminary tenderness, their trust that it will be a fine match. She doesn't have to horde it till the very last minute. She doesn't have to be perpetually in a pet. It would be nice if she could bring herself to smile at him just once.

For, in 'Shall We Dance' there are occasional flashes hinting that mayba Miss Rogers does have some latent qualifications deserving of Astaire. Quiet way she listens to, and is touched by, his singing of 'They Carlot Take That Away From Me,' the renunciation of her former golden-fuzz coiffure, the way she looks in sports clothes, her discovery at last hat simple dancing costumes permit interest to center on her dancing, her like able little dog, the chie of her Chinese maid, the super's lim line of the torso that instantly distinguishes her, though she's masked, from the rest of the girls identically dressed and masked in the 'Shall We Dance' number; the fact that even Harriet Hoctor, when she is Astaire's dancing partaet, is unable, too, to draw attention away from him to herself, therefore Miss Rogers may be excused for the same inability; her smashing of her own tradition for wallpaper-fit dresses and her establishing brave new ones that dare to adhere only here and there—all these manifestations indicate that Miss Rogers is searching to the very depths of her being, looking for things that, polished up a bit, can make her a better girl. She has started out on the same refining process that marked the development of Joan Crawford. Like Miss Crawford in this stage, she has caught glimpses of far horizons, and she wants to be a person. Not just a picture star—a per

rim Striving By Comedian

Edward Everett Horton, on the other hand, hasn't the slightest doubt that he is a person, a very important person. So important, indeed, that he can't do anything, say anything, when there's anyone else around, but that he must prove his importance by doing it, saying it, with such sweeping gusto as to completely blot that other person out. However, the sheer intensity and monotony of his method defeats his hopes. As he glances, then looks, then peers, then stares, meanwhile hammering his lines across midst wrigglings, contortions and waving wrists, also at the same time peppering the whole proceedings with long, middle-sized and short sighs of 'oh,' his total goings-on reach such a pitch of grim striving that the audience is foreed, in order to save its responsive strength, to devote itself to that very other person in the scene whose presence Horton is working so desperately to erase. Nor is this the only result; irritated by what it's gone through at his hands, the audience does not laugh sympathetically—as an audience is supposed to do at a comedian—when Horton gets himself into difficulties; it laughs maliciously. In fact, it's overjoyed quite as if Horton were not a comedian at all but instead, a villain.

Gave Him a Gun, Her a Marcel

Great war in They Gave Him a Gun, Her a Marcel Great war in They Gave Him a Gun' is decently frantic; the soldiers' uniforms look like they've been worn a long time, and in action; the war tone sets are in the proper state of disrepair, and the general feeling is one of necessarily hasty adaptation to new environment, with all the makeshifts that implies.

makeshifts that implies.

And yet it's not as tough as it thinks it is, for it does not disturb a single hair of Gladys George's finger wave. Miss George is a nurse and works at it. Night and day she meets emergencies, medical and amorous; handles both kinds with resource and dispatch; saves lives, wins hearts, loses hers. Surely she's got enough to do without minding her coiffure too, but it happens that Miss George is a remarkable woman. They say the angularity of her face needs 'softening,' and war or no war, softened it shall be Each little blonde tendril that's supposed to curl along her cheeks, across her brow, curls. Mid shock and shell, it curls. Miss George's ability to effect such precisi in such difficult times is an example to women who complain they can't get their hair done right in France, even i

time.

Nor do the marvels Miss George is capable of end with her coiffure. When the war's over and she has married the wrong man, she changes completely from a woman of action to a little homebody, and settles down to sew a fine seam. Now she who was once so alert becomes so fascinated with embroidery that, though she spends all her time at home, her house doesn't look like anybody lives there, and besides, though her husband is the trigger man for a gang of bank robbers, she hasn't the slightest notion what it is he does that keeps her in tea gowns and gin for cocktails for an old friend. However, she finds out because the right man tells her, and she doesn't like it, either.

Romantic Slush Eliminated

It looks like the luck of the small boys has changed. There are now two pictures on Broadway full of action, with nobody doing anything for the sake of a beautiful woman. Small boys can go safely to 'The Prince and the Pauper' and 'Captains Courageous,' see small boys like themselves successfully engage in executing man-sized things for their own kind of motives, with no love stuff around to have to squirm through and so spoil all the fun.

all the fun.

They can listen to sonorous speeches in "The Prince and the Pauper," confident they're only there so they can catch their breaths between last-minute rescues. They can watch vullainy that's black black, nobility that's white white—the way they like it. They can see one man, because be good, run through a dozen blackguards with his trusty blade, leap on to smite a dozen more. Twin heroes are okay, for they're good scrappers, and the whole long exciting story is swell, except that the king twin goes sissy at the very end and doesn't order the villain beheaded, which is something the small boys were waiting patiently to see.

At 'Captains Courageous' the parental sniffles will bother them a little, but they'll overlook it, for at last Freddie Bartholomew. who's always supposed to be a small boy, behaves like one. He tells lies and he chaets, he doesn't dress like mother's little man all the time, and he wants to be a sailor. He's not such a bad fisherman, either. After his reformation in 'Captains Courageous,' small boys are apt to accept him as one of them. This is a good thing, for Freddie Bartholomew always seems to be in the pictures their mothers make small boys go to see.

RS. COME INTO THEIR OV

Universal, Grand National Meets In Full Swing; Col, Rep Prepping

Hollywood, May 18,

With arrival of 150 Universalities
Sunday morning (16), town was
housing two conventions, including
the Grand National group. At the
same time official announcement of
Columbia's for June 21 and Republic's for May 31 was made by those
two companies. Columbia decision
was made after a meeting between
Jack Cohn, Abe Montague and Abe
Schneider: GN has also decided on
a western regional sales conference
in addition to the convention, to be
held in San Francisco around June
15. GN will also hold three other
regionals in other areas.
Headed by J. Cheever Cowdin,
chairman of the U board, a delegation including Charles R. Rogers,
studio production head; J. P. Normailly, James R. Grainger, ichard
Millar and Van Paul met the special
Santa Fe train to welcome the conventioneers. No biz sessions were
held on day of arrival, boys being
left to their own devices until Monday, when sales pow-wows were
formally launched.

Opener was an outline of the-company's planned sked for 1937-38. R.
H. Cochrane, Cowdin and Rogers addressed the meeting, with the latter
ladeling out the product discourses.
Resumed Tuesday (18), gab continued with Rogers giving a final
talk on new productions. Afternoon
was devoted to introduction to stars
and brief talks by producers, directors and studio excess. At night all
repaired to Upiliter's Ranch for barbecue as the guests of Hope
Hampton. Not present, Miss Hampton spoke from N. Y. via phone.

Final Biz Session is skedded for
is morning (Wednesday), Grainger
will outline sales policy on new
product. Other excess also in for
chinning. In the afternoon delegates will oo. studios, and at night
attend a dinner-dance at the Trocadero.

Last day, Thursday, will be devoted to a special meeting of
Grainger home effect. Hollywood, May 18.

attend a dinner-dance at the Trocadero.

Last day, Thursday, will be devoted to a special meeting of Grainger, home office execs, district and branch managers. Expects to ind up at noon, with conventioneers pulling out that night.

For its first national sales conclave, GN brought on 10 home office execs from N. Y., 40 district managers; and the local area salesmen. Also attending are about 20 studio representatives.

agers, and the local area salesmen. Also attending are about 20 studio representatives.

Home office execs here for the meet are: Ann Rosenthal, counsel; W. J. Neary, comptroller; Stanley Hatch, distribution exec: Alfred Crown, traveling rep for Latin America; Edward Ugast, assistant foreign manager; Harry J. Allen, supervisor of Canadian distribution, prez; Edward Peskay, v-p; James Winn, western sales chief, and Ed Finney, advertising director.

Various delegations arrived early Sunday morning (16), being welcomed by Peskay and reception committee. Outline of the convention was made by Peskay at Sunday (Continued on page 31)

MacMurray Gets New 7-Yr. Contract at Par

Paramount has tagged red Mac-Murray to a new seven-year ticket to run in three optional periods of two years each and a single-year

Actor's next, following his current chore in 'Exclusive,' will be 'True Confession,' co-starring im with Carole Lombard.

Egon Brecher has been spotted in the pictures for 20th-Fox. Pix are "Thin Ice," Hei and Ancer Spy.

Picture Business

Hollywood, May 18.
Following completion of his assignment as a prosecutor in Paramount's 'Souls at Sea,' Porter Hall drew the city editor's part in the same studio's 'Wild Money.' Meanwhile he had to play a role in 'This Way, Please,' and schedule called for him to get through his 'Wild Money' part, normally a week's job, in a day of shooting. Hall worked one day, memorizing 14 pages of dialog with only a short rehearsal before each scene.

scene.

He was then told that "This Way, Please," had been post-poned for a week or more.

Carole Lombard's Six Pix Par Deal; \$150,000 Per Film

Hollywood, May 18.
Contract for Carole Lombard to appear in six Paramount pix within three years at \$150,000 each was signed on behalf of the actress last week by Myron Selznick and for the studio by Adolph Zukor.
Player's first under the new deal will be made late next fall, after she completes 'Nothing Is Sacred' with Fredric March for Selznick remainment of November, when she finishes her Paramount chore, Miss Lombard will go to Warners in a co-starrer with Fernand Gravet for Mervyn LeRoy.

Hope Hampton Given U Termer; 'Riviera' First

Hollywood, May 18.
Universal has signed Hope Hampton (Mrs. Jules Brulatour) to an acting termer and has assigned her to 'Riviera', B. G. De Sylva production based on Earl Derr Bigger novel, 'Love Insurance.'

Jerome Kern and Dorothy Fields are cleffing the music. Starting date is set for some time in August and film may be done in color.

Thompson, Swarthout, Chapman to Coast

Harlan Thompson for the Coast May 17 after completing some location work for Paramount in New

York.
Went via Chicago, where he picked up Frank Chapman and Gladys Swarthout (Mrs. Chapman), who went west with him. Miss Swarthout appeared on the Ford hour from Detroit Sunday night (16).

Compromise

Loretta Young, who had been vacationing for about two weeks in New York and in Bermuda, wired 20th-Fox studio on the Coast last Wednesday (12) for an extension of vacash time.

She was granted two days leeway, leaving for Hollywood on Saturday (15) instead of Thursday, as ori inally scheduled.

Dupont With Cohen

Hollywood, May 18.
Emanuel Cohen has signed E. A.
Dupont to direct Flood Crest for
Major.
Director recently left Paramount,
where his last job was 'Night of
Mystery.'

FILMOOM SCIONS IN DADS' STEPS

List Includes Producers, Ac tors, Writers and Technicians - Many Flit from Parents' Lots to Absorb Fundamentals at Other

MORE OPPORTUNITIES

By DENIS MORRISON

Hollywood, May 18. Picture busi , like other indus-tries, fortified itself with juniors. Though the industry is new, it has already made such vast strides that the elder statesmen believe th way they have paved should be trav eled, by their offspri

This is undoubtedly due to the fact This is undoubtedly due to the fact that the biz has proved lucrative and also that the opportunities to win success for those with ability and background are far more numerous than in many other industries and professions.

than in many street professions.

It isn't simply a matter of nepotism. Most of the successful lads, at one time or another, got away from the wing of poppa and served their apprenticeship in organizations outside their own families. Many youngsters now breaking in are away from parental apron-strings, getting first-hand knowledge of fundamental technique. Others have used this early training and have made large strides toward recognition on their own.

Among the youngsters are Carl

Among the youngsters are Carl Laemmle, Jr., Pandro S. Berman, Edmund Grainger, David O. and Myron Selznick, and the Bennett daughters,

Selznick, and the Bennett daughters, Constance and Joan.

Laemmle, son of Carl, occupies a producer's berth at Metro. Berman, producer at RKO-Radio, is a son of the late Harry Berman, old-timer in the selling end of pictures. Eddie Grainger's dad, James Grainger, was for many years sales chief of the old Fox corporation and now in a similar post with Universal. Eddie is a producer at Universal. Selznicks Do Okay

Selznicks Do Okay

Selznick boys, sons of the late Lewis J. Selznick, have been notably Lewis J. Selznick, have been notably successful. Myron left the producing end to form one of the pioneer talent agencies in film biz. He is now proprietor of Myron Selznick, Inc. Dave Selznick received a varied and thorough training from his father first, and later as production assistant to B. P. Schulberg at Paramount. Leaving Paramount he took the production helm at Radio before he was 30, and then formed his own company, Selznick-International Pictures, Inc., with John Hay Whitney. Richard Bennett, veteran stage and

tures, Inc., with John Hay Whitney. Richard Bennett, veteran stage and screen actor, fathered three daughters, and only one, Barbara, who is Mrs. Morton Downey, elected to remai in the domestic background after appeared in some early Hollywood successes and returned to films several years ago: ince then she has starred in many productions. she has starred in many productions Joan has made a neck-and-neck pace with Connie as an actress.

Names of other sons and daughters of famous men on the Hollywood scene are to be counted literally in

More on Horizon

More on Horizon

Thus Tyrone Power, son of the stage and screen veteran of the same name, who died in harness not so long 'ago, leaped from obscurity to the heights in 20th-Fox's 'Lloyds of London'. Lon Chaney, Jr., has his feet firing on the ladder of success. Noah Beery, Jr., likewise. So with Russell Gleason, son of James and Lucile Webster Gleason, both troupers; Bryant Washburn, Jr., Fred (Continued on page 29) (Continued on page 29)

Swing to Color Definitely On, UA Expects to Have 12 of 'Em; **Wall St. In on New Tint Process**

Posterity

Hollywood, May 18.
Pennsylvania A c a d e m y of
Fine Arts has acquired for its
permanent collection a portrait
of Greta Garbo in oils done by

Warren Newcomb.
Artist is head of Metro's process camera department.

Coronation Film. 40,000 Feet of It, Arrives in U.S.

Despite belated efforts to get motion picture films aboard Dick Merrill's plane by at least one company, all five American newsreels companies were together on getting screen versions of the Coronation in the hands of distributors.

News weekly companies got their prints off the Normandie when it docked yesterday (Tues.) and many docked yesterday (Tues.) and many docked yesterday (Tues.) and most houses before 6 p.m. All received advance information outlining just what footage was being shipped, enabling them to prepare script in advance. Consequently, they were ready to record with sound all commentation and print as soon as their films were received in N. T. Five reel companies received a total of 25,000 to 30,000 feet, not including the coverage made by Fox Movietone in Technicolor for a special short. In addition, Dufayeolorshipped in 3,500 feet. This made a total of nearly 40,000 feet of film that came in the Tuesday shipment consigned to American producers.

Each company had 100 to 200 extra newsreel prints ordered. Because many of them were holding their arrives were released on contract, had to order special, which accounted for the extra prints.

Newsreels were shipped by air express out of N. Y. late yesterday (Tues.), being scheduled to arrive on the Coast early this morning. At least one big airway transport company assigned a special passenger plane to service in order to handle the enormous film cargo. Newsreel prints under the special passenger plane to service in order to handle the enormous film cargo. Newsreel prints under the handle the enormous film cargo. Newsreel prints under the handle the enormous film cargo. Newsreel prints under the handle the enormous film cargo. Newsreel prints used up the space normally occupied by passengers.

HARRY LAUDER OGLING COAST AIR, PIC DEALS

Harry Lauder docked yesterday (Mon.) from Australia. William Mor-ris, Jr., flew out from New York to meet the comedian. Agent has several radio and pic-ture deals to place before the actor.

Friml Tunes Lasky Pic

Hollywood, May 18.
Jesse L. Lasky has engaged Rudolph Frimi to compose the times
in Music for Madame, which Lasky
will produce for RKO-Radio release
ino Martini stars.

John Connors for WB

Chicago, May 18.
Set by Jo Rubenstein for Warners,
John Connors, radio juve, leaves for
the Coast June 15. Contract is for
six months, with options for five

william Morris office agenti

Interests close to Atlas Corp. and the Lehman Bros. own a substan-tial equity in a privately owned nat-ural color process, called Cosmo-Thus, not only the trade, but Wall Street, is showing greater interest in color.

urai color process, called Cosmo. Thus, not only the trade, but Wall Street, is showing greater interest in color.

Unlike certain other color processes, Cosmo, it is claimed, can be photographed on ordinary black and white stock and with ordinary cameras fitted with special lenses can be projected on ordinary projection machines, not requiring filters. Except for the special lens on the camera, no other special equipment for photographing or projection is said to be required. This goes for 35 mm. or 16 mm. stock.

Color cost in films runs as high as 50% above the ordinary b. and w. negative cost. But it is said that Cosmo reduces this cost to only a fractional amount greater than ordinary b. and w. ocst.

Cosmo disposes of a filter requirement on projection by being printed on color stock, after being cameraed on ordinary b. and w. stock. Costs are lowered additionally because no time delays are incurred in the printing.

Apparently the Cosmo process is ready for marketing, or about to be powntown interests now associated with Cosmo, it is learned, have been engaged in its development for around a year, although details have not been made public.

David Blankenhorn is president of the company. He is understood to the company. He is understood to the company. He is understood to the ordinary because of the inventor of the process.

UA Pregram

Dozen or more color pictures, or

UA Program

Dozen or more color pictures, or bout one-third of the 1937-'38 United about one-third of the 1937-38 United Artists program, will be made by this company's producers, with plans by Sam Goldwyn for the filming in tints of at least four and possibly five features this year. Goldwyn reached his decision after 'Star Is Born.'

Interpretation of the control of the

Hollywood, May 18.

Number of majors are reported to have fortified themselves for peeted swing toward all-color productions by assuring themselves of as much Technicolor and other color process equipment as may be needed. Metro is said to be scheduling several chromatic films and carrying on price negotiations with Technicolor. Box-office repercussion on the use of color in 20th-Fox's Ramona' is said to have persuaded Darryl F, or color in 20th-Fox's 'Ramona' is said to have persuaded Darryl F. Zanuck to lean heavily toward color in things were asset to be a said to have persuaded.

B. O.'s Wilt in L. A. Heat; 'Dance' H. O. Stumbles, \$15,000; 'Pauper' Rich 20½G, 'Captains' Opens Weak

(WB), even on Coronation scenes.

couldn't do better than \$6,000, fair.

Loew's (M. T. Co.) (3,200; 50)—

Hit Parade (Rep) and Navy Blues'
(Rep), plus 'Radio City Frolics'
unit. Should be \$10,000, good. Last week, Internes' (Par) and 'Scotland Yard' (Col), with vaude, \$10,000 and 'This (Col), and 'This (Trance-Film) (2.300; 34)—'Josette Ud 'This (Trance-Film) (2.300; 34)—'Josette Ud Sheikh' and 'Les Jumeaux de Brighton,' good at \$4,000.

Day' With Heidt

OK 20G m Buff.;

'Dance' Big 12G

Los Angeles, May 18.

Town is pretty well shot so far as first-run biz is concerned and has sonly a couple of spots where trade is holding to around normal. Metro's 'Captains Courageous' made its two-a-day road show debut (14) at the Carthay Circle, opening to disappointing biz although advance might indicate fair initial week.

Trince and Pauper' at the day-date Warner houses is doing okay, but other straight film houses are off. Paramount has the Olsen and Johnson stage unit as top draw, but comies are running way behind previous grosses. General verdict is that the first of the dog-days are here and that it'll be tough until public gels accustomed to the summery weather.

Estimates for This Week

Carthay Circle (Fox) (1,518; 55-83-1.10-1.85)—Cap ta in s Courageous' (MG). Got away to poor \$1,900 on \$5 premiere, with lack of interest attributed to a preview premiere staged recently at the Chinese, which drew all the top names and took the edge off the two-a-day debut.

cook the edge off the two-a-day lebut.

Chinese (Grauman) (2,028; 30-40-55-75)—"Hit Parade' (Rep) and Charlie Chan' (20th), dual. Anything but a hit at slim \$8,000. Last week, Night Must Fall' (MG) and Way Out West' (MG), \$10,400, about sexpected, just fair.

Downtown (WB) (1,800; 30-40-55-85)—"Prince and Pauper' (FN). Hefty trade on this one and \$10,500 nighly profitable. Last week, Mountain Justice' (FN) and Melody for Two' (WB), poor \$4,300.

Four Star (Fox) (900; 55-83-1.10-165)—"Lost Horizon' (Col) (10th week). Customers are getting fever. Ninth week finished with \$4,000, mild.

Figures are hitting the peaks again at the Buffalo and the Lakes here this week, but the other houses are hitting on low gear.

Bestimates for 13,600; 30-40-55)—
Restimates for 13,600; 30-40-55)—
Call It a Day 'Par) and Horace Heidi's band. Rainy weather hurting somewhat, but fine programshould get over \$20,000, good. Last week, 'Cafe Metropole' (20th), stood up in good shape for neat \$15,000.

Century (Shea) (3,400; 30-40)—10,000 (3,400; 30-50)—10,000 (4,500)—10,000

1.65)—Lost Horizon' (Col) cloth week). Customers are getting fewer. Ninth week finished with \$4,000, mild.

Hollywood (WB) (2,756; 30-40-55-5)—Prince and Pauper' (FN). Best biz in some weeks at around even \$10,000. Last week, Mountain Justice' (FN) and 'Melody for Two' (WB), plenty poor at \$43.00.

Orpheam (Bdwy) (2,280; 25-30-35-40)—Mama Steps Out (MG) and 23½ Hours Leave' (GN), dual and 23½ Hours Leave (GN), dual and 23½ Hours Leave (GN), dual and 23½ Hours Leave (Harvel), and 23½ Hours

Lewis Orch, Plus 'Cafe,' Indpls., Sock at \$13,800

Indianapolis, May 18.

In a week when the time trials for the 500-mile race are drawing 20,000 to 30,000 persons out to the motor speedway daily, and with such other the second of the

larger induals, with a gross that is all right without being startling.

Estimates for This Week

Apollo (Fourth Ave) (1,100; 25-40)
—Prince and Pauper' (WB). Faring mildy at \$3,800. Last week, Wake Up' (200th), third, held up okay at \$3,000.

Turn Off Moon' (Par) and 'King of Gamblers' (Par). Fromer plugged heavily and is headed for fairish \$4,800. Last week, Shall We Dance' (RKO), very good \$6,000, but way off from previous Astaire-Rogers pictures.

Indiana (Devine) (3,100; 25-40)—Man Found Himself' (RKO) and Jan Garber band on stage. Latter vory popular dance favorthe here vory popula

Bette Davis No Draw In Denver, N.G. \$3,500; McQuarrie P.A. Fair

Denver, May 18.

'Star Is Born' is packing Aladdin and going to Broadway for third week. 'Marked Woman' was pulled at the Denver after five days of poor

the Deriver after five days of poor Haven MacQuarrie, in personal, Populling at Denham. Terbidden Adventure of the MacQuarrie of the Adventure of the MacQuarrie of the MacQuarrie of the MacQuarrie of the MacQuarrie of the Mays to Denver Press Club to produce 'Front Page' with local cast.

Estimates for This Week

B. O. Pix Bombard Mpls., but No Dice: 'Pauper' Getting Poor 6G, 'Cafe' 7G

the Denver, Ringing up sock \$5,000 here, Last week, Wake Up' (20th) got nice \$3,500, following a week at the Denver, and was moved to Broadway for third week.

Broadway but okay at \$2,500. Last week.

Broadway for third week.

\$3.500.

Denver (Fox) (2.500; 25-35-50) —
Marked Woman' (WB) and stage band. Out after five days to very joor, \$3.500. Last week, 'Star Is Born' (UA), excellent \$9.500.

Orpheum (RKO) (2.600; 25-35-40) —
Shall We Dance' (RKO), 201 (2.600; 25-35-40) —
Shall We Dance' (RKO), big \$9.000.

Parapaount (Fox) (2.600; 25-35-40) —
Respondent (RKO), big \$9.000.

big \$9,000.

Paramount (Fox) (2,000; 25-40) —

'Charlie Chan' (20th) and 'Midnight
Taxi' (20th). Good enough \$5,500.

Last week, Call 1t A Day' (WB) and
'Man's Here Again' (FN), \$3,500,

okay.

Man's Here Again (1717, 20,000, okay.

Bialto (Fox) (900; 20-25) — Forioiden Adventure (Ind), Not bad at \$4,000. Last week Rialto was a third-run house, and next week it will be a third-run again.

B. B. Bug Bites Pitt, B. O.'s Sick; Dance,' \$15,000

Pittsburgh, May 18.

For the first time in a decade, Pittsburgh has the baseball pennant fever again and it's being reflected importantly in the downtown show sector. Three games over week-end with St. Louis Cards drew 65,000—under ordinary circumstances, a series of this kind wouldn't have attracted half that many—and theatres have been feeling it considerably.

tres have been feeling it considerably.

Biz generally is down over recent weeks, with Stanley pacing field again, Benny Meroff and Phil Regan bolstering weak 'Woman I Love' into potent contender. Although 'Shall We Dance' is a cinch to give the Penn a profit, take is slightly disappointing and way betow figures for previous Astaire-Rogers pix. Elsewhere, however, things are pretty depressing.

Estimates for This Week

Estimates for This Week

Estimates for This Week
Alvin (Harris) (2,000; 25-35-40)—
Wake Up' (20th). Holding up only
moderately well in second week and
possibility of sticking a third was
removed. Looks like \$6,000, or a bit
less, for current stanza, against close
to \$12,000 on original session, House
gets 'Silent Barriers' (GB) Thursday
(20) and then goes back to duals for
a few weeks.
Fulton (Shea-Hyde) (1,750; 25-40)
—Fire Over England' (London). Not
a name that means anything to this
site and lukewarm notices preclude
chances of any help from press. First
time all year here, that a single
other thouse has been alternating
below four ramal has ever dropped
below four ramal has ever dropped
below four ramal has ever dropped
about \$35,900. Pretty (SE)
A Man Betrayed' (Rep) in the doghouse at \$2,900.

Penn (Loew's-UA) (3,300; 25-35550) — 'Shall We Dance' (RKO).
General opinion here is that this
one's considerably below AstaireRogers standard and that's being
refiected in the take. Looks like a
tough pull to get \$15,000 against a
usual 20 grand average for the team.
Also first time since RKO teamed
them that one of their pictures hasn't
elipped off holdover time. Last week
Prince and Pauper' (FKO), \$13,800,
not bad.

Stanley (WB) (3,600; 25-40-60)
Woman I Love' (RKO) and Benny

not bad.

Stanley (WB) (3.600; 25-40-60) —

Woman I Love' (RKO) and Benny Meroff's band and Phil Regan.

Cricks all thumbed down the flicker and the flesh is credited with putting over combo to a profit. Sould have no trouble walting off with nice \$18.500. Last week, "Mountain Justice' (FN) and Guy Lombardo's band, wow \$23,000.

band, wow \$23,000.

Warner (WB) (2,000; 25-40)—'Outcasts of Poker Flat' (RKO) and 'Don't Tell the Wife' (RKO). One of the poorest twin features house has had all year and gross will bear that out. Maybe \$4,000, poor. Last week, 'Star Is Born' (UA) pounded registers for socko \$8,700 on heels of crack \$20,000 previous week at Penn.

Minneapolis, May 18.

Lots of splurging on newspaper advertising for the roadshowing of Lost Horizon, as well as for Cafe Metropole, Shall We Dance and Prince and Pauper. But nothing seems capable of awakening the fans from lethnary that has been putting from lethnary that has been putting from lethnary that has been putting from lethnary that has been a white elephant in recent years for roadshow pictures, even 'The Great Ziegfeld' (MG) having wound up to extremely disappointing figures. Accordingly, the going spretty tough for Lost Horizon' in the out-of-the-way and infrequently lighted Lyceum. Although Dance played to the smallest gross of any of the Astaire-Rogers pictures at the Minnesota, takings were sufficient to warrant its transfer to the Century for a second downtown week.

warrant its transfer to the Century for a second downtown week.

Estimates for This Week

Aster (Publix-Singer) (900: 15-28)
—Gay Desperado' (UA) and When's Your, Birthday' (RKO), split with Night Key' (U) and Happened Out West' (20th). Should reach satisfactory at 12.00. Last week Parole Reacher (Con) and Man Found Himself (1900). And the Should split in Once a subject of the Control of This Week (Man) (20th). And 18 Jano (Aky).

Century (Publix-Singer) (1.600). Moved over from Minnesota for extension of loop first run. Heading for fair \$5.000. Last week Wake Up (1900). The Week (Man) (1900). Moved over from Minnesota for extension of loop first run. Heading for fair \$5.000. Last week Wake Up (1900). The Week (Man) (Man) (1900). The W

route to \$6,500, poor. Last week
Shall We Dance' (RKO), \$11,000,
fair.
State (Publix-Singer) (2,300; 25-40)
—Way Out West' (MC) and 'Husband Lies' (Par), dual. LaurelHardon picture bringing em in; good
and 'Let's Get Married' (Col), dual,
\$3,500, good.
Time (Berger) (290; 15-25)—Dealers in Death' (Indie) and 'Last Journey' (Indie). First dual features at
this house. Off to fast start and may
reach good \$1,200. Last week. 'Enlighten Thay's
author (Publix) (1,200; 25-35)—
Walkiki Wedding' (Par). First nabe
showing. Looks like good \$3,000.
Last week Tove Is News' (20th), \$3.

Walkiki Wedding' (Par). First nabe
showing. Looks like good \$3,000.
Last week Tove Is News' (20th), \$3.

Walkiki Wedding' (Par). First nabe
showing. Looks like good \$3,000.
Last week Tove Is News' (20th), \$3.

World (Steffes) (350; 25-35-40-50)
—Smalanningar (Swedish). Scan

Scan

Finance:

The Market Publy (UA) \$1,200, slim.

'DANCE' HAS RHYTHM IN PORT., BIG \$8,000

Lost Horizon' roadshow at the Mydrair is getting a nice play. Shall We Dance is a big winner at the Orinean and Pauper Toronder into a second week at the Broadway.

Estimates for This Week
Broadway (Parker) (2,000; 30-40)
—Prince and Pauper' (FN) and "Way Out West' (MG) (2d week). Doing well at \$5,000. First week cashed in on coronation element for good \$1.000.

May fair (Parker-Evergreen) (1,400; 5-\$1.85)—Toost Horizon' (Col). Two-a-day showing is answering to big build-up campaign. for nice results Lust week (30-40), Tove Is Young (U) and 'Trouble in Morocco' (Col). weak \$1,700.

Orpheum (Hamrick - Evergreen)

Last week (30-40), Morocco' (Col), weak \$1,700.

Orpheum (Hamrick Evergreeh) (20,00), 30-40 (Hamrick Evergreeh) (20,00), 30-40 (Hamrick Evergreeh) (20,00), 30-40 (Hamrick Evergreen) (3,000; 30-40)—Thermes' (Par) and Thunder in City' (Col), Nothing to get excited about, fair \$5,500. Last week, Ting and Chorus Girl' week, Magnada Wall week, Mag

Beach Competish, H.O.'s, Dent Philly

B.O.'s; Power-Young Nice \$16,000

Moveover from State a brodle and best in sight, weakish \$3,000. Last week, "Wake Up' (20th) and 'Song of City' (MG), fair \$4,500.

Wiishtre (Fox) (2,296; 30-40-55-65)

Night Must Fall' (MG) and "Way Out West' (MG) dual. Wilshire mobot going for this brace; only \$4,000.

Last week, "Wake Up' (20th) and 'Song of City' (MG), fair \$7,300.

**STAR' H.O. AT \$8,000,

MONTREAL STANDOUT*

**STAR' H.O. AT \$8,000,

MONTREAL STANDOUT*

Soggy weather and near-freezing temperatures helping the bo.'s. 'Siar Is Born', ho. at the Palace, is again packing them in. Estimates for This Week

His Majesty's (CT) (1,600; 50)—
'Lost Horizon' (Col). onald Coleman is always okay here; \$8,500 will be good. Last week's ho., "Good Earth' (MG), folded latter part of week to poor \$3,500.

Palace (CT) (2,700; 50)—'Star Is Born' (UA) (2d week). Fans still be good. Last week's ho., "Good in sight, excellent. Last week, "Areadia (600; 25-40-50)—'Internes' (Par) (2nd run). Fair \$2,100 seen. Boyd (2,400; 40-55)—'Prince and Pauper' (WB). Not olong what was expected after all the ballyhoo of coromation Eve opening and many ticups. Opened Tuesday evening (WB), Just getting by at \$5,000!

fair \$16,000. Held over, however, for at least a part of second week. Earle (2000; 25-40-55)—Way Out West' (MG) and vaude. Guy Lombardo's band on stage. Band should pull gross to \$16,000, fair. Last week, 'Nobody's Baby' (MG) and vaude. Sally Rand big magnet at start, but end of run showed only lukewarm biz; \$17,500 was above average, but not notable.

For (3,000; 40-55-65)—Cafe Methods of the control of the

Chi B.O.'s Toboggan with Weak Pix: 'Old Soak' Poor \$10,000, 'Moon' Red \$23,000; 'Dance,' 3d Wk., 17G, Holds

Chicago, May 18.

Weakest li -up of pictures in many sessions is letting the down-town theatres slide sadly currently, with the majority of the houses taking dips that will land them in, or dangerously near, the red portion of the ledger. Only here and there are there any shining b.o.' For the rest, it's woeful wailing.

Among the disappointments at thront gate is 'Old Soak', which hasn't been able to get started at the Roosevelt. Opened Wednesday (12) and will go out Saturday (22) after a dabby 10-day stand. Another weakle is Turn Off the Moon, at the Chicago. At the Palace, Shall We Dancehit the toboggan in the middle of its school week and isn't smashy in its flardess.

On the Chicago of the chicago is the started at the started and in the middle of its chird session, but stays a fourth gardless.

gardless.

One click is 'A Star Is Born,' going into hold-over sessions with fine box-office results. Excellent publicity and exploitation helping, with a roveity ad turned out by Eddie Levin, of the Balaban & Katz press department, rating special comment around town.

Estimates for This Week
Apolio (B&K) (1.200; 35-55-85)
Cafe Metropole' (20th). In here folowing week at Chicago and okay
with \$7,000. Last week, King of Gamblers' (Par), so-so \$5,800.

ners (Par), so-so \$5,800.
Chiese (B&K) (4,000; 35-55-75)—
Turn Off Moon' (Par) and stage show, Sybil Jason headlining, Sickly gross in proper much better evening play. In red at \$23,000, anemic. Last week, 'Metropole' (20th), nest \$32,000.

ning play. In red at \$23,000, anemic. Last week, 'Metropole' (20th), neat \$22,000.

Erlanger (1,400; 55-83-\$1.10-\$1.65)
—Captains Courageous' (MG) (2nd week). Roadshower got away to good though mixed comment. Finished ith okay \$13,000 first week.

Garrick (B&K) (900; 35-55-65-75)
—Wake UP (20th). In here after almost four weeks. at the Roose-velt. Indicates considerable draw yet with \$6,500. Last week, 'Maytime' (MG) finished seventh week in loop to oke \$6,200.

O'lentai: (B&K) (3,200; 35-45-55-65)
—13th Chair' (MG) and vaude, House has gone into a box-office pout for the past few weeks and doesn't seem able to pull itself out. Currently remains in the dumps at \$15,000, poor. Last week, 'Mountain Justice' (WB). only \$14,000, mild.

Falace (RKO) (2,500; 35-55-75)
—Shall We Dancer (RKO) and vaude dower. Some of the week. Play of t

Seven days.

State-Lake (Jones) (2,700; 20-25-35-45-55) — 'Night Key' (U) and vaude. Steadiest grosser in loop remains on even keel and again reaches safe harbor with \$13,000. Last week, 'Racketeers Exile' (Col), neat \$13,000.

neat \$13,800;

United Artists (B&K.MG) (1,700;
35-55-65-75) — 'Star Is Born' (UA)
(2nd week). Real coin-maker from
every angle. Will ring the gong once
more to \$16,000 for its hold-over
Got swell \$21,800 in initial

Racketeers in Exile' (Col), got neat \$9,400 in second week.
Majestic (Fay) (2,200; 25-35-50)—
Call it Day' (WB) and Let Them Live' (U). Most expected is \$6,800, so.so. Last week, Prince and Pauper (WB), dandy \$9,400.

EKO Albee (2,200; 25-35-50)—
Shall We Dance' (RKO) (2nd week).
Off to good start, but takings not sensational; around \$7,000, oke. Last week, Astaire-Rogers combo, got swell \$10,500.

Strand (City' (Col)) and Navy Thunder in City' (Col) and Navy Thunder (City' (Col)) and (Cit

'PAUPER,' 'STAR' **NECK 'N' NECK** IN DULL K.C.

Kansas City, May 18.

They're buying all over town this week, but not in big enough quantities to give most of the houses better than fair biz. Kansas-Missouri Dental Convention is aiding the grosses somewhat.

Two pics are running meck and neck; Prince and Pauper' at Mainstreet, and Star Is Born' at Midland, Former has slight edge. Shall We Dance, after nice week at Mainstreet, moved to Newman, where it's only fair.

Estimates for This Week

Estimates for This Week

Mainstreet (RKO) (3,200; 25-40)—
Prince and Pauper (WB). Lobby act, Mögul, mind-reader, adding punch to the bo. Week looks like nice \$12,000 . Last week, Shall We Dance' (RKO), didn't come up to expectations, but nice at \$12,000 .

Midland (Loew) (4,000; 25-40)—Star Is Born' (UA) and 'Nobody's Baby' (MG), \$11,500, fair. Last week, Night Must Fall' (MG) and 'Promise to Pay' (Col), good \$14,000 .

Newman (Par) (1,900; 25-40)—Shall We Dance' (RKO) (2d run). Fair \$5,000 . Last week, 'Mountain Justice' (WB) and 'Murder Goes College' (Par), poor \$3,000 .

Tower (Fox) (2,200; 25-40)—'Hit

Tower (Fox) (2,200; 25-40)—'Hit Parade' (Rep) and vaude. Mild \$9,000. Last week, 'Midnight Taxi'. (20th) and Bowes All-Girl unit on stage, poor \$7,500.

user, poor \$7,500.
Uptown (Fox) (2,020; 25.40)—
Fifty Roads (20th) (2d run), So-so
\$4,000, Last week; 'Chan at Olympics' (20th) and 'David Harum'
(20th) (reissue), pulled after five
days, poor \$2,000.

'THUNDER' OVER B'KLYN

Robinson's Brit. Pic, Plus is P.A. Good \$17,000

Good \$17,900

Brooklyn, May 18.

Thunder in the City, the Edward G. Robinson picture at Fabian's Fox, is heading for good results at the bo. Personal appearance on Friday night by Robinson produced a jammed house. Loew's Metropolitan, with 'Night Must Fall' and 'A Family Affair,' is also in the chips. Ringling circus closed. Saturday night (15) and gave downtown de luxers and nabes a tough tuste, out-door attraction, first week under canvas, reported socko, bi.

Estimates for This Week

Estimates for This Week

1st Runs on Broadway (Subject to Change)

Week of May 21

Astor—Captains Courageous' (MG) (2d wk),
Captol—They Gave Him a Gun' (MG) (2d wk),
Central—Charlie Chan at the Olympics' (20th) (22).
Criterion—Make Way for morrow' (Par) (3d wk),
Globe—Tost Horizon' (Col) (12th wk),
Music Hall—Shall We Dance' (RKO) (2d wk).
Paramount — Turn
Moon' (Par) (19).
Biatto—Nobody's Baby' (MG) (19).

(19); Rivoli—'Dreami

Rivoll—'Dreami
(19),
Roxy—'As Good as Married'
(U),
Strand—'Prince and
per' (WB) (3d wk),
Week of May 28
Astor—'Captains Courageous'
(MG) (3d wk),
Captel—'Pick a Star' (MG)
(27),
Central—'Girl from Scotland

Capitol—Pick a Star' (MG)
(27).
Central—Girl from Scotland
Yard' (Par) (29).
Globe—Lost Horizon', (Col)
(13th wk).
Music Hall—This Is My Affair' (20th) (27).
Paramount—Turn
Moon' (Par) (2d wk).
latto—What Price
geance' (Indie) (26).
Rivoll—Dreaming Lips' (UA)
(2d wk).
Roxy—Wings Over Honolulu'
(U).
Strand—'Ki (WB)

Strand—'Ki (26).

NO CINCY BLUES; 'WAKE UP' **BIG 16G**

Cincinnati, May 18.

Cincinnati, May 18. iz by and large for ace cinemas is above average for this time of year. Wake Up and Live, Shubert's first pop pic, is pacing the burg currently at \$16,000. 'Cafe Metropole' is next best with \$4,500 for the Albee.

Estimates for This Week

Albee (RKO) (3,300; 35-42)—'Cafe Metropole' (20th). Okay \$14,500. Last week, 'Internes' (Par), \$10,000, mild.

mild.

Capitol (RKO) (2,000; 35-42)—

Call It Day' (WB). Good \$5,000.

Last week. Marked Woman' (WB)

'Avenging Angels' (RKO) and 'Woman Alone' (GB). split. Fair \$2,100.

Last week, 'We're in Army' (GB) and 'Man Found Himselt' (RKO), split, \$2,500, dandy.

Grand (RKO) (1,200; 25-40)—'No Man of Own' (Par) (revival). Tame,

Spring Puts B'way B. O.'s on Skids; Dance, 100G, Holds, 'Courageous' 15G, 5 Days, 'Gun' Misses Fire, 20G

trouble getting people into theatres.
Only the Music Hall, with new

Spring is the air and there's trouble getting people into theatres. Only the Music Hall, with new Astaire-Rogers picture, and the Astor, with the \$2 twice-daily 'Captains Courageous,' are having much success of it. With the off-season release keeping it to a lower level than would have been insured had 'RKO been able to get the picture into the cans earlier, Shall We Dance' may not get up to \$100,000, but at that fig. The control of the picture into the cans earlier, Shall We Dance' may not get up to \$100,000, but at that fig. The control of the picture of the picture into the cans earlier, Shall We Dance' may not get up to \$100,000, but at that fig. The control of the picture of the pic

\$2,500. Last week, (MG) (2d run), \$2,800, fair, 500; 25-40)—Mountain Justice' (WB). Slow \$4,-000. Last week, 'Hit Parade' (Rep), \$6,000, swell.) (1,400; 35-42)—Park Avenue Lodger' (RKO), Meek \$3,000. Last week, 'Husband Lies' (Par), yanked after fifth day, \$2,000, por, Palace (RKO) (2,600; 35-42)—Shall We Dance' (RKO) (2,600; 35-42)—Shall \$7,500. Pulled whiz bang \$17,000 on first seven days for theatre's best take in weeks. Shubert (RKO) (2,200; 35-42)—Wake Up and Live' (20th), Opened Wednesday (12). Initial pic for this house at pop prices and off to bang up start for \$16,000. Followed Lost Horizon' (Col) on road show scale, 58-83-\$1,10-\$1,50, which did feeble \$8,000 in 12 days.

the air and there's people into theatries. C Hall, with new picture, and the Astrivice-daily (Captains re having much such the first of the Fox wanted to meke 'em pay through the nose for the holdover. "Mountain Justice' finished its week at the Rialto last night (Tues.) at the Rialto last night vue (45-minute time.

Estimates for This Week

Actor (1,012: 55-\$1.10-\$1.05-\$2.20)—
Actor (1,012: 55-\$1.10-\$1.05-\$2.20)—
Captains Courageous' (MG) (1st week) First five days \$15.000, very good, but not capacity. Time of year probably keeping it from the standess Good Earth' got last winter on starting its 13½ weeks' run. A fine press was accorded (Courageous.'
Capitot (4,620; 25-35-55-85-\$1.25)—
They Gave Him a Gun' (MG). A disappointer; only around \$20.000, mild, but is being forced a second week. Last week. Call. If a Day (MG), got only \$1.000, which is the average here. Last week, That I May Live' (20th) \$8.000, fair.

Griterion (1,662; 25-40-55)—/Make Way for Tomorrow' (Par') (2d week). Slipped under \$10,000 last week (15), poor, but comparatively better this week (2d) at likely \$9.000, though these grosses are far from good and do not justify holding the plotter of the property of the plotter of the plotter of the plotter.

Globe (1,274; 55-\$1.10-\$1.65-\$2.20)—
"Lost Merizon' (Col) (12th-20a)—"Lost Merizon' (Col) (12t

picture a third weck, which is being done.

Giobe (1,274; 55-\$1.10-\$1.65-\$2.20)

—Tost Horlzon' (Col) (12th-dnal week). Sluffing off sharply, under \$8,000 last week (11th) and out next Wednesday (25). Run was obviously forced. Fature of house uncertaint it to agrind polley or Par taking it for roadshows.

Palace (1,700; 25-45-55)—Marked Woman' (WB) (2d run) and 'You Can't Buy Luck' (RKO) (1st run), dualed. Business may reach \$7,500, or over, fair. Last week, Woman' I Love' (RKO) (2d run) and 'That Man's Here Again' (WB) (2d run) and 'That Man's Here Again' (WB) (1st run), doubled, on eight dozs, \$9,805-809)

—Internes' (Par) and the Xavier Cugat-Dixieland Jazz bands combined (2d week). Weakest show for this house in long time, but still okay on the profits. Hit \$2,500 last week (1st) and on second ending 1st night (Tucsday) was \$23,000. The Off the Moon' (Par) and the Ina Ray Hutton orchestra move in today (Radiosday) Muste Hall (5,900; 40-66-65-80-\$1,65)—Shall We Dance' (RKO) and stage show, Grossing chances reduced by arriving here so late, but may get to \$100,000, very good, and holds over. Last week, third for 'Star Is Born' (UA), \$82-000, excellent. The three weeks' lotal was \$24,000. The Take of the Hallo (1905). At \$7,000 on week chird for 'Star Is Born' (UA), \$82-000, excellent. The three weeks' lotal was \$24,000. The late of the hold of the late of the hold of the week index to the hold of the week index of the hold of the week' index of the hold of the w

No B.O., No Nothin' in Detroit

300,000 Union Men Apparently Sympathize with Hollywood Strikers; Biz Brutal

, May 18.

Threatened icketing of major houses by ited Auto Workers union, slated to start last Thursday Plenty Opposish in Prov.;

Romeo Dual Oke 10G

Albee (2,500; 25-35-55) — Cafe Metropole (20th) and That May Live (20th), dual. Should get place and opposish, theatres downtown are doing fairly good. All week stands along the main stem will have the annual Shriners' circus as a hurdle swell as Tom Mix's outhfi, which week as one-day visit, and the banging the stands annual Shriners' circus as a hurdle swell as Tom Mix's outhfi, which week as one-day visit, and the banging the weather with \$1000 done hold over, Shall We Dance' at Albee, and he goi is good there, too.

Stimates for This Week

Albee (2,500; 25-35-55) — Cafe May Should get place with \$1000 done hold over, Shall We Dance' (Wed.). Last week, "Gafe Metropole' (20th) with Spbil Jason, Everett Marshall topwing vaide, good \$21,000.

Met (2,400; 25-35-55) — Through the point of the Moon, 'promise so one-day visit, and the banging shall we Dance' at Albee, and he goi is good there, too.

Stimates for This Week

Albee (2,500; 25-35-55) — Cafe May May Miles and Wed.) As the Army and the point of the Moon, 'promise and allief,' dualled a benefit of the point of the Moon, 'promise and the goi is good there, too.

Stimates for This Week

Fay's (2,000; 25-35-55) — Cafe Metropole (20th) and 'Love' (RMC) and 'Love' (Sabou at most.) Last week, 'Gafe Metropole' (20th) and 'Love' (Sabou at most.) Last week, 'Gafe Metropole' (20th) and 'Love' (RMC) and 'Love' (Love (RMC) and 'Love' (RMC) and 'Love' (Love (RMC) an

Loyes Boy' (GN), dual. Fair \$3,500. Last week, 'Murder in Red Barn' (MG) and 'Juggernaut' (GN), \$4,000,

Of 95,379 Cinemas in the World, Only 55,563 Are Wired for Sound, But U. S., Canada, 100% Talker

Of the total of 95,379 film theatres throughout the world, 55,563 are wired for sound. Of the balance of when for sound. Or the balance of, 39,816, 37,669 are located in Europe, with 32,705 in Russia. The United States has 16,258 houses, all of which have sound. Canada's 1,033 are likewise all wired. Figures are issued by the Department of Commerce, Bureau of Foreign and Domestic Commerce.

by the Department of Commerce, Bureau of Foreign and Domestic Commerce.

According to the Bureau figures other nations which have all theatres wired for sound are England, with 4,950 houses; Sweden, with 1,641; Denmark, with 352; Roumania, with 350; Norway, with 240, and the Irish Free State, with 190. Italy has only 2,800 sound-equipped houses out of a total of 4,800, while Spain has a mere 1,600 wired theatres out of 3,500 theatres. In the rest of Europe the percentage is well on the side of sound, only 1,024 out of a total of 15,835 being. In other parts of the world the majority of houses is also preponderantly wired.

Complete figures from the survey are as follows:

Wired International Complete Regular Complete figures from the survey are as follows:

Latin America	4,068	5 5 1
Far East	610	
Breakdown of the	above	figu
reveals the following	:	84
Russia Germany England	2,285 5,271	
England		4
Italy France Spain	2,800 3,900	4
Czechoslovakla	1,343	4 4 2 2 2
Czechoslovakla Sweden Belgium	1,600 1,343 1,641 740	3
Austria	692 657	
Hungary	385	
Roumania	352 350	
Belgium Austria Piland Piland Denmark Roumania Switzerland Xuposlavia Norway Piniand Portugal Irish Free State Turkey Latvia Bulgaria	328 263	
Netherlands	207 240	
Finland	210	
Irish Free State	180 190	
Turkey	140 93	
Latvia	89	
Latvia Bulgaria Lithuania Estonia Albania Argentina Brazii	44 55	
Albania	14 1,000	
Argentina	1,000	
Brazil Mexico Cuba Colombia	1,170 402 300	
Colombia	150	
Chile	180 159	
Peru	124	
Puerto Rico	111 100 47	
venezuela Puerto Rico. Panama Costa Rica. Ecuador Guatemala Salvador	36	
Guatemala	34 25 27	
Salvador Honduras Nicaragua British Gulana Dominican Republic Rajivia	27 29 25	
Nicaragua	25 28	
Dominican Republic	. 23	
Bolivia Trinidad French West Indies	19 19	
French West Indies	15 15 8	
Jamaica Jamaica Bermuda Haiti Paraguay Dutch West Indies	8	
Paraguay	6	
Bahamas	. 8	
Barbados British Honduras	. 3	
South Africa	250 130	
Algeria Algeria Egypt Iran Palestine Tunisla	102 28 29	
Palestine	20	
Tunisia	24 24	
Syria	: 1	
East Africa	. 6	
Japan Australia	1,237	
Australia	1.420	
India New Chine	. 410	
China	. 148	
Slam	. 22	
British Malaya		
Cevion Fiji Islands and Societ Islands	У	
Islands	•	

'Maytime,' 51/2 G, 'Cafe,' \$3,000, Top Lincoln

\$3,000, Top Lincoln
Lincoln, May 18.
Two pictures are nicely out front
for top honors here this week, Maytime' and 'Cafe Metropole.
Estimates for This Week
Liherty (LTC) (1,200; 10-15)—
Public Enemy's Wife' (WB) plus 'It
Happened Out West' (Fox), split with
'Chan at Olympics' (Fox) plus 'Looking for Trouble' (UA). Average at
\$800. Last week, 'Espionage' (MG)
plus 'Mighty' (U), split with 'Lughing at Trouble' (20th) plus 'Old
Coral' (Rep.) \$800, fair.
Lincoln (LTC) (1,600; 10-20-5)—
'Cafe Metropole' (20th) Should do
very good \$3,000. Last week, 'Old
Soak' (MG), oke at \$2,800.

Oppheum (LTC) (1,350; 10-15-2025)—'That 1 May Live' (20th) and

stage show, 'Greenwich Village Gambols.' All right at \$2,100. Last week, 'Ecstasy,' split with 'Nobody's Baby' (MG) plus 'Man Who Could Work Miracles' (UA), fair \$1,700.
Stuart (LTC) (1,900; 10-25-40)—
Maytime' (MG), Should come in with \$5,500, very big, Last week, 'Mrs. Cheyney' (MG), good \$3,500.
Varsity (Westland) (1,100; 10-15-20-25-55)—'Silent Barriers' (GB).
Not.so good at \$1,000. Last week, 'Thunder in City' (Col), fair \$1,200.

Balto Picks Up; 'Star' Shiny 17G, 'Pauper' Rich 11G

Baltimore, May 18.

Week. Nice lineup of product helping some, and influx of visitors in town for weekend running of Preakness another boon.

Loew's Century leading the pack with 'Star is Born' (UA) with a very merry \$17,000, while the Stanley is taking good advantage of its ample capacity to turn a row \$1.0 mm. Town's of the product of the product

Estimates for This Week

New. Estimates for This Week
Century (Loew's-UA) (3,000; 1525-35-40-55)—Star Is Born' (UA).
Setting pace for town with hey-hey
\$17,000. Last week, 'Old Soat (MG),
along with final week of flesh in
person of Rorace Heidt band, \$15,800.
Interport of Research (Col) page 16Hippodrome (Rappaport) (2,300;
15-25-35-40-55-68)—Thunder in City
(Col) plus vaude featuring Tito
Guizar. Mild \$12,000. Last week,
second session of 'Shall We Dance
(RKO) and Happy Felton and band,
\$11,900, far.
Keith's (Schamberger) (2,500; 1525-30-35-40-55)—Low Is Young (U)
opened supper show Monday (17).
Last week, only five days of Fire
Over England (UA), poor \$4,100.
New (Mechanic) (1,400; 15-25-30
40-55)—Cafe Metropole (10th) (2d
week) 500. Olding up profit or
New (Mechanic) (1,400; 15-25-30
40-55)—Cafe Metropole (10th) (2d
week) 500.
Stanley (WB) (3,565; 15-25-35-4055)—Prince and Pauper (WB).
Finding large capacity a decided
asset to accommodate steady partonage and clicking with rosy \$11,000.
Last week, 'Internes' (Par), n.g.
\$5,600.

Dixon to GN

Harlan Dixon, who has completed the staging of the new floor show for Ben Marden's Riviera in Jersey, opening May 27, has been signed as dance director by Grand National. Left for Hollywood yesterday (Tues.) to take up his duties on musicals at that studio.

L'VILLE BIZ OK DESPITE **RACING; 'STAR' \$8,500**

Louisville, May 18.
Trade is topping average all along the line, abetted by a spell of cool weather. Nags still chasing each other around Churchill Downs and due to wind up spring meet Saturday (22). Dog races across river in Jeffersonville, Ind., not potent opposits, due to cool example.

Activating \$5,000 or better, with Riativating \$5,500 or better, with Riativating \$1,500 or more. Last week, Romeo and Juliet (MG) and 'Let's Get Married' (Col), dual, at regular tariff, returned big \$4,500.

Mary Anderson (Libson) (1,000, 15-25-40) — Prince and Pauper (WB). Holdover starax has indications of taking sice \$3,500, after fine first week gross of \$4,500.

Mary Anderson (Libson) (1,000, 15-25-40) — Prince and Pauper (WB). Holdover starax has indications of taking sice \$3,500, after fine first week gross of \$4,500.

Mary Anderson (Libson) (1,000, 15-25-40) — Prince so College County and Star of Minight Rey Undual, Split with Bullets or Ballots' (WB), and Bries Are Like That' (FN), dual, around average \$1,500 or better, should so last week, Shall We Dance' (RCO) and Mover over to Brown.

Strand (Fourth Ave.) (1,500, 15-25-40) — Princes (Cabie-Lombard of biz M

FAY BAINTER COASTING FOR MG 'TRIESTE' JOB

Fay Bainter, now vacationing in New York, will return to the Coast around the end of the month for a featured role in Metro's 'The Girl From Trieste.' Dorothy Arzner directs.

Dunn Talks Air Deal

Hollywood, May 18.

James Dunn has left for New York n a combo business and pleasure

on a combo business and pleasure trip.

Actor will talk new picture and radio deals in the east and will stop in Indianapolis on his return to take in the automobile race,

Power-Young, \$22,000, 'Pauper, 20 G, Both Aided by Wash. Stage Shows

Washington, May 18.

Things are looking up this week and if there are looking up this week are looked to be a looked at least the proportion to expectations. Three repeats are keeping total take down, with opening of river boats and outdoor parks also hurtting.

Capitol has slight lead with 'Cafe Metropole', though 'Prince and Pauper' and Hal Kemp ork, in for only six days at Earle, may push to to phonors. 'Shall We Dance' again is disappointment in holdover week.

Estimates for This Week.

Estimates for This Week.

Capitol (Loew) '(3,242; 25-35-60)—

Cafe Metropole' (20th) and vaude, couldn't better light \$18,00.

Columbia (Loew) '(1,581; 25-40)—

Personal Property' (MG) '(2d run), big \$5,000.

Earle (WB) (2,244; 25-35-40-60-70) big \$5,000.

Earle (WB) (2,244; 25-35-40-60-70) — Prince and Pauper' (WB) and vaude. Bally on coronation sequence, plus Hal Kemp band behind foot-

lights should see big \$20,000. Last week, Wings of Morning' (20th) and \$150,000. Last week, Wings of Morning' (20th) and \$150,000. Last week (RKO) (1,800; 25-35-60). Shall We Dance' (RKO) (2d week). Holding up with about \$10,500, but still well under all other Astaire-Rogers pix. Last week same ic slipped under estimate to disappoing though ordinarily big \$15,000. Met (WB) (1,853; 25-40)—'Silent, Barriers' (GB). Looks like fair \$4,000. Last week, Man's Here Agai (WB) slid to a season's new low at \$3,000, poor. Palace (Loew) (2,363; 25-35-60)—'Stat Is Born' (UA) (2d week). Heading for oke \$9,000. Last week same pand for oke \$9,000. Last week same in Giff' (Par) (revivals). Okny \$2,600. Last week, Morn and 'Every Night at Eight' (Par) and 'Every Night at Eight' (Par) and 'Every Night at Eight' (Par) Gods at Play' (Cummings), French farce should see good \$3,500. Last week (firits Club' (Cummings), took good \$3,900.

Astaire-Rogers No Panic in Frisco, But \$22,000 Good; Other B.O.'s N.G.

Nice People

Hollywood, May 18, Hollywood writer set a hetry price on a story and handed the opus to an agent saying that If the peddler got the asking price he could keep 25%. Percente, demanded got double, whereupon the scribbler hedged on the pay-off threatening recourse to the screen play-wrights.

'Star' Big \$34,000, 2 Hub Spots, but 'Horizon' N.G. 5G

Boston, May 18.

'Star Is Born,' dualled with Family
Affair,' is big stuff at day and date
Orph and State. 'Shall We Dance'
holds over at Memorial for second

holds over at Memorial for second stanza at good pace.

George Kraska brings in American premiere of 'Anni Laurie,' all-Scottish pic starring Will Fyffe, at the Fine Arts Wednesday (19). 'Captains Courageous' opened roadshow stand at Colonial at \$1.65 top Monday (17), 'Lost Horizon' finished five-week roadshow at Shubert Saturday (15).

Estimates for This Week

five-week roadshow at Shubert Saturday (15).

Estimates for This Week

Boston (RKO) (3,000; 25-40-55)—

Wings Over Honolulu' (U) and Men
Not Gods' (UA), dual. Pale combo
marking up so-so \$7,500. Last week,
Good as Married' (U) and Two Wise
Maids' (Rep), dual, poor \$6,000.

Fenway (M&P) (1,400; 25-35-40-50)

—Call It Day" (WB) and 'Once a
Doctor' (WB), dual. Fepi at \$5,000.

Last week, Wake Up' (20th) (2nd
run) and Time Out for Romance'
(2004) (1000), dual chose \$7,000.

Kan Week, Wake Up' (20th) (2nd
run) and Time Out for Romance'
(2004) (1000), dual chose \$7,000.

Kan Week, Wake Up' (20th) (2nd
run) and Time Out for Romance'
(2004) (1000), dual chose \$7,000.

Kan Week, Wake Up' (20th) (2nd
run) and Time Out for Romance'
(2004) (1000), dual chose \$7,000.

Kateropolitat (M&P) (4,300; 35-5575)—Turn. Off Moon' (Par) and
stage show. Not getting anywhere,
only \$15,000. poor. Last week,
Prince and Pauper' (WB), just fair
\$0.000.

**Orpheum (Low) (2,300; 25-35-40.)

Sol-Star Is Born' (UA) and Family

uniy \$15,000, poor. Last week, 'Prince and Pauper' (WB), just fair \$20,000.

Orpheum (Loew) (2,900; 25-35-40-50)—'Star Is Born' (UA) and 'Family Affair' (MG'), dual. Biggest in weeks, \$18,000 or better. Last week, good \$15,000 for 'Night Must Fail' (MG) and 'Old Soak' (MG'), dual. Safet and 'Once a Doctor' (WB), 'Ual. Safet and 'Once a Safet and 'Once a Safet and 'Once a Safet and 'Safet and '

with pale \$5,000. Shaduce beau, ward end.
State (Loew) (3.300; 25-35-40-50)—
'Star Is Born' (UA) and 'Family
Affair' (MG), dual. Sailing into very
big \$16,000. Last week, good \$13,500
for 'Old Soak' (MG) and 'Night Must
Fall' (MG), dual.

Plenty Seattle H.O.'s, but Little B.O.; 'Star,' 2d, 9G

tar Is Born' and 'Shall We Dance' are in holdover weeks, while 'Prince and Pauper' showed enough at Fifth Avenue to move over to Music Box for second week. Blue Mouse is dropping Murder Goes to Town' and going fourth week for 'Wake Up and Live' solo.

Bung fourth week for 'Wake Up and Live' solo, Estimates for This Week Blue Mouse (Hamrick-Evergreen) (900; 32-37-42)—Wake Up and Live' (20th) (4th, week). Singleton after three weeks of dual, indicate fair \$2,500. Last week, third for same

San Francisco, May 18.
Although biz for 'Shall We Dance' at the Golden Gate is off for a Fred Astaire-Ginger Rogers pic, the Gate will lead the rest of the town by a wide margi. Hotel strike is evidently hurting, but word-of-mouth comments have been good and pic give signs of building.

Blander-Most-Horizon has been way off since hotel strike and roadshow goes out after current (12th) week.

Estimates for This Week
Fox (F-WC) (5,000; 32-55)—Cate
Metropole' (20th) and Mountain
Justice' (2d week). Bi has been
brutal downtown ever since the
first-runs upped admish 15c: at night.
The nabes are still charging 30c, and
5c. This combo doesn't look geared
for much over \$10,000 currently.
Last week, first, below expectations
at \$16,500.
Geary (Lurie) (1,200; 50-75-\$1,00\$1,600—Test Horizon' (Coi) (12th
week, Last keek, 11th, \$4,500, poor.
Held, Stilke, and chis still still the held.
Stilke and chis still still the held.
Stilke and chis still the held.
Stilke and the chis still the held.
Stilke and chis still the held stilke still the held.
Stilke and chis s

film, and Murder Goes to Town' (Par), dual, good \$3,600.
Collseum (Hamrick Evergreen) (1,300; 21-32)—Mrs. Cheyney (MG) and "Under Life and the state of the state

dual. Good \$7,500 in sight. Last week, 'Prince and Pauper' (FN) and 'Song of City' (MG), dual, \$8,400, fair.

Liberty (J-vH) (1,900; 21-32-42)—'Star Is Born' (UA) (2d week). March-Gaynor pic pulling great \$9.000. Last week, same film, \$11,300, excellent.

Music Box (Hamrick-Evergreen) (900; 32-37-42)—'Prince and Pauper' (WB) and 'Song of City' (MG), dual. Release from Fifth Avenue anticipate good \$3,000. Last week, Suffi Fall' (MG) and vagut week. Wight Fall' (MG) and vagut week. Suffi Fall' (MG). As a second week. Wight Fall' (MG). As a second week. Wight Fall' (MG). He week. Wight Fall' (MG). He week. Wight Fall' (MG). Say 37-42)—'Shall We Dance (RKO) (2d week). He oaks week, same lim, \$8,400, big.

Palomar (Sterling) (1,450; 16-27-37)—'Hit Parade' (Rep) and vaude. Top billing for pix, with long list of radio names, drawing great \$6,000. Last week, Soldier and Lady (RKO) and vaude, \$3,100, noor.

Paramount (Hamrick-Evergreen) (3,106; 32-37-42)—'Turn Off Moon' (Par) and 'Love from Stranger' (UA), dual. 'Headed for only \$3,500 poor. Last week, Soldier and Lady (UR), and 'Great week, Soldier and Lady (UR), dual. 'Headed for only \$3,500 poor. Last week, 234 Hours Leave (GN) and 'Chan at Olympic' (20th) dual, \$4,800, moderate. Reosevelt (Sterling) (685: 21-22)—'You're in Love' (Col), and 'Great College (Col), fair, \$4,800, fair.

Home-Reelers Cashing in Heavily On Coronation, Hindenburg Footage

Non-theatrical motion picture film Non-theatrical motion picture film business was given a big lift in the last 10 days as a result of the Hi denburg disaster and the Corona-tion. Dealers in 16mm. and 8mm. films, able to obtain newsreel stock, reported record sales on the Zepp burning scenes and exceptional ad-vance orders for Coronation epi-sodes.

In both events, they were and are In both events, they were and are being released so soon after actual occurrence that owners of home projection equipment are receiving the films only a short time after cinema houses. Dealers in 16 mm. and 8 mm. pictures only have to reduce down the standard film to the smaller shock.

*ADULT' SERIA

er stock.

Reel on the Hindenburg went to
dealers about 24 hours after the
newsreel release. Unofficial estimates
are that Pathegrams, alone, took in
between \$40,000 to \$50,000 in sales
on this wreck up until yesterday.
(Tues.), with only cash deals con-

idered.

Heavy demand for these lms is attributed to the fact that this probably is the first time such an outstanding news event has been made available to the public so soon after the occurrence. Non-theatrical competition aspect was not considered serious because most of the newsreels had already cashed in on the timeliness angle.

the timeliness angle.

Not only will Coronation films be available in 16 mm. and 8 mm within the next week or so, but Pathegrams is featuring low prices. Talking film stock, with footage comparable to what the newsreels will have, will sell at around \$12, while the silent of about the same length will be sold at \$7.20. About the same footage in 8 mm. silent stock will go at \$5.50.

Castle Films will offer narrow.

Castle Films will offer narrow-gauge footage of the Coronation at 42 per 100 feet.

Lang Gets Raft-Sidney Starrer: Krasna's Orig.

Hollywood, May 18.

Paramount has pacted Fritz Lang to direct Norman Krasma's original, You and Me, 'co-starring George Raft and Sylvia Sidney. Assignment irons out a muddled situation involving a number of changes in plans. Pic was first on B. P. Schulberg's production schedule, with Krasna supposed to direct and Carole Lombard opposite Raft. Schulberg's Paramount deal terminated and the story reverted to Paramount. Then Krasna went over to Metro and things got good and involved.

Brooks Quits Cantor For David Loew Pic

Hollywood, May 18.

Matt rooks has been pacted to do an untitled script for David Loew Prods,
Writer recently the Eddie Cantor air show after a three-year stretch.

Mae West's Next

Hollywood, May 18.
Eddle Sutherland has been signatured to direct the next Mae West Im for Major Picts.
Not been definitely set yet whetlier the film will be done as a musical of the gay 90's under the title Frivolous Sal.' Handle belongs to Warner Bros., which used it recently.

Metro 'Hospital' Toppers

Hollywood, May 18.
Franchot Tone, Maureen O'Sullivan and Vinginia Bruce have been assigned top spots in Metro's General Hospital, which will go into production at once. George B. Seitz directs.
Plo will made from Eric von Stroheim's original.

Stuff Smith Hits Pix

Leroy (Stuff) Smith's swing orch, familiar on New York's 52nd street nitery front, has been signatured by Walter Wanger for the pic, '52nd Street's

Band is expected on the Coast June 14 through a deal set by Her-man Bernie in N. Y.

DEANNA'S SEQUEL

us Another Three Smart Girls Pic for Durbin Followup

Hollywood, May 18.
Cashing in on the popularity of
Three Smart Girls, Universal plans
to star Deanna Burbin in Three
Smart Girls Go to Town.

Production will be Miss Durbin's next after '100 Men and a Girl.'

'ADULT' SERIAL

Hollywood, May 18. Columbia launched production May 12 on the first of 15 episodes of Jungle Menace, a serial starring Frank Buck, George Melford di-

Frank. Buck. George Mellord directs.
Cast includes Reginald Denny,
Esther Ralston, Sacha Siemel, Charlotte Henry, William Bakewell, Richard Tucker, Duncan Renaldo, Snub
Follard, Willie Fung, Clarence Muse,
Fred Kohler, Jr., Leroy Mason, Matthew Betz, Sherwood Bailey, Willy
Costello, Gertrude Sutton, George
Rosener, John St. Polis, Roger Williams, Earl Douglas, Richard Goddard, Henry Dale, Harry Harvey,
Dirk Thane, George Morell, John
Davidson, Delmar Costello, Jim
Corey, Denver Dixon and 'Lightning'
(dog).
It's a serial designed by the stu-

(dog).

It's a serial designed by the studio to get adult trade, as well as kids. If successful, may mean a new trend in the chop-em-ups.

Blum, Miss Myers Sail; She Mulls British Bids

Hollywood, May 18. Hollywood, May 18.
Ralph Blum and his wife, Carmel
Myers, have left for New York to
sait tomorrow (Wed.) for Europe.
They will be abroad two months.
Former actress has had two British
offers to return to pictures and will
discuss these deals while in England.

REHASH OF INCE FILMS

Phoenix Prods. Will Use Library in 12-Picture Setup

Hollywood, May 18.
Phoenix Prods. has acquired 130,000 feet of film from the Hollywood
Film Library formerly owned by the
Thomas Ince estate, and plans to use the clips in filming a series of 12

Production conferences were held last week by Laurence last week by Lawrence C. Lee, president, and Charles E. Coe, vice-president of Phoenix, on Coe's arrival from Montana.

Flynn, Blondell Topping WB's 'Perfect Specimen'

Hollywood, May 18. Errol Flynn and Joan Blonde have been assigned to top spots in Warners' The Perfect Specimen.

Also in the cast are Beverly Roberts, Hugh Herbert and Marie Wilson.

Conn on '37 Melody'

Hollywood, May 18,
Harry W. Conn is writing dialog
for sequences in Metro's 'Broadway
Melody of 1937.'
Formerly toiled Jack
Benny.

U NABS WPA ACTOR

Hollywood, May 18.
Lyons Wickland has been signed
for Universal's West Coast Limited.
Player is currently appearing in
ind Alley, Federal Theatre Projcet, at the Hollywood Playhouse.

Homolka's Par Single-

Fair Is Fair

Milwaukee, May 18 Milwaukee, May 18
leanor Whitney, who made a
personal appearance in Chicago
last week, was shanghaied to
Milwaukee for a four-hour exploitation stunt in conjunction
with a department store's Hollywood merchandising stunt.
Visiting celeb idea was heavily
publicized. Department store
had worked out a schedule of
events that kept Miss Whitney
in a constant dither for four
hours.

in a constant dither for four hours.

After giving time without even charging off ilroad fare, Miss Whitney spied a hat in the store that she liked. It was tagged \$18.75, which is what they asked her to pay for it. However, when her p. a. squawked, the store's promotion manager kindly consented to cut the price to \$9.45—with proviso that Miss Whitney sign a personal indorsement in lieu of the balance.

Par-Blank Deal Held Up by Tax, **Legal Problems**

Legal, tax and other problems are holding up the final closing of the deal under which the A. H. Blank partnership would be placed on a permanent basis with Paramount and additional theatres controlled by the Blank interests brought into the Par fold. Blank came into New York last week to confer with Y. Frank Freeman and others on detai in connection with consummation of the deal, but expected that it may receive signatures within two weeks and go before the Par board for approval.

Par a m o un t partnership with Blank, including the buy-back privilege by Par such as existed with Karl Hoblitzelle and associate in the Texas territory, covers around 50 theatres in the Blank Tri-States circuit in Iowa, Illi is and Nebraska.

Since this partnership was made with Blank, three years ago, Blank and associates on their own have built up another circuit known as the Central States. This embraces around 25 theatres in the midwest and includes some houses in smaller towns, formerly operated by Par, which were dropped during bank-ruptcy.

under the proposed new deal between Blank & Par, this Central States chain is to be merged into Tri-States under a partnership which would give Blank 50% control and Par the other half.

Simon, Haley, Pixilated Sisters in 20th's 'Love'

'Danger—Love at Wor ' starring Simone imon with Jack Haley opposite, rolls at 20th-Fox May 24, with Ludwig Preminger directing. Included in the cast are Margaret Seddon and Margaret McWade, the pi ilated spinster sisters of Mr. Deeds Goes to Town,' playing similar characterizations. Hollywood, May 18.

Anna Sten Sings

Hollywood, May 18.

Anna Sten will warble two numbers in 'Love Me Agai', her second film for Grand National. Victor Schertzinger provides both the original story and the music for the film and John Francis Larkin is working on the screen play Dr. Eugene Frenke is producing.

Pic is slated to follow Miss Sten's 'Gorgeous' on GN's program.

Sandrich's Prowl

Homolka's Par SingleOscar Homolka's contract with
Paramount calls for one picture,
with opti It will be 'Ebb Tide,'
to be produced early. is summer
in color.
German actor, who has been
working in British pictures, arrived
from the other side carly last week
and left Thursday (13) for the Coast.

New Drive on to Unionize All Theatre Help in U. S.; Exchange **Workers and House Personnel**

After numerous conferences between officers of the International Alliance of Theatrical Stage Employees and other unions which, it has been decided will have jurisdiction over various branches of theatre personnel, lines are being laid for complete organization of houses of all descriptions, from top to bottom, with a view to early negotiations for recognition and contracts. These branches include everyone in theatres except stagehands, musicians and operators.

While the L. A. T. S. E. voted in Chicago recently on the program to unionize theatres from cellar to celling, and will supervise the drive, actual organizing work will be split between this International and two other unions. These are the Managers & Press Agents Union, which holds a charter from the American Federation of Labor, and Local 32J of the Bullding Service Employees; also with the Managers and the saistance of the L. A., will undertake the organizing of managers, press agents, advertising men, etc., in the theatres.

Local 22J of the Bullding Service Employees, also with the L. A. operating, will organize the porters, janitors, cleaners, elevator men, etc. Since these unions each have charters, the IATSE is respecting their rights to jurisdiction. In itself will organize the branch of theatre workers which takes in ushers, doormen, ticket takers, ticket sellers, etc. There being no union for their membership.

Three Locals

Thus, three different locals, all new to theatres, will come in for bargai ing and contracts. There be-

poses to organize a local for their membershy.

Three Locals

Thus, three different locals, all new to theatres, will come in for bargai ing and contracts. There being three at present in theatres—stagehands, musicians and operators—managers will be dealing with a total of six in the future, while a seventh for producer-distributor-chain people in 32 of the big keys will be the exchanges.

Two IATSE vice president of whom are in charge of other unions, are directing the new drive, while a seventh for president of the New York operators, is supervising the exchanges. Brennan is concentrating on the drives in which the New York operators, is supervising the exchanges. Brennan is concentrating on the drives in which the Managers & Press Agents, as well as the Building Service Employee unions, will figure, while Walsh with supervise the organization of users, doormen, ticket-takers, etc., into a new union. Walsh is the IA v.p. in charge of the Film Technicians who recently negotiated contracts with the New York laboratories. Brennan is president of Theatrical Protective Union, Local No. 1 (N. Y. stage Lmployees' International, of which

Union, Local No. 1 (N. Y. stage hands).

Local 32J of the Building Service Employees' International, of which Charles Levy is secretary, is separate and distinct from Local 32B, which pulled a sensational but successful strike two years ago to organize elevator operators and service personnel in apartment and office buildings. International itself, headed by Jerry Horan, who recently died, now has as its president George Scalist.

Joseph D. Basson, who is supervising the work of organizing film exchanges, in New York and may also handle organizing of front-of-the-house theatre employees when that drive gets under way, is nearing the point where a charter to govern the mont where a charter to govern the working in film branches will be applied for, and membership dues set.

Already Basson has obtained the

be applied for, and membership dues set.

Already. Basson has obtained the support of the majority of the exchange workers, who have signed up with the organizing committee and pledged membership in the union when it is ready to function. This branch of, activity in the International Alliance of Theatrical Stage Employees will include shippers, should be supported by the exchanges will include shippers, better in the exchanges, but cannot take in the stenographers, clerks and accountants because of conflict in jurisdiction with the Bookkeepers, Stenographers & Accountants Union, Local 12646, which has been in existence many years.

Name for the exchange union in

New York has not as yet been decided, nor is there any in ication as to who will be the officers. Basson himself is not expected to be in their picture after the work-of organizing is completed, since he is president of Local 306, Moving Picture Machine Operators of New York

York.

Application for charter from the I.A. may be drawn up and submitted before the end of the week.

St. Louis Set
St. Louis, May 18;
Working agreements having been
signed with Funchon & Marco's firstrun houses, Loew's, Municipal Auditorium, Municipal Theatre and St.
Louis Amusement Co., owner of 22
nabes, John P. Nick, international
vp. of JATSE is negotiating with
indie operators to come into the fold
of the newly organized Theatrical
Employes Local Union No. 2. An
agreement has been reached, he
stated, on everything but a wage
scale, and this is expected to be
settled shortly.
Nick said that Film Exchange Employes Local No. 16169, formed i
1918, and Theatrical Amusement Employes Local No. 19905, had
rendered their direct AFL charters
and their members have joined Film
Exchange Employes Local No. 1,
Theatrical Employes Local No. 1,
Theatrical Employes Local No.
which are affiliated with IATSE. St. Louis Set St. Louis, May 18,

Flint 100% Unionized
Flint, Mich., May 18.
For the first time since the local
Motion Picture Machine Operators.
Union has been in existence it has
become 100% unionized among the
theatres, with an agreement concluded last week which made every
theatre in town fully unionized. And
as such every theatre in town has
been recognized as fair to labor.
Confab was held last week between local theatre managers and
Walter Hahn, delegate to the Flint
Federation of Labor from the motion
picture operators local union.

Albany 100% Organized

Albany 100% Organized
Albany, May 18.

More than 100 employes of the 10motion picture film exchanges in
Albany have applied for a charter
from the Theatrical and Stage Employes union, A. L. of L. organizers
announce. Albany Motion Picture
Operators Union assisted i formling the union.

Employees already signed represent
90% of those engaged in motion picture distribution in Albany, it
claimed.

Philly Wage Scale
Philadelphi , May 18.
Meeting of managers of Philly exchanges was called in the Fox Building yesterday (Monday) by Lou Krouse, assistant to the prez of IATSE to officially inform them that their employes have been unionized and a negotiating committee will hit them shortly for approval of new wage scales.

them shortly for approval of new wage scales.

Execs—representing eight major and five Indie units here—appeared very friendly. All stressed willing-ness to agree to any scale within reason. They will confab with the negotiati ittee some time this week

negotiati
week.

Krouse sald that contemp
creases in wages were from
30%. Exchange officials, infor
of , declared they di
the amount exorbitant.
Permanent officers of the Film Exchange Employes Union, Local 7B,
were elected at a meeting attended
by 190 members in the Broadway
hotel. President is William Gabriel,
Metro booker; James Keating,
United Artists shipper, is vice-prez,
Mollie Cohen, Metro inspectress, seeretary; and Charles Smith, Preferred
shipper, sergeant-at-arms.

You get 'em from Paramoun



You get these three way-above

when you need 'em most!



verage dough-getters in MAY

You get 'em from Paramoun



You get these smash piece

when you need 'em most!





of entertainment in JU

You get 'em from Paramoun



FRED MacMURRAY
FRANCES FARMER
CHARLIE RUGGLES

in "EXCLUSIVE" with

LLOYD NOLAN FAY HOLDEN · RALPH MORGAN

A Paramount Picture · Directed by Alexander Hall

The fastest, the hardest hitting, the truest to life. Jack Moffitt of the Kansas City as anybody who's got a anybored the piece and it has everything as anybody who's for authored the piece and it has everything has the best role of his street and so another terrific performance to her great another terrific performance to have another terrific performance to have another terrific performance to have read another terrific performance to his great another terrific performance to her great his great terrific performance to her great another terrific performance to her great another terrific performance to her great his great another terrific performance to her great his great terrific performance to her great his great has another terrific performance to her great his great has a high another terrific performance to her great his great his



These two box-office gem

when you need 'em most!

Luis Alberni, Porter Hall, Hobart Cavanaugh, Cecil Cunningham and Franklyn Pangborn are the all star supporting cast. Mitchell Leisen directs.

A terrific laugh show with a gag a.minute pace. Jean Arthur, tops her triumph as pace. Jean Arthur, tops her side of the pace of



will come to you in JULY

Paris Theatres Prepare Elaborate Productions for the Expo Visitors

Paris, May 9.
Paris' legit world is in a whirl of schemings and preparations to make the expo season a success to end all successes.

Exceptional performances, to be presented during the coming summer and fall, are announced every day; plans for more productions are discussed, and even 'If some of the promised shows fail to materialize, there should be enough left to give expo visitors plenty to talk about. Many of these visitors will come to Paris from abroad for the first and last time of their lives this summer. Realizing this, Monsieur Rouche, Administrator General of the Opera, decided to give foreigners, a taste of official French stage art. He has announced his intention to accive some of the one-time favorities at the Opera-Comique during, the summer months. Other State theatres, the Comedie Francaise, the Odeon and the Opera, will foregother annual darkeni or greatly shorten it.

their annual darkeni or greatly shorten it.

The complete summer program of these theatres is not yet known, but plenty of rymors are flying around. Main bill for the Odeon will undoubtedly be a new French version of Shakespeare's Midsummer Night's Dream' by a young Swiss professor, Louis Piachaud, whose French version of Coriolanus' has already been extremely well received at the Comedie Francalse. This 'Songe d'une Nuit d'Ete' has been very effectively staged at the Odeon by Paul Abram. In addition to the full score of Mendelssohn's music which is played by hodre Cassou, the cast, for the most part, plays very well,

Shakespeare

Shakespeare
Incidentally, Shakespeare is getting to be quite a b.o. draw in this town. French versions of 'Coriolanus,' Richard II,' 'Julius Caesar,' The Merchant of Venice,' Troilus and Cressida, have been presented with great success during the past year, Most of these French versions will be given again this summer, in addition to translation of 'Romeo and Juliet' and 'Othello' in preparation. preparation.
At the Comedie-Francaise Bourdet
(Continued on page 48)

AUSTRALIA'S PIX

ilms Meeting With Favor in

Sydney, April 27.

Cooler weather sends biz up a little, although right now many managements seek new attractions. Rose Marie (Metro) swings into a strong second week and staying. Lloyds, (Fox) folds after four weeks, and The Plainsman' (Par) stops on fifth. Universal's Show Boat' is putting up closing notices as one year's run approaches. Also Universal has a smash hit here in 'My Man Godfrey' which sweeps into fourth week easily. Cinesound's 'It Isn't Done' clicks along in second month and is staying. Majority of solid hits here in recent weeks have been comedies. 'Beloved Enemy' (IA) had a strong femme premier and should enjoy a decent run. "Wi "(RKO) quits after four weeks; list British have 'Sally of the Regiment' (G-B) and 'Soft Lights-Sweet Music' (G-B). Weeklychange is fairly solid this week with 'Black Legion' (WB). New ones coming in are, 'Girl in a Million' (Fox), 'Come and Get It' (UA) and Maid of Salem' (Par).

Melbourne. April 27.

Melbourne, April 27.
iz is still very good here with
'Lloyds' (Fox), 'It Isn't Done' (C).
'Hearls in Reunion' (Fox), 'Romeo
and Juli' (Metro), 'Rangle River
(Col), 'The Plainsman' (Par), and
'Rembrandt' (UA).

2 Wenter Plays Click

Vienna, May 7.
Josef Wenter's two plays, 'Princess'
and 'Countess of Turingia,' both with
historical background, are drawing

historical background, are drawing full houses.

'Princess' is running in the Deutsche Volkstheatre, with Maria Fein, Victor van Buren and Josef Rehberger starring, while 'Countess' was produced by Friedrich Rosenthal in the Burgtheatre with M. Woster, H. Steinboeck and F. Balser in the leading parts.

Boyle Switches London Theatre Tags by Request

BRITISH PIX **AGREEMENT** LOOMS

London, May 9.

int conversations within the motion picture business are shaping to a surprise conclusion, with agreement virtually set on all major problems affecting producers, distributors and exhibitors. Practically all now left to do is to draft a report for the Board of Trade, indicating lines on which a permanent trade committee would operate.

Cinema Exhibs association and Kinema Renters society are stated to have agreed on most points at issue, with quota the principal objective of the talks. C. E. A. will now definitely recommend to the Board of Trade that exhibs' quota be stabilized at 10%, while distribs be expected to handle 15%—giving theatres a margin of rejection.

Exhibs will also recommend a minimum cost for quota productions, urging \$75,000 as the basis.

Final meeting took place today between C. E. A. and producers, and it is understood latter have accepted the dictum of the other groups that reciprocity in the U. S. market can have no place in the set-up, which will consist of a three-way trade body with an independent arbitrator to decide domestic disputes.

Miller Sets Reich Actor

Miller Sets Ketch Actor
For 'Regina' In London
Gilbert Miller signed the young
German film and stage actor Willi
Eichberger for the part of Albert
of Coburg-Gotha in 'Victoria Regina'.
It opens in London in June.
This is the same part which another German, Anton Wallbrook, is
now impersonating for the filmization of same play in London.

AUSTRIAN CENSORS NIX UA'S 'ONLY LIVE ONCE

You Only Live Once (UA), Fritz Lang picture, id not pass Austrian censorship board.

Despite promises refused to issue permit. Reason given too realistic.

Sydney, April Stuart F. Doyle has been advised that the British government was opposed to his Longon venture being titled State theatre. Officials claimed that such a title might lead public to believe that the government was, interested in the theatre. New title chosen is Regent cinema. Other theatre will be changed from Cosmopolitan to Rex Cinema. Regent will be used for ace American pix, and the Rex for British and Australian pix in keeping with the policy first laid down. Rome, May 7.

Rome, May 7. Construction of Italy's Hollywood the Cinema City of Quadraro, was started April 28 by Mussolini. It completion will mark the filling of a large gap in the equipment of the Italian film industry, left by the burning of the biggest and best studio, the CINES.

Carlo Roncoroni, president of the CINES, who organized the building of the Cinema City, hopes that the new ios will make Rome not only a center of the Italian film only a center of the Italian film industry, but a center of European production as well. Grounds of the new Cinema City, cover roughly 2,000,000 square feet, of which about one-fifth is occupied, by buildings, roads and formal gardens, leaving the rest for the construction of ex-terior sets and taking of mass scenes.

NAZI-JAP FILM PACT SIGNED

Berlin, May 9. The rumor of a Jap-Teutonic pact has become a reality with the signing of the Coco-Tobis-Nippon (Toand Tobis-Cinema-Film, Inc. (Berlin) contract. is is proof of the growing business relations between the two countries in general and opens new possi ilities in Japan for German pix. This exportation of German Tobis films to Japan is just another step forward for Germany in her concentrated campaign for a world market.

for a world market.

Japanese pix, formerly made for domestic trade only, are now to be put on the international market. Two are already scheduled for Berlin next season, with the possibility of this number being augmented. These new film relations will also be a great help to Germany in her foreign exchange problem.

Paris Musicians' 40-Hour Ruling **Brings About Blue Monday Status**

Most all of the 'gay' that ever existed in this town has been knocked for a circular loop for one night a week.

Monday, hereafter, ill be bluer than a blue law for who want to let loose of their coi where the lights are bright. There just aird gonna' be no bright lights for the simple reason that every night club cabaret and after dark haunt will be closed with the exception of a few.

A 40-hour week for the musicians is the cause of all of this, and its being brought into effect has caused squawks from more places than one. And that does always come from the guy who wants to celebrate on that particular night.

Curiously enough, and contrary to what one would think, cinema owners are among those who are beefing most. Ordinary argument would have it that if people can't go to night clubs then they will go to the

Sacha Guitry Completes New Film **About Landmarks of French History**

New Org. Plans Better Mexican Pic Standards

Mexico City, May 18.
What corresponds to a better film
board has been established for the
Mexican pic industry with institution of the Association Mexicana de
Productores Cinematografica.

Productores Cinematogradea.
Objects of the organization, which has national jurisdiction, are to develop the industry in all its branches; elevate ethical, cultural and technical standards, bring about better relations among its members, arbitrate disputes, protect industry's interests, stimulate production and seek wider distribution of Mexican pix at home and abroad.

Doyle Declares Himself Against Pix Restrictions

Sydney, April 27.
Despite the fact that he controls a British distributing agency, British Empire Films, Stuart F. Doyle is strongly opposed to a proposal contemplated by British interests here to request the government to introduce a 25 percent rejection clause against American pix in favor of British. Doyle told the British association of his feelings on this matter and the association finally informed the government that Doyle was not in sympathy with the proposal and had refused to ive his support.

posal and had refused to live his support.

Also learned that Doyle favors an open market for pix, whether they be British, American-or-Australian, leaving it to the public to buy at the bo. the type of entertainment required. Rejection rights would be of great value to Doyle, but if the public wants American pix he feels that it should get them without any restrictions.

that it should get them without any restrictions. Doyle is also strongly opposed to the local quota act. His own company, Cinesound, has gotten along okay without its benefit, and will continue to do so, Doyle states. Doyle desires to keep hi theatres international and play the pix most sought after by the public. Says that the b.o. supplies the only answer.

Moscow Art Theatre To Do 4 Plays in Paris

Moscow, May 7.

Moscow's pride, the famous Art Theatre, is making one of its rare trips beyond the border this summer to present four plays in Paris during August, when the Exposition is in full swing.

First on the list is 'Anna Karenina,' which got epic notices after its premiere this month. 'Days of the Turbi ,' Bulgakov's tale of a White officer's family in Kiev during the Civil War, a favorite here, is also going. 'Boris Gudunov' and 'Ardent Heart' fill out the roster. Art theatre was invited by the Champs Elysses theatre in Paris to make the tri_.

Reuss Leaving Vienna For London Pic Spot

Vienna, May 7.

Leo Reuss-Brandhofer leaves shortly for London pic assignment.
He intends to proceed to Hollywood afterwards.

Reuss is appearing in the Jewish Cultural theatre in Arnold Zweig's drama, 'Semael' He came here after being expelled from Germany be-cause of racial reasons.

Gildemeyer to Cuba
F. H. Gildemeyer, formerly of
Electrical Research Products, Inc.,
field technical group at Detroit, left
for Puerto Rico last week.
He will be branch manager in
this region for Western Electric.

What is probably the greatest film undertaking by any individual in France si films were first made here has just been completed by Sacha Guitry and will receive its first public showing during the coming week.

Called Les Perles de la Couronne' Guitry's film goes back to the time of Pope Clement VII with the story written around the seven pearls. Clement gave to Catherine de Medici, when Francois I asked for her hand for the Dauphi Henri d'Orleans.

On May 11 the film will first

On May 11 the film will first be seen in Paris, Rome and London, Story has been brought up to things as current as the Coronation itself, as the latter scenes of the pic take place aboard the Normandie.

In covering these centuries of history Guitry has called upon a large corps. Three hundred actors have taken part in the film while 1,500 extras have been used.

Heading the cast is Guitry himself, Heading the cast is Guitry himself, who plays, among other things, the parts of Francois I and Napoleon II; Lyn Harding will appear as Henry VIII, Ermeto Zacconi as Clement VII, Aime Simon Girard as Henry IV; Lyn harding win appear as henry IV;
Aime Simon Girard as Henry IV;
Jean-Louis Barrault as Bonaparte.
Jacqueline Delubac will take the
part of Mary Stuart, Yvette Pienne
that of Queen Elizabeth, Simone Reannt of La Dubarry. Other personages who will be shown in the film
will include Catherine de Medici,
Laurent de Medici, Marie Tudor,
Anne Bolleyn, the Queen of Abyssinia, Paul III, Henry II, François II,
Charles IX, Josephine and Mme.
Tallien.

Charles IX, Josephine and Mme. Tallien.

Cast also includes Lisette Lavin, Germaine Aussey, Jacqueline Daiz, Nizan, Pierre Juvenet, Enrico Giori, Marthe Mussine, Simone Renant, Raimu, and Pauline Carton.

First showing here will be a charity affair for wounded War veterans. Seats at the Marignan, where it will be shown, go from \$2.50 to \$7.50 top, with the ceremony being presided over by President Lebrun, flanked by Ministers Daladier and Riviera and it is expected Marshal Petain, Generals Gouraud, Weygand, Gamelin and Missel will also attend.

Pic is scheduled to start regular runs in Brussels, London, Paris and Rome on May 13, the day after the Coronation. Guitry is releasing it on that day as homage of the French cinema industry to the King of England.

Pix in Palestine

Jerusalem, April 29.
Current American pix here include 'General Died' at Dawn' (Par), 'So Red the Rose' and 'Desire' (Par), at the Edison; 'Wife vs. Secretary' (MG), 'Strike Me Pink' at the Zion Hall; 'Rendezvous' (MG) and 'Audioscopiks' at the Eden Hall. Pix in 'Tet Aviv include 'As You Like It' (Radio) and 'Tarzan Esques' (MG) at the Cinema Ophic, 'Zircus Saran' (German speaking), and 'We Die Lerche Singt' at the Cinema Migdalor; 'Circus' (Moscow Art Theatre), and 'Doubrovsky' at the Cinema Eden; 'Walking Dead' (WB) and 'The Last Gyppy' at the Cinema Mograbi; '4½' Musketeers' and 'Comradeship' at the Rimon.

Haifa: 'Tagebuch der Geliebten'

and Comradeship' at the Rimon.
Haifa: "Tagebuch der Geliebten'
and Love Me Forever' (Col) "the
Armon; "The Bohemian Girl'
'Confetti' at the Orah; 'Way DownEast, 'Return of Chandu' and Tast
of the Mohicans' (VA) at the EnDor; 'China Seas' (MG) at the Aviv
Cinema.

And Cairo

7.
2 est
ent.
od Cairo, April 29.
Current pix in Alexandria inculde Escapade (MG) at the Royal
Cinema; 'You're All I Need,' Viena Concert Hall; 'Ah Wilderness'
(MG), Rialto Cinema; 'Three Smart
fiter
iter
'Gris' (U) at the Mohammed ly'Theodora Goes Wild' (Col) at the
Rio; 'White Lies,' Strand; 'Love on
the Run' (MG), Rialto.

In Cairo: 'The Last Solution'
(Arabic talker), Royal; 'One in a
of Million' (20th), Metropole; 'The
Chevil Is a Sissy' (MG), Diana Pallett
ace; 'The Story of Louis Pasteur'
(WB), Triomphe; 'Three Live
Ghosts' (MG), Cosmo; 'Show Boat,'
(U), Roxy.

HOPE FOR U.S. IN FRANCE

Brit. Lab Men Used Coronation as Ax GINEMA COMMISH Oscar Deutsch Said to Be En Route To Force Film Cos. Into Negotiations

London, May 9. Threatened stri orkers, which would have cometely jammed the Coronation the Coronation nletely newsreels, was stalled at the 11th io and lab companies

agreed to meet representatives of the employees', Association of the employees'

is in a ferment of labor unrest and film cutters and printers,

is in a ferment of labor unrest and film cutters and printers, who have been agitating some months for more stable working conditions and rates of pay, saw Coronation plans as their opportunity to force a barter. Overtures to the employers have hitherto met a lank refusal to negotiate.

Following abortive attempts to secure recognition from the bosses, A. C. T. held section meetings, first of studio and laboratory workers, who agreed to withdraw their labor as the utilimate weapon, followed by a meeting of newsreel men, who guaranteed uncompromising support for their fellow workers. These were followed by further fruitless appeals for a conference. Officers of A. C. T. planned a meeting for a strike vote on the eve of the Coronation. Film printing companies, however, got wind of the move and rushed in with an offer to negotiate—though fixing the date say May 20 and effectively stalling any action by labor interests until after the Coronation.

London Exhibs Outline New Five-Point Plan To Fight Over-Seating

Exhibitors have got their shirt-sleeves rolled up on a new policy to combat oversenting, variously re-arded as a major menace threaten-

to combat oversenting, variously rereded as a major menace threatening existing theatres. Overbuilding
Committee of Cinema Exhibs Assin
as just issued a pamphet of guidance to members in which it defines
a five-point plan for all to follow.
These are the points:
Appeal to licensing authorities to
withhold granting of licenses where
they think fit; appeal to all authorities to hear C. E. A. deputations;
continuing attempts to find a solution by control by all sections of
the industry; approach to Government for legislation; avalanche of
publicity among Press, Parliament,
municipal corporations, investors,
sources of finance, etc.
Arguments suggested for submission to authorities are:
Where three sufficient seating,
a new theatre neither increases
patronage nor film supply. Figures
of the London area show 10% increase seating accommodation
frought only 1% increase in patronage.

If there are too many theatres.

brought only 1% increase in patronage.

If there are too many theatres, every film, good, bad or indifferent, secures exhibition in that area. Inferior pictures gain wider exhibit, which is neither in the interests of public, exhibs or producers seriously endeavoring to improve the merits of production. Overseating encourages production of pictures unworthy of exhibition, and case is against public interither as patrons or investors.

'Elephant Boy' Moppet To Make 2d for Korda

Korda is to do a second picture with the moppet Sabu, native star of Elephant Boy,' and it's to be in Technicolor. Picture will be called The Drum,' in than Indian setting, from an original by A.E.W. Mason, author of Four Feathers,' which London Films is now remaking.

Zoltan Korda, who co-directed Elephant Boy,' with Robert J. Flasherty, will direct 'Drum,' and Oliver Garrett is credited for the script.

No reason was an analysis ban.

No reason was an analysis ban.

No reason was an analysis. London, May 9.

ARGENTINA TO MAKE FILMS IN GERMANY

May 9.

Imperia Argenti has just rived here from Cuba.

A new company, Hispano- ilm, is now being formed which is to produce pix both in German and Spanish. First of these, with Argentina in the title role, is 'Carmen,' which, however, has nothing to do with Bizet's opera, but is a widely read Spanish novel, for which entirely new music is to be written.

GERMANY'S PIX **IMPORTS OFF** - AROUND 20%

Berlin, May 9.

The influx of foreign pictures into the Reich this year has been reduced from approximately four-fifths of all the films shown to about three-fifths, compared to '35-'36. The largest percentage of this decrease affects American pictures, ince Germany has tied herself up with such countries as Poland and Italy for a regular film exchange.

lar film exchange.

Up to April 1, 90 German films had been shown. The German films had been shown. The German film season beginning July 1, this means an average of about twelve per month. Last summer's unusually quick succession of premieres was made necessary by the then existing shortage of capital, which could not afford to lie idle for any length of time after being invested. Aside from that, the Olympic Games brought about a great number of openings, due to the large influx of transients. But this gave most of the pictures an unusually brief space in first-run houses and necessitated their being relegated to subsequent runs while they still had a good tug at the b.o.

while they still had a good tug at the b.o.

In one year ('35'36) the capital invested in full length pictures rose from \$36,000,000 to \$52,000,000, while the number of viewers increased only about one-sixth, from 308 to 359 millions.

Riviera Casino Shuts Down, But Temporarily

Riviera's luxury casino, Palais de la Mediterranee, built by Frank J. Gould, closed this week but will repen in June in time to catch a slice of the biz the 28th International Rotary Club Convention is expected to bring here.

Management of the casi is in the hands of the S. B. M., Monte Carlo gambling syndicate.

'Chan' N.G. for Reich

Berlin, May 9. 'Charli Chan at the Opera' (20th) has been nixed in Germany. No reason was advanced for the

SEES DELEGATION

Group of American Pic Execs Discusses International Film Situation with Parliament Committee in Paris

PROSPECTS BRIGHTEN

May 9. Paris

where given an agreeable surprise and reason to hope that their poin the future stands a good chance of: irly considered

chance of irly considered when a delegation led by Harold L. Smith, Paris representative of the Hays organization, was received by the Cinema Commission of the French Parliament.

This influential body which is presided over by Deputy Jean Michel-Renaitour and counts some 200 Deputies and 40 Senators among its members is conducting an investigation prior to drafting a new law to regulate the future of the French cinema industry.

It is endeavoring to hear the views of all persons and organizations directly connected with the film idustry in France and it was for this

directly connected with the film i-dustry in France and it was for this reason that the delegation was called in to give its views. With Smith were M. Byre of Metro, M. Klars-feld of Paramount and M. Rouvier of United Artists. They were asked to present the American pointwood view of the industry to the commis-sion.

to present the American points of view of the industry to the commission.

First noteworthy aspect of this intervi is that the members of the American industry were the only ones so far received. Every delegation which has thus far been before the commission has represented French interests.

It in the second of the Americans who sat in on the meeting have stressed that the commission listened to their views intelligently and in the most friendly manner as Smith gave a review of the exact situation of American companies trying to do business in France.

This is considered to be particularly important especially in view of the many rumors which cannot always be verified that certai interests in this country were out to kill the Franco-American films. In this respect the American spokesman pointed out that the reaty gave no new advantages whatsoever to American films which they did not have before the treaty became effective while, on the other hand, it did grant new concessions to a great number of French products now being exported to the U.S. in the form of reduced dutic reased quotas.

All the treaty id do, the Commission was to the content of the content

in the form of reduced duti creased quotas.

All the treaty id do, the Commission was told, was to consolidate the condition that has always existed and still called for the coitingent, the forced dubbing of films in France, and still it ided the number of the atres in identification of the contingent of the continued and the continued and the continued of the continued and the continued and the continued and t

To U. S. Seeking More Coin From Schenck for Odeon-Donada Tieups

ODERO'S NEW OPERETTA **GIVEN CANNES DEBUT**

Cannes, May
Florent Odero's new operetta,
'Trefte a Quatre' ('Four Leaf Clover') was aired this. week for the first
time at the Cannes Municipal theatte, including several new songs
which clicked with the mixed French
and English audience.
Operetta has plenty of romantic
intrigue and snappy dialogue by A.
d'Arlincourt. Nina Botty, Bucarest
Royal Opera star, is in the lead rote.
Odero's songs are 'Lea Fennmes et
Evelum's '(Women and Flowers'),
'Je Suis Vraiment Americane' ('I'm
a Real American'), 'Jeais Amoureux
de Muguette' ('I' Was in Love With
Muguette'), 'Ja' Vingt, Ans' ('I' Am
20 Years'), 'Ja' Ningt, Ans' ('I' Am
20 Years'), 'Ja' Ningt, Ans' ('I' Am
21 Years'), 'Ja' Ningt, Ans' ('I' Am
22 Years'), 'Ja' Syssition date for
ing for a Paris Exposition date for tango movement. Odero is dicker-ing for a Paris Exposition date for 'Trefle a Quatre.'

JAP GOVT NOW **PLANNING QUOTA**

Tokyo, April 30. ix distribs report that the Government is holding conferences with them individually gathering data looking toward slapping quota for foreign films. This is in line with the Home Office announcement, made recently, to effect an overhauling of the pix in-

nouncement, made recently, to effect an overhauling of the pix industry here.

Jap distribs and exhibs are showing little sympathy for the government move, feeling that Jap pix haven't reached, the stage where they can carry the load alone. Also foreign product, especially American, is so strongly intrenched with fans, particularly in the key cities, that curtailment is bound to cause plenty of headaches.

American reps don't to be much worried over the situation, feeling that present Japanese pressure will be sufficient to stymie any serious move to cut down foreign rounder. One of the American distribs stated that he doubted if a quota ever will be invoked against foreign films, feeling that the same thing could be accomplished by the government making it a patriotic proposition for the exhibs to book Jap pix in proper proportion to foreign subjects. If the government chooses to handle it in that manner, the exhibit in the same the exhibit in that manner, the exhibit in the same the same that in the government chooses to handle it in that manner, the

John Hicks in Berlin. But Mum on Germany

Berlin, May
W. icks, Jr., Paramount
y.p., in charge of forei
distribution, reached Berlin on his annual
European tour of Par's numerous
branch offices. He accompanied by Fred W. Lange and Frank
Factey, both from the Paris office,
icks is reticent regarding all matters pertai ing to Germany.

FORST GETS MEDAL

Vienna, May 7. ilm star Willy Forst received the

gol medal of honor from the Austrian government.

President William Miklas personally did the honors.

London, May 18.

Reported that Oscar Deutsch sailed on the qt, for New York to confer ith Joseph Schenck on the forthcoming public share issue of his Odeon and Donada circuits, which have now joined forces, Schenck, when head of United Artists two years ago, tried to amalgamate the pair of circuits, but deal collapsed. It is generally understood that Schenck and UA have investments in both outfils to the extent of \$500,000—hence Deutsch's huddle with Schenck, who may investments in both outfils to the extent of \$500,000—hence Deutsch's huddle with Schenck, who may invest further before the public issue. No information is forthcoming from Deutsch's office here, other than he is on vacash and that an important statement will be Issued tonorrow (Wed.).

The pact giving Deutsch control of Charles J. Donada's indie circuit is an important deal. Deutsch's Odeon Theatres, tied in as they are with UA, plus the Country Cinemas of Donada, bulks up into the third largest chain in the British Isles. There is a total of 250 theatres which will increase as the steady Odeon building campaign proceeds. Objective of the pact maneuver is to promote the combo for a joint publi Rotation in The City.

Deutsch has already announced intention of going to the public as sentiment is felt to be right, while something to the public as the composite of the combo for a joint publi Rotation in The City.

Deutsch has already announced intention of going to the public as sentiment is felt to be right, while something the sentiment is felt to be right, while something the sentiment is felt to be right, while something the sentiment is felt to be right, while something the sentiment is felt to be right, while something the sentiment is felt to be right, while something the sentiment is felt to be right, while something the sentiment is felt to be right, while something the sentiment is felt to be right, while something the sentiment is felt to be right, while something the sentiment is felt to be right, while something the sentiment is felt to

by insiders.

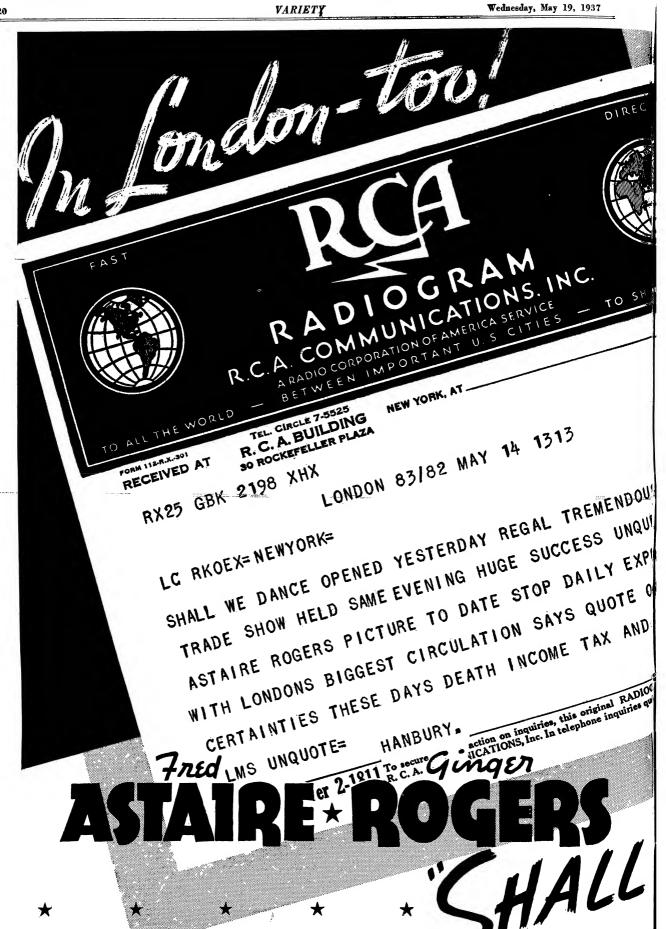
Europ. Exhib Assn. Gets Together in Reich Sans England, France, Italy

erlin, May 9.
European Exhibitors: Ass'n 'Edderation Internationale des Associations des Cinemas') has just had its bi-anual session her authorised the presidency of the German 'ritz Bertram. France, Great Beitain and Italy were missing, but otherwise all the small fly of Europe were represented, including Spai Main questions up for discussi were the association's taking part in the International Itm Congres in Paris, this summer; eli ination the dual bill and the assocition's general attitude towards the parrow gauge film, which has already become a matter of great importance in several European countri. No conclusive decision resulted from the meeting, however.

New London Weakie

London, May 18,

'And the Music Stopped' opened
at the New Theatre (13),
Play is an occasionally thrilling
whodunit. However, it is unlikely
because it does not convince.





New York joins nation-wide parade of holdovers with second week at Radio City Music Hall...Held over in first fifty key-city first-run openings throughout the country...including spots like Boston, Cincinnati, San Francisco, Washington, St. Louis, Philadelphia, Baltimore, New Orleans, Omaha, Minneapolis, Denver, etc., etc....Third week Chicago, with more big box-office news on the way!...FRED AND GINGER THE CURRENT BIG BOX-OFFICE SHOW ALL OVER THE MAP!

BUSINESS STOP
TIONABLY BEST
IS NEWSPAPER
THREE
STAIRE ROGERS

AM should be presented at the office of the number preceding the place of origin.

WE DANCE,

EDWARD EVERETT HORTON • ERIC BLORE JEROME COWAN KETTI GALLIAN WM. BRISBANE

HARRIET HOCTOR

DIRECTED BY MARK SANDRICH PANDRO S. BERMAN PRODUCTION



Captains Courageous (WITH SONGS)

Matro-Goldwayn Mayer - release of fouls D. Lighton production. Features Preddie former, Mayer Douglas, Directed by Victor Plearing. From book of same name by Rudyard Kipling; adaptation, John Lee Mahle. Market Prans. Waxman; Iyrica, Gus Kahn; film editor, Fizno Ywaxman; Iyrica, Gus Kahn; film editor, Eimo Veror; photography, Harold Rosson. At Astor. N. Y., for twice daily run, beginning, May 11, "31.

ining time, 410 mins.
Harvey Freddie Bartholomew
Manuel Spencer Tracy
Disko Barrymore
Mr. Chevne
Uncie Salters Charley Grapewin
Incie Salters
Long JackJohn Carradine
CushmanOscar O'Shea
Priest Jack La Rue
Priest Jack La Rue Ur. Ki Watter Khigsford
PylerDonald Briggs
Tyler
CharlesBlille Burrud

Doen'd Dearly Burner of the Burner of the Springer of Spri

an angry sea and the tragic fracture of the mainmast when Tracy is killed.
Young Bartholomew plays the spoiled kid, only son of wealthy father, who falls off a liner bound if the spoiled kid, only son of wealthy father, who falls off a liner bound if the spoiled kid, only son of wealthy father, who falls off a liner bound if the spoiled kid, only son of wealthy father, who shall be considered to the spoiled kid, only and the spoiled kid, only and the convincing strokes. He is at times a little mature in his interpretation, but while audiences may sense this for a time, it ultimately wears off. His performance is matched by Tracy, who also doesn't seem right doing an accent and singing songs, but he, to have a survey of the same of the son accent and singing songs, but he, to have a survey of the son of the son accent and singing songs, but he, to have a survey of the son of the son of the son accent and singing songs, but he, to have a survey of the son of the son

pemain with the Gloucester issuing people. Sympathy for the father is secondary.

For the fine photographic job credit goes to Harold Rosson and his crew. Some excellent process work figures, but most of the shots are genui. Recording of battering waves is louder that necessary ou

waves is louder that necessary on occasion.

Special songs have been written by Franz Waxman and Gus Kahn for Tracy and the boat crew. 'Ooh, What a Terrible Man, fits in superby, Old-time sea chants, done by Tracy, include Blow a Man Down' and 'What Shall We Do with a Drunken Saitor?' Tracy's baritone isn't half bad, either.

Ruttenberg Lensing 'Lady'

Hollywood, May 18.
Metro has handed Joseph Ruttenberg the camera assignment on 'OnceThere Was a Lady.'
Luise Rainer stars.

They Gave Him a Gun

They Gave Film a Guln Metro-Goldwyn Meyer 'eidense of Harry Rapt' production. Stars Spencer Tracy, Francht Tone, Gladya George. Directed by W. S. Van Dyke. From novel of Same Hume, Richard Maßbaum, Maurice Rayt; Camera, Harcid Rosson. At Capitol, N. Y., week May 13, '31, Running time, 65 min. Rose Dufty. Gladys George Jumy. Pranchot Tone Sorgeant Sodgar Dearing Larce Cliff. Edwarde Jud Charles Trowbridge

About the only angle that might lift this one over the bumps is that it embraces a slight anti-war preachment. But, like most of the picture's emotional text, even that preachment has a spittious ring. Stripped of the rebels attempt to suggest a psychological and anysterism in America. They dave Him a Gun' resolves itself into a fairly exciting melodrama with soggy sentimental overtones. Regardless of what box-office weight the cast names may carry, it will be doing well if reaching average figure. With all its tugging sentiment. When the Damon-Pythias theme loses its force long before the production has run half the course. Tracy, Tone and Gladys George troupe with skill and power, but what mitigates against their producing a real sock is a lack of sympathy for their behavior and predicamen. Marrative strikes on the start, while the characters shuttle between war senes and gang shootings to a prison break and amanunt. Scenes of self-sacrifice and remorse fill in between the gunblasting episodes. It's action, if you will, but it's also a lot of grief, too. Story poses the pight of a timid, who, while under fire, suffers a mainformation of personality. What has been cowardice converts into false courage. Instead of returning to peaceful pursuits, he makes a fettin of the dugout dictum, Youre as good as the other fellow so long as you've got a gun, and he goes night of a timid, who, while under fire, suffers a mainfort of the work of the three again interlock on this side when Tracy, now the owner of a small circus, meets Tone affection for his pal gets its first big test when the former denies his love for a Red Cross nurse (Miss George) when the former denies his love of the worm may feel to a service the gangster form a few moments after a gang killing. Yarn here assumes a vigorous stride as Tracy joins Tone's wite in an affort to swerve the gangster form the intervention of the pales its first big test when the former denies his love for a Red Cross nurse (Miss George) when the former season and rone is sent

Miniature Reviews

Captains Courageous' (M-G). A big money picture of the sea. Freddie Bartholomew, Spencer Tracy, Lionel Barrymore and Melyyn Douglas head the cast. They Gave Him a Gun' (M-G). Meller overboard on grief with Fanchot Tone, Spen-cer Tracy and Gladys George. Does not sum up as having bo. punch.

punch.

'Talk of the Devil' (G-B). Unconvincing meller with Ricardo Cortez and Sally Eilers. Headed for duals.
'Mountain Justice' (WB).

Mountain Justice! (WB). Hillbilly melodrama with Josephine Hutchinson and George Brent. Too much plot, but okay for duals.

Bill Cracks Down' (Rep).
Weak ' backgrounded

steel mill.

eel mill. 'You Can't Buy Luck' (RKO). "You Can't Buy Luck" (RKU), Thin plot and absence of names relegate this melodramatic mi ture to secondary duals, "Yenus Makes Trouble" (Col). Success story which captures minor interest. For the doublers,

minor interest. For the doublers,
the dominions and a more general
good- ill. He is, however, dignified
and impressive. He is also a far
better actor than Shaw, who is distinctly hammy most of the way.
Outstanding supprise is Drinkwater's performance. He has a
rich voice, with the accent of a cultured Englishman, clear and intelligible to non-British ears. He is
completely easy, playing without a
race of sea, playing without a
race of sea of colliciousness, and givscreen actors can give as even a performance.
Material assembled makes full
coverage, but few of the news clips
have other than historical value,
There are some superb shots of the
Durbar at Dehli, oddly in contrast to
other contributions from the newsreels, many of which suffer from
having been turned at 16 instead ofward effect. War shots fall short,
but other scenes are of distinct interest. Commentary is well handled,
but it all adds up as something to
exclusively British for outside appeal.

TALK OF THE DEVIL

TALK OF THE DEVIL

TALK OF THE DEVIL

(BRITISH MADE)

Gaumoni-British release of British & Gaumoni-British release of British & Gaumoni-British release of British & Gaumoni-British & Gaumoni-British & Gaumoni-British & Gaumoni-British & Gaumoni-Gaum

matic stuff, actor cashes in on rall comedy hits in the early scenes, is subsequently buried under the script and direction. Sally Ellers, as the girl of the story, is just another girl in alms. Basil Sydney's villain has the teeth-gritting tenseness of typical English heavies. Direction is effective at the start, when 'Ayrton's playing lends its eloquence. After that it becomes a plodding series of cliches. Photography is unimaginative and frequently inexpressive.

MOUNTAIN JUSTICE

MOUNTAIN JUSTICE
Warne: Bros. production and reiease
Stars Josephine Butchinson and
Stars Josephine Butchinson and
Stars Josephine Butchinson and
Stars Josephine Butchinson and
Gerichal. Norman Reilly Raine, Luci Ward,
art direction, Max Parker; camers, Ernest
Baller; dialog direction, Sherry Shourds;
Raitle, N.Y., week May 12. 37. Running
time, 82 mins.
Butch Harkins. Josephine Hutchinson
Paul Cameron George Ribbse
Evelyn Wayne. Mona Barte
Jeft Harkins. Robert Barrat
Jeft Harkins. Robert Barrat
Jeft Harkins. Ribbert Barrat
Jeft Harkins. Ribbert Barrat
Jeft Harkins. Ribbert Barrat
Jeft Harkins. Bilasbath Ribdon
Bellis Barkins. Margaret Hamilton
Bellis Barkins. Margaret Hamilton
Bellis Barkins. Margaret Hamilton
Margaret Hamilton
Margaret Hamilton
Selbis Harkins. Margaret Hamilton
Margaret Hamilton
Margaret Hamilton
Margaret Hamilton
Selbis Harkins. Margaret Hamilton
Margaret Hamilt week May 12, '37. 'Runnling.

Josephine Hutchinson
George Brent
Guy Kibbee
Monn Barrie
Alargaret Hamilton
En Robert McWade
Fluzzy Knight
Bilsabeth Risdon
Marcia Mae Jones
y Granville Bates
Russylly Harrie
Guy Wilkerson
Guy Wilkerson

heroine who gives her all in an effort to establish a clinic in them thar hills.

Jeff Harkins, girl's pa, is an ornery cuss who socks his daughters at the slightest provocation. He is especially resentful towards Ruth's desire to be a local Florence Nightingale and her attraction to the city feller, who sends him to jail in a little gun play fracas. But Jeff slaps Ruth play for the state of the state of

come from Action the Droree Machadan as the prison mate who goads Tone into escaping.

The KING'S PEOPLE Market Ma

FAREWELL AGAIN (BRITISH MADE) London, May 6

United Artists release of London, May 6,
United Artists release of London Films
Erich Pommer production, Stars Fier
Robson, Lealie Banka. Directed by Tim
Whelan. Original, Wolfgang Wilhelm,
screen play, Chemence Enne, Patrick Kirscreen play, Chemence Enne, Patrick KirSchneberger. At Plaza, London, May 4,
37, Runnille, time, 84 mins.
Colonel Blair. Lealie Banka
Mrs. Blair. Pipra Robses

Mrs. Blair	Flora Robson
Captain Reed	Flora Robson Sebastian Shaw
Dh Panson	Tarricist Hilliard
Major Carania	J. H. Roberts
Major Swayle	Ellot Makeham
MITS. SWAYIE	Martita Hunt
Lady Joan,	Leonora Corbate
Roddy Hammond	Anthony Bushall
Carter	Leonore Corbets Anthony Bushell Robert Newton
Elsie	
Smith	Robert Cochran
Correcant Drough	Edward Lexy
Mrs. Brough	Hare U veni
Min. Brough	With the state of Nelly
Sergeunt Major	Wally Patch Margaret Moffatt
Mrs. Billings,	Margaret Moffatt
Bulger	Alf Goddard
Mrs. Buiger	Edla Manti
Macro	Distill W Dinning
21001e	Phil Ray
Mrs. Moore	Janet Burnell
Juda	Phil Ray Janet Burnell Jerry Verno
MCAIIIBLET	····· John Laurie

Decidedly good entertainment for the intelligent, and equally accept-able for the general public. the best pictures ever made i

country.

able for the general public.

the best pictures ever made i

country.

Some time ago a troopship arrived

i England after years of foreign
service, and with only a few hours'
leave, the soldiers were immediately
ordered abroad again. This is the
most proposed in the service of the service o

BILL CRACKS DOWN

BILL CRACKS DOWN

Republic release or William Berke production. Features Grant Withers, Escaped Color, Seatures Grant Withers, Escaped Color, Seatures Grant Withers, Seatures Grant William Newell, Directed by William Nich. Story, Owner Francis, Morgaco Cox; adaptation, Dorrell McGovan, Stuart McGovan,

YOU CAN'T BUY LUCK HORAID PROMUTE AND THE MENT AND THE M	selected Erika von Wagner, a stately, motherly type, who knows and suffers. In the end, it is, the wife who proves to be the wife who proves to be the situation, and of course, seleps to straighten out everything. This is where Reisch falls back on the old Vinness formula, waltz finale, and it works pretty good. Paul Wesseley as Valerie gives a straightforward performance. Miss Wesseley uses no personality tricks, relying successfully on her ablity to perform expressively the character, she plays, Karl Ludwig Diehl is also an ingratiating performer.
Allce Mr. White George Irving Mr. White George Irving Clerk Barbara Pepper Rivers Felgar Norton Chuck Eddle Gribbon Puggy John Kelly Butch Edward Gargan	He fits the sentimentally heroic role which he has here. No less may be said for the rest of the cast. Photographically, Reisch has limited himself to almost bare back-
Lightweight entry that stresses the gambling angle contains a fluffy love	GI AMOROUS NICHT

Rivers Poles Proper Charles Proper Note of the Control Charles Poles Pol

(In German, with English titles)

(In German, with English titles)
This film doesn't succeed in wholly avoiding the waltry character of Viennese pictures, 'a fact which proves advantageous, Walter Reisch, megger and author of this film, is the writer who fashioned Two Hearts in Waltz Time,' and Wasquerade in Vienna, 'Here he takes a shallow story and makes it humorous and romantic by his deft handling of contributory incidental situations.

ous and romantic by his deft handling of contributory, incidental situations.

In the main, Reisch has taken his plot in matter-of-fact fashion and this should satisfy the arty cognoscentil but not the general public, and the state of the loses her savings through the little of a bank, and the girl resolves of a bank, and the girl resolves of a bank, and the girl resolves of the girl resolves

Romance and Riches

Grad National release of Garrett Klement production. Stars Cary Grant. Feetures May Bey Mary High. Directed by Alfred Adeler. Story. E. Phillips Oppontunition. Alfred Adeler. Story. E. Phillips Oppontunition. Merrill White, and the Alfred College. Story. E. Phillips Oppontunition. Merrill White, and the Alfred College. Story of the College. Story of

Frances	Brian
Sir James Aldroyd	Peter Gawthorne.
Lord Honiton	Henry Kendan
Dorrington	
Montory	John Turnbull
Clare	Iris Ashley
The Buyer	
Montogue.	All red Wellesiny
Mrs Heath.	Marie Wright
Mrg Mott	
Schleg	
Bill Bronson	Hall Gordon
Claman	ninton MocCherson

Venus Makes Trouble

Astrid Allwyn, Directed by Gordon Wiles.
Story and adaptation, Michael L, Simmony.
Story and adaptation, Michael L, Simmony.
Gen Hubbard At Strand, Phys. aton.
Buzz Martin James Dunn
Ray Horner. Patrick, Ellis
Buzz Martin Genes Morkan
Harling Genes Morkan
Harling Beatrick Curle
Lan Stanton. Donald Kirk
Life Stanton. Donald Kirk
Life Stanton. John Michael L, Mic

Tiresome, never-changi James Dunn, for whom stori seldom change, "i-er, this time, is a hot-diff attist who goes from a questionable exploitation rep i a small town to a big merchandising position in New York, making the transition over-night. It's another dubid of the change of th

the dubious box-office. Duals are itemarket, but as the secondary feature. Michael Simmons' story follows the lines of least resistance, with the main plot and central character obviously patterned for Dunn. It'd be good seeing Dunn in something else for a change. His record for putting things over is perhaps an all-time high.

After the action has left what's called Pawling. Pa., where Dunn puts on a stunt for a new theatre and a local bank, it moves into New York and there, with no apparent competition, he becomes the merchandising promotional wizard of the century. It's more silly than amusing. Love interest is developed in an ordinary, but wholesome, manner.

in an ordinary, but whosesome, mener.

Dunn has Patricia Ellis opposite him, with Gene Morgan supporting as a comedy character. Morgan is pretty good as a comic and, with better material, will show something. Others who are okay are Thurston Hall as a banker; Donald Kirk as a land sharper, and Astrid Allwyn as his ally.

Cher.

VICE RACKET

	Al Dezel production and state rights re- lease. Features Martha Chupin, Wheeler Oakman, Bryant Washburn, Jay Sheridan.
	At Liberty, Lincoln, Running time, 70
	Mrs. MillerMartha Chapin
	Lucky Wilder Wheeler Oaknian
	TaylorBryant Washburn PhillipsJay Sheridan
	MollyVera Stedman
٠	Attorney Ed Keane
	Dr. IllerRobert Frazer OfficerGaston Glass
	Jean Florence Dudley
	Nick Eddie Laughton

Money is the goal of this sex piece; and it'll get it for those houses whose rep can stand the rap.

Story claims origination from the trial testimony of Charlie Luciano's vice ring members, although it's the did claptrap about good girls going back to receive the commedy, and no doubt a 50-50 chunk of the audience wi' treat it so.

Camera chased all over the place to be sensational, with shots when they're clad only in stepins, chorines in the floor shows, strip shots with the stripper out of the camera range and throwing shoes, stockings, unentionables, etc., into scene.

Martha Chapin is the No. 1 woman. Starts as the good wife of good doctor, and ends as the sold when the stripper out of the conditions of the condition of t

dive keeper. Everybody is good at leering. Picture may have trouble in spots; getting around the censors or local purification authorit Managers will have a tough time selling the idea that its sole purpose is to boint a moral. Bayn.

MEYER BICYCLING

Hollywood, May 18.

B. P. Schulberg has signed Torben
feyer role in 'Let's Talk of

Love.'
Meyer will complete his current assignment in 20th-Fox's Thin Ice before taking on the Schulberg commitment, following which he returns to 20th-Fox for 'Lancer Spy.'

'Parole' Lederer, Carroll

Hollywood, May 18.

Madelei Carroll and Francis
Lederer get top spots in 'Lovers on
Parole,' which goes into production
at Columbia next week.
lliott Nugent will direct.

Educational's Atlanta Tot Atlanta, Ga., May 18. Catherine Dittig, 13, entrained last

week for Hollywood.
Young dancer is under contract to

Inside Stuff—Pictures

Pathe News attempted a novel stunt last week in an effort to grab a beat on competitors on the Coronation coverage. Used what it described as 'word pictures' and radio-photos in its special on the event. Photographed typical groups listening to the radio and then apparently tuned in on a radio carrying National Broadcasting Co's relay from England of the British Broadcasting Co. broadcast of the services.

Earlier portion of this was muffled almost to the point of non-recognition, but the subsequent speech by King George, delivered in the afternoon, was a faithful reproduction of the original broadcast. This was picked up in this country in transcription form by one more stations for rebroadcast that night.

Radio-photographs, which were transmitted from London by much the same process as is employed on wirephotos, were well reproduced in the Feel Dull-were indirectly want. They was interest that high the Feel Dull-were indirectly state. They was interest that the same process as its employed on wirephotos, were well reproduced in the Feel Dull-were indirectly was five to the radio produced in the feel bull-were indirectly state. They was five and accentuate the usual line effect visible in newspaper cuts.

National Broadcasting was given full credit for the radio reproduction, while RCA was given a plug for the radio-photos.

while RCA was given a plug for the radio-photos.

With numerous major companies striving for better contract deals from exhibitors wherever the traffic will bear it this season, the checking facilities employed by the various distributors are assuming more importance than ever. Salesmen going out into the field are fortified with certic and checked figures as to what all important features did in speci theatres. It is their main standby, in case of disputes as to how certain stars draw and various subjects go at the front window. Checking of theatre tickets and gross receipts on important percentage engagements primarily enables the distributor to halt any attempt at trimming figures by chiseling exhibitors, who feel justified because they are playing on percentage arrangements. However, the fundamental treason is that it prepares a wealth of accurate data that goes out with the sales force when setting new product deals.

These figures supply the clinicher for salesmen in any question regarding what a feature grossed. Also they furnish what amounts to an answer which cannot be refuted by the theatre manager.

Special reports and papers to be read at the spring convention of the Society of Motion Picture Engineers in Hollywood, May 24-28, indicate greater acceleration during 1936 in research and development of pictures and techniques than since the first few years after sound was introduced, sessions on May 24, 25 and 27, when members will confer with Coast technical experts, are tabbed the most important. Universal, Metro and the Academy of Motion Ficture Arts and Sciences will be hosts on these eveni
Television will be treated in detail one night of the convention, when Ralph R. Beal, Radio Corp. of America research supervisor, will relate the strides taken by his company in its test programs during the past year. New color process developed by Agfa-Ansco Corp. will be described for the first time at another meeting:

Frank J. Harris, over the week end named GOP chairman for Allegheny-County, Pennsylvania, is president of the Harris Amusement Co., operating 14 film houses in Western Pennsylvania, Ohio and Michigan. Active head, however, is his nephew, John H. Harris. Elder Harris is, and has been for years, a political big-wig in Pittsburgh. He served as state ator for 10 years before going down to defeat last November in the Roosevelt landslide, even at that running ahead of his party. He is a brother of the late Senator John P. Harris, who founded the original Harris circuit, which Warners bought out in 1928. He began immediately to assemble a new chain, since his nephew at that time was forbidden by terms of the Warner sale to engage in private theatrical enterprises again for five years.

With production supervision over Broadway Melody of "38." Captains Courageous just opened on a roadshow basis, and the fortheming Broadway Melody of "37, the importance of Sam Katz, Metro studio executive under Louis Mayer is greatly increased. When he first joined Metro, Katz was placed in charge of B' pictures. He is one of the few theatre executives to become a producer. While still with Par as president of Publix Theatres, he took six months' leave at the request of Adolph Zukor to assume charge of the Par studio in an emergency, his first experience with picture-maki

Paramount News property, plus two adjoining lots, in West 43rd street, N, Y., is to be offered for sale by Par following removal of the newsreel to the Astori, L. I., studio. Par has already moved its warehouse from the 43rd street site to Astoria. Because of the inaccessi illity of Astoria, arrangements may be made to keep cameramen in New York so that they can get to assignments quicker, although every other newsreel activity would be concentrated across the river.

Night baseball continues to be a summer nightmare for exhi itors i smaller citi, where minor league baseball officials have made the nocturnal contest an important part of their schedules.

Theatre managers who have faced this new competition for the last six or seven years now have come to regard it as a legitimate form of competition. All they can hope for is a break on playdates so that strong attractions are spotted to enable them to cash in big when the home teams are on the road.

Director John Ford is working principals in the cast of Samuel Gold-wyn's 'The Hurricane' in a huge tank on the United Artists lot. Syntheti lagoon contains 981,000 gallons of water spread over about two acres. Wind machines are used to whip the surface up into semblance of a furious storm, in which dramatic sequences are being filmed. Facing the 'cameras' are Mamo Clark, Dorothy Lamour, Jon Hall and Raymond Massey.

Turn Off the Moon, budgeted by Paramount as a 'B' pleture, is being given numerous 'A' dates by the Par theatres. It is the first picture to be produced by Miss Fanchon, who, on its completion, was renewed fo another musical. Miss Fanchon, of Fanchon & Marco, brought the pictur in at \$40000 under the budget, which was reported be \$400,000. Picture opens at the Paramount, N. Y, today (Wed.).

Paramount newsreel has given Tommy Craven a regular job as a result of his catching some of the best shots of the Hindenburg disaster. Photog had been doing relief and extra-duty work for Par for some time. He was sent to Lakehurst in the belief there was just some routine reelage to be ground when the airship nosed into its hangar, other staff shooters being on other assignments.

Top rental to Artists on any picture on a three-weeks' engagement was taken out of the Music Hall, N. Y., 'Star Is Born,' UA's bit being \$80,000. Picture went 21 days at the house, grossing \$284,000. On the three weeks' run of 'Wake Up and Live,' which grossed \$152,000, the rental to 20th-Fox was \$38,000. ictures against each other same three weeks'.

Survey of the Southern California area by Paramount discloses that 'Wai iki Wedding,' Bing Crosby starrer with Bob Burns, is harvesting heaviest grosses of any pic turned out by the company in the last five years. Par's previous top grosser was 'The Bi roadcast' and before that 'Trail of the Lonesome Pi .

Film Art tudios, which took over the old Edison plant in the Bronx, N. Y., will not itself produce, as was understood, but proposes renting stage space for indies. Several producers are at present negotiating.



THE PICTURE THE WORLD WILL BE TALKING ABOUT!

TEL POWER OF ITS GREAT PERSONALITIES!

20th again demonstrates its show shrewdness by putting Robert Taylor in a strong, virile, he-man role of a young naval officer brave enough to defy disgrace—and by giving Barbara. Stanwyck a part that for the first time offers full sway to heremotional fire. These real-life sweethearts respond with performances that will have the whole world talking about the new Robert Taylor, the new Barbara Stanwyck. But so sweeping is the production's theme that its dramatic scope and impact surmount even the brilliant individual efforts of its cast!

VICTOR McLAGLEN

at his mightiest

BRIAN DONLEVY SIDNEY BLACKMER
JOHN CARRADINE ALAN DINEHART
DOUGLAS FOWLEY ROBERT McWADE
FRANK CONROY SIG RUMANN

Directed by WILLIAM A. SEITER

Associate Producer Kenneth Macgowan. Original screen play by Allen Rivkin and Lamar Trotti. Songs of mood and emotion by Gordon & Revel. Dances staged by Jack Haskell

DARRYL F. ZANUCK in Charge of Production

20点

THE KEYSTONE OF YOUR FUTURE

TRADE-MARKED BY 20th FOR HOLDOVERS!

26

(For information of theatre and film exchange bookers, VARIETY presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of the reviews as given in VARIETY and the running time of prints are included.),

COPYRIGHT, 1937, BY VARIETY, INC. ALL RIGHTS RESERVED

## ACCREGATE TO CALL ## ACCREG	WEEK OF RELEASE	TITLE		DISTRIB,			DIRECTOR	TIME MINS.	WHEN REVIEWED BY VARIETY
## 15 1. 1. 1. 1. 1. 1. 1.	4/2/37	MOTOR MADNESS RACKETEERS IN EXILE RACKSTAGE	H. L. Decker Col	Col Col GP	Melodrama	, Wilson-C. Quigley Bancroft-Venable Nagel-Trace	D. R. Lederman E. C. Kenton H. Wilcox	61 66	/5 4/14
### 1000 100 100 100 100 100 100 100 100		GIRL LOVES BOY HITTIN' THE TRAIL	B. Zeidman E. Finney	GN GN	Rom-Com Western				
## 1400 A 1900 A		SONG OF THE CITY MAN WHO FOUND HIMSELF	L. Hubbard	RKO	Drama	. Dean-M. Lindsay . Beal-P. Huston-JeFontaine	E. Taggert L. Landers		
4,70,77		MIDNIGHT TAYI	M. Feld W. Wanger	20th UA	Rom-Com	Bover-Arthur	F. Borzage		4/7 3/31 4/21
### 1977 # 10.10 ** 1	er e serr		R. Presnell WB	U	Rom-Com Drama	V. Bruce-K. Taylor D. Purcell-J. Travis	H. Mohr J. Farrow		4/21 5/5
### 1977 # 10.10 ** 1	4/9/37	TWO GUN LAW THE GOLD RACKET	Col Condor F. Cohon	GN	Melodrama Western	Charles Starrett C. Nagel-E. Hunt	L. Barsha L. Gasnier		2 21
### 1977 # 10.10 10.		TOO MANY WIVES SOLDIER AND LADY	W. Sistrom P. Berman	RKO	Rom-Com	A. Walbrook-E. Allen	G. Nichols		4/28 4/14
## APRIL OF THE PARTY OF THE PA		JIM HANVEY, DETECTIVE FIFTY ROADS TO TOWN MARKED WOMAN	R. Griffith	Rep 20th	Mystery Com-Dr	Kibbee-T. Brown	P. Rosen N. Taurog		5/12
THE PROPERTY OF THE PROPERTY O	4/16/37	TWO WHO DARED	E. Frenke	GN	Drama	Sten-Wilcoxon	E. Frenke	7,0	
## OTTELERS OF YOURS OF A PART PASS Second Part Pass Pass		ROMEO AND JULIET WAY OUT WEST	I. Thalberg H. Roach	MGM MGM	Comedy	Shearer-Howard Laurel-Hardy	G. Cukor		10/26/36 5/5
T. C. Prince T. C	<i>X</i> } :	INTERNES CAN'T TAKE MONEY OUTCASTS OF POKER FLAT	B. Glazer	Par	Drama Western	McCrea-Stanwyck P. Foster-J. Mulr	A. Santell		
T. C. Prince T. C		GUNS IN THE DARK NAVY BLUES	B. Kelly	Rep	Comedy	Purcell-W. Hyme:	S. Newfield R. Staub		
4,23,277 PROBINGE TO TAY ACCOUNTY ACC		LET THEM LIVE	E. Grainger	U	Drama	Barrett-J. Howard-N. Gray	E. Forde H. Young	60	
A COOD OLD SUAR R. S. Stromberg Midt Crown W. Revit-J. Besche R. Thereby C. Control W. R. Strown S. S. Stromberg C. Stromb		CALL IT A DAY	WB	WB	Comedy	De Haviland-Ian Hunter	A. Mayo	89	
A COOD OLD SUAR R. S. Stromberg Midt Crown W. Revit-J. Besche R. Thereby C. Control W. R. Strown S. S. Stromberg C. Stromb	4/23/37	SPEED TO SPARE THUNDER IN CITY	R. Cohn Atlantic	Col	Melodrama Com-Dr	C. Morris-H. Mack-Carrillo C. Quigley-D. Wilson E. G. Robinson-L. Deste	L. Hillyer		3/
WASE UT AND LIVE WASE UT AND LIVE A. School VA. Order TO FOTANT FOWN NO. NEWS TOWN NO. NEWS TOWN NO. NEWS TOWN ON THE AND LIVE CHAPTER AND LIVE CHA		MILLERS OF THE SEA	GB R. Friedgen	GB. GN	Drama Outdoor	R. Arlen-L. Palmer	M. Rosner R. Friedgen		
WASE UT AND LIVE Workstown TOUR TOWN TO HE ATT FOR TOWN TOWN TOWN TO THE ATT RING GOLONOVS BURES GE GE GE GE GE GE GE GE GE		NOBODY'S BABY	H. Roach	MGM	Comedy	P. Kelly-R. Armstrong A. Tamiroff-L. Nolan-C. Trever	R. Thorpe G. Meins		
## HEM AND ON THE AME TOTO OF THE TOWN NOUNTAIN SUSTICE ## WHITE		WOMAN I LOVE HIT PARADE	A. Lewis N. Levine	RKO	Rom-Dr	Muni-Hopkins F. Langford-P. Regan	A. Litvak G. Meins		4/21
MODIFYARY STREET WITH MODIFYARY STREET WITH MALE WAR FOR TOMORROW A STAN 18 DORN CALIFORNIA STRANGE A STAN 18 DORN A STAN 18 DORN A STAN 18 DORN CALIFORNIA STRANGE A STAN 18 DORN A STAN 18		ELEPHANT BOY	A, Korda	UA	Outdoor	Winchell-Bernle-Faye-Haley W. E. Halloway-D. J. Williams D. Volan-G. Muraby-H. Harbart	S. Lanfield R. Flaherty		4/28 4/7
MARE WAY DO K TOMORROW MARE WAY DO K TOMORROW TOWN TOWN TOWN TOWN TOWN TOWN TOWN TOWN		NIGHT KEY MOUNTAIN JUSTICE	R. Presnell	U	Mystery	B. Karloff-J. Rogers	L. Corrigan		3/31 4/21 5/19
MARE WAS FOR TOMORROW MARE WAS FOR TOMORROW L. M.C. Cerecky ROOTHY, TOOTHY, MINTERS A SCHAFF REFORM LOVE SOAPE FORWARD A STAR IS BORN A	4/30/37	CRIMINALS OF THE AIR KING SOLOMON'S MINES	Col GB	GB	Spectacle	C. Quigley-M. Kelth C. Hardwicke-R. Young	C. C. Coleman R. Stevenson		
BOOTH ATOMIN MATTER RECAPT PROM LOVE RECAPT PR		NICHT MIST PALL	H. Rapi	MGM	Comedy	Boris Karloff . Montgomery-R. Russell	H. Edwards		5/5
A STAR I MAY LAVE A STAR IS BORN A S		YOU CAN'T BUY LUCK ROOTIN' TOOTIN' RHYTHM	M. Cohen A. Schaefer	RKO Bep	Comedy Western	O. Stevens-H. Mack	T. Landova		5/12 5/19
5/1/37 THEY GAVE HIM A GUN SHALL WE DANCE? ON HENDEY GUN LORDS OF STREAM FROM H. R. Burk SHALL WE DANCE? ON HENDEY GUN LORDS OF STREAM FROM H. R. Burk SHALL WE DANCE? ON HENDEY GUN LORDS OF STREAM FROM H. R. Burk H. Burk SHALL WE DANCE? ON HENDEY GUN LORDS OF STREAM FROM H. R. Burk H. Burk GUN LORDS OF STREAM FROM H. R. Burk H. Burk H. Burk GUN LORDS OF STREAM FROM H. R. Burk H. Burk H. Burk H. Burk GUN LORDS OF STREAM FROM H. R. Burk H.		THAT I MAY LIVE	S. Wurtzel	20th	Rom-Dr	G. Stuart-M. Whalen R. Hudson-Robert Kent	E. Forde Allan Dwan		5/12
Second Compose		KNIGHT WITHOUT ARMOR CALIFORNIA STRAIGHT AHEAD	A. Korda T. Carr	UA U	Rom-Dr. Action	Dietrich-Denat J. Wayne-L. Latimer	A. Lubin		4/28
SUN SNOEZ RANCH GUN LORDS OF STURRUP BASIN OF STURRUP BAS	5/7/37		the state of the s	the state of the state of					3
## WOMAN CLARSE MAN AS GOOD AS MARRIST ## WOMAN CLARSE MAN AS GOOD AS MARRIST ## WOMAN CLARSE MAN AS GOOD AS MARRIST ## WENT CLARS ## WEN	1.1.4	SHALL WE DANCE? GUN SMOKE RANCH	P. Berman S. Siegel	RKO	Musical Western	Astaire-Rogers	M. Sandrich		5/19 5/12
PRINCE AND PAUPER WENUS MAKES TROUBLE NON-STOY NEW YORK FOREYER YOURS F		GUN LORDS OF STIRRUP BASIN CAFE METROPOLE	N. Johnson	20th	Com-Dr	Bobby Steele A. Menjou-L. Young	S. Newfield E. H. Griffith		5/5
Sylidy S		WOMAN CHASES MAN	S. Goldwyn	UA	Comedy		John Blystone	70 76	
NON-STOP NEW YORK THERETEXT CHAIR THERETEXT THE MORN THE MEN C	5/14/37	VENUS MAKES TROUBLE		Col			W. Keighley		5/12 /19
BEHIND READLINES AFFARRS OF CAPPY BIGKS MICHAEL OURLALLOMAN AFFARRS OF CAPPY BIGKS MICHAEL OURLALLOMAN B. Kolly B. Kolly	·///	NON-STOP NEW YORK FOREVER YOURS THIPTEENTH CHAIR	lberto Giacalone	GN	Drama Musical	. Lee-J. Loder-D. Tester Benlamino Gigli	R. Stevenson Stanley Irving		/10-
ANALYS OF CAPTURES AND		TURN OFF THE MOON BEHIND HEADLINES	Miss Fanchon Cliff Reid	Par	Comedy	C. Ruggles-E. Whitney Lee Tracy-D. Gibson	Lew Seiler		
DAVID HARUM (REISSUE) LOVE FROM A STRANGER LOVE FROM A STRANGER CHEROREE STRIP DRAEGEMAN COURAGE B. Foy WB. WB. Rom-Com J. Mult-B. MacLane Louis Clinical Lo		AFFAIRS OF CAPPY RICKS MICHAEL O'HALLORAN	H. Schlom	Rep Rep	Rom-Dr	W. Brennan-M. Brian W. Gibson-Jackle Moran	Carl Brown		
DEPUIL IS DEIVING Col Col Single Col E. Finney MGM MGM Musical Text Ritler Non-Com Musical Comedy Com		DAVID HARUM (REISSUE) LOVE FROM A STRANGER	S. Wurtzel M. Schach	20th	Comedy	W. Rogers-L. Dresser A. Harding-B. Rathbone	J. Tinling J. Cruze R. V. Leo		4/21
5/21/37 DEVIL IS DRIVING A DAY A PICK A STAR NIGHT OF MYSTERY THERE GOES MY GIRL CHAUTER ON WONDYS CHAUTER OF COMBOY THERE GOES MY GIRL CHAUTER ON COMBOY THE GO GETTER DEVIL IS DRIVING A DAY A DAY NIGHT OF MYSTERY THERE GOES MY GIRL CHAUTER ON COMBOY THE GO GETTER DEVIL IS DRIVING A DAY NIGHT OF MYSTERY THERE GOES MY GIRL CHAUTER CHAU		OH, DOCTOR CHEROKEE STRIP DRAFGERMAN COURAGE	E. Grainger WB	WB	Western Western	E. E. Horton-Eve Arden D. Foran-J. Bryan	Noel Smith		4/21
A DAY AT THE RACES PICK A STAR Hal Roach NIGHT OF MYSTERY THERE GOES MY GIRL COME ON, COWBOYS CHARLIE CHAN AT OLYMPICS WINGS OVER HONOLULU THE GO GETTER COME ON, COWBOYS GA, HIRITIMA HOLLYWOOD COWBOY I MET HIM IN PARIS THIS IS MY AFFAIR UNDER THE RED ROBE THE MAD N BLUE HAND ALARM THE MAD AND ALARM AND ALARM THE MAD AND ALARM AND ALARM THE MAD AND ALARM AND ALARM AND ALARM ANGELS RANGER BANK ALARM ANGELS RANGER ANGE	5/21/37	DEVIL IS DRIVING	Col	Col	Meller	R. Dix-J. Perry	H. Lachman		
NIGHT OF MYSTERY THERE GOES MY GIRL So, Siegel So, Sieg		A DAY AT THE RACES	L. Weingarten	MGM	Rom-Com	Marx Bros. . Haley-P. Kelly-Laurel	S. Wood		
COME ON, COWBOYS CHARLIE CHAN AT OLYMPICS WINGS OVER HONOULU THE GO GETTER Sol Siegel J. Stone WINGS OVER HONOULU THE GO GETTER Cosmo WB Sol Siegel J. Stone E. M. Asher U. Rom-Dr G. Comero G. Collett-Melvyn Douglas- R. Taylor-R. Stanwyck- C. Veldt- G. Western Musical W. Ruggles W. A. Selter V. Seastrom M. Schach U.A. Rom-Dr G. Robinson-B. Davis M. Curtiz G. Robinson-B. Davis M. Curtiz G. Goldon M. Curtin M. Curtiz M. Curtin M. Curtiz M. Curtin M. Curtix M. Cur		THERE GOES MY GIRL	Par W. Sistrom	RKO	Comedy	Hardy R. Karns-H. Burgess G. Raymond-A. Sothern-R. Holmes	1 1 1 1 1 1 1 1		
THE GO GETTER Cosmo WB Cosmo Cosm		COME ON, COWBOYS CHARLIE CHAN AT OLYMPICS	J. Stone	Rep 20th	Western Mystery	B. Llvingston-R. Corrigan W. Oland-K. de Mille	Joe Kane		
GANGWAY HOLLWOOD COWBOY I MET HIM IN PARIS THIS IS MY AFFAIR UNDER THE RED ROBE DREAMING LIPS KIN Glasmon WB WB WB GA Hiriman ROM-Orn Musical Western O'Brien-C. Parker-E. Scott Colbert-Melvyn Douglas- Ramyork. Stanwyck- C, Veldt - Massey W. Auggles W.		THE GO GETTER	Cosmo	WB	Rom-Dr	G. rent-A. Louise	H. C. Potter	80 92	
I MET HIM IN PARIS THIS IS MY AFFAIR UNDER THE RED ROBE DREAMING LIPS K. MacGovan M. Schach M. Schach K. Glasmon WB WB WB WS Western HOALBANK ALARM FORMER HOW WESTERN MISSIA MERICA DOMED AT SUNDOWN ANGEL'S HOLDAY THE CALIFORNIAN WILEN THEF MEETS THIEF THE CALIFORNIAN WILEN THEF MEETS THIEF CASE OF STUTTERING BISHOP 6/11/37 ROBERT HIM IN PARIS W. Ruggles K. MacGovan M. K. MacGovan M. K. MacGovan M. Schach M. Scha	5/28/37	GANGWAY	GB	GB	Musical	J. Matthews-B. Mackay	Al Green Sonnie Hale	.31	*
DREAMING LIPS THE MAN IN BLUE K. Glasmon WB WB WB Melodrama Drama		I MET HIM IN PARIS THIS IS MY AFFAIR	W. Ruggles K. MacGowan	Par 20th	Rom-Com Musical	Colbert-Melvyn Douglas- R. Taylor-R Stanwyck-	W. A. Seiter		
6/4/37 RECKLESS RANGER BANK ALARM PARNELL HOTEL HAYWIRE MISSUS AMERICA ANGEL'S HOLIDAY THE CALIFORNIAN WILEN THEEF MEETS THIFF THE WILDOATTER NG CASE OF STUTTERING BISHOP 6/11/37 ROAST OF NEW YORK THE GRAAT GAMBINI TOOST OF NEW YORK TOOST OF NEW		DREAMING LIPS	M. Schach	UA	Rom-Dr	C, Veldt- , Massey E. Bergner-R, Massey	V Seastrom		
BANK ALARM PARNELL PARNELL HOTEL HAYWIRE MISSUS AMERICA ANGEL'S AMERICA ANGEL'S HOLIDAY THE CALIFORNIAN WILEN THEF MEETS THIFF TO COLOR OF STUTTERING BISHOP 6/11/37 ROARING TIMBER THE GRAAT GAMBINI TOAST OF NEW YORK TOOLOGY B. Carllio-L. Overman Comedy		KID GALLAHAD	WB	WB	Drama	. G. Robinson-B. Davis	M. Curtiz	105	
HOTEL HAYWIRE MISSUS AMERICA AI Lewis RED ANGEL'S HOLIDAY THE CALIFORNIAN WILEN THEF MEETS THIEF THE WILDOATTERING BISHOP 6/11/37 ROARING TIMBER FROADSTORM BISHOP 6/11/37 ROARING TIMBER THE GRAAT GAMBINI TOAST OF NEW YORK THE GRAAT GAMBINI TOOSTO F. NEW YORK IT COULD HAPPEN TO YOU LOW IN A Sher LOVE IN A BINGALOW E. M. Asher Par Comedy Co	6/4/37	BANK ALARM PARNELL	Condor J. Stahl	GN MGM	Melodrama Rom-Dr	Conrad Nagel Gable-Myrna Loy	Louis Gasnier		
ANGEL'S HOLIDAY THE CALIFORNIAN WIEN THEF MEETS THEF THE WILDOATTER CASE OF STUTTERING BISHOP 6/11/37 ROARING TIMBER EMPEROR'S CANDLESTICKS THE GREAT GAMBINI TOAST OF NEW YORK IT COULD HAPPEN TO YOU LOVE IN A BINGALOW LOVE IN A BINGALOW ANGEL'S HOLIDAY Sol Lesser 20th Western ichard Arlen.Relard Cortex Fairbanks, JrV. Hobsen Rom-Dr Drama S. Colion-J. Regers D. Woods-Ann Dvorak Western ichard Arlen.Relard Cortex Ray McCarey W. Clemens Outdoor Rom-Dr Powell-Rainer A. Tamiroff-J. Trent C. Vidor R. V. Lee Phil Rosen C. Vidor R. V. Lee Phil Rosen Rep Rom-Dr N. Grey-K. Taylor R. V. Lee Phil Rosen R. Flostow Drama A. Baxter-A. Leeds Phil Rosen Ray McCarey		HOTEL HAYWIRE MISSUS AMERICA	Pai Al Lewis	Par RKO	Comedy Comedy	. Carrillo-L. Overman . Broderick-V. Moore	G. Archainbaud Joseph Santley		
WHEN THEF MEETS THEEF THE WILDOATTER CASE OF STUTTERING BISHOP (Geo. Owen U D Drama S. Colton-J. Regers D. Woods-Ann Dvorak (Hom-Dr Dr D		ANGEL'S HOLIDAY	J. Stone	20th	Drama	J. Withers-Robert Kent	James Tinling		797
CASE OF STUTTERING BISHOF WB WB Mystery D. Woods-Ann Dvorak W. Clemens ROARING TIMBER R. Flothow EMPEROR'S CANDLESTICKS J. Considine MGM Rom-Dr Powell-Rainer G. Fitzmaurice G.		WIZEN THIEF MEETS THIEF THE WILDCATTER	Criterion Geo. Owen	UA	Rom-Dr Drama	S. Colton-J. Rogers	Raoul Walsh Ray McCarey		
EMPEROR'S CANDLESTICKS J. Considine MGM Rom-Dr THE GREAT GAMBINI B. P. Schulberg Par Melodrama A. Tamiroff-J. Trent TOAST OF NEW YORK E. Small RKO Drama E. Arnold-C. Grant R. V. Lee IT COULD HAPPEN TO YOU L. Fields Rep Rom-Dr A. Baxter-A. Leeds Phil Rosen LOVE IN A BUNGALOW E. M. Asher U Rom-Com N. Grey-K. Taylor Ray McCarey	6/11/37	ROARING TIMBER	The second secon	·		D. Woods-Ann Dvorak	W. Clemens		نج يسد
IT COULD HAPPEN TO YOUL. Fields Kep Kom-Dr A. Baxter-A. Leeds Phil Rosen LOVE IN A BINGALOW E. M. Asher U Rom-Com N. Grey-K. Taylor Ray McCarey	A) 11/01	EMPEROR'S CANDLESTICKS THE GREAT GAMBINI	J. Considine B. P. Schulberg	MGM Par	Rom-Dr Melodrama	Powell-Rainer	G. Fitzmaurice		
SLIM WB WB Drama P. O'Reign, H Fanda D Fanisht		IT COULD HAPPEN TO YOU	L. Fields	Rep	Rom-Dr	A. Baxter-A. Leeds	Phil Rosen		
BLAZING SIXES WB WB Western D. Foran-H. Vallkis Noel Smith		SLIM	WB WB	WB	Drama	P. O'Brien-H. Fonda	R. Enright	•	

EXPLOITATION

By Epes W. Sargent

'Dance' Contest

'Dance' Contest
Among plenty of other stunts used
by Bill Brown, of the Albee, Providence, was a skate estimate to tie
to the skate stuff in 'Shall We Dance,'
About 2,000 were placed in a window with the usual rewards for the
closest estimate.

In return for two one sheets on the
staire broadcast, the local Packard
dealers, paid for time for we
was a special time and the staire
broadcast, the local packard
dealers, paid for time
to we
was a special time and the staire
notels, special painted signs for three
clubs, many windows and Astaire
sandwiches and Rogers sundaes.

Ran It Up

Ran It Up
iPesa-Longo trio flacking Loew's
tate and Orpheum, Boston, did
plenty on 'Personal Appearance.'
Best bet was putting two runners
out to cover the last two miles of a
Marathon race.
Boys had cards on their backs announcing 'We are running to see
January to be a seen to be a seen and the county
and the pack and drew first attention.

'Horizon' in Tokyo

Tokyo.

mbia went overboard on exion of 'Lost Horizon.'

Columbia went overboard on exploitation of 'Lost Horizon', currently day and dating Hiblya Eiga Cekijo and Toyoko Eiga Cekijo.

Desides alloss a full page in the form of the English language. Japan Advertiser and city-wide distrib, of five-color bangers, the co, induced a popular news pictorial to include several scenes from the film in their regular issue this week, which is posted in thousands of store windows.

Filled the Cup

Filled the Cup
Charlotte, N.
At a meeting last week at Washington of Warner Bros. theatre managers throughout the Washington district Don Nichols, manager of the Broadway theatre here, was awarded a silver cup for the best circuit exploitation in 1938. When presented the cup was overflowing with silver dollars—an additional award made by George A. Crouch, assistant Warner Bros. zone manager.

W-K Seek Good Will Spartansburg, S. C., May 18

Good will and not gags to congest the box office now and then is the long suit of the Wilby-Kincey houses here.

here.

City Manager. Bob Talbert figures that good will in the city and environs is an annual asset for the houses, whereas flash-in-the-pan ideas cook only one night and then fade out.

The Carolina staged its annual co-

delegation only one night and then fadle out. The Carolina staged its annual coperative Clean-Up Week special show a few days ago. Afternon editions reported 3 big truckloads of old tin cans—brought to the theatre kids as admission—were trucked away to the city incinerator while hundreds of youngsters enjoyed animore cartoons and comedies for more cartoons and comedies for For Mother's Day the Carolina had as its guests aged immates of the Georgia Cleveland home—for two dutomobile tours of the city in closed cars, a show and refreshments at the city's largest restaurant—and flowers!

State had all mothers 60 or over as guests for a show and stood treat at a restaurant for refreshments. State school for deaf and blind children is located near the city and frequently State has many of these pupils as guests at special shows. The W-K houses have stopped bank nites and other splurge stunts and have gone in straight for the good will angles.

Reverse Chinese

inese banners, earrying linguistic salvos about "Good Earth" (MG) and hundr from lanterns in Cass the tarte under the third that the salvos and hundred light that the salvos were turned upside down following the salvos of the

All Cricks Won Prizes

Washington.
Taking tip from current Old Gold Dicture puzzle contest, Frank La Falce, Cap WB exploiter, pulled similar gag on local drama eds and copped plenty space. Roy Schatt, WB artist, drew set of nine cartoons licel in with 'Wings of Morning' and they were sent, one a day, to five scribes. All were invited to compete for pirzes for best solutions, although they were told in advance they would get prizes anyway. Pie being balled washed to be prizes anyway. Pie being balled washed to be prizes anyway. Pie being balled washed to be prizes anyway. Pie being balled washed with they were told in advance they would get prizes anyway. Pie being balled washed with the work of the work

which didn't hurt pic at all. Prizes were quarts of Irish whiskey. Warner office also tried new policy in opening call tried new policy in opening and tried new policy in opening and part of the with Prince and Paurfull week before it bowed in downtown. Past practice has been to open with pic night before it premiered at major spot. Not having WB pic same week, however, it was decided to play single performance of advance show as opener.

Not new, but proving again that it has it all over handbills or especially printed toy-newspapers, was gag of

printed toy-newspapers, was gag of Loew's Palace last week in buying 1,000 copies of final edition of Daily News, Tab, and imprinting red ink ad for 'A Star Is Born' on front page.

Crowns and Twins

For 'Prince and Pauper' (FN) the 5th Ave. made much of coronation scenes. The first and the matter of the first and first and

Taxis, Too

Charlotte, N. C.

The Kincey-owned Carolina, Imperial and State here, cooperating with the Charlotte News, entertained all mothers over 60 years of age who would visit the three theatres, as a Mother's Day buildup.

The News carried a coupon that could be clipped and signed by any mother 60 or older. The Yellow Cab company also cooperated by taking the mothers to the theatres. The coupon served as a taxi pass as well as a theatre pass.

More than 200 mothers made use of the offer. Ten of these were 75 years or older. The oldest mother was 78. The News followed up with a good story on the event.

Theatre Changes

Omaha,
Jimmy Schlatter from the Omaha,
Omaha, to the Capitol, Soux City.
L. E. Davidson steps out of Cap to
become city manager in Sloux City.
Cand Island
Edde Fourester, Grand Island
Edde Fourester, Grand Island
and Breck Fagin leaves Orpheum,
and Breck Fagin leaves Orpheum,
assistant manager to take over the
G. I. position. Don Shane transfers
from assistant manager at Capital to
same at Orpheum, Omaha,
Joe Rosenberg moved in as branch
manager at Grand National exchange replacing Carl Reese.
Jake Schlank added to U.A. to
cover Iowa territory out of Omaha.

Bakersßeld. Calif

Bakersfield, Calif.
Frank Browns returns to Fox-West
Coast as pilot of the California. Replaces Bob Cottom, who moved over
to the Nile.

Belletontaine, O. lenn Lazar, manager of Schine's Holland, promoted to the home office of a prother, Sander...

Atlanta, Ga.

ixie Amusement Co., West Point,
will operate new \$12,000 house under
construction in Clarkesville,
scheduled to open June 1.
W. H. Karrah. Swainsboro,
has purchased Strand in Sylvani,
from Fred Houser.

I Louis.

ransfer of Ralph McGowan from managership of Fanchon & Marco's St. Louis to Plymouth, also controlled by F&M, in Worcester, Mass., has resulted in shifting of personnel in F&M's house here. John Gleason, asst. mgr. of 5,000 seater Fox has been upped to mgr. of St. Louis and has been succeeded by Clyde Brown, asst. mgr. at F&M's downtown deluxer, Ambassador. Joe Goldstein, asst. treas. and chief of service staff at St. Louis moves downtown to take Brown's place.

Charles Meyer now manging the Lode, livertown, Colo, for Charles Diller. Name recently changed from Gcm.
Charles Bunstead, portable operator, has added the Princess, Keystone, S. D., and the Community hall, Oelrichs, S. D., to his circuit.
Bishop, Ft. Laramic, Wyo, opened by F. D. Bishop, using a portable outfit.
Gerald Whitney has praired.

WCTU Produces 4-Reel Pic on Evils of Drink

Benevolent 'a four-reel talker presenting dramatized form 'the scientific facts' regarding alcohol, is the first picture to be produced by the national Women's Christian Temperance Union out of the \$120,000 budget set aside from the \$1,000,000 educational fund the organization is seeking to raise. Stated that about \$21,000 has been invested in the film, which aside from the \$4,000,000 to raise, Stated that about \$21,000 has been invested in the film, which comes in two forms, silent and sound, and in. two sizes, and 35 mm. Seventy-five prints are being distributed through the Motion Picture Bureau of the National Council of the YMCA, in Chicago and New York, and through Screen Adetts, Inc., San Francisco. WCTU, head-quartered in Evanston, III., makes no charge for use of the picture, except for nominal handling expenses. Claimed that requests for its showing have already been received from 41 states and the District of Columbia, and inquiries have come from England, Finland and Egypt; 54% of the requests are from schools and colleges.

WCTU also sponsors a radio program, has erected in New York and elsewhere roadside signs, and is distributing a new type of publicity.

elsewhere roadside signs, and is dis-tributing a new type of publicity

Omaha Bars 'Ecstasy'

Omaha, May 18.

Omaha, May 18.

Censorship controversy flared here again this week when Tom Knapp, head of the city welfare department, put a ban on 'Estasy' after viewing a screening of it. European film was set for showing at Ralph Goldberg's Town, downtown second run, net week, but no dice now. Goldberg hoped to evade the situation encountered by 'Tobacco Road,' legit, last week by giving Knapp a peek at the film before final booking.

In his report to the Mayor, Knapp claimed some artistic credit and moral preachment were due the picture, but on the whole he couldn't see it.

Action of Eureka Productions, Inc. against Intimate Theatres, Inc., and Metropolis Pietures Corp. for an in-Métropolis Pietures Corp. for an injunction to restrain use of the word Ecstasy in title of 'Ecstasy of Young Love' will be heard in Supreme Court, N. Y. today (Wednesday).

Plaintiff owns the rights to 'Ecstasy,' Czech film featuring Hedy Kiesler, which was banned by the U. S. but later admitted.

DISNEY BLURBER

Greg Dixon Quits RKO for Mouse

ollywood, May 18.

Gregory Dixon transferred yester-day (Mon.) from his job as RKO-Radio's trailer chief to publicity head for Walt Disney, first plugger Mickey Mouse's pop has had in sev-eral years.

ral years.

Jim Steinheimer goes over from National Screen Service to Dixon's spot at Radio.

'Firefly' Set

Hollywood, May 18.

George Zucco has been added to the cast of Metro's The Firefly, top-lining Jeanette MacDonald, Allan Jones and Warren William. Zucco, a British actor, was recently signed to a termer.

a British actor, was recently signed to a termer.

Hunf Stromberg is producing 'irefly,' with Robert Z. Leonard directing. In the cast Corbett Morris, William Crowell, Donald Reed, John Merton, Roger Drake, Fred MacKaye, Hooper Atchley, Aida Kuznetzoff and Panchita Casteneda.

Brian Donlevy Better

Hollywood, May 18.
Camera work has been resumed on 20th-Fox's 'Born Reckless,' after an interruption of several days due to an injury Donlevy's hand.
Mal t Clair directs, ith Rochelle Hudgon Parton Med Long and Robert

Hudson, Barton MacLane and Robert Kent in the other featured spots.

P. J. Wolfson's first job us an RKO associate producer will be hey Had to Save Charlie?

Charles Kaufman is wor on the script.

Lefty Thinks He'll Be a Producer and Buy a Theatre to Guarantee Playdate

Dick Himber's Idea

Washington, May 18. Washington, May 18.
Federal tax on photographs
of film and radio celebrities is
under consideration in Congress. Idea is to protect talent
from Tan pests, whose requests
for pix run into large sums in
the course of a year.
Pointing out that a levy of this
sort assessed against the re-

Pointing out that a levy of this sort, assessed against the recipient, might bring in several millions, Richard Himber, orchestra leader, laid the thought before Senator Pat Harrison of Mississippi, chairman of the Senate Finance Committee Solon promised to explore the possibility.

Schlesinger Opens 4th Coast Cartoon Plant

Hollywood, May 18.

Fourth Leon Schlesinger cartoon unit is being opened in Beverly Hills, with Raymond G. Katz, former assistant to Schlesinger at Warnors Sunset boulevard studio, in charge.

nors Sunset boulevara studio, in charge,
New plant will turn out 10 Looney Tunes in black and white for next year's program. Remainder of the Schlesinger output will be produced at the Sunset plant, including six Looney Tunes in black and white and 20 Merrie Melodies in Technicolor.

Columbia Loses 6c Verdict To Golfer

Verdict To Golfer
Jack Redmond, trick golfer, was
awarded nominal damages of six
cents against Columbia Pictures
Corp., by N. Y. Supreme Court
Justice Ferdinand Pecora, Friday
(14), following trial of his suit for
\$50,000 on the claim that Columbia
used a sequence of him in its picture,
"Gotting Thythim," without his o. k.
Verdict also carried an injunction
restral ing the company from further exhibiting that part of the film.
Judge, Pecora rendered his verdict
after viewing the disputed sequence,
which was flashed on a screen set up
in the courtroom. in the courtroom.

Plaintiff claimed he nosed for For Plaintiff claimed he posed for Fox Movietone News in 1935. Fox late turned over the take to Columbi Redmond complains he did not give his consent to its use, nor was he paid for it by Columbi

Cocalis Spreading Out

Sam Cocalis of the Springer-Cocalis circuit, has obtained two-thirds interest in the Allerton, Pelham, Burke, Wakefield, York and Laconia theatres as a result of a deal whereby he secured Matty Kutinsky's one-third interest in them. Cocalis may add them to his Springer-Cocalis chain. With dominating control of the S-C circuit expected shortly, Cocalis is figured to emerge as one of the larger independent operators of Greater New York. Vork

John W. Springer interests are re-tiring from the business. Heirs of John W. Springer have carried on since his death a few months ago.

Violet Cooper in 'Heidi'

violet Cooper in 'Heidi'

Hollywood, May 18.

Violet Kemble Cooper, wife of
Walter Ferris, 20th-Fox writer, goes
into the cast of 'Heidi,' Shirley
Temple starrer.
Ferris collaborated ith Julien
Josephson on the screenplay, Raymond Griffith produces.

Binnie Barnes Goes Home

Binnie Barnes, last featured by Universal in Three Smart Girls, sails to England on May 26 for a vacation of two or three months. She probably will appear in one feature while abroad. Her return is tentatively set for late August when she is due to start her next U picture.

Lake Builds 'Empire'

Hollywood, May 18.
Paramount has signed Stuart N.
Lake to work on the screenplay of 'Artists and Models.'
An Empire 18 Born.'
Story is Howard Estabrook's orig-" formerly was soloist

By Joe Laurie, Jr.

Hollywood, Cal., May 18.

Dear Joe:—
Well at last I got some good news Well at last I got some good news for you. Aggie got a letter the other day from Ireland telling her that her Aunt ied and lett her some dough. I'm not exactly glad that her Aunt stopped breathing, but I think her Aunt showed good Judgment to do it at the right time, because our wolf powder was running very low. ven though the actors won without striking, it's not so hot going to the studies for a job because you gotta meet a lot of those cause you gotta meet a lot of those

going to the studies for a job because you gotta meet a lot of those pickels. They don't bother you, but they give you funny looks.
When things get settled with them which I think will be in a week or so, "according to the gab around town, then those guys will remember faces. Of course it will take a little time until the estate is settled. I figure to take the dough and make some independent shorts and maybe buy a small picture house so I can have an outlet for my product.

maybe buy a small picture house so I can have an outlet for my product. That's the way the major studios work only on a larger scale. There's a lot of dough in pictures and I may as well get some of it. I'll start in a small way, it all depends how much money Aggie's Aunt left her. Guess everybody has heard about our good luck because I received a couple of letters from the guys I wrote a month ago. They say that they've been workin' on gettin' me in and things 'look pretty good.

they've been workin' on gettin' me in and things look pretty good. Which is a lot of malarkey to me. As soon as they hear a guy is airight and don't need them, they come out from under a rock. Well, money ain't gonna change me and Aggie, it will take us a little while to get used to it 'cause it's been so long since we handled it.

It cause it's been so long since we handled it.

I just got a letter from Harland Dixon, he has been with the Warner Brothers at Astoria putti on the dance numbers and now he is coming out here for them on a big job. Remember him when it was Doyle and Dixon? Also got a letter from Barl Benham, the dancing tailor. He and Bill Gaxton are going to Mexico City for a vacation, they ought come out here, Hollywood is a great place for a vacation especially when you come out here to work.

Met Solly Violinsky and he sez he signed a 20th Century-Fox contract,

Met Solly Violinsky and he sex he signed a 20th Century-Fox contract, now if THEY will sign it everything will be Okay. Met Gene Fowler, he will be Okay. Met Gene Fowler, he sunburned there without re-takes. Well, Joe, that's about all the news I can point at you from this end. Aggie sez the first thing shell dowhen she gets the dough will be to count it. Not a bad crack for a dame that's been laying off as long as she has. Best to the gang, SEZ Your pal, LEFTY.

P.S. That was a swell trip Dick

P.S. That was a swell trip Dick Merrill and Jack Lambie made. I suppose now they will make actor out of them and spoil the whole thi

Ramon Novarro Returns To Pix in Mono 'Sheik'

Hollywood, May 18. the top role of Republic's 'She Di Want a Sheik.' Herman Schlom is associ ducer.

Stamp Shorts

Postage Stamps Movies, Inc., has been formed by Capt. Tim Healy and Jack Kemp for the production of a series of short subjects. Jacques

sack Remp for the production of a series of short subjects. Jacques Koerpel is associated. Scries, entitled 'Adventures i Stamp Lands,' will deal with color filming of philatelist items nd a story of their origins. First release will be ready in about a week.

Kathryn Kaye's Pic Debut

Hollywood, May 18.
Kathryn Kaye has been assigned to a featured role in Paramount's 'Artists and Models.'



You'll see what we mean by SHOW SENSE when you see the terrific team Warners have made of the stars who paid-off so powerfully in "Marked Woman" and "Bullets or Ballots"! You've got a sales slant with the sock of a sledge-hammer when you advertise Bette opposite Eddie in the third sensational release this month!

Warner Bros. are a-MAY-zing the industry!

MAY 8-THE PRINCE AND THE PAUPER' starring ERROL FLYNN and The MAUCH TWINS and Claude Rains, Henry Stephenson. A First National Picture

MAY 22 - GEORGE BRENT and ANITA LOUISE in 'THE GO GETTER' with Charles Winninger and John Eldredge, Henry O'Neill. A Cosmopolitan Production

MAY 29-EDW. G. ROBINSON and BETTE DAVIS in 'KID GALAHAD' with Humphrey Bogart and Wayne Morris, Jane Bryan, Harry Carey, William Haade

AND IT GOES ON FOREVER!

(Including 1937-38!)

Ir.'s Come Into Their Own

(Continued from page 7)

Kohler, Jr., and Francis X. Bushman, Jr.
Douglas Fairbanks, Jr., has established himself in the starring ranks both in Hollywood and abroad, and has a finger in British production as

nas a ninger in British production as well.

Nor has the distaff side been backward. Paula, Dorothy and Carol Stone, daughters of Fred, have all followed the footlights. Doris Dudley, daughter of Bide, has impressed her personality on Hollywood. Director Frank Lloyd's daughter Alice has serious aspirations as an actress. Mary Rogers, daughter of Will, is on the speaking stage. Katherine De Mille, adopted daughter of the Cecil B. DeMilles, is a Hollywood newcomer whose film portrayals have evidenced power and fire. Florence Rice, daughter of Grantland Rice, is one of the more successful younger actresses.

Holmes Family Continues
Phillips Holmes, son of Taylor
Holmes, is one of Hollywood's personable leading men.
Number of second generation
youngsters have broken away from
the footsteps of their dads to seek
success in other-fields. Several are
successful writers. Dwight Taylor,
son of Laurette, stands in the top
bracket of film writers. Anthony
Veiller, son of the playwright,
is another. George Marion, Jr., first
earned fame as a title writer in
silent days and is holding the pace
as a dialoger. Gottfried Reinhardt,
son of Max, is a writer at MetroPhilip and Finley Peter Dunne. II,
sons of the late Finley Peter Dunne are screen writers. Owen Davis,
Jr., son of the playwright, is an actor in pictures, while Donald writes
plays. Ring Lardner, Jr., son of the
late himorist, is a member of David
O. Selznick's writing staft, along
with Buddy Schulberg, son of B. P.
Sonya, Buddy's sister, already has
turned out her first novel. Jesse L.
Lasky, Jr., began corralling literary
kudos almost before he was out of
school. Will Rogers, Jr., is a newspaper publisher in Beverly Hills.
George Lait and Jack Lait, Jr., are
both writers, the former at Warners
and the latter at 20th-Rox.

Many another youthful sprig has
turned his attention to the executive and technical departments. Eugene Zukor, son of Adolph, is his
father's executive assistant at Paramount. Many another youthful sprig has
turned his attention to the executive and technical departments. Eugene Zukor, son of Adolph, is his
father's executive assistant at Paramount. Many another youthful sprig has
turned his attention to the executive and technical departments. Eugene Zukor, son of Adolph, is his
father's executive assistant at Paramount. Many another youthful sprig has
turned his attention to the order
of Mercy's boy, Stanley, is
picking up the rudiments at Universal. John E. Otterson's son,
Jack, is on his own as a sound expert. L. K. Sidney, son of George,
is manager of Metro's testing department. Felix Feist, Jr., son of
the late

Hoffmans and Cohns

Hoffmans and Cohns
Margie Cantor occupies an important post in the Eddie Cantor organization as executive confidential secretary to her pop. M. H. Hoffman, Jr., has established himself in the production field. Joe Brandt, veteran member of the old C-B-C partnership that developed into Columbia, has a junior there. Richard Landau, son of Arthur, is malting fast strides, as is also Eddie Saunders, Jr., son of Metro's west-



dynamic maestro nsistent applause"—Buffalo

PICTURE THEATRE

\$12,000.00; Time on part tox. No. 1, Varlety, New York

ern district manager, who is employed at the Metro studio. Maurice Rapf, son of Harry, Metro producer, is a Metro writer.

Ben Bernie's boy, Jason, is at the 20th-Fox Westwood studio. On the same lot, as production assistant to Raymond Griffith, is Jack Jungmeyer, Jr., son of a Variery mugg. Not to be forgotten among the juvenile players looked upon as comers is Bonita Granville, daughter of the late Bernard (Bunny) Granville. Also Patricia Walthall, daughter of the late Henry B., and William Hiopper, son of DeWolf and Elsie. Both are stock players at Warners.

Many, Many Others.

John W. Rogers, son of Charles Rogers, Universal production head, is learning the biz from the ground up as an assistant director at 20th-Fox. Vaughn Paul, son of Val Paul, U's studio manager, occupies a similar position at U. Two young members of the Universal writing staff are Maurice and Gerald Geraghty, sons of Tom Geraghty, veteran scenarist now in London. Carmellita Geraghty, their sister, won recognition as an actress.

Julius Tannen, veteran actor, has two sons, William and John, who are trying their histrionic wings as members of the late C. B. (Pop) Hoadley, one-time U scenario editor. Alan Crosland, Jr., son of the late director, is in Warners' publicity department.

Douglas Smith, son of Pete Smith, Metro short subject producer, is a

partment.

Douglas Smith, son of Pete Smith,
Metro short subject producer, is a
technician at RKO-Radio. William
Sistrom, Jr., whose father is the veteran producer, is assistant to 'Pandro S. Berman at RKO-Radio, Wallace Reid, Jr., is in Scott R. Dunlap's organization at Monogram. Lee
Kohlmar, son of Fred Kohlmar, is a
member of Samuel Goldwyn's exeutitive staff. ecutive staff.

ecutive staff.

Jean Hersholt, Jr., is the Hollywood correspondent for a number of
Danish newspapers. Jack Mulcahy,
son of Joe Mulcahy, San Francisco
Hearst editor, is at 20th-Fox. Edward Arnold, Jr., is acting for Monogram-in-addition to going to school.

Tomlin Will Do 6 More For Conn; 21-Day Skeds

Hollywood, May 18.
In addition to another pair of musicals that Pinky Tomlin will make for Maurice Conn under his old contract, he has been optioned for four

more.

Deal provides heavier budgets for the pictures with 21-day shooting schedules.

Overman, Karns Spotted In 2d of 'Murder' Series

Hollywood, May 18. Second of Paramount's whodunit

series featuring Lynne Overman and Roscoe Karns will be 'Murder Goes to Jail,' skeded to roll June 15. First of the series was 'Murder Goes to College.'

Bettinson Rejoins Mono

Bettinson Rejoins Mono
Hollywood, May 18.
Ralph Bettinson has rejoined
Monogram as story advisor and also
will supervise foreign publicity and
work on British sales angles.
He was in the old Mono set-up.

CONTRACTS

Hollywood, May 18.

Metro has pacted Louis Durst,
actor, for seven years with options.
Fred MacMurray has signed a
seven-year Paramount contract, with
three optional periods of two years
each and a single one-year period.
Paramount lifted Marsha Hunt's
option.

Paramount lifted Marsha Hunt's option.
Boyd Crawford, currently in the cast of 'Yes, My Darling Daughter' on Broadway, signed to a termer at Metro.
Tyrone Power's second option was picked up by 20th-Fox.
Universal picked up the option on Chalest Endorm occal arranger.
Edocation occal arranger and the control of the cont

Incorporations

NEW YORK

ALEW YORK

Sandy Amusement Co., Inc. 1879.

amusement parks, theatres, etc.; capital stock, 100 shares, 1100 par value. Incorporators: Esther Monta, 310 West corporators: Esther Monta, 100 Mo

Broadway, now your bearings, capital stock, 180 shares, no par value, Incorporators: Adello, all of 50 Broadway, New York City,

Breuer Productions, Inc., Manhattan; Adello, all of 50 Broadway, New York City,

Breuer Broductions, Inc., Manhattan; the stock of the s

The Negro Speaks, Jac., Manhatian; motion picture business; capital stock, 1,000 shares, \$10 par value. Incorporation, 1,000 shares, \$10 par value. Incorporation, 1,000 shares, \$10 par value. Incorporation, 1,000 shares, V.; Elsie S., Dorese, 2,30 Worns Chema, Juc., Bronk; Incorporators; Deliver business; capital stock, 100 shares, no par value. Incorporators of the properties of the part of the properties of the part of t

ena.
Southern California Recording Studios, tounty of L. A.; capital stock, \$25,000 tubscribed, \$30. Directors: Robert B. Dilver, Gaston de Regnier, David D.

Southern California Recording Studios, County of L. A.; capital stock \$25,003; cheeped \$15.00. The property of the property of

MISSOURI

Religious Films, Inc.; \$10,000 authorized cupitat to engage in busilered middling motion for the property of t

ason, James Darst, Clause E. McElwee d George Boesch.
Mo-Mux Motion Pictures Corp.; to seate, produce, manufacture, rent and al in pictures, dramatic and theatrical aduction, cic.; starts biz with \$21,000 pital. Incorporators: Daniel B. Bren. n. Wallace Brenna and Thomas A.

Concennon.
Mountain Ridge Amusement Co.,
Mountain Ridge Amusement Co.,
Glencoc, Mo.; has been incorporated to
buy, sell, rent and lease annuscinent
parks. Incorporators: Mrs. June E.
Hallgeher, Emil Hochne and Einer

Annual Form Twente and Finler Kasch. Large Harter, Inc.; to operate Kasch Line shows and vauleville encourage pletine shows and vauleville encourage to cities and lowes in Smither Hillands. C. G. Mugger, Sieve Parrar al. J. T. Gaskins, Harristourg, III. Road Shows, Inc., and Suburhan Theire Co., buth of Kassus City, Mol.; auchorized to operate theatres and amuse-and enterprises.

Technicolor Bullish

Traders on the N. Y. curb exchange gave Technicolor stock a play in the last two days, pushing it up several points on greatly increased volume. Two factors aided the minature bull move, one being the announcement of footage contracted this year, made at the stockholders' meeting, while the other was Samuel Goldwyn's announced intention of making a lot of future features in Tech.

Actual earnings for the first quar-

Tech. Actual earnings for the first quarter this year, however, only slightly reflected this extreme optimism, total for first three months being \$165,000, as against \$132,000 in 1936. Stockholders of Technicolor, Inc., reas against \$132,000 in 1936. Stock-holders of Technicolor, Inc., re-elected four directors and named H. K. McCann to fill the vacancy caused by the death of W. H.

STORY BUYS

Hollywood, May 18. Robert E. Cohen's novel, 'Sophisti-cated Lady,' has been purchased by Imperial Prods.

Cramming in Art

Hollywood, May 18. Deanna Durbin, Nan Grey, Martha O'Driscoll and Jeanne Dante, Universal juveniles, Dante, Universal juveniles, are taking sketching lessons at the studio to make up nceded school credits

George Wally, junior cos-ime designer at U, is their

EDUCATIONAL READIES NEW ISSUE OF STOCK

Washington, May 18.

New block of 150,000 cumulative convertible preferred stock will be marketed by Educational Picts at \$10 a copy, Securities & Exchange Commission was informed Saturday (15).

Amending its plea for a permit to raise new capital to pay off indebtedness to the telephone company and other creditors, Educational told commish it expects to put the bulk commiss it expects to put the bulk of its new securities on the market at twice the face value. Papers revaled 116,999 shares of \$1 par common will be reserved under warrants to be issued at \$10 value to present preferred and common holders, while 80 700 common will be will be secured. to be issued at \$10 value to present preferred and common holders, while 89.730 common will be withheld for swap on 17,946 shares of 8% preferred, 74,000 will be kept back for sale to Earle W. Hammons, president, under warrants at prices ranging from \$10.50 to \$20, and another 64,000 will be retained for the underwriters, which get warrants for this amount at the same prices. Balance of the new paper, 5,000 shares of common, has been earmarked for issuance in lieu of cash for stock of Skibo productions. Skibo productions.

Par, 20th, Call In Preferred Stocks **But Push Common**

Changes in the official stock list last week saw two picture companies headed for simplification of their stock structure through the medium of drawing in more preferred shares and issuance of additional common. Both Paramount and 20th-Fox are in this category, and in both instances, additional replacements of preferred by common means a saving in regular dividend payments.

First preferred of Paramount was reported as 148,739 shares outstandwith the common listings soar-

ing, with the common listings souring to 2,376,154 shares. Preference
issue total compares with 248,000,
original number when the stock
was first issued, or nearly 100,000
shares that have been exchanged for
the common.

This trend is in keeping with
Par's avowed policy of getting first
preferred holders to switch to the
common, since it represents a neat
annual saving in interest. Preferred
now pays \$5 per year.

The 20th-Fox preferred shares
slipped to 974,286 as against an original total of 1,357,000 shares outstanding. Latest stock exchange report shows 1,707,474 common shares.
There also was evidence of switching from the preferred to the common in Radio Corp. stocks, as the
number of outstanding shares
reased a total of 13,852,371, an increase of nearly 100.

Despite heavy sell-off in the marlets generally bet wear which car-

TITLE CHANGES

Warners changed 'A Gentleman After Midnight' to 'It's Love I'm Standow' becomes 'Mr. Shadow' becomes 'Mr. Shadow' now in the Midnight' to 'It's Love I'm Stand National's 'The Shadow' becomes 'Mr. Shadow' now in the Midnight' to 'It's Love I'm Stand many selling waves was condor's 'Marked Money' now is counts of strike activities, in Hollytoney' to 'Grif Again, On Again, 'and 'Missus America' to 'Meet the Missus.' I to the interruption of production.

New York Theatres





BADIO MUSIC HALL ASTAIRE and ROGERS

DANCE"
Spectacular Stage Productions

"As Good as Married" ROXY On the Stage: HELD OVER LUCILLE MANNERS SEATS 25° TO

PARAMOUNT STURES In Person

"Turn Off the Moon"

INA RAY HUTTON and Her Ore.

"DREAMING LIPS" ith RAYMOND MASSEY

ROMNEY BRENT

UNITED RIVOLI B'WAY ...

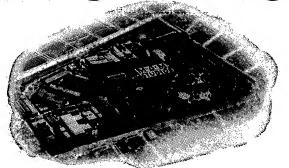
STATE JEAN HARLOW ROBERT TAYLOR "PERSONAL PROPERTY" Stage-PAUL WHITEMAN

CAPITOL E SPENCER TRACY Glady's George, Franchot Tone They Gave Him a Gun'

"PICK A STAR"



THEY WENT TO THE M-G-M STUDIOS!



They saw magic!

They saw the millions that make it go

They saw acres and acres of wonders

They saw cities and palaces rise in splendor

They saw armies of artisans skilled in screen technique

They saw the brilliant luminaries of the film world

They saw talent from the far corners of the world

They saw the world's greatest group of showmen in action

They saw the greatest roster of electric light names ever gathered under one roof in all amusement history

They saw brilliant entertainers who are the Stars of Tomorrow

They saw Youth and Beauty, the raw materials of Stardom

They saw the mighty throb of the World's Greatest Studio

They saw the surging force that keeps it ever the leader

They saw the spirit that moves this united force to victory

They saw giant dramas and eye-filling spectacles in the making

They saw treasuries of entertainment on preview screens

They saw fortunes dedicated to the box-office attractions of tomorrow

They saw the living, thrilling reason for M-G-M supremacy

They are the representatives of Metro-Goldwyn-Mayer who come direct from the Studios of M-G-M with a mighty message for the showmen of America in 1937-38.

Mpls Defers Action on Permits For Two Cinemas; Too Many Now?

Minneapolis, May 18. In deferring action on independent applications for permits to construct new large neighborhood thea

tres, the city council license commit tee decided that one theatre seat for ine persons in Minneapolis-

ine persons in Minneapolis— the present number—is sufficient.
Publix circuit officials and mem-bers of Northwest Allied States, in-dependent exhibitor organization, pointed out to the committee that there now are 62 theatres with 53,-000 seating capacity and 7,000 of these seats are in closed theatres.

these seats are in closed theatres.
Opposing the permits, present theatre owners declared few other cities have as many theatre seats as Mineapolis and that granting more licenses inevitably would bring lower

guality.

While agreeing not to open the doors for construction of additional theatres for the time being, the committee consented to consider the applications at a later date, to be fixed by the chairman some time after the city election June 14.

If It's Not the State It's the City, but Taxes Linger on in Philly

iladelphi , May 18. City Council is holding under et sideration a measure introduced by Dr. Arthur P. Keegan, which would place a tax of 1 cent on every 25c any place of amuseadmission

Councilman Keegan claims that the state tax of similar proportion will expire June 1, and will not be renewed, thus paving the way for renewed, thus paving the way for the city to impose a measure of its own. It would yield, he estimates, \$5,000,000 annually to Philly.

\$5,000,000 annually to Phiny.

Measure will probably supersede, as far as council's consideration is concerned, the idea advanced two weeks ago for a city tax on every foot of film shown by local exhi integral.

tors:

Councilman Keegan's reference to the stale tax not being renewed refers to the understanding, generally prevailing among local exhibs, that the proposed inclusion of film houses with chain stores for a new state tax will run into a snag in the lower house. Amendment to this effect went through the Senate, but found rough going thereafter, with Governer Earle understood as opposed.

Denver Wants 2%
Denver, May 18.

New service tax bill, which places a 2% additional tax on all theatre admissions, was signed by Governor Teller Ammons. Levy applies to all theatricals, exempting none, and is effective immediately.

Tax will be collected via tokens valued at one-fifth of a cent so that it cannot be confused with, or absorbed by, the existing theatre tax.

Harry Huffman, city manager for

sorbed by, the existing theatre tax.

Harry Huffman, city manager for 20th-Fox, poi out to the Governor that it would cost more to collect and keep track of the tax than it would amount to. During rush hours this would require extra cashiers, and possibly building of extra b.o.' Also protesting are doctors, since the bill would place tax on their services.

Goodman West for WB

Hollywood, May 18.

Mort Goodman arrives from Cleveland next Saturday (22) to replace Frank Seltzer on advertising and publicity for the Warner Downtown and Hollywood houses.

Goodman has been assistant to id Dannenberg in the Cleveland area.

Neb. Appeal Nixed

Appear Introduced to the form of the district court decision of the district court declaring bank night as illegal in Nebraska was denied and the motion dismissed. Company has indicated it will file an appeal with the Nebraska Supreme Court.

Nuthin' but the Best

Los Angeles, May 18,
Theatre on Central avenue
advertised that an automobile
was to be given away,
Car. displayed in the lobby
was a Packard limousine dating from 1926.

Chi Exhibs Upset By B.O. Dropoff; **Hunt Sure Cure**

ieago, May 18. i howling mood icago as they lash about around trying to find the reason and cure for the worst ce slump in more than four years. Business a present is nearly 40% below nor mal for this time of the year and fully 50% business of the earlier part of the season. tom has simply dropped out, and oth the exhibitors and distributors

for once, agree that it's bad.

Flock of complainants blame the depress on double features, but this argument gets hit in the head when it's pointed out that the double-feature spots do better than the single feature houses. gle feature houses.

gle feature houses.

Exhi are looking around for something to strengthen the boxoffice. They are primarily looking for a replacement of bank nites, which figured as a real moncymaker for local theatres for a while. Exhibs see no hope in the old merchandise gift stuff, convinced that the public wants to win cash, not kitchenware.

kitchenware.

Couple of coin stunts have been tried in an undercover way, but the boys are leery of them, due to the fact that they haven't been able to find a coin give-away idea which is free of lottery angles.

RKO's Reorg

(Continued from page 5)

stock, of which 2,123,148 shall be outstanding upon consummation of the plan.
Originally, and before amended, the plan called for an authorized issue of \$18,000,000 in 5½% sinking fund convertible debentures, of which \$12,718,500 was to have been outstanding upon the plan's consumation; \$11,000,000 authorized issue of 6% cumulative convertible preferred stock, \$100 par value, of which \$6,000,000 would have been outstanding upon consummation of the plan; 4,000,000 common shares authorized, of which 2,163,148 shares would have been outstanding upon consummation of the plan.
Redemption

Redemption

As amended, the plan permits redemption of new debentures in whole
or in part at any time at the principal amount and accrued interest to
the date fixed for redemption.
Also, each share of preferred will
be convertible at the holder's option
at any time into four shares of new

common.

Before amendment, the conversion rate on the preferred was to have been one share of preferred for 3½ shares of new common.

Amended plan also provides for appropriate provision under the new company's by-laws whereby it must obtain the necessary consent and approval of holders of 51% of the company's preferred stock in order to issue additional new debentures or preferred stock.

issue additional new debentures or preferred stock.
Common stock options are limited to executives and employes. Company has the right, within five years after confirmation of the plan, to grant non-assignable options for common stock not exceeding in the aggregate, at any time, 10% of the issuable shares to present creditors and stockholders.

Price per: share under such options

Price per share under such options also is fixed under the amended plan.

BATTLE OF BOWLS

St. Louis, May 18. Furious battle of 'mixing bowls' is peing waged between Fred Wchren berg's string of five nabcs in South St. Louis and those of Harry Green man, who left Fanchon & Marco's local organization last December to become an operator

local organization last December to become an operator

Last week local dailies carried ads that 'emeratd' mixing bowls would be presented to femme patrons at Wehrenberg's houses and directly beneath was another advising that best grade mixing bowls—none better were being given away at Greenman's houses.

In addition to giveaways at these nabes others in town are continuing policy of handouts of cut glassware, chinaware, ice box sets, etc., and four indie houses present four and five-unit programs weekly. Efforts to eliminate giveaways and extra unit shows have been made repeatedly, but, just when it appears that the situation might be clarified, some one kicks over the traces and all who previously agreed to drop the

Linden's 4 Flash Casey Pix for Alexander-GN

ollywood, May 18.
ric Linden will be featured i a
series of four Flash Cascy pictures
for Grand National which Max Alexander will produce.
Pix will be made from the George
Harmon Cox magazine tales. First,
'Here's Flash Cassy,' is scheduled
for June production.

Animated Parrot

Hollywood, May 18.
First of new 'Petey Parrot' carcon series for Columbia release ha been produced by Charles Mintz studios.

Mintz also produces Krazy Kat, Scrappy and Color Rhapsody car-toons for Columbi

B & K PROMOTIONS

Men Boosted Up from the Ranks in Chicago

Ranks in Chicago.

Chicago, May 18.

Policy declared at a recent meeting of boosting employees from the ranks is being upheld by Balaban & Katz, which last week promoted seven men of theatre personnel, including William Methe from assistant manager of the Chicago to manager of the Tower, and William Briscoe from assistant at the Optoun.

Two doormen, Walter Brasch of the United Artists, and Orval Moats of the Roosevelt, were upped to assistant managers, both in their respective theatres. Ray Thompson was switched from assistant manager of the Uptown to the same position at the Chicago, and James Thomson, assistant at the United Artists, goes across the street to the Oriental, carrying the title with him Stanley Johnson hops from the Roosevelt to the Granada and keeps his assistant manager standi Only loss in organization was that of Dick Reich, who goes to Milwauke as manager of the Fox Palace.

N. O. Capitol Razed

N. O. Capitol Razed

New Orleans, May 18.

Capitol, large local anbe house, was demolished by a series of explosions and fire Wednesday (13).

Dozen fremen fighting the blaze narrowly escaped death or serious injury when a section of the front wall collapsed. Cause of the explosions and fire are being investigated. Police estimated the total value of the theatre and its contents at \$35,000. All were a complete loss.

Theatre was owned by United Theatres, Inc.

Theatres, Inc.

NEW OMAHA NABE

MEW URLAMA NABE

Omaha, May 18.
Ralph D. Goldberg, owner of a string of nabes here, has announced plans for construction of a new suburban house in West Leavenworth district. Architects fagure on a 1,200-seater, all on one floor, to be equipped for both films and stage shows.

Construction is planned to get un-der way in early fall.

N. Y. Zoning Law Amendment Would Ban New Upper East Side Theatres

Billing

An idea of what cultural films mean is gleaned from marquelights at the Delancey Theatre
in lower N. Y.
Sign blazons the name of
Buck. Jones and Bingo, with
added attraction of Romeo and
Juliet' (MG).

DUALS SPREAD IN MINNEAPOLIS

read of dual bills here

neapolis loop houses several months ago occurred this week, when the Time, independent downtown house launched twin features. Policy got away to a flying start over the week

State and Aster, other Minneapolis dual houses, have been cutting deep-ly into the lime business. rosses have been improving at both of the Publix houses, the Aster, in parti lar, doing much better than it for merly id with singles.

merly: id with singles.

Although Twin City indie exhibs,
members of Northwest Allied, arc on
record to refrain from dual billing,
fear is felt in theatrical circles that
they, too, eventually will bust open
on doubles and that, with stage
shows few and far between, policy
will be extended downtown.

U-GN Meet

(Continued from page 7)

(Continued from page 7)

noon luncheon. After feed men were taken for a local tour. Sunday evening delegates sat through a couple of screenings, looking at 'The Girl Said No,' an Andrew L. Stone production, and 'Sing, Cowboy, Sing, which Finney is producing.

Convention got moving Monday, with Peskay presiding. Biz talks took up atternoon, with another screening, Zion Myer's 'Small Town Boy,' Yaking up the evening. Business meetings were held Tucsday, after which a banquet was tossed in the studios. Finale comes this morning (Wednesday), at which time prexy Alperson will address the district and branch managers. There will be another screening in the afternoon of scenes from films now in the works.

At meet in the Ambassador hotel, Edward Peskay told sellers that the company planned 65 productions for the coming scason. Program will include 25 features, 24 program series and 16 westerns.

GN Prizes

GN Prizes

Splitup of GN \$2,500 for sales drive went to Hymic Levine, New Haven; Merritt Davis, Charlotte; Cleve Adams, Ibany, and Jules Lapidus, Pittsburgh. At same time four district managers were created to work under the supervision of the eastern and western division bosses. Appointments made were: Pat Pinnell, Kansas City salesman, to manage Salt Lake branch, and the Memphis office.

Home office and studio exces of Republic will participate in the discussions at the convention announced for May 30 to Jime 2, in Hollywood. Large group of epublic franchise holders and distribs will assemble for the meet, first to be held on the Coast.

There is no production at the Columbia plant now, but three films will be in the works during the eventi

Columbi, last of the majors to hold its convention this year, as in past years, will produce for the coming (1937-38) season 58 pictures. It will be Columbia's first convention on the Coast since 1929, ith sales force of 250 attending.

Jack Cohn and Abe Montague, v.p. and sales manager, respectively, are at present on the Coast settling details. Columbi , last of the majors to

chief engineer an to boundari the proposed as ment to the existi ing ing laws, which will forever prohi any type of theatre, cabaret or dance hall on Fifth, Park and Madison aven before the Board and Apportionment public hearing June 4. are that the Board will also the proposal which will then matically become effective.

there have been no objections rom property holders, while been a favorable written

from a group \$500,000,000 in real estate i

from a group
\$500,000,000 in real estate i
fected area.

The nhxed territory takes the form
of an awkward, paddle fanning out
at lower half and running through
the center of Manhattan Island. To
be called a restricted retail district,
it extends from 25d street, at its
lower extremit to 84th street at the
northern tip. Above the 84th street
limitation the boulevards take care
of themselves, being strictly residential locations.

Stipulations are: Ifth avenue from
20th to 59th street, including 100 feet
west of the avenue proper; Madison
avenue from 23d to 64th street, including 100 feet
to 34th street, and from 31th
to 34th street and from 30th to 59th
street, with a 100-foot restriction
also in effect into all side streets.
Two of town's busiest crosstown
streets are also hit with 57th street
and 34th street from Broadway to
Park avenue Included in the restricted
zone.

The Fifth Avenue Assn., sponsors

Park avenue included in the restricted zone.

The Fifth Avenue Assn., sponsors of the new legislation, see in the adoption of the new rule a satisfied for Broadwayltes who saw a switch of the theatifical zone to the east side. Now that they have been permanently nixed, Fifth avenue group thinks: it-would do for Broadway Assn. and 42d Street Assn. to try similar tactics in their own backgard and outlaw the juice joints, auction rooms and health store front auditoriums, for improvement of the established amusement center.

TREND TO NORTH CHI

Building Activity Now Conce in That Direction

Chicago, May 18.
Theatre building activity in Chicago for the next few years will be almost wholly concentrated on the northside, according to plans of theatre operators. After years of action on the south and west sides of town for the building of new theatres, the trend has switched completely towards the Evanston, Wilmette, Winetka strip along Lake Michigan.
This trend is based not only on the shift of population growth trawards

This trend is based not only on the shift of population growth, towards the north, but also upon the fart that the ratio of theatre seats to population is less in the northern section of the town than anywhere else.

Balaban & Katz, Jones, Linick & Schaefer, Harry Balaban, Sam Meyers, 'ssanes, G. S. C. Circuit, Lasker ros and Individual theatr prografers have their evers outled.

Lasker rox and individual theatr operators have their eyes olnted strictly to the north, and hatever plans there are for liding in high eago are for spots there: ome half-dozen theatres are already in the making, led by the Harry Balaby A, J. Balaban Esquire, whi will be a 1,200-seate. Plans are now ing drawn for four or five more, and other exhibitors are sooning the territory for likely properly on which to build.

Bryn Mawr Objects

Philadelphia, May 18.
Busi ss'n of Bryn Mawr, ritzy
Philly suburb and home of Bryn
Mawr College, adopted a resolution
last week condemning distribs fornot giving carlier playing dates to
their home town house. Members
claimed the house is being discriminated against and potential customers are being driven into other town,
William Mooney, prez of the Bryn
Mawr Trust Co., took up the cudgels
to clin-inate this undesirable condition.'



E I I S A B E T H
BERGER

Dreaming Lips

Today

SHE LOVES AS ALL WOMEN DREAM OF LOVING-but few dare!

Today

HER EVERY GESTURE, EVERY SMILE, EVERY TEAR WILL STIR THOUSANDS OF WOMEN WHO KNOW THE INCOMPARABLE GENIUS OF BERGNER, THE **WORLD'S FINEST ACTRESS!**

Goday

AT THE RIVOLI THEATRE, IN THE MOST POPULAR, MOST IM-PASSIONED ROLE SHE EVER PLAYED, SHE HEADS ONE OF THE GREATEST ENTERTAIN-MENT PROGRAMS NEW YORK EVER SAW OR FLOCKED TO!

Canadian Dailies Big Publicity Givers to American Programs; South Hostile, Chicago Frigid

Advertising agency p.a.'s, whose major assignment is that of grabbing free space for their radio programs reports that the most notable trend in their field during the past broadcast season has been the increasing attention which Canadian newspapers have been giving shows emanating from this side of the border. In some "cases the consistent domination of radi columns in the leading Dominion papers by news and gossipitems concerning American mike personalities has become the common thing.

mon thing.

On the American side the agency p.a.'s have found southern publishers still showing little inclination to live the space breaks to broadcasting. Thaw in this sector has been no faster in the past I0 months than it had been in previous years. Because of this situation the south remains one section where regional radio fan mags can continue to flourish.

ish. In the icate field the radio roto section put out by the Des Moines Register-Tribune and the Screen and Radio Weekly edited by the Detroit Free Press have made considerable progress during the past broadcast season in tying up newspaper subscribers to the respective services. In the instance of the Free Press insert the client list has jumped 52% within the year. Central Press recently added a section tagged 'Artists of the Air Waves' to its mat page mat service.

tagged 'Artists of the Air Waves' to its mat page mat service.

From the angle of radio space giv-ing the agency pa.'s have found Chicago the coldest among the big cities. Here's how they rank the first 10 cities as to news, chatter and icture breaks in the local news-papers:

- apers:
 1. Cleveland.
 2. Boston.
 3. New York.
 4. Los Angeles.
 San Francisco.
 6. Atlanta.
 7. Milwaukee.
 8. Buffalo.
 9. Des Moines.
 10. Pittsburgh.

BLAIR DICKER WITH MIDWEST DISC COLD

Negotiations between John Blair & Co., and Midwest Recordings, Inc., of Minneapolis, for a buy-in on the latter organization, have gone cold. It had been the station rep's idea to use the disc outfit for the creation of spot programs which it could offer direct to the advertising trade. Two camps coildn't agree on financial arrangements after weeks of dickering.

ckering. Blair & Co. added three new ones Blair & Co. added three new ones to its list last week. Outlets are WMBG, Richmond, Va.; KFEL, Denver, and KOB, Albuquerque. Shift of WMBG from Furgason & Aston to Blair becomes effective when the station goes on the NBC red (WEAF) June 29.

It will be the first time that lair has had connections in each of the three towns. KOB becomes part of

has had connections in each of the three towns. KOB becomes part of NEC's Pacific and red (WEAF) links on an optional basis

Haws Leaves WCFL

Chicago, May 18.
Effective as of yesterday (17),
R. Calvert Haws has resigned as
program director of WCFL. Came about on the heels of a two-week vacation period and understood that. Haws is going on to a new connec-tion after a couple more weeks'

To date no replacement has been made at the Federati of Labor

Dan Seymour eturns East
Dan Seymour, foil and ahnouncer
on the Gillette show, returns to New
York with the Milton Berle troupe
this Friday (21) and will likely be
returned by Ruthrauff & Ryan to
the Spry and Rinso daytime shows
on CBS.

Network established precedent in Seymour's case in that it sent him along with the program to Holly-wood.

Lincoln Simons and Gale Blocki, of John Blair's New York and Chi-cago offices, respectively, are mak-ing a tour of the stations on the company's list.

Larry Nixon, WMCA, N. Y., p. a., got himself interviewed on his own station last Tuesday (11) on an article, 'Vagabond Vacationing,' carried in the June Cosmopolitan.

Gene O'Haire, freelancer, was picked to succeed Jim Healey on Kentucky Club's thrice-weekly sports program on WGY? Schenectady. Healey quit because his other account, Sun Oil, complained. O'Haire is also on WOKO, Albany, for Peter Schuyler cigars.

American premiere of Geoffrey Bridon's verse-drama 'March of Forty-Five' will be aired by Colum-bia's Workshop the web May 30.

Iowa Broadcasting System claims to have scooped its state on the Hin-denburg tragedy when news editor Benedict Harman had the flash on the air at 5:32—just nine minutes after the accident.

Harold Fair, program director for WHO, handled running account of Fordon-Brown National Air show at the Des Moines airport May 15 and 16.

August Mackelberghe, Belgian organist, joins staff at WWJ, Detroit.

Clair eyer promotion and mer-chandising manager of station KXBY, Kansas City, leaving for job with WHBF, Rock Island.

C. Robert Thompson, general manager, WCOL, Columbus, visiting in New York.

Belated Congrats

Hollywood, May 18.

isiti Young & Rubicam
execs were being taken through
the Hollywood office setup by
Tom Harrington, manager. With
particular pride he showed
them the filing system. Flipping
back one index tab after another he paused at the section.
Iabelled congratulatory messages.' All they saw was complete emptimess. plete emptiness. Next day Harrington received

a dozen wires for the congrats iche. Agency lads had heard about it,

POST-LUNCHEON SPOT FOR GEN'L **MILLS**

Chicago, May 18.
General Mills full 60-minute
morning show on the Columbia web
becomes an afternoon show on July

becomes an afternoon show on July 2, when the time will be switched to 1:30 p.m. central time.

By making this shift, the General Mills hour will be put on a one-time broadcast schedule for coast-to-coast coverage, where the present morning setup necessitates a re-

morning setup necessitates a re-broadcast for the Coast listeners. Placed through the local Blackett-Sample-Hummert agency.

Dismiss Remick vs. WNEW

Infringement suit brought in Federal Court by M. Witmark & Sons, Remick Music Corp., and T. B. Harms Co., against WBO Broadcast-Harms Co., against WBO Broadcasting Corp.; operators of Station WNEW, was dismissed last week by Judge Clancy without projudice and leave to the plaintiffs to take further action if desired.

Music companies objected to defendants broadcasting several of their songs without first obtaining a license. They sought \$5,000 for each alleged violation.

WFBR's Pimlico Beat

Baltimore, May 15.
WFBR has signed exclusive broadcasting rights to the running of the
Preakness and Futurity races at
Pimlico for a period of five years.
Considerable competition for event
by local stations and the two na-

by local stations and the two na-tional chains, but contract awarded WFBR in recognition of close co-operation i revitalizing historic WFBR in recognition or coose co-operation i revitalizing historic course since Alfred G. Vanderbilt, who recently bought in, took hold. WFBR is local outlet for NBC red

Here and There

KRMD, Shreveport, and KPLC, Lake Charles, La., have appointed J. J. Devine and Associates, Inc., as exclusive national reps.

Sibyl Jason guest on the Sealtest now over NBC next Sunday night

William , legit producer, will emote adaptation from 'A Free Soul' on Kate Smith's show Thurs-day (27) of next week. Deal set by Sam Weisbord, of the Morris office.

Personal Column of the Air (Procter & Gamble for Crisco), on NBC blue and red webs, expands from nine to ten broadcasts weekly commencing June 4.

Harry Hiller has been added to staff of NBC studio controlmen.

Dick Roll, mikeman, has switched from WALR, to WHIO, Dayton, Ohio.

Ralph Nelson, chief announcer at KDB, Santa Barbara, Calif., quit last week to freelance in Chicago.

Nancy Kelly has been added to 'Myrt and Marge' serial over CBS. Also troupes on 'March of Time.'

Peter B. Kyne's \$2,500 Royalty Demand Just Before 'H'wood Hotel' Broadcasts

A. M. vs. Booze

A notorius booze-walloping announcer had been doing okay because his comeback program was in the morning. Showed up sober at the early

hour.

Then the sponsor moved show to night spot. That was too much of a strain on the guy's good intentions.

STUART DOYLE **BUYS 16 RADIO STATIONS**

Sydney, April 27.

Stuart Doyle, Australi the atre man, has been bitten severely by the radio bug. Within the past few weeks he has bought on behalf of Commonwealth Broadcasters inof Commonwealth Broadcasters in-terests in no less than 16 Commer-cials spread in the key centres of Australi And Doyle is still going on buying to create the greatest chain of broadcasters in the South-art Homischer

chain of broadcasters in the Southern Hemisphere.
Now known as the 'C.B.N.' (Commonwealth Broadcasting Network), this chain already has coverage in Sydney, Brisbane, Newcastle, Melbourne, Adelaide, Perth, Tasmania, Music Publisher Frank Albert is in with Doyle on the buy and is at present in America seeking radio ideas and so forth for use over the new chain.

is chairman, with Frank Doyle is chairn Marden in as g.m.

present novelty number on in Hammond organs. Herman Ber ie

Phil Baker has cleffed his first song in three years, 'My Heaven on Earth.'

Mary Martin, vocalist with Buddy Rogers' orch. on 'Twin Stars' (Na-tional Biscuit) program on CBS, is being lens-lamped by Columbia Picts.

Aldo Ricel phantom strings and Drane Sisters set for Fred Allen show May 19.

Norman S. McGee newcomer to sales staff of station WQXR, N. Y.

Sands Point Yacht Club, of which many broadcasting folk are members, opened for season Saturday. Mike Porter, radio ed on N. Y. Journal, is this year's Commodore.

WLW, Cincy, now airing religious programs for 18 different sects. Sta-tion's rate for such is card, less 15%, with all dealings direct.

Jimmy Flynn added to WMCA, N. Y., production staff, boss of which, Charlie Capps, is now vacashing.

Air Features, Inc., production unit employed by Blackett-Sample-Hum-mert N. Y. office, now under same roof with agency. ince its inceproof with agency. ince its incep-tion has occupied separate quarters.

John Howe, of WGY's sales staff, is arranging for annual blowout of studio crew Luther's, Saratoga studio crew Lake, May 28.

Bill Slocim, , scion of the N.Y. American's sports scribe, newly at-tached to CBS's publicity pen to carve out copy on the extensive sports coverage network will carry this summer.

Dinty Doyle, N.Y. American radio d, to Coast June 6 for four-week

Tommy Ott joins staff of WIND, Chicago, as organist. Comes from WHBF, Rock Island,

Hal Culver, formerly of KWK, St. Louis, has been added to announcing staff of WLS, Chicago.

Jimmy Dudley, WIND, announcer, now doubling WJJD, other Ralph Atlass Chicago indi, for sports and newscasting.

Hollywood, May 18.

Eleventh hour demand by Peter B. Kyne for a \$2,500 royalty on the airing of one of his literary works on Hollywood Hotel last week gave Producer ill Bacher a series of prolonged jitters until the clearance was straightened out. Author's crackdown came day before the broadcast and took on such serious proportions that Bacher was ready to chuck the piece and fashion script of his own for the picture players engaged for enactment. Kyne's peeve said to have

Kyne's peeve said to have grown out of two disappointments; was changed to 'The Go Getter,' and the other that he has been dicker-ing for a radio deal that would ening for a radio deal that would en-compass all his works and ethering of this one would just about chill such a venture. Understood that Warners paid off the tap rather than miss out on the picture's exploita-tion.

BYER, BOWMAN AGENCY SUED ON COPYRIGHT

Columbus, May 18.
One dollar for each copy of 200,000 music folios containing an unauthorized song is asked in a suit
filed in U. S. District Court here by

filed in U. S. District Court here by the Melrose Bross Music Co., Inc., and the Indiana Union.

Defendants in the \$200,000 action are Ohio Oil Co. and Byer & Bow-man, a Columbus advertising agency, who are charged with using the song, 'Indiana, Our Indiana,' in a follo distributed for advertising purposes without the consent of the copyright owners.

Indiana, Our Indiana' is an offici song of the U. of Indiana and was

song of the U. of Indiana and was copyrighted in 1913. Since 1930 it has been published by Melrose.

NBC Coast Lease Holds Up Hollywood Studio

Up Hollywood Studio
Hollywood, May 18.

NBC will struggle along with its present facilities next fall unless it is successful in disposing of a three and a half year lease remaining on its present quarters. That was the statement of Don Gilman on his return from New York. He added that no definite site had been selected but that the new plant would be pitched in Hollywood—if and when.
Gilman admitted that the heavy influx of shows from the east in the fall would force the net to line up some remote spots, something they have long shied from.

Doris Hare Goes Home

Doris Hare, English comedienne who was under contract to NBC Artists Service as air performer, sailed back to London Friday (14) to go into rehearsal in a new play by George Frank, which C. B. Cochran will produce i West End late in June.

She came to U. S. last autumn. the cast of 'Night Must Fall.' NBC caught her in the show and signed her. Efforts to peddle her commercially chilled.

Echo from the Vallee

Chattanooga, Tenn., May 18.

W. R. (Doc) Johnston, radio announcer husband of Evelyn Gresham, filed suit for divorce last week. She was ith Rudy Vallee in recent Boston photographer fracas:

Technically Johnston charged desertion and said they hadn't shared breakfast two years, Called Evelyn a career girl.

Weed Invades Detroit

Weed & Co., station reps, will open Detroit office May 1. M. J. Thomas, now with the Chi-ago sales staff, will take charge of he new branch.

Legit Actor's Radio Script
Scripts by Don Beddoe, legit actor,
will be used on 'Aunt Jenny's True
Life Stories' series May 31, June 1
and 2 over WABC.

Actor is also appearing on 'John's Other Wife' series daily over WEAF

Levers Fold Jolson, Lux for Summer. **But Will Continue Daytime Serials**

Lever Bros, is pulli Theatre and the Al -Martha
Raye rogram from Columbia the first week of July. Each will be off nine weeks. Account's two day-time serials on the same network, 'Bi ister' (Rinso) and 'Aunt Jennie's Real Life Stories' (Spry) stay

as is.

Agencies involved, J. Walter Thompson and Ruthrauff & Ryan, scout the report that the temporary holdups is for economy reasons. Lever Bros. recently had a judgment handed down against it in the Illishois Supreme Court which held the Boston soap combine guilty of infringing on a method of producing soap beads, which Procter & Gamble and Colgate-Palmolive-Peet claimed they jointly controlled.

Savings on the nine weeks will 52nd Street.

the Lux Agure around \$300,000 time and talent.

Al Jolson and the others on the Rinso show (CBS) last week were given new 26-week-contracts, effective with Sept. Program folds network, July 6 for the summer, there remewed were Victor Young and Martha Raye.

C. I.O. MAY TURN SPONSOR

Actors Equity 'On the Verge' Again

Spurred Into Show of Activity by Rumored C.I.O. Aggression

Actors Equity Association is again talking about organizing the talent in radio. This time the spur to action is the prospective entry into the field C.I.O. affiliated union. Latter has been functioning quietly around the industry, with the belief expressed by those privy to its activities that the latest suggestion of action by Equity will not succeed in forcing the C.I.O. setup out into the open as yet.

tivities that the latest suggestion of the cition by Equity will not succeed in forcing the C.I.O. setup out into the open as yet.

Equity officials have from time to time during the past several years announced that the A.F.L. affiliate was on the verge of a concerted organization drive among dramatic players and other performers in the broadcasting industry. None of it ever got beyond the announcement stage. Equity has made no recent survey of the industry to determine conditions and scales of remuneration-prevailing among mike entertainers, figuring to depend on data collected by the organization nearly four years ago.

Frank Gillmore, Equity prez, plans to turn to the matter of organizing radio talent soon after the American Theatre Council closes its sessions at the Astor hotel, New York, next Thursday (27). Actual starting date of the drive has not been decided. Columbia Network officials during the past week field a series of long ressions with representatives of the American Guild of Rr.3 Announcers and Asst. Directors, but are farfrom agreement on a scale of wages and working conditions. Some of the sessions have lasted until 4 am. and have developed some hard giveand-

FIRESTONE JAM **STRAIGHTENED**

irestone Tire stays where it is, on the NBC-Red (WEAF, 8 to 8:30 p.m. Monday, as a result of an appeal the account made to David Sarnoff, RCA prez. At the latter's request Lenox R. Lohr got in touch with the head of the Johnson Floor-wax outfit and induced him to waive the assignment his firm had received on the Firestone spot. NBC sales department had okayed Johnson's bid for the period while Firestone was trying to decide about guaranteeing its return to the webatter a brief summer vacation. Johnson retains the Fibber McGee and Molly combination in the 9 to 9:30 period the same evening.

Molly combination in the 9 to 9:30 period the same evening.

NBC WRITES OFF 15G

uick Pays \$35,000 for raddock-Louis Fisticuffs

NBC will absorb part of the \$60,000 that is being paid for the broadcast rights to the James Braddock-Joe Louis fight in Chiesgo June 22. Buick, the commercial tag on the airing, set \$35,000 as the limit, but the network met the counter-bidding from CBS with a tilk to 50 grand. There ill be about 125 stations in the fight hookup.

refight hookup.
Columbia has in the past assumed ilar differences for sports rights, tit off to sustaining program

Visiting

In New York
A. F. Busch, WGR, Buffalo,
J. H. Ryan, WSPD, Toledo.
Bob Mitchell, WMBG, Richmond.
Bob Thompson, WCOL, Columbus.
Sam Cook, WFBL, Syracuse.
Walter Klauer, WKBB, Dubu

John A. Kennedy, W. gional.
J. W. Pate, WACO, Waco, Tex.

CBS on Board Soon

Way is gradually being paved for the stock of the Columbia network to go on the big board. It is figured that it will have that listing by the end of July. Application move has not as yet been filed with the Securities Exchange Commission, Nor have the newly engraved certificates been received from the pri

W. C. FIELDS IS **NEW RADIO SMACK**

first two weeks on the Sanborn program have xpectations in the radio W.C. Fi 'first two weeks on the Chase & Sanborn program have aroused expectations in the radio trade that the next C. A.B. report in trade that the next C. A.B. report in two weeks will reflect a sharp jump. C. A. B. report out Monday (17) did not have time to show any notable increase in the hour's rating over 'Do You Want to be an 'Actor?'. Fields is an unexpected sensation apparently and was not originally set by agency except for a guester. He has but lately recovered from a long tilbies.

long illness.

Throw-away delivery of Fields is

Throw-away delivery of Fields is what is attracting the most attention. His reptile gag Sunday caused some eyebrow-raising anent the growing tendency of the big hours to pass blueish material.

Those who heard Fields for the first time on his second broadcast were promptly pooh-poohed. You should have heard him the first week' said the good-old-days contingent. Those who heard him on the second broadcast, however, still seemed to feel that radi had brought in another entertainment dreadnaught.

incinnati, May 18.
Secret marriages of Billie and Ruth deVore, of the deVore Sisters, vocal threesome on WLW, was disclosed last week. Knots were tied several months ince. Billie is wife of Cass Cox, trombonist, formerly with Barney Rapp's orchestra. Ruth became bride of Fréd Thomas, Crosley newsroom writer.

Marjori single.

Oakie Ducks Air Heat

Hollywood, May 18. show will be minus the antics of Jack Oakie for the 13 weeks following May 22 broadcast. Comic takes his ular seasonal layoff.

Framework of summer show being ironed out in Winston-Salem, Nr. C., by William Esty, J. Savington Crampton and officials of R. J. Reynolds Tobacco Co.

Grofe with Bankers

Ferde Grofe takes over the bank-ers' program on CBS June 4. Phila-delphia Symphony had held the spot since the series' inception.

Scholarship

Scholarship
Des Moines, May 18.
Three ittle Maids, talent on
WHO, Des Moines, for two years,
have been awarded university
scholarships by the National Honor
Society and will all attend Northwestern U. next year.
Girls are Annabel Lounsberry,
Kay Neal and Bette Jane Graham,
all students at East High School.

SOLD ON RADIO

Union Demands for Time at Card Rates May Bring Up Whole New Series of Problems for Networks and Local Stations

LAWRENCE CASE

rganized labor. come knocking on radio; ing air time to propagandize. yet the industry can scarcely be said to be aware of this new and eager sponsor, but before suminer is out the networks as well as a large majority of indie stations throughout the land will probably have to decide whether, they are going to be willing to have Labor organize through their medium.

whether they are going to be willing to have Labor organize through their medium.

Through the past veral months Labor has been ogling radio, sizing if the past approagnad possibility; and now the overtures are due. On Sunday (23) the C.I.O. is going to make its first bi to line up the textile workers of New England. John L. Lewis and Sidney Hillman will speak from Lawrence, Mass, over WSPR. Springfield: WORC, Worcester, and WPRO, Providence, (C.I.O. has deals pending with four other stations to carry the campaign's opening blast. For long time Avalon Cigarets has sponsored a weekly talk by Chester Wright, editor of International Labor News Service, on WEVD, N. Y/s labor union' station. These talks are being waved, and the e. t/s will be spotled on 20 selected broadcasters by the sponsor. One station, already set, is WGBI, Scranton. Transcriptions will be placed on stations in areas the C.I.O. ither wants to invade or cement its hold. Another wax series is The March of Labor, dramatizations of labor news. The Telegraphists' Union this invade or cement its hold. Another wax series is The March of Labor, dramatizations of labor news. The Telegraphists' Union this invade or cement its hold. Another wax series is The March of Labor, dramatizations of labor news. The Telegraphists' Union this invade or cement its hold. Another wax series is The March of Labor, dramatizations of labor news. The Telegraphists' Union this invade or cement its hold. Another wax series has core of stations dotted around the country where union wants ito consolidate its strength.

Garment Workers bankroll a weekly hour operatic program on WEVD, which feeds it out to a 'network' composed of WELI, New Haven; WRAX, Philly, and WCOP, Bost

But the big radio blast is expected to come from the C.I.O., now that outfit has reputedly become sold on proselytizing via radio. C.I.O. publicity visers were from the old school who saw no further than the newspaper headlines. Now reported sold on oxone organizing. See air, as ideal means of getting right to the workers. When C.I.O. was fighting General

LABOR LEADERS Dave Driscoll, WOR, Gets Hobo's Rush At Flying Field in Stunt Rivalry

Eager Athletes

Radi bunch Young Rubicam try to give the office a country club atmosphere Sata country club atmosphere Sat-urday mornings by coming in-togged out in sports coats, duck pants and sneakers.

They explain that they'll be off to play tennis when the whistle blows at 1 o'clock.

LABOR TALKS **CONTINUE AT** WHN

After filing charges with the ational Labor Relations Board against Station WHN, N. Y., the American Radi Telegraphists got together with Louis K. Sidney, director, May 16, to discuss changes in working conditions of the technical personnel. Another meeting is skedded for May 21, at which time wage question and closed shop will be further discussed:

cussed:

ARTA wants a sliding scale which will equal almost that of the major networks for its members. It also seeks a closed shop, which idea covers 'job security' and 'permanence'.

Claim filed with the NLRB states that the station refused collective bargaining, intimidated the men and sought to establish a company union, contrary to the regulations imposed by the recently passed Wagner Act.

Jane Froman on Jell-0; No Biscuit Successor

Young & Rubicam has Jane roman and Don Ross set for the Jell-O, spot, starting July 4, and Johnny Green's orchestra due to carry the burden of the revised Packard show, effective June 8. Another pending program change involves the Chesterfield half hour with Hal Kemp, with Newell-Emmett the agency. McCanni-Erickson reports that National Biscuit has no plans for its Sunday night stanza on CBS with Victor Moore and Helen Broderick after June 20, when the present 26-week contract expires.

Vox Pop Mike

Denver, May 18.

T. A. McClelland, chief engineer KLZ, has devised and built for use a breast-plate mi. The breast-plate is made of leather, ith the unite protruding at the proper angle to be always in front of, the amonouncer's mouth. An 8-ball mike is used.

as ideal means of getting right to the workers.

When C.I.O. was fighting General Motors, overtures were made to Detroit stations for airings; ni the C.I.O. di not squawk, but watched closely to discover what breaks the manufacturer was given. Stations ducked issues save for neutral news-casts of situation day's by day.

CBS and NBC have, at present, a ban on accepting as a sponsor Labor indicates it will want to know why if can't put on institutional programs such the Ford Su Evening or the General Motors Concert.

Majority of the artificial stations around the country not accept unit sponsored propaganda-or or ganizing programs. There are rather a few small broadcasters, however, which will accept spot nouncing a labor meeting. Labor is now collecting dala on how every station in the country feels to

For years any convention of a sizable unio been page-one news in the pa but not works have never given such labor ronventions a tumble, including the path of the convertions a tumble, including the convention for sizable unio been page-one news in the pa but not works have never given such labor ronventions a tumble, including the always large-looming A. F. of L. pow-wows. Last week, however, when the Carment Workers een-

vened for their annual in Atlantic City, NBC was asked to carry a period. Web obliged by picking up a pair. was the first time that a station or network other than WEVD to ever ran a wire into a labor-union convention floor.

WIND Signs Football Chicago, May 18.

Statio WIND, Gary, Ind., has again secured the broadcasting rights of local games of the Chicago Cardinals ro football games.

Dave Driscoil, of WOR, New York, got badly manhanded at the flying field last Friday, after Dick Merrill and Jack Lambie brought in their plane from England. Driscoil had a portable pack strapped to his back and came forward to descrite the scene and gather up Lambie for few words. Merrill was known to be NBC's exclusively, but WOR thought Lambie was fair gu Understood Driscoil received some brutal kicking around. He had evidently been pointed out, as an u authorized person, and given a scuffing by 'persons unknown.'

WOR was supposed to be 'inga ninvestigation' of the personal bruising given Driscoil. It was seen as part of the hazards of special eventing.

WOR staved up all night followi

work sized up all night follow;
WOR slayed up all night follow;
the Merill-Lambie plane in across
the Atlantic. Johnny Johnstone had
secured an unusual concession from.
WOR advertisers permitting authorized break-ins without time rebates.
Riding the great hard WOR. Riding the event hard, WOR, through its New England affili, had an exclusive from Quincy, Mass., couple of hours before the N. Y. ing field episode occurred.

WCAU-MUSICIAN **FEUD LOOKS ENDED**

Philadelphia, May 18.
End of the long feud between WCAU and Musicians' Union here have definitely into sight this week. Station will have a unionized house band of ecces before next September.
Projected peace is the result of compromises on both sides. Understood studio orchestras will be allowed to work on both sustai and commercial progr.
Tomei and Levy haven't yet met on the new proposals. All confabbilities of the proposals of the proposals of the proposals of the proposals.

Haenschen Vice Rubinoff

Absence of Dave Rubinoff in Holywood on picture-making leave of absence has prompted Chevrolet to temporarily substitute Gus Haenschen. Latter will cut first dises this Friday (21) under supervision of Ken Burton, of the Walter Crair office.

office.

iscs are used to plug Chevrolet dealers used cars. Network program with Rubinoff will originate in Holl-pwood until June 8. Walter Craig is out there producing for Campbell-Rwald

Myerson Coasts for RCA

May 18,
May 18

Juve Mag Ed Airs

Irving Crump, editor of Buy's mag, has been lined up by Columbia to ether, ramatize R. L. Stevenson Treasure Island.

CBS will air over 39 riods at three-a-week pace, starting ti not yet set. Program will, of course, be primed for kids. Net is shopping for a sponsor.

KXBY'S BIG PARTY

Aeroplanes Carry in Guests for Kansas City Shindig

Kansas City, May 18.

KXBY, Kansas City, eelebrated the unveiling of its new studios Saturday (15) by making it open house for the townsmen, broadcasting a special series of programs and hosting a group of agency people planed in from New York and Chicago. Among the dramatizations was one prepared by the Russell Comer Advertising Agency. It dealt with the wartime adventures of Sid Noel, WXBY's rez.

rez.
Among the planed-in guests were
Charles Ayers, Ruthrauff & Ryan Charles Ayers, Ruthrauf & Ryan Ray Carpentier, Compton Agency Frank Conrad, McCann-Erickson, Earl Bachman and Peter Wasser, Furgason & Aston; Gene Fromherz J. Walter Thompson; Frank Avery, Neisser-Meyerhoff; S. J. Andrews, Hanff-Metzger; E. G. Opie, Rogers & Smith, and Sil. Aston, Furgason &

MUTUAL OUT TO STRENGTHEN SUN. P. M.

Starting next month and continuing through summer, Mutual will have the strongest dovetailing lineup of shows it ever carried riding regularly on Sunday nights. Web has bunched up some of its strongest to compete against CBS and NBC. Thought is that by welding a stick-by audience through the warm months, Mutual can offer some choice time to sponsors for winter.

Summer Sunday night lineup starts with im and Irene, plus Bunny Berrigan's orch at 6.30 for Admiracion. At 7, Stan Lomax with sports comment. Tenants of the Aragon ballroom. Chicago, will swing on at 7.15, followed by Benay Venuta. Horace Heidt crew, from Hotel Biltmore, N. Y., will groove in the half-hour commencing at 8.30, succeeded by Faul Whiteman for an hour from Fort Worth Expo. Kay Kyser, sponsored by Willys Overland, bridges the 10-10.30 period, with Duke Ellington's crew winding up at 11.

Litigation in Australia Involves 2UW, Sydney

Sydney, April 27.
Commonwealth Broadcasters (Staion 2UW) has two lawsuits at the present time. Joan Harvey is seeking damages covering alleged use of a session titled 'The Voice of Experience,' which she claims as her own

ence, which she claims as her own property.
Victoria Park Racing Club is appealing to the High Court to set aside a verdict in favor of 2 UW concerning race-track running descriptions, and to restrain the station from airing such descriptions to the air fans. Both cases stand partheard.

Frisco Radio Show

San Francisco, May 18.
Radio show will be held in Civic Auditorium Tuesday, May 25, as prelude the seven-day fiesta which begins May 27 in celebration of the opening of the Golden Gate Bridge. Produced under the supervision of Bill Pabst, KFRC exec, and Lloyd Yoder, NBC press chief, the program will open with broadcasts of Good Morning Tonite,' the Albers, Bros. Coast Red. web commercial, and Johnny O'Brien's quarter-hour harmonica session.
Balance of the show, which will include a spelling bee with artists from rival networks pitted against each other and a 50-piece ork, will be broadcast by all bay region transmitters.

WAAF, Chi, Appoints Rep

Chicago, May 18.
Craig & Hollingberry have been appointed national sales rep for WAAF, the Drovers Journal station

Appointment was made last week by Bill Hatchinson, g.m. for WAAF which maintains studies in the Pal-mer House and operates as an indice

Tim and Irene (Ryan) moving into

F.C.C.'S WASHINGTON DOCKET

DECISIONS

application for frequency

Arizona: KGAR, change from 1370 to 1340 kc, night power increase from 100 to 250 watts, dismissed at applicant's request. California: KEHE, Hearst io, Inc., Los Angeles,

granted authority for auxiliary transmitter to operate with 1 kw for emergency purposes only; KGO (NBC), San Francisco, granted petition to reinstate application to increase power from 71/2 to 50 kw, for hearing May 24; Chauncey W. Hammond, Oakland, application for new station to be operated on 1280 kc with 1 kw, dismissed at request of applicant.

Idaho: KFTI, Twin Falls, granted night power boost from 500 watts to 1 kW.

Irom 500 watts to 1 kw.

Illinois: Metropolitan Radio Service, Inc., Chicago, application for new station to be operated on 1570 kc with 1 kw denied as in cases of default.

Iowa: Western Union College, Le Mars application for new station to be operated on 1210 kc with 100 watts nights, 250 watts days, denied as i cases of default.

default.

Michigan: WWJ, Detroit, granted consent to transfer control of corporation from the trustees named to the beneficiaries under the trust.

North Dakets: KRMC, Jamestown, granted authority to change frequency from 1310 to 1370 kc and increase time of operation from simultaneous day with KVOX, Moorhead, Minn., and sharing with KVOX nights, to unlimited.

ohie: Ohio Broadcasting Company, East Liverpool, application for new station to be operated on 1270 kc with 250 watts days only dismissed at applicant's request; Ohio Broadcasting Company, Salem, application for new daytime station to be operated on 780 kc with 250 watts dismissed at applicant's request; Ohio Broadcasting Co., Marion, application for new daytime station to be operated on 1200 kc with 100 watts dismissed at request of applicant.

missed at request of applicant.

Oklahoma: Dismissal without projudice was recommended by Examiner Seward for the application of KGFF Broadcasting Co, Inc., for a frequency switch from 1420 to 1430 kc and a boost in night power from 100 to 250 watts.

Applicant's request for a non-prejudicial dismissabased on the fact that no other parties entered objection, was upheld by the examiner. Attorneys for thapplicant were Philip G. Loucks and Arthur W. Scharfeld.

Oregon: KOOS, Marshfield, granted power jump from 250 watts days only to 100 watts nights, 250 watts days, and install vertical radiator.

Pennsylvania: WFBG, Altoona, granted reduction of ay power from 250 to 100 watts.

Texas: J. Laurence Martin, Amarillo, application for ew station to be operated on 1120 kc with 250 watts, pecified hours, denied as in cases of default.

EXAMINERS' REPORTS

California: Pacific Acceptance Corp. of San Diego was tagged for an okay by Examiner P. W. Seward. Simmering since August, 1935. Seward's report, consisting mostly of references to the legal booting around suffered by the applicant, recommended a green light for the outfit, which is seeking a daytime station to be operated on 1200 kc with 100 watts.

Rival applicant—Smith, Keller and Cole—squawked about the stock ownership of the stockholders in Pacific Acceptance Corporation. Reed E. Callister, owning 40% of Pacific, also controls 38.5% of the stock in KIEV, Glendale, and 64% of KMTR, Los Angeles, intervenors pointed out, while K. L. Banning, 20% owner of Pacific stock, holds 36% of KMTR.

Preponderance of chain programs offered San Diego listeners by KGB and KFSD, two existing transmitters, was cited by Seward as a good reason for the establishment of a purely local station. Small advertisers also would be benefited by the cheaper rates proposed, examiner said.

Attorneys appearing for Paci pearman and Alan B. David.

Spearman and Alan B. David.

Michigan: No soap ict was handed down for Leonard A. Versluis, Rapids, on the establishment of a 500 watt daytime station to be operated on 830 kc. Construction of the transmitter would result in objectionable interference to station WKAR, East Lansing, within 'its 500 microvolt per meter contour, Examiner Ralph L. Walker ruled.

Examiner Ralph L. Walker ruled.

Versluis: a photographer and one-third owner of
WJIM, Lansing, was represented by Frank D. Scott.

New Jersey: Day juice-jump for New Jersey Broadcasting Corporation, licensee
WHOM, Jersey City,
was discouraged by Examiner

Hyde, who pointed
out that additional daytime facilities were not needed
in the area proposed to be served and that the change
would adversely affect WSAR, Fall River, Mass.

Station, using same 1550 ke frequency or WSAR.

Station, using same 1450 kc frequency as WSAR, vanted daytime boost from 250 watts to 1 kw. Horace Lohnes appeared for WHOM.

North Carolina: New station for Asheville, to be perated on 1370 kc with 100 watts, was dusted off nd recommended for granting for the second time in

six months.

Case was reopened after affidavits had been filed with the commish, following the release of a favorable examiner's report, but Examiner George H. Hill gave the applicant a second okay when it was discovered that the affidavits apparently were based on malice and ill will' stirred up by a political row. Applicant, Harold H. Thoms, editor of the Asheville Daily News, had stepped on political toes, Hill concluded, and protests were filed in an effort to discredit him.

Thoms was represented at the hearing of

Ohio: Squabble between a Pennsylvania newspaper and Allen T. Simmons of Mansfield, O., over the use of

the 780 kc frequency was temporarily settled when Examiner Melvin H. Dalberg recommended granting of the Ohio application.

While both applicants are legally, technically and financially quaffed to operate a station, Dalberg decided that Simmons would serve a community where there was a greater need for service.

Accordingly, examiner recommended a commish okay on Simmons application for a 1 kw daytime station on the 780 kc frequency. Simmons was represented by Paul Segal and George Smith.

con on the toric requency. Simmons was represented by Paul Segal and George Smith.

Oklahoma: Daytime smallie for Okmulgee was given the nod by Examiner P. W. Seward. Okmulgee Broadcasti Corp., asking frequency of 1210 kc, comprises a five-way partnership, with three of the partners owning large slugs of interest in other transmitters. E. M. Sepauch, R. M. Dean and T. B. Langford, all of Shreveport, La., hold a third interest each in KPLC, Lake Charles, La., with Langford and Dean owning 48% each of KRMD, Shreveport. Sepaugh also holds 25% of the stock in KYOL, Lafayette, La., and a 16% interest in KRRV, while Langford possesses another 16% of KRRV stock. Examiners' recommendation was based on fact that two other applications for a station at Okmulgee, recently pending, had been dismissed. Case for Okmulgee broadcast company was handled by Paul D. P. Spearman.

Another Oklahoma station, KADA, Ada, received a

y raui D. P. Spearman.
Another Oklahoma station, KADA, Ada, received a worable word from Seward on an extension of hours om daytimes to unlimited. Need for additional night mes retries exists in the area, Seward said, and no her stations would be adversely affected. Spearman torneyed the case.

attorneyed the case.

Pennsylvania: Nix for an application for a new 250watt station, to operate daytimes only, was recommended by Examiner Dalberg, Sharon Herald Broadcasting Company, asking permission to establish a
new station at Sharon, should be ditched in favor of
a similar application filed by a Mansfield, Ohio, outfit,
Dalberg decreed.

Mansfield amplicant

Dalberg decreed.

Mansfield applicant showed a greater need for broadcast facilities in his district than the Sharon newspaper group, Dalberg said. Both stations asked for a frequency of 780 kc. George O. Sutton, James Proffitt and A. L. Hawken appeared for Pa. group.

Puerto Blee: Clear sailing for Juan Piza, on his application for a 1500 ke station with 100 watts nights, 250 watts days, was hinted by Examiner Seward, who told the commish that a need for additional service appeared to exist a the area proposed to be served.

Applicant, who owns WNEL, San Juan, and holds cense for two portable short-wave radio stations to e used in connection with WNEL, proposes to estab-sh his new transmitter at San Juan. Piza was rep-sented by Elmer W. Pratt.

resented by Eimer W. Pratt.

Washington: watter for Centralia was recommended by Examine. John P. Bramhall, who found that a definite need for local service existed in the Centralia-Chehalis area and that no interference would occur to other stations. Simultaneous night-time operation of the proposed station and KRE, Berkeley, Calif., would limit both transmitters to their I millivolliper meter contour, however.

Application was made in the name of the Central Broadcasting Corp. Ben S. Fisher appeared in behalf of the applicant.

SET FOR HEARING

California: Richard Field Lewis, Oakland, new sta-tion to operate days only on 1160 kc with 1 kw.

Colorado: KFEL, Eugene P, O'Fallon, Inc., Denver, Install vertical radiator, increase power and time of operation from 500 watts, sharing with KVOD, Denver, to 1 kw unlimited.

Hawaii: Honolulu Broadcasting Co., Ltd., Honolulu, ew station to be operated on 1010 kc with 250 watts,

Illinois: Galesburg Broadcasting Co., Galesburg, mew station to be operated on 1500 ke with 250 watts, days only; Jules J. Rubens, Aurora, new daytime station to be operated on 1040 ke with 250 watts; wROK, Lloyd G. Thomas, Rockford, authority to transfer control of corporation to Rockford Consolidated Newspapers, Inc.

Kansas: John P. Harris, Hutchinson, new station to e operated on 1200 kc with 100 watts nights, 250 watts

days.

Louisiana: WBNO, Coliseum Place Baptist Church, New Orleans, change frequency from 1200 to 1420 kc, boost power and increase time of operation from 100 watts, sharing with WJBW, New Orleans, to 100 watts nights, 250 watts days, unlimited.

Michigan: Genesee Radio Corp., new station to be operated on 1200 kc with 100 watts nights, 250 watts days, specified hours.

New York: Platt & Platt, Inc., Poughkeepsie, new tation to be operated on 1310 kc with 100 watts

North Carolina: Radio Station WFNC, Fayetteville, new daytime station to be operated on 1210 kc with 250 watts.

new daytime station to be operated on 1210 kc with 250 watts.

Ohio: WBNS, Columbus, boost power from 500 watts nights, 1 kw days, Creat Lakes roadcasting Corp., Cleveland, new station to be operated on 1270 kc int 1 kw nights, 5 kw days; Great Lakes roadcasting Corp., Cleveland, new station to be operated on 1270 kc int 1 kw nights, 5 kw days, using directional antenna all times; WKBN, Youngstown, install directional antenna system for day and ight operation when WOSU, Columbus, is operating, increase time of operation from specified to unlimited. Ohlahoma: Harry Schwartz, Tulsa, new station to be operated on 1310 kc with 250 watts, days only. Pennsylvania: WKCK, Sunbury, change time of operation from specified to unlimited; WBRE, Louis G. Baltimore, Wilkes-Barre, increase day power from 100 to 250 watts.
Texas: Dr. Willi States Jacobs Broadcasting Co., Houston, new station to be operated on 1220 kc with 1 kw, using directional antenna nights.

West Virginia: WSAZ, Huntington, day power boost from 1 to 5 kw.

Wisconsin: Walker & Chapin, Oshkosh, new station to be operated on 1010 kc with 250 wat

IF WAR COMES-

Harbord Tells What Role Radio Will Be Assigned

Radie Will Be Assigned

Gen. J. G. Harbord, RCA chairman, told Army Ordnance Assn. last week 'role radio is aiready' cast to play when and if the next war breaks out. Some 46,850 licensed radio amateurs would be mobilized among other things.

Harbord declared:

In case of war all broadcast receiving sets in America will become trangets for enemy transmitters, whereas our broadcasting stations will be carrying our own story to the rest of the world. The series of broadcasts from Spain, available to American short-wave listeners, is an indication of what may be expected. Our geographical isolation would be a help, for our home receivers are distant from potential enemies. Fortunately, the improbability of fective air raids makes unnecessary the underground studios the British Broadcasting Company is planning for London.

CBS Drops Idea To 'Borrow' Two **Gov't DX Channels**

Washington, May 18.

Abandonment of plans to 'borrow' two short-wave channels reserved for use of the U. S. government was decided upon last week by Columbia Broadcasting System, following complaints that private interests are seeking to gobble up berths allotted for federal use in the Western Hemisphere

seeking to gobble up berths allotted for federal use in the Western Hemisphere.

With heari slated soon on bill to set up a government-owned transmitter, web back-tracked following indications the request for permission to operate on 9550 and 6120 ke was likely to be nixed. Proposition has drawn fire in Congress, as well as within government circles.

Confirmation of the report came from CBS headquarters, but web spokesmen insisted the reason was that an alternative arrangement for short-wave facilities has been made. Working out of another plan, rather than the opposition to borrowing the government ribbons, was declared to be the principal reason for dropping-the request for the reserved frequencies.

Under the other splution Columnia.

the request for the reserved acquencies.

Under the other solution, Columbia will obtain part-time on 9590 kc, now shared by short-wave transmitters of WCAU, Philadelphia, and WLW, Cincinnal: In recting waxAU, Philly, will be allowed to operate on the 21,520 kc stripe now held by Columbia's WZXE, The web retains its permit to function on 6120, one of the government frequencies, but is operatiunder severe restrictions.

Commercials Exploit Local White Heat on Golf Meet

White Heat on Golf Meet
Pittsburgh, May 18.
With an eye to local golf, interest
as result of coming PGA tournament
here at Pittsburgh Field Club next
week, Joseph Horne's, one of burg's
leading department stores, has signatured Chester Smith, sports editor
of Scripps-Howard "Press," and Sam
Parks, Jr., former open champion,
for seri
ine quarter-hour, spots
over, WJAS.

over WJAS.

Pair go on daily this week from 6:45 to 7 m. and will do final trio from actual scene of tourney. Openers will be a iscussion of various contestants with resumes of day-by-day play scheduled for wind-up.

First commerci for Sr first commerc; for Smith al-though he did a sustainer on KDKA few years ago as 'The Cracker-Box Sports Sage.'

Air Scripters' 25G Suit

Los Angeles, May 18.

Don Lee Broadcasting System last week was made defendant in a \$25,000 damage suit filed by Wilford Smith and Travis Moore, writers. 0 who charge that their script. for the serial, Cassandra, was used without their permission. Writers also asked that station be restrained from further use of the material. Script show, bankrolled by an olive outfit, swings over to KNX next week for a ride along the Coast.

UNIFORM MUS IC COST D

WPA Radio Projects All Over U.S. Keyed from N. Y. Headquarters LOCALS' DISPARITY

Federal Theatre Project has commenced establishing radio projects in the key towns around the country, with the general headquarters and clearance to the N.Y. outfit.

During the past couple of months various stage projects of the WPA have been inching into radio in their localities, getting time from stations in their vicinities and supplying stations with free program talent.

Drift into radio from theatre has been especially mushrooming on the Coast. KVA. Berkeley. Calif.; KFWB, Hollywood: KXA. Seattle, KFAC, KFVD and KRKD in Los Angeles; WBRY, Waterbury, Conn.; WHBC, Canton, O., and WQAM Miami, have been airing regular WPA dramatizations. On WQAM anystery serial is sponsored by Man-

WPA dramatizations. On WQAM a mystery serial is sponsored by Manhattan Beer, first. WPA radi gram to get a bankroll.

Other key towns will also have their WPA units split up into stage and radio departments where deals can be made to get stations to give gratis airing time.

Evan Roberts, head of the 210 persons on the radio project in N. Y., ill boss the works. N. Y. will supply many of the scripts also from desks of the Federal writers.

Halev East on Wax

Hollywood, May 18.

Waxed audition of Jack Haley
and Ted Fio Rito's band for Log
Cabin Syrup is now in New York
for agency inspection.
Herschel Williams of Benton &
Bowles handled the audition here.

No Royalty on Royalty

Los Angeles, May 18. Los Angeles, May 18.

Coast recording studios made a quick change in their plans to take King George's speech off the air and put it on wax for commercial sale, similar to their discs of Duke of Windsor's farewell, which sold in the thousands.

sands.

Most of the plants were preparing to turn out the platters when word was received from Pritish Broadcasting Corp. that legal action would be taken against any outfit that waxed the coronation speech for public sale. Only explanation was that BBC wanted to keep the regal affair free from the int of commercialism.

Coast hove all lai

ommercialism. Coast boys all lai

Joe Penner Return Set

Joe Penner is set for his return on CBS for Cocomalt this fall. He exits June 26 for 13 weeks. Jimmy Greer's band will be replaced for the summer, while Gene Austin

Ruthrauff & Ryan, agency on the account, is working on other changes proposed for the program.

Julian Bentley, WLS news editor, authored Fifth Estate Vocabulary in Columbi U's 'American Speech Quarterly' dealing with behind-the-

Trek to Hollywood With Lower Union Scale Seen as Influencing National Organization - Chicago, the Highest, May Become the Base Rate for Network Commercials

OTHER ISSUES

Drive for the establishment of a national scale for musical broadcasts is expected to become a prime issue at the annual convention of the American Federation of Musicians American Federation of Musicians in Louisville next month. Drift of a large number of commercial program origins to the west coast has intensified the agitation for a national price and indications are that i any such arrangement is adopted it will be the national scale in effect in Chicago, the highest in the country.

gram origins to the west coast has intensified the agitation for a national price and indications are that i any such arrangement is adopted it will be the national scale in effect in Chicago, the highest in the country.

Other matters that are due to get major attention from the convention involve movements and measures to regulate phonograph and radio program recordings and to divide available engagements more evenly among union members so that the unemployment and relief situations can in some measure be solved. Local 802, New York, attempted

Humor Service Can't Be Found at Given Address; Offers 'Jokes of 20 Leading Shows' for \$10 Weekly

several months ago to put a limit on the number of jobs any one mem-ber could undertake in a week but the resolution embodying thi ob-jective was defeated in an open of totals.

Impression among union officials is that there will be little objection is that there will be little objection at this convention to the set up of a single scale for national broadcasts. Solo price has prevailed for years in the case of transcriptions where it's \$30 a session regardless of the town in which the stencilling is done. Both the New York and the Chicago locals are strongly of the opinion that the westward trend of commercial programs have to a considerable degree been influenced by the lower scale prevailing for Los Angeles musicians. Angeles musicians.

icago, May 18.

Outfit billing itself 'Humor Service.' listing its address as 1144 et, Brooklyn, Y., has been 65th street, Brooklyn, bombarding radio comics writers with mimeographed letters offeri 'the jokes of the 20 leading

offeri 'the jokes of the 20 leading' radio comedy programs each week' for \$10. Outfit further stated it was inaugurating service 'to insure comedians and writers of knowing exactly who used what joke how, when and where.'

Investigation by VARIETY last week revealed that no such outfit using the billed name existed at the address given. Better Business Bureaus had no file of the group either. A telegram sent to address could not be delivered.

Other nifti in the letters sent

be delivered.

Other nifti in the letters sent out included: 'It is permissible for us to sell only the jokes. Kindly do not ask for copyrighted routines.' And that the \$10 for each weekly issue of lifted gags was 'payable to postman upon receipt.'

WFIL's Split Vacations

Don Withycomb, WFIL general manager, taking tip from recent March of Time' release, told employees they could divide vacations, week in summer and week in winter, if they wanted.

Three-quarters of staff took the ontion.

option.

"Best by Test"*

50,000 WATTS

★With Sincere Apologies to Calumet Baking Company

PHILADELPHIA

Louisiana Cham-Store Decision Is Weighed for ASCAP Influence: Anti-ASCAP Law Set in Nebraska

try is divided on the significance of Monday (17) of the Louisiana chain

among the lawyers holds that the principle enunciated by the court in this case might be applicable to the legislative attitude taken toward the American Society of Composers, Au-

no relationship since the individual states may not interfere with a fed-

no relationship since the individual states may not interfere with a federal grant, such as the rights coming within the purview of the copyright law.

In the Louisiana decision the No. 1 tribunal held that the individual state must, for the protection of its citizens, have the right to regulate outside organizations which come into the state to do business, but which combines have ramifications outside the state. Legalites who see is finding an ominous outlook for ASCAP, as far as state legislative actions are concerned, add that the one redeeming feature for ASCAP about most of these measures already passed is that their language has left the acts widely open to attack on constitutional grounds. These state statutes have singled out a particular industry, implyi illegal discrimination.

Counsel associated with ASCAP. crimination.

crimination.

Counsel associated with ASCAP point out that it isn't necessary for the organization to maintain branch offices in various states, and that it could perform all its business from headquarters in New York, thus eliminating altogether the branch angle. They also declare that eventually broadcasters, who are the leading instigators of the legislative measures, will have to pay the bill. While ASCAP has suspended opera-

Legal opinion in the music industry is divided on the significance of the U. S. Supreme Court's validation Monday (17) of the Louisiana chain tax law. While one faction among the lawyers holds that the principle enunciated by the court in the his case might be applicable to the Egislative attitude taken toward the American Society of Composers, Auand Publishers by several and Publishers by several another argues there, be no relationship since the individual states may not interfere with a federal grant, such as the rights coming within the purview of the copyright law.

In the Louisiana decision the No.1

In the Louisiana decision the No.1

It was an account is being kept of all uses made of ASCAP material. Damage suits in all such instances will be brought in the event that the U. S. Circuit Court of Appeals in Montana invalidates the local anti-ASCAP statte. ASCAP statte. ASCAP statte. ASCAP statte. ASCAP statte. ASCAP statte ASCAP statte ASCAP statte ASCAP statte. ASCAP statte ASCAP statte ASCAP statte. ASCAP statte. ASCAP statte ASCAP statte a number of the Montana lifetimes in the property of the Montana lifetimes in the

Lincoln, May 18.

Lincoln, May 18.

Measure directed against the operation of the American Society of Composers, Authors and Publishers in Nebraska became a law yesterday (17), having been signatured by Governor R. L. Cochrane. Act carries an emergency clause which provides a fine of \$5,000 for a single violation.

Bill was authored by Senator Frank Brady, of Atkinson, Nebraska rancher. Governor was asked to veto the measure by its opponents, because it was unconstitutional. He answered that determination of its constitutionality was up the courts.

construtionanty was up the courts.

In hearings before the bill was passed, ASCAP was described as a vicious trust, but the act's constitutionality was questioned when the unicameral legislature's legal com-

PLAIN DEALER-MUTUAL SET

WHK-WJAY, Cleveland Acquired By MBS as of Sept. 23

Cleveland Plain Dealer group of stations last-week agreed to become operating members of the Mutual Network with the return to standard time, Sept. 23. Outlets involved are WHK and WJAY, Cleveland, and WHKC, Columbus.

WHKC. Columbus.

WHK switches from CBS to the NBC blue (WJZ) basic at about the same time. During the negotiations with WHK. NBC tried to prevail upon it to agree to a clause giving the latter network exclusivity but the Cleveland station held out against ties on this score.

Now Ride in Autos but Sect Still Anti-Radio

ianapolis, May

Annual convention of Dunkards is now in progress on the farm of Adam Blocher near Logansport (Ind.). This organization is religious (Ind.). This organization is religious, seet that is similar to Amish sect, but not quite so strict. Today the Dunkards are to debate on whether or not radios will be allowed in homes of members. Taboo up to now, the main objection is the musical portion of broadcasting, since one of the 'don'te' of the group has to do with musical instruments.

do with musical mission.

Other taboos on the group cover the dri ing of any liquid of any kind from bottles. Women and children attendi quartered in the control of the co dren attendi quartered in homes nearby, men take to the barns, and sleep on straw ticks, and grain sacks filled with straw.

Sect did have taboo on autos, as still do the Amish group, but Dunk-ards, or German Baptists, lifted auto don't few years ago.

Archie League on WHBQ

Memphis, May 18.

Archie League, old-time vaudeville actor, has been added to WHBQ
staff. Presents daily half hour show,
'The Family Mati', sponsored by
Hunt Brothers Furniture Co.
Does dialect characterizations on

RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

Memo to NBC

ianapolis, May 18.
Rodent árias are more probable from an icy and drafty studi Joe Collier of Times, here, got the facts from Dr. Maud Slye.
What 'makes'

Maud Siye.

What makes si mice
sing is "Bronchitis." Siye
continued: 'About the time they
were having the singing mouse
broadcast in Chicago, I discovered that there was an epidemic
of singing mice in my own laboratory. They had bronchitis. So
I gathered them up and placed
them up and placed
they were very warm and they mem radiator where they were very warm and they recovered.'

Dog Races Chilled by Rags, OK'd by WHBQ, Memphis Memphis, May 18.

Memphis newspapers have refused to take copy from the dog race track just across the river in Arkansas, but Manager Bob Alburty, of WHBQ has signed the track man-agement to an extensive announce-ment contract.

Racers publish own paper, cir-culated through news and igar stands and by house-to-house dis-tribution, giving liberal plugs to

Nancy Martin for Gulf

ittsburgh, May 18.

ittsburgh, May 18.

Nancy Martin, staff singer with WCAE for last two years, has landed her first solo commercial with Gulf Oil Co., It's to be a summer series for 13 weeks, twice weekly, hitting Tuesday and Thursday from 12:45 to one, beginning June 1.

She'll be backed by a sax ensemble, It's part of Gulf's spot program for summer sales and was placed by Young and Rubicam.

CBS' Juve Newsreel Stunt

CBS' Juve Newsreel Stunt
New Yor
Columbia got Paramount newsreel
to shoot the broadcast setting of the
'world premiere' of miniature dramatized fairy tales last Saturday morning (15). Group of dialogs was written by a seven-year-old girl, Jean
Barhydt, of West Hartford, Conn,
and titled The Little Black Pot.' Tot
was present at the airing.
Narrator and players ranged between seven and 12 years. Nila Mac
did the production.

WTIC's Neat Job

WTIC, Hartford, has distributed to the advertising trade a promotional folder which should capture much admitted for the man and the state of the st

WOAI's

WOATS

WOATS

WOATS

Series of eight programs designed to help boost local advertising agenci
Station itself put on the introductory show, originating from the ballroom of the St. Anthony hotel and using vaude and night club artists i addition to WOAI staff entertainers. Pitluk Advertising Agency produced the second program, tagged an 'Advertising Agency's Audition,' with the program material so framed as to show the versatility of radias an advertising medium and the adaptability of artists to various types of selling and advertising campaigns. The invitation for the production of the third program went to the Marion Johnson agency.

Time to Listen to KSO' Des Moines.

By pre-arrangement (was an nounced day before on air) Stati KSO telephoned some 100 listeners from beds to hear the British coronation broadcast.

Unusual personal service to radi audience.

and the Oklahoma Publishing Co.

Represented by E. Katz Special Adv. Agency





ext time you're stymied in traffic, look before you leap. And count the new cars with "outside" radio antennas. Here are the families who like radio so much they take it with them when they ride. There are now 5,000,000 such automobile-radio families in the United States: one for every five passenger cars. The percentage of car radios is, of course, much higher among new car owners: the richest advertising market in the world. And just one of radio's many "bonus" markets.

RADIO IN 1937, just published by Columbia, shows how radios on the road have tripled since July, 1934. It also gives the who, when, where and how of home listening habits. Everybody knows that "everybody" listens. RADIO IN 1937 gives exact figures by income levels, city-size, time-zones, days of week, age and sex.



THE COLUMBIA BROADCASTING SYSTEM

Pacific Coast Radio Notes

Loyal King slated as manager of kright (Los Angeles) if commish okays transfer to J. F. Burke.

Reid Kilpatrick joined announcing staff at KEHE (Los Angeles). He hails from WTAM, Cleveland.

Jack Carter left KNX olly wood) after 10 years as announcer

Willis Freitag named chief engi-neer at KRKD (Los Angeles), re-placing Howard De Long, who moved over to KFWB.

Siepman, a program director
for British Broadcasting Corp.,
studying educational programs in
Los Angeles.

Jerry Cooper observes his third year on the air May 21.

Perry Charles, formerly of WHN, New York, handling the Hollywood fights for KNX. He's also on the writers' payroll at Metro.

Harrison Holliway, Syd Dixon and Walter Bunker, Jr., producing the Bohemian Club show in Frisco.

Igor Gorin signed for 13 weeks on

Hal Bock, NBC press chief in Hol-

Johnny Davis, singer with red Waring, was handed a term con-tract at Warners. red

Harvey Harding took over 'Sunrise Salute' from Jack Kay at KNX (Hollywood).

Edward Buckalew doing sales pro-otion for KNX (Hollywood).

Ray Buffum, publicist with Robert Taplinger Hollywood office, collabed with his wife on 'Redemption,' and then sold it for an Al Jolson dra-matic airi

Jack Meakin, conductor, and Ward Byron, producer, NBC's 'Bughouse Rhythm' collaborators, plan to fly east from San Francisco early in June on a month's leave of absence.

Tryouts for would-be mikemen; labeled 'Do You Want to Be An An-nouncer?' and originated by KYA, San Francisco, some weeks ago, are now being aired Sunday afternoon over the California Radio System.

Meredith Willson, with Jeane Co-wan and George Nickson, singers, auditioned (15) for an eastern ac-

Nazi Gag Slips By

Vienna, May 9.
Though there ordinarily exists strict censorship of Austria's radio programs, this seemingly does not hold when disks are used—and these are used—end these are used—so were the following cracks: 'In hell Nazis must distribute boshevi pamphlets' and 'Jews wear the swastika.'
Radio corporation received more than 1,000 letters protesting against jibes. Vienna, May 9.

count via Willson's weekly Saturday broadcast, shifted for the occasion from the Blue web at 4:30 to the Red at 6:30 p.m., PST.

Irving Kennedy ceases tenoring or the Woman's Magazine of the Air shows from NBC's San Francisco studios May 26, but remains, on the staff for other programs.

Hugh Barrett Dobbs has a river labeled 'To the Ladies' airer labeled 'To ti KJBS, San Francisco.

Bill Fuller resigned as announcer-producer at KJBS, San Francisco, in favor of free-lance writing and com-mercial production. He's sticking as emcee of his 'Downstairs' program.

ist at KYA

San Francisco, found himself with a face full of glass splinters recently when a freak wind loosened the windshield of his roadster and caused it to collapse, striking him as he was driving near Novato, Cal.

Agatha Turley, San Francisco radio soprano, now on the KYA re-covered from an attack of ptomaine poisoning.

Hostess Marguerite Otto at KYA San Francisco, has resigned to work for Uncle Sam at the local Presi

Charence Myers of KYA, San-Francisco, supplies the answers to fans' questions about California Radio System stations, programs and personalities in a new weekly pro-gram, The Mail Bag. ob Stanley reads the queries.

Tom Guinn is mi the Bay Meadows horce race broadcasts over KYA, Francisco, while Joe Her-nandez is in the Pacific Northwest on

Samuel rancisco playwright who authors 'Winning the West,' Tales of California' and other shows at NBC, is dickering with one of the Hollywood film studios, ith sale of a new script as the object of a ir of cinemaland visits recently.

Chief auditor Frank Dellett of the NBC's Western Division back at work in San Francisco after confab-ing with other web auditors in New York.

Carl Schuknecht, a three-months leave of absence from KOA, Denver, is working as an NBC field engineer in San Francisco.

Dick De Angelis emcee'ing Wednesday afternoon spelling bees over KJBS, San Francisco, with high school teams competing.

Vernon Morgan and Howard Mat-son, billed as the 'Novelty Boys,' doing a three-a-week evening series on KGGC, San Francisco. Formerly in radio in the middle west.

Cheers, NBC harmonizers i San Francisco, fill a special assignment on 'One Man's Family' broadcasts May 23 and 26.

Gene Tabor is now on the announcing staff in the Oakland studios of KYA, San Francisco. Formerly with KGW, Portland; KFII, Klamath Falls, Ore., KNX, Hollywood, KMTR, Los Angeles.

Louise Landis, of the NBC press staff in San Francisco, planed to Chicago last week on behalf of the Golden Gate Bridge Fiesta.

Van Fleming, NBC producer in an Francisco, is aboard a tramp San Francisco, is aboard a tramp schooner trying to regain his health following a nervous breakdown.

Herb Caen, radio editor of the San rancisco Chronicle, is Bernie-Win-

chelling with Phil Harris, whose ork is currently at the Ambassador in Los Angeles. Caen's jibes in the word battle are printed; Harri his during his NBC sessions.

Marvin Young, NBC producer in Hollywood, supplies studio gang with fresh eggs every day from his ranch. What, none laid in the stu-

Liberty mag newscast on WABC, N. Y., only four nights weekly at 11-11.05 p.m. has been renewed for 52 weeks. Program is on Monday, Tuesdays, Wednesdays and Fridays, Ducks Thursdays, because woul have to follow 'March of Time.'

Dorothy Lamour tagged to two-year exclusive contract by J. Walter Thompson and goes on Chase & San-born show.

Ken Englund and the missus have ken a home Canyon taken a home above Hollywood.

Jack Dolph is stocki acres near Hollywood beef.

Donald W. Thornburgh, Witt and Henry Jackson will repre-sent the Coast division of Columbi at the N.A.B. in Chicago.

Walter Cassel stays on the Chevvy program as long as it stays in Holly-wood. He was originally set for four weeks.

Dorothy Louise Smith, radio writer for KOI, Seattle, and Leroy Gran-dey, Hollywood continuity writer on CBS staff, announce engagement.

Ray Murray, technician of KOL; Seattle, leaves for the summer as radio operator on Alaskan steamer,

Kern, Bakersfield, has become op-tional blue and red in the McClatchy end of NBC's Pacific service. Sta-tion had formerly been confined to clearances from the blue (WJZ)

WGN's 5-Day Week

Chicago, May 18.
Chicago Tribune station, WGN,
has put its employees on a five-day,
40-hour week starting immediately.
This replaces the 41-hour, six-day
week which had previously been the This replaces the 41-hour, six-day week which had previously been the practice. This type of employee scheduling is admittedly pretty tough in a business, which is a sevenday business, and which calls for at least 19 hours of uninterrupted operation every day.

Announcers will work only 40 hours a week under the new plan, but may work more than five days a week because several of the spielers are under contract for commercial programs, such as baseball, news and other shows, which call for continuous appearance.

WGN was and still is the only major radio station in Chicago outside of, the Chicago Federation of Labor outlet, WCFL, to recognize the electrical division of the American Federation of Labor.

ican Federation of Labor



When It's Playtime In The Rockies.. BUSINESS BEATS DOUBLE-TIME is summer 400,000 people ion to enjoy cool vacations, , , , and \$15,000,000. . . keep them aski ough KVOR. Full 1000 Watts SPRINGS Under Affiliated Management with WKY.

REPRESENTATIVE - E KATZ SPECIAL ADVERTISING AGENCY

programmed and represented by NBC

Monkey Wrench Athletes

Use of dummy corporations set up solely to complicate hard-fought cases before the Federal Communications Commission are currently being probed by government committee looking into reported irregularities in granting of broadcast applications. F. C. C. sleuths are on the trail of a corporation said to have been set up by certain radi attorneys for the direct purpose of snarling requests of competitors of the law firm's clients. Paper company is said to have been staffed entirely by stenographers, who claimed to have ample funds to meet expenses involved if their applications had been granted.

Trouble Makers Only

Dummy companies are said to have lost all of their cases but still served their purpose by forestalling grants to other factions. Apparently the principal objective was to complicate wave-length power fights with competing applications, which might force commish examiners to enter adverse recommendations on pleas of legitimate license-holders and permit-seekers, Hints that the dummy corporation expected to peddle whatever franchiess were granted by the commish are undergoing scrutiny, although no substantiation of these suspicions is apparent at this stage.

Rival groups which were injured as a resuut of entry of the dummies are likely to be asked to make statements. Commist group said to be contacting people in Wyoming and Maine particularly in search for dope with which to test the sincerity of the suspected trouble-makers. Lewiston and Portland, Me, reported to be the locale where the alleged phonies claimed to have plans to do business. Committee was in recess last week, while Commissioners Thad H. Brown and Paul Walker were absent, but expects to resume hearings behind closed doors this week.

KSFO Decision Echoes Across Bay; Chills Take-Over of KROW. Oakland

Oakland, Cal., May 18.

Insistence of station KROW that a contract be signed forthwith has chilled deal with Transmerican. Attorneys for both sides had orally closed negotiations and agreed on columbia's lease arrangements with KSFO. San Francisco, Transmerican did not vish to consumate deal until assured that the deal did not run counter to F.C.C. policy. KROW would not wait.

H. P. Drey of KROW at first flatly denied any negotiations to dispose of the station but subsequently through his attorney, J. W. O'Neill, admitted that preliminary negotiations started by Oscar Samuels of San Francisco,

13 on % at WMCA

With the addition of four new salesmen, WMCA, N. Y., has now 13 program pedders, an all-time high. Newcomers: Stephen R. Howe, Parker Steward, Andrew MacLeod and Bill Clark. Salesmen at WMCA are on straight commish.

CANADA KILLS

St. John, N. B., May 18.

Cottar's Saturday Night, broadcast for a half hour each Saturday night from CJCB, Sydney, N. S., for the Canadian Broadcasting Corporation network the past seven years, has been withdrawn from the Canadian national network: The the final broadcast, from the Aiken home in the CJCB studio, let it be known they aren't going to cry over spilt milk.

they aren't going to cry over spilt milk.

Cancellation of this program, claimed to hold a record for continuous broadcasting in Canada, follows protests lodged by individuals and politicians of Cape Breton island, of ich Sydney is the largest community. Claimed they were held up to ridicule in the Cottar's Saturday Night programs, and that also the whole Scottish population of the island have been insulted by the weekly broadcast. Program has always been wholly Scottish.

Whether not to cancel the Aiken family and their friends from CBC had Government radio upset for several months.

Holly Hotel Check-Ins

Hollywood, May

Edward Arnold has the guest spot on Hollywood Hotel May 28. He will do a sequence from "The Toast of Ne₁" York."

Edward G. Robinson and Bette Davis are on the following week in Kid Galahad. Set for June 11 is Irene Dunne in "High, Wide and Handsome."

Columbia Demands KSFO Hearing On Grounds F.C.C. Examiner Erred

test.
Duke M. Patrick, counsel for both Duke M. Patrick, counset for both parties, raised several objections to Hyde's report. His 16 points boiled down to five major arguments, all based on examiner's failure to make different findi Lawyer contended F.C.C. erred in following

ed F.C. erred in following ways:

Not reporting San Francisco is entitled to better service and CBS to better West Coast facilities; overlooking fact that Columbia control of KSFO would bring important operating economies; disregarding evidence which indicates the rental, \$25,000 per annum, is reasonable; not pointing out that public interest would be served by hotter competition for NBC; and minimizing fact that present owners not only developed the station technically, but worked their way out of financial jungles.

NBC's Advantage

unar present owners not only developed the station technically, but worked their way out of financial jungles.

NBC's Advantage

Declaring Commish is committed to policy of encouraging closer rivalry between major chains, CBS attorney emphasized that NBC at ready has a good toe-hold in Frisco, while Columbia is forced to rely on affiliates for Golden Gate service. Hyde should have reported that est

Bill Clark, lesmen at WMCA are on straight mish.

Attack on infavorable exa iner's report relating to proposed lease of KSFO, San Francisco, by Columbia report relating to proposed lease of KSFO, San Francisco, by Columbia and ought to have mentioned that Sacotter Handle of the proposed lease of KSFO, San Francisco, by Columbia and ought to have mentioned that Sacotter of the proposed lease of KSFO, San Francisco, by Columbia and ought to have mentioned that NBC maintains complete staff and NBC maintains complete staff and Sacotter of the proposed lease of the proposed lease of KSFO, San Francisco, by Columbia and Ought to have mentioned that NBC maintains complete staff and NBC maintains complete staff and Sacking for opportunity to argue the important legal questions, attornation of agreements between networks and individual stations.

St. John, N. B., May 18.

St. John, N. B., May 18.

Inter's Saturday Night, broadcast a half hour each Saturday night in CJCB, Stydney, N. S., for the dian Broadcasting Corporation hot be in the public interest. Transitional network. In the final deast, from the Canadian hot be in the public interest. Transitional proceedings, since no withdrawn from the Canadian precedent has been set and Commiss authority to pass on station, let it be known aren't going to cry over spilt to the particular of the proceedings of the proceedin

tion and distribution are necessary for both busi and audience reasons.

Columbia's lease proposish was dictated by need to take steps which cannot be accomplished through an affiliate arrangement, demurrer said. Provided the step should be a second that CB-Don Lee contract was terminated for this reason. Columbia entry into Frisco on its own feet would bring substantial savings, and is important from standpoint of efficient business and network operations, Patrick added. On the question of, cash, which drew Hyde's sharpest criticism, CBS said the examiner falled to weigh fact that Commish engineers declared values on the property were not excessive. Patrick pointed out that F.C.C. counsel had entered stipulation about transmitter worth, arguing that there was no substantial variance from the usual values and computation methods:

Banks Use WFIL

without WLW_{--}

countless listeners would be deprived of excellent radio reception provided by WLW's 500,000 watts.

Without WLW, your program suffers the loss of the listeners who depend regularly upon

... THE NATION'S STATION

Agencies—Sponsors

Ferry-Hanly agency set Skelgas Co. for five a week quarter hours of Happy Long, songs, on KXBY, Kan-sas City.

Cardinet Candy Co., Oakland, Cal. (candy bars), 'Night Editor,' with Hal Burdick and Jack Moyles, be-ginning June 6, for 13 weeks, Sun-days at 9:15 p.m. PST. Via KPO, KHQ, KOM, KGW, KFI. Through Tomaschke-Elliott, Inc.

Webster iseniohr, Inc. (Tom Moore cigars), through N. W. Ayer, using a daily quarter hour of racing chatter over KXBY, Kansas City.

Sussman Wormser & Co. (food products) is adding KGIR, Butte, and KGHL, Billings, Mont., to the Coast NBC-Red web releasing the S&W Junior News programs Wednesdays and Fridays at 5:45 p.m., PST. Shows are produced by Caryl Coleman of Botsford, Constantine & Gardner agency.

est Foods, Inc. (mayonnaise) has signed for 39 spot announcements on KGO, San Francisco, between May 18 and Aug. 24. Benton & Bowles

Kraft-Phenix, through J. Walter Thompson, has contracted for daily

announcements (except Sunday) on KGO, San Francisco, May 10 through Aug. 8.

Standard Oil Co. of Calif., through McCann-Erickson, signed with KPO, San Francisco, for five time signals nightly for one year, starting June 4.

Gallenkamp Stores (shoes) shifts its True Detective Mysteries' program from the NBC-Blue outlets in California to the state's Red stations and from Fridays at 8:30 p.m. FST, to Sundays at 6 p.m. effective May 23. Broadcasts will be aired by KPO, San Francisco, KFI, Los Angeles (which replace the Blue stations KGO and KECA), KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Fresno; Latter four have been releasi the show since its start several months ago. Contract ires March 13, 1938.

Bem (cough syrup) starts on WOR Sept. 26 with fall campaign of thrice daily weather announcements.

Half Price

Vienna, May 9.

Mother's Day special program agreed to play request numbers for persons sending in 81 to special Mother's Aid fund. One economical Austrian sent in a request but enclosed only 50 cents, saying the request was in the name of his mother-law, not his real one.

Austrian radio monopoly obliged.

Angeles; KDYL, Salt Lake City; KOA, Denver, all on the basic Red web, and the four McClatchy sta-tions in Californi; KFBK, Sacra-mento; KMJ, Fresno; KWG. Stock-

Empire Gold Buying Service bray-ing 28 blurbs weekly for next five weeks over WMCA, N. Y.

Allis-Chalmers Mfg. Ails-Chalmers Mfg. of Mil-waukee are starting a series of pro-grams on WHO, Des Moines, starting May 18 and to be heard on Tuesdays and Thursdays at 12:15 p. m. Bert S. Cittens agency of Milwaukee han-dles the account.

rocter & Gamble adds 11 western NBC outlets to its 'Vic and Sade' program Friday nights beginning May 21. Stations are KPO, San Francisco: KHQ, Spokane; KOMO, Seattle; KGW, Portland; KFI, Los

through Saturdays from 7:30 to 7:45 a. m. on May 24.

Hawkins Groseth of Knox-Reeves, has been in Des Moines making Gen-eral Mills arrangements for num-bers of out-of-town days for the Des Moines baseball club.

Hudson Day Line, New York, sponsors Manhattan Hearst newspaper film critics on the air three times weekly for 15-minute broadcasts in which thumbnail reviews and advice on current pictures will be given. Contract is for 13

weeks.

Regina Crewe, film critic of New York American, went on Monday night (17) as a starter and will be followed tonight (Wed.) by Rose Pelswick, of Evening Journal, and Bob Garland, also of American.

Program, known as Movie Pilot, is from 7.30 to 7.45 p. m. over WEAF locally. Nat Brusiloff's orchestra furnishes music for the 15-minuter. King Features set deal.

King Features set deal.

I. T. Cohen has been named radio director of I. A. Goldman & Co., Baltimore agency.

Force Toasted Wheatcakes (Hecker H-O) is testing on WBNX, New York, using three announcements weekly in a German program.

Hanff-Metzger has changed its name to Buchanon & Co. Thomas Buchanon has been president of the agency for the past several years.

Edgeworth Tobacco may put its adgeworn Tobacco may put its recorded series back on KNX. Los Angeles, and KSFO, San Francisco. Account is now with Blackett-Sample-Hummert, with the agency quizzing the stations for availability.

John Archer Carter has been added to the radio department of Pedlar & Ryan as director of commercials. His previous connection was Benton & Bowles, holding a similar title. Before that he was with J. Walter Thompson.

Old Shay Ale (Victor Brewing Co.) has renewed 'Night at Inn,' half-hour Wednesday nite feature on WCAE, Pittsburgh, for 13 weeks more. New set-up calls for enlarged ork; Nancy Martin and James Hayden, soloists; Those Three Girls, harmony trio,' and Tavern Players. Program is 20 mins, of music and 10 devoted to dramatic sketch concerned with history of some historic inn. Account placed by W. Earl Bothwell, Pittsburgh.

Raven Mfg. Co., Council Bluffs, Iowa, is taking six quarter-hours per week on KSO's Des Moines farm folks musical clock. Handled direct.

KRNT, Des Moines, ran three commercial broadcasts remote from Pella, Jowa, during the Pella Tulips Time Festival, with Dale Morgan, Gene Shumate, Bill Spargrove and Ranny Daly handling. Sponsors were the Pella Rolscreen Co., Sargent Feed Co. and Central College.

Reliance Mfg. . set series of early morning broadcasts.over WHO, Des Moines, during summer. Pro-grams are transcribed and handled by Mitchell-Faust agency.

Montgomery Ward placing a flock of new disc programs direct around the midwest. Tagged Farmer Jin. it's a three-a-week schedule for 26 weeks starting on June 14 on most ctations.

'Ace Williams' transcription series developed by Dan Ryan, W. E. Long agency radio head, added to 2KY, Sidney, Australi, by Michaelson &s Sternber; exporters.

Free Tread Shoes e.t.'s (for sponsorship by local dealers) now out. Leighton & Nelson spotted over WGY, Schenectady, once weekly until the end of June, for Philip Gould

Bozell & Jacobs, Chicago, placing spot campaign for American Mops.

WBBM, Chicago, two-Satur-day night 'Nutty Club' renewed by Goldberg's clothing.

Snyder Packing Co. signed for three 15-minute periods weekly on WBBM, Chicago, using 'Men of Zeal' octet. Steward, Hanford & Froh-man agency.

H. W. Kastor & Sons, Chicago, set Lynne Colle and Winston and Sulton for Lavena show, WBBM, for 13 weeks.

Laura Atkinson ensemble on WCOL, Columbus, for the Packard Prelude, a 15-minute program just

preceding the Tuesday Fred Astaire show under sponsorship of Colum-bus Packard Co.

Bowman Fireside Theatre, WGN, Chicago, off for summer June 2, suming regular spot Sept. 29.

Don Francisco, vice prez of Lord & Thomas on the Coast, back from his globe girdle.

Tom Revere round tripping be-tween the two coasts on Benton & Bowles radio shows.

Jack Runyon making the actors do interviews on those Lucky Strike Hit Parade inserts from Hollywood.

Jack Hasty trying to figure out how to take the Moore-Broderick broadcast to Boston for the National Biscuit convention June 27.

lck Cullum, Minneapolis Journal sports ed, now airing inside sports dope nightly on KSTP, for Hamm Brewing Co.

Critchfield-Graves agency has dropped the first monicker and is now Graves and Associates.

Angeline Clement, since 1931 WCCO's continuity department, re-signing Saturday (22) to become head of David Agency's, St. Paul, radio dept.

Ohlo Electric Service, sponsors of Bob Seal's Inquiring Reporter broadcasts on WCOL, Columbus, is offering a free trip to the Great Lakes Exposition in Cleveland for the best letter by a listener telling why he likes the Stewart-Warner retrievation.

eulah Park track, rove City, is being broadcast daily over WOOL, Columbus for duration of 25-day spring meeting under sponsorship of Miller Oil Co. and Beulah Park Jockey Club. Harvey Sproule and Russ Canter are the announcers. Miller Oil Co. also has daily resume of racing program, broadcast from the track at 5:45 pm. by Russ Canter.

Quaker Oats Co., of Chicago, has named the Mitchell-Faust Advertis-ing Co., to handle the food packer's macaroni products division.

Old Gold cigarets is scouting around for a show that will put the product back on a network in the fall. It's been off the air for th past three seasons.

Procter & Gamble has e. t. five-aweek serial, 'Kitty Keane' starting Monday (24) on KFYR, Bismarck, N. D., for a 52-week ride.



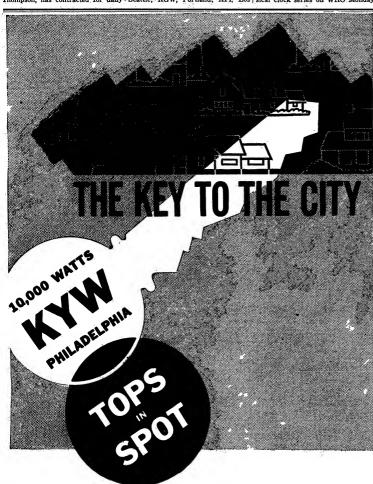
THERE MUST BE A REASON

Why such advertisers as Axton-Fisher Tobacco; Skelgas; Webster-Eisenlohr; Socony · Vacuum and others are now using

K X B

in Kansas City, Mo.





IN PHILADELPHIA, the largest single-family home market in

the nation . . . radio plays a big part in the lives of the people. And KYW is the peoples' favorite station. It offers advertisers a key to 1,157,000 radio families — a ready-made market for goods.

A Basic Red **Network Station** programmed and represented by NBC

expresses its appreciation to

MR. RALPH HITZ and his associates upon the start of its second year of exclusive booking of orchestras and entertainment in all hotels of the

NATIONAL HOTEL MANAGEMENT CO.

HOTEL NEW YORKER in New York

HOTEL ADOLPHUS in Dallas

NETHERLAND PLAZA in Cincinnati

CONGRESS HOTEL in Chicago

HOTEL LEXINGTON
in New York

HOTEL NICOLLET in Minneapolis

BOOK - CADILLAC in Detroit

HOTEL VAN CLEVE in Dayton

MR. SEYMOUR WEISS and his associates upon beginning the second year of a similar association with the

ROOSEVELT HOTEL in NEW ORLEANS

Rockwell-O'Keefe, Inc. is not affiliated in any way with any other orchestra booking office

REPRESENTED BY ROCKWELL-O'KEEFE INC.: (Artists) Connie Boswell ... Oscar Bradley ... Charlie Carlisle ... Bernice Clair

... Dee Collins ... Aurelia Colomo ... Frances Comstock . Bing Crosby ... Cliff Edwards ... Ruth Etting ... Frances Faye
... Terry Green ... Art Jarrett ... Gordon Jenkins ... Annette Hanshaw ... Andy Iona ... Sharri Kaye ... locust Sisters ... Mills
Brothers ... Milly Monti ... Mrs. Helen Wills Moody ... Joe Penner ... Peppino & Camille ... Phil Regan ... Harry Richman ...
Robert Shanley ... Josephine Tummini ... Victor Young. (Orchestras) Louis Armstrong ... Gus Arnheim ... Leon Belasco ... Casa Loma
... Tommy Christi ... Del Courtney ... Bob Crosby ... Jimmy Davidson ... Emery Deutsch ... Al Donahue ... Jimmy Dorsey ...
Seger Ellis ... Lennie Hayton ... Woody Herman ... Bill Hogan Claude Hopki ... Harry Horlick ... Les Hite ... Vic Irwi
... Andy Kirk ... Archie Loveland ... Enric Madriguera ... Benny Meroff Glenn Miller ... Ruby Newman ... Ray Noble ...,
Ben Pollack ... Carl Ravell ... Dusty Roades , , Art Shaw ... Lee Shelley ... Bobby Sherwood ... Ran Wilde.



Follow-Up Comment

Amster Spire, city editor of the New York Evening Journal, clicked off a six-minute talk about his job the factors that make of the factors that make of the factors that make of Bill Wright over CBS. Spire did not express any startlingly original views on newspapers and newspaper work, but to the listening public interested in but not familiar with the press field the spiel probably sounded like inside stuff. Read from a well-phrased manuscript and did all right hybrid in the pressible of the p

44

Antonio Modarelli, conductor of the Pittsburgh Symphony Orchestra, gave talk on music and the part radio has played in the growth of American interest therein, as guest of the Heinz 'Magazine of the Air' over CBS. Modarelli said that the musical jeremiahs always had a fale of the control of

Radio Advertisers

Because WWI is first in Listener Interest in Detroit and Preferred by 39% of the City's Families** You Must Have

 $\mathbb{W}\mathbb{W}J$

to Cover This Important Market-

With WWJ You Can Cov Detroit and Reach an Additional 2,000,000 Listeners in its Primary Coverage

National Representatives

Paul H. Raymer Co New York

Chicago Detroit Sun Francisco

^k"Geo. ackert, 1936 Survey "Standard Coverage and Market

that more recently they were lamenting on the manner in which radio was killing; it.

Despite their cries, Modarelli said that music had a stronger foothold in the United States than ever being given and more people were attending them; that symphony orchestras had sprung up in smaller cities, and that first-face orchestras that it is strate or the s

'Ace Williams,' transcribed series of building-up finishes to episodes, and few minor changes in cast, comes to the front as a top kid show. Production smoother and selling angles more vital.

gles more vital.

General MIHs' 60-minute early a.m.

Columbia shot seems to be falling apart, and immediate, drastic revision is needed for three of the shows—Modern Cinderella,' Hymns of All Churches' and John S. Watkins' news commentary. Modern Cinderella' attempts to portrary glamorous backstage and mike life is becoming a parade of tavern singers, between whose numbers is a thin, unconvincingly produced plot. Cutting of orchestra helped to make it such, but poor script and careless performance and production do more.

John S. Watkins (ne John S. Young), new commentary, has taken on enough wrong upward inflections to make it non-listenable, if the ever(Continued on page 53)

BETTE DAVIS
With Fred MacMurray, John Beal,
May Robson, Margaret Hamilton
and Hal K. Dawson

'Another Language Dramatization 60 Mins. LUX Monday, 9 p.m., DST WABC-CBS, New York

WABC-CBS, New York

(J. Walter Thompson)
Rose Franken's flesh and flicker hit turned out to be fine fodder for the Lux Theatre of the Air, benefiting especially from the large name cast and staging it had to buoy up the qualities piece inherently has for radio.

cast and staging it has to been radio.

Miss Davis, in the lead and pivot role, did a swell job. Essaying the part of a sensitive, intelligent woman was a marked contrast to the types of parts she has been playing in pix lately. And probably reflects he having some 'choice' for radio.

MacMurray was standard, John Backfurray was standard, John Backfurray was standard, John Backfurray was standard, John Backfurray was standard, John Standard, Standard, Standard, Standard, Standard, Standard, Standard, John Backfurray was standard, John Standard, John Backfurray was standard, John Stand

PATTY JEAN Health Chats 15 Mins.—Local Sustaining Daily, 9:45 a.m. WMBC, Detroit

WMBC, Detroit
Patty Jean, formerly with WTAM,
Cleveland, imparts double-barreled
shot on WMBC daily, Morning stint
is tagged 'Health Club' and consists
of scientific reducing exercises, while
p.m. prog is devoted to food. Both
meritorious.
Senda listeners free health chart,
showing exercises, and offers daily
menus during afternoon prog. Also
holds question-and-answer forum,
Has nice voice.

KNABE...

RADIO REVIEWS

PREAKNESS ANNUAL
With Clem McCarthy, Bob Tula and
Band, Rex Reynolds
AMERICAN OIL CO.
Four hours, Sat., 2 to 6 p. m.
WBAL, Baitlmore
(Joseph Katz)
Splicing in running of races at
Pimlice with variety program from
studio for a four-hour period locally.
Highlight of the day, the running of
the historic Preakness, was then fed
to the Blue Network of the NBC,
through WBAL, which did a workmanlike job of broadcasting, locally
and for web.

through what, when us a wonmanike job of broadcasting, locally
and for web.

Clem McCarthy, veteran of the
race 'casting stin, handled the running of the various races in usual
okay manner, and John Wilbourn
reported on color and highlights of
day which attracted 44,000 people to
the famous course.

Studio interludes nicely paced by
Rex Reynolds, with Bob Iula's band
fitting into the doings nicely. Commercial ceapably handled throughout with the color of the color of the
dwitten effity and plugs timed
dwitten effity and plugs timed
dwitten effity of time to get in an excellent and unhurried coverage due
to minimum trouble getting horses
started.

Two other chain feeds handled

started.
Two other chain feeds handled night preceding race and night of Preakness Ball following race also okay. Pre-Preakness doings by McCarthy brought Afred G. Vanderbilt and several jockeys to mike. Fri. 9.15 to 9.45 and ball report (Sat.) picked up Tommy Dorsey and Ozzie Nelson music along with celebrities 11 to 11.30.

Burm.

DEL CASINO Songs, music, talk 15 Mins. NOXEMA Monday and Friday, 7:30 p.m., EDST WABC, New York

WABC, New York

(Ruthrauff & Ryan)

Against a somewhat similar session of film reviews and gossip over

WEAF, at the same time, this shot offers Del Casino's warbling, Milton Hith's Same of the same time, the shot offers Del Casino's warbling, Milton Hith's Emmon Hower of the control of the

Currently on the Paramount stage, N. Y.

Hirth's tooting of jazzology comes about as near real temperature as is possible on an organ, but that isn't too near. An organ is still the instrument for selections requiring less flexibility.

Hollywood chatter session is handled in unusual style. Each item is 'captioned' in advance by the announcer. It breaks up the spiel. Material supplied by E. M. Horowitz. Inside facts and fancies about the film biggies. Mostly about hobbies and facts and sancies about the film biggies. Mostly about hobbies and facts and such trivia, which the fans gobble ravenously. Attempt was made contradicting publicized ages of Shirley Temple and Robby Breen. Former is nine and latter is 11, it was claimed.

Commercials about as long as would be expected.

KATHRYN CRAVENS

KATHRYN CRAVENS

RATHRYN CRAVENS
Comment
15 Mins.
PONTIAC
Mon., Wed., Frl., 2 p.m. DST
WABC-CBS, New York
(McManus, John and Adams)
Miss Cravens is a very able commentator who comment to the ladies, and correspondingly interprets the commentation who comment to the ladies, and correspondingly interprets the commentation of the commentation o

Avenue.

HALL:
HALSEY HALL:
10 Minutes—Local
BROWN-WILLIAMSON
Daily, 9:39 p.m.
KSTF. Minneapolis—Si.
(B.B.D. & O.)
Hall is of the Minneapolis Journal. Since he doublers a referee. umpire. head linesman and timekeeper in various fields of sport, he's been on the inside of many of the oddities whereof he speaks.

Roar of a sporting crowd opens stanza. It would be just as apropos to St. of off the same way. Plug is of the same way. Plug is on the same way. Plug is on the same way. Plug is not seen and Avalone figure. The same way is not overplayed and the whole stint is a certainty to please the sports is or overplayed and the whole stint is a certainty to please the sports hound, who likes to feel he's been taken into the dugout or clubhouse and shown what makes the big sports events tick.

BRITISH CORONATION
Wednesday, May 12, 1937
All Stations, New York
England got its king crowned at
long last. In the doing it staged the
longest radio commercial on record.
From 5 a.m., EDST, until exhaustion
set in, around mid-afternoon, the
boys and girls never stopping seliing the British Empire. Every trick
of build-up and ballyhoo and a few
twists from 'The March of Time'
were utilized.
There were times when the British

of build-up and ballyhoo and a few twists from 'The March of Time' were utilized.

There were times when the British announcers became tongue-tied with awe. There were moments when the smust have driven thousands of Americans at least temporarily from their radios. But again there were highlights of dramatic sock. It never stopped from 4:45 am. to 11:46 am. pause. There was more stuff in the name of the stopped from 4:45 am. to 11:46 am. pause. There was more stuff in the name of the stopped from 4:45 am. to 11:46 am. pause. There was more stuff in the name of the stopped from 4:45 am. to 11:46 am. pause. There was more stuff in the name of the stopped from 4:45 am. to 11:46 am. pause. There was more stuff in the name of the stuff in the name of the stuff in the name of the stuff in the

began to wonder why radio attempted it at all if description was 'impossible.'

Since the procession started from Buckingham Palace, proceeded to Westminster Abbey for the dubbing, and then returned, there was not much use in telling what the march looked like twice, but the B, B, C, tobys did — not missing a king's horse or a king's man. Their only trouble was in identifying most of the regiments, flags, bands, coaches and personages. These, too, were insended to the procession of the regiments, flags, bands, coaches and personages. These, too, were insended to the procession of even identifying their nationalities. But it really didn't matter. They knew their king.

After six hours of breathless broadcast braying the monarch had finally arrived home and appeared on the Buckingham balcony for a bow. That cued off the show — for a while.

Aft 2.20 in the afternon the show ally hill its stride, and since it and in radio's sphere and vernacular proved a smacko thrill. Ar roll-call of the empire was run off. All the territories and possessions, dominions and protectorates of the empirad a whack for a fast-run 40 mins. Then Prime Minister Stanley Baldwin did his stuff next to closing. His Majesty closed in front of the lolio.

Bert.

Gene O'Fallon, head of KFEL,

Gene O'Fallon, head of KFEL, Denver, has been picked as radio committee chairman of the B.P.O. convention which opens Denver, July 11.

Jack Lacey added to spieling corps at WNBC, New Britain, Conn.

LOU HOLTZ

LOU HOLTZ
Comedy
11 Mins.
MAXWELL HOUSE
Thurs., 9 p.m. DST
WEAF-NEC-red, New York.

(Benton & Bowles)
Holtz, augmenting the Maxwell
'Showboat', was precisely what the
physician would have prescribed.
Hour program, giving only some silect to blackface team of Mossais
silect to blackface team of Mossais
topheavy tonsilling, got right into
the comedy groove with Holtz
spreading his 11 mins, out through
three marches up to the mike. His
first pair of patterings were ok. His
first pair of patterings were ok. His
slew 'em with his windup, trotting
out one of those inlimitable 'Maharajah' monologs.

Another special guest act was Vast

Another special guest act was Vast Family of five hillbilly-howling young uns; they were o.k. Bert.

ARNOLD GRIMM'S DAUGHTER With Jene Byron, Ed Prentiss, Don Merrifield, Guild Adams, Jean Mc-Donald, James Andeline, Gertrude Bondhill, Orin Brandon

15 Mins. GENERAL MILLS Dally; 10:30 a.m., CDST WGN, Chicago

(Blackett-Sample-Hummert)

(Blackett-Sample-Hummert)
This program might be a radio version of Mountain Justice without the dialect. And without action. Anway, it's based on the idea family who no-likes the kid's marriage and blurt out threats to try and break it up. From the performance, all the characters are either extremely slow of mind, or else a bit demented.

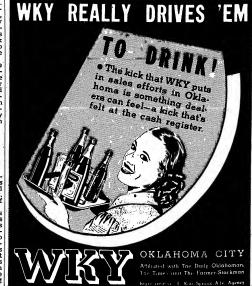
Ingenue's voice is tired for a heart-throbby bride, and the burly father talks by blurting out chunks of sen-tences which he seemingly has mem-orized.

orized.

Production, too, has fallen into the spirit of the characters, for announcer comes in to change scenes without any pause whatsoever, and actors cut his last word. Natural dialogue just isn't, and only action is of the jaws.









RUDY VALLEE IN LONDON
With Fernand Gravet, Eric Coates,
Will Fyffe, J. B. Priestley, Florence Desmond, Weston Brothers

ence Desmonu, 60 Mins. BOYAL GELATINE BOYAL 8 p.m., EI

60 Mins.
BOYAL GELATINE
Thursday, 8 p.m., EDST
WEAF-NBC, New York
(J. Walter Thompson)
Second (13) of Rudy Vallee's two
broadcasts from London for Royal
Gelatine ran into even worse atmospheric conditions than previous
week. Heavy downpour, accompanied by lightning, continued throughout the show. Frequently blotted
out entire proceedings and at other
times made what remained unintelligible. Grew worse as show proceeded.

what little slipped through that barrage, however, carried a strong showmanship punch. Program neally arranged and produced. Two characteristics of the previous London shot were evidenced. On water a control of the commercial blurb.

announcer to inject zip into the commercial blury.

This week's off-color material (in place of the Congreve piece done by Charles Laughton and Elsa Lanchester on proceeding show) was one of those so-called sophisticated sones. The Princess and the Frogisume but in fairly story wein, gradually inited at shady interpretation, then tag-lined a funny variation of an old smoking-room gag. Unlike last week's edition, however, this one was open to a harmless interpretation, though few adults would miss; the real meaning. Weston Brothers were announced as coming to the Rainbow Room, N. Y., in a couple of months.

Florence Desmond, who guested on

couple of months.

Florence Desmond, who guested on Vallee show in New York some time ago, impersonated film stars. Her Tallulah Bankhead and Greta Garbo were flendishly clever (she mimed the Swede actress singing parody on 'A Fine Romance' in Camille' characterization). Others might be sock for England, but subjects aren't sufficiently familiar to the American nublic.

gublic.
Fernand Gravet, who recently film-debuted in King and Chorus Girl' (WB), sang pair of numbers in semi-eccitative style somewist.
Girl' (WB), sang pair of numbers in semi-eccitative style somewist.
Girl' (WB), sang pair of numbers in semi-eccitative style somewist.
Will semi-eccitative style somewist.
Girl' (WB), sang pair of numbers in department of numbers in department of numbers in department of numbers in semi-eccitation.

I land it in the semi-eccitation of numbers in department of numbers in department

HEDDA HOPPER Film Chatter 15 mins.—Local MAR-O-OIL Wednesday, 1:30 p.m. KFI, Los Angeles

(James Morton)

Neat offering of its type and should fall pleasantly on femme ears. Miss Hopper, who enjoys some popularity as a Hollywood stylist, doles out the stuff that the ladies cling to. Quarterhour period is cut up into magazine-sections and only those things that rate a tumble with milady gets a rather frothy going-over.

Gal has a nice delivery and should get the femmes swinging. It's quite an improvement over the hair oil outfit's last piece and much more meaty in its content. Miss Hopper has done considerable picture work and that throws an aura of authenticity around her glib gabbing.

and throws an aura of authenticity around her glib gabbing.

Various departments are indexed by pages as to their highlights, but one thing sticks out boldly—it has to do with femme. fripperies. Way Marlene Dietrich wears her-hait, how Jean Harlow parts her hair or how the pic pretties are decking out this summer gets the heavy play, and wisely so. That's what the gals who oil up their scalps want to hear. As an 'added starter she had James Hilton, author (Lost Horizon), on for a bit of verbal sparring. Then into a song-and-dance about a talent search, the details of which are to come later. Double plano team between the details of which are to come later. Double plano team to the details of the detail

flattering.

Sponsor squeezes in a fast plug for a nail frim just ahead of signoff. Even with this double billing it's considerable of a letdown from the former commercial deluge. Appetizing femme fare that should kick up a gang of faithfuls and should improve its rating with the switch to a night spot in another two weeks.

erfully written by Oliver Baldwin, son of the English prime minister; and Vallee's interview ith J. B. Priestley on the reasons why England goes haywire over the Coronation. Novelist is a lucid, engaging

Will Fyffe, Scotch character come-dian, repeated his appearance of previous week, this time playing a Highland railway guard. Eric Coates batoned the erchestra in a specially-written Coronation Overture' which turned out to be so much musical trash. Vallee handled the entire show with his customary gracious ease.

TIC TOC REVUE
Barry McKinley, Jean O'Neil, Hughle
Barrett, NBC Tune Twisters
Songs, Band
30 Mins.
GRIFFIN ALL-WHITE
Mon., 7 p. m. EDST
WEAF, New York

(Birminghar , Castleman & Pierce) (Birmingha), Castleman & Pierce). Griffin rated last season as a major user of spot broadcasting. This year has put all list eggs in one basket, a half-hour weekly stanza over NBC. Considering the talent budget and the element it wants to appeal to, the account has been done well by. Women listeners should like the program

gram. The produced and sprightly paced, the show moves along a high level of melodic entertainment. The produced of melodic entertainment or the produced of t

rett's string section.

With the program pitched in a romantic mood, there's plenty of pleasant harmony from the vocal setup, NBC consists of darry McKniey, NBC consists of darry McKniey, NBC conting up a number; the Tuck for torching up a number; the Tuck for torching up a number; the Tuck for torching up a number; the String that the Tuck for torching up a number; the string the string that th

'Would You Like to Take a Walk?'
Ad copy is kept down to the minmum. It makes frequent play on the
phrase 'step out smartly' in both the
continuity and the plug and stresses
the claim that the whiting is good
for all fabries and leathers. Odec.

DAVID LOWE Commentator 15 Mins., Local Sustaining M-W-F, 3:45 p.m., WINS, New York

Lowe, an affable-voiced chap, chatters on film, stage and pesonalities chit-chat. A newcomer, he ripples a bit of water, but washes up no waves.

up no waves.

Best stuff is his dealing with human-interest angles, and he should
concentrate more heavily on it. His
other items first saw the light of day
in the newspapers, and his rehash
neither further illumines nor twists
out new interpretations. He could, neither further illumines and out new interpretations. He could, too, strive to be a bit more up-toBert.

REGINA CREWE
With Nat Brusiloff Orchestra
Film Chatter, Musle
15 Mins.—Local
HUDSON DAY LINE
M-W-F, 7:30 p.m., EDST.
WEAF, New York

(Wendell P. Colton)

(Wendell P. Colton)
Local quarter hour its air at same time another new program using film dope is broadcast by WABC. This WEAF series alternates three Hearst film chatter-reviewers Monday, Wednesday and Friday, with Regina Crew the lead-off, and Nat Brusiloff's music the back-up for all three.

three.

Miss Crewe talks well and handles herself okay. She beats the tom-tom for picturedom generally and it is evident that only praise land bouquets will be handed out. Lack of critical lowdown may or may not be a drawback in building listening audience.

audience.

From the standpoixt of film companies (to whom it would appear the person of the companies of the following the follo

Soup Hollywood Hotel program.

Brusiloff music is peppy. All in all its a ice light quarter hour for summer and a summer advertiser—excursion-promoting Hudson Day Li Land.

BOB WILSON Sports Chatter 5 Mins. BOND CLOTHES

S Mins.
BOND CLOTHES
Weekdays, 6:39 p.m.
Wilco, Bridgeport
Sports ed of Bridgeport Herald
and former sec to late Walter Camp,
Bob Wilson commands a wide following through southern Connecticut. Natural obstacle of five-mintule limit is solved by concentrating
on single topic each shot. Wilson
shuffles his fare, jumping from boxing to baseball- to general policies
of sports. Stress on Connecticut situations and personalities adds attrations and personalities adds attrations and personalities adds attrations initial programs sportset
has quickened his pace and accustomed himself to mike technique.
Sartorial commercial comment,
by staff spilests, not overworded.
Because Wilson's home is in New
Haven, broadcast spilit week between WICC studio there and
Bridgeport headquarters. Elem.

DICK MERRILL With Jack Lambie WOODBURY WJZ-NBC, New York (Lennen & Mitchell)

NEC got a goodly part of the \$2.500 it guaranteed the backers of Dick Merrill and Jack Lamble, co-pilots of the latest two-way transatlantic flight, for exclusive air rights to their story when the pair went on the Woodbury show Sunday, night (16) as guests. Event was somewhat different from the usual interview of ferent from the usual interview of the sunday of the sunday in the sunday in the sunday for the

HAIL TO THE CHIEF' With Walter Huston 30 Mins. SANTA FE RAILROAD Saturday, 4:30 p.m. KNX, Hellywood

Special program to hall test run of Santa Fe's new streamline Super-Chief went too far overboard on commercial plug and narration to drop it into an entertainment listing, that the super-bit the super-tainment of the super-sup

commercial.

Show followed the usual pattern of such affairs, and little originality or imagination was evident. When, the rattler rolled into Chicago it cued the orchestra into the Windy control of the control of the stream timer consect the such that the stream tan orchestrated chorus of Roll On Prairie Moon. Bill Hatch's 21-piece crew took a whack at 'On the Trail' and gave the tamale tunes a few chops.

Narration by Thomas Tank



TRANSAMERICAN announces two outstanding radio programs for the coming season:

'THE UNCROWNED KING'

Starring the celebrated actor of stage and screen LIONEL ATWILL, and based on the glamorous life and adventures of LAWRENCE IN ARABIA

'THIS BOY JOE'

Starring LEON JANNEY, adapted from the original manuscript by BOOTH TARKINGTON. A story of genuine human interest, as only Tarkington can write it

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.

JOHN L. CLARK, President

Complete Broadcasting Facilities Wired and Transcribed

NEW YORK

521 Fifth Avenue MUrray Hill 6-2370

CHICAGO

333 North Michigan Avenue STAte 0366

HOLLYWOOD

5833 Fernwood Avenue HOllywood 5315

St. Paul Students on Sponsored Shows; KSTP Sees School Board as Unfair

Paul. May 18. Paul, May 18.

Paul's Dept of Education is itself i a bucket of boiling water result of stations here fighting among selves and with Dept, over what sort of programs they can, use high school studes. Dept, okays stations using kids cuffo.

stations using kids cuffo.

KSTP has risen up wrathfully after
Paul S. Amidon, supe of schools, refused to permit station to use schoolers on a sponsored spelling bee.

Amidon has o. k.'d studes participat-



TRUMPET KING OF SWING LOUIS ARMSTRONG

(J. Walter Thompson) 9 P.M. D.S.T. Every Friday, WJZ Blue Network

Just Concluded 3 Successful Weeks at Paramount, New York

MGT. JOE GLASER

ing on a variety show over WMIN and a twice-weekly commercial program on WTCN.

KSTP got riled because it consiered its nixed idea more in keeping with sort of period studes should be permitted to appear on, rather-than types of shows current and k.d on the two rival stations.

But since Amidon reserves the right to pass on all proposed radio participation scholars under his jurisdiction engage in, KSTP is hand-cuffed.

cuffed.
Across the river in Minneapolis.
C. R. Reed, supe of schools in that
town, announced in a letter to
WTCN, when queried on possi lility
of getting pupils under his ferule on
St. Paul stations, that his Board of
Education is unalterably opposed to
having scholars used in air in manver it is practised in St. Paul.

Increase of Taxes Seen If City-Owned WPG Has Rival for Radio Business

Atlantic City, May 18.

Mayor C. D. White announced today the city's official opposition in
behalf of Municipal Station WPG to
the application for a radio station
here of the Press-Union newspapers.
Similar opposition to the PressUnion request has also been filed by
four stations in addition to WPG.
They are: WEST, WKBO, WCAU
and WSNJ, Bridgeton, N. J. Bridgetton station has not yet been built.
Press-Union applied for a local
station 100 watts at night and 250
watts during the day. The city's
opposition is based on the economic
claim that another station would cut
into WPG's revenue for advertising

into WPG's revenue for advertising and thus make the station more costly for the taxpayers to maintain. The hearing is scheduled for June 10, in Washington.

WNEW Lines Up 11

Some 11 new sponsors and more than that number of new programs and business were reported by the sales department at WNEW, N. Y., since May 12. Madison Personal Loan, Inc., was the largest air space buyer with 15 minutes on the 'Make-Believe Ballroom' three mornings per week, 'Dugout Baseball' interviews spotted two days per week before the start of Newark (Int'l League) ball games, and its 'Lend a Hand' broadcasts on 30-minute schedule fiye mights weekly.

Besides this one sponsor, Lightning Electric Co., Hoffman Beverage Co., Borok Furniture Co., Meisel Tire Co., Jackson Floor Coverings, B. C. Remedy, Lakeview Electrical Appliance, Fabiano Seeds, American Airlines and Eagle Tires were listed as new accounts. New biz is running about double what it was a year ago.

Milwaukee, May
Two announcers have been added
to staff of WTMJ, Milwaukee Journal station here, Clau Kirchner
and Dwight Williams.

and Dwight Williams.
Kirchner comes from WRR, Dallas, and WROK, Rockford; Williams from WJJD, Chicago, and WKBZ, Muske-

THE O'NEILLS" NOW RADIO'S MOST POPULAR LISTEN TWICE DAILY

NBC Blue Network, Mon. to Fri. 1 NBC Red Network, Mon. to Fri. 3:45 p.m. DST COAST TO COAST

DIR. COMPTON ADVERTISING AGENCY

MGT. ED WOLF—RKO BLDG, NEW YORK CITY

In Midst of a Riot

Sacramento, May 18.

KROY ran wire to nearby Stockton and gave listeners a swat-by-swat description of a strike riot. Pickup was made from window of house across street from fight scene.

No casualties among crew of No casualties among crew of KROY with exception of nerve trouble and knee br from knocking.

Move to Clear Full Time For Bulova; KSL, WJJD, **WPG Must Be Conciliated**

Washington, May 18. Renewed attempts to bring about a frequency shuffle which will open the way for Arde Bulova to obtain a full-time transmitter in New York are in progress.

in progress.
itiated shortly after the Federal
continuous Commission apitiated shortly after the Federal Communications Commission approved Bullova's purchase of WLWL, New York, from the Paulist Fathers, campaign is under way which may lead to deletion of WOV, New York, and channel shifts for WLWL and WPG, Atlantic City, Going is understood to be hard at present, although Harold A. LaFount, former Radio Commissioner and heavy stockholder in Bulova enterprises, is engaged in intensive missionary work.

Commissioner and heavy stockholder in Bulova enterprises, is engaged in intensive missionary work.

Would involve WPG's replacing WOV on 1130 kc, with WLWL taking WPG's time on 1100, giving Bulova exclusive occupancy of the berth in the East. Objections have been raised by KSL, Salt Lake City. Utah transmitter currently fears its hopes of eventually going to 500 kw might be injured if a 5 kw outletlike the Atlantic City station shares its frequency. So far WPG has not appeared enthusiastic about sliding back to 1 kw in order to, eliminate this danger to KSL.

Another obstacle is the lukewarmness of Ralph Atlass, who fears his WJID, Chicago, would suffer if an Eastern seaboard station climbed on 1130. Unconvinced that he would apperate head to the work of the work

Installation of directional antenna for WPG may be the solution. Understood Bulova has propositioned on this maneuver, but Atlantic City fathers do not cotton to the idea of a costly installation for the benefit of KSL and WJJD. Possibility remains LaPount can work out some way to help WPG meet the cost and thus please everybody.

Early Summer Nuptials

Robert Robertson, of NBC's Cost-Accounting Dept., and Elizabeth Washington, of the Artists Service, will be married May 27 in Florida George Sachs, sustaining act book-er, will hitch with Elinore Caschiwill hitch w

one on June 13.

Jack Baxter, copy writer, will wed
Patrice McCormick, of the J. Walter
Thompson agency, on June 5.

Chicago, May 18.
Pete Jaeger, chief of the local
Transamerican office, Alice Veit. of
the Ruthrauff & Ryan agency and
Peggy Wall, ether performer and
headliner on the Caldwell's 'Monticello Party Line' show are all scheduled for marriage.

Jaeger marries Loretta White on
June 12; Miss Veit becomes Mrs.
Henry Irwin on May 28 and Miss
Wall marri
n August

Cotton Queen's Ghost

Memphis, May 18.
Radio fans who listened in on the WMC-NBC network broadcast from the Cotton Carnival ball at the Auditorium Friday night thought they heard Queen Frances Chapman—but they didn't, t the last minute, Queen Frances lost her voice, not from mike fright, but from too much Cotton Carnival speech-making.

Mary Joe Tate, college stu ghost-voiced for her.

wwsw, Pittsburgh, has sol running comment on PGA golf tournament at Pittsburgh Field Club next week to Danforth Co. (Westinghouse refrigerators). Fred Robinson, pro, will be the commentator, assisted by Claude Haring and Joe Tucker of WWSW.

Van Auken, Ind'polis' 3d
Station, Stresses Civics
Indianapolis, May 18.
Glenn Van Auken, local attorney,
is pleased but very foncommittal
on his final O. K, by F. C. C, for the
third radio station in Indianapolis.
Says he doesn't know where it will
be located, and no bids have been
received yet. He expects to start
construction in about a month, after
F. C. C, gets a chance to authorize
site and equipment.

van Auken will go in big for play from civic promotion programs, tiei ith school system, and sports,
religi and agricultural interests.
For civic tie-in, Van Auken proposes a Community Radio Council,
with appointed reps from Chamber
of Commerce, Better Business
Bureau, Lins Club, Rotary Chib,
and other service units.
For school tie-in, Van Auken proposes to air two half-hour periods
daily for teachers and studes in
class-rooms. These programs will be
planned by Board of Education. from civic promotion programs,

Mutual's Expo Pick-Ups

Mutual network is going in for regularly skedded noveli— broadcasts this summer, picking up airings from Cleveland, Fort Worth and Dallas Expos. From the Great Lakes layout web will carry programs originating in the Showboat, Admirally Club, Aquacade, Alpine Village, Radioland and Florida Exhibits. From the pair of prairie expos, dance orchs will be carried.

CBS and NBC are having flock of their commercial shows originate on

their commercial shows originate on rotating basis from Cleveland, but haven't laid plans for Texas shows. Mutual, having but one commercial lined up for Cleveland one-shot originate or the commercial lined up for Cleveland one-shot originates. ination, will concentrate on

8.500 Picket Philco

Philadelphia, May 18.
Biggest picket line ever seen in
Philly was formed this week by 8,500
employees of Philco Radio and Television Company around the firm's
acres of plants. Negotiations between the company and Locals 101
and 102 of the United Electrical and
Radio Workers were deadlocked.
Further gabbing today. Philadelphia, May 18.

Vic Ratner's Trip

Vic Ratner, sales promotion head of CBS, off to Bikhart, Ill., with his wife, Letitia Ide, the dancer.
She will rest awhile with her family. Father-to-be will return to his charts and graphs:

WFIL Expands Swaps

wrIL Expands Swaps

Philadelphi , May 18.

WFIL expanded newspaper timespace swap deals to four this week
by addition of Radio Press, new
weekly fan mag. Editor Norman Jay (Ginsberg) gets 5 minutes,
5 days a week, for news behind the
news spiel.

Station gets page ad, which it
uses for merchandizi sponsors'
products.

Judith Waller Arranges Columbus, May 18.

Columbus, May 18.
Judith Waller, of NBC, was in town Friday (14) to supervise airing of three network programs from National School Orchestra Contest. Broadcas ori inated from Ohio State Fairgrounds Coliseum and State Fairgrounds (were sent via WCOL

Friday and Saturday programs went to Blue and Sunday morning broadcast to Red network.

Shelley Interprets Femmes
Des Moines, May 18.
Starting on May 31, Jack Shelley,
assistant news editor of WHO. Des
Moines, will broadcast a five-minute
Woman in the News program five
days a week for the One Minute
Washer Co. of Newton, Iowa.
Fairall & Co., Moines,
handles the account.

Carleton Young on Coffee Show Carleton Young will take over the announcing on Jim McWilliams' Question Box' program for G. Washington Coffee. Joe Bell is go-

Feenamint faded off Mutual definitely for summer with Sunday (16) broadcast. Proposal of Esty agency to continue for five more weeks trying out different types of programs for next season's sponsoring chilled late last week.

WMCA DRAMATIZES WHN AMATEUR SHOW EVENT

isode in the fang-andclaw rivalry of WMCA and WHN, New York, occurred last week when WMCA's 'Five Star Final' dramain of coincidents that happened night before on WHN amateur

Tyro program, staged by Jay C. Flippen, from stage' of Loew's Zieg-feld theatre and newly bankrolled by Oxydol, declared Vincent Sheyll a bartender, winner of \$50 first prize. It so happened Shevli ' ife was listening in to program up in the Bronx, and it also so happened that she was seeking him for desertion. Bronx, and it also so happened that she was seeking him for desertion. Upon learni of his prize money, she hopped a cab and arrived outside the Ziegfeld with a cop, who slapped a non-support warrant on the till-then happy wi as he emerged from his triumph.

WHN amateurs winners do not collect the \$50 until they show up two nights after and do a cuffo sustai ing show, 'Air Finds,' for station. Shevlin managed to get his bail up and was released from the hoosegow in time to appear for the payoff performance.

EASY ACES

BROADCASTING YEAR FOR BLACKETT HUMMERT, INC.

NACIN



Friday-7:15 P. M.

Fred Allen **Portland Hoffa**

in "Town Hall Tonight" SAL HEPATICA-IPANA WEAF-Wednesdays 9-10 P.M. EST ir.: WALTER BATCHELOB



baker

AMERICAN R

B D 1 T O R

G U L F R E F I N I N G S

COMPANY
SUNDAYS
7:30-8 P.M. D9T
WARD
CBS

WRITERS FIGHT PUBLISHERS

Inside Stuff—Music

More than 15,500 musici
the Federal Government started provi ing work relief for various types
of artists and white-collar classes.
Review last week by Works Progress Administration disclosed that
between October, 1935 and April, 1937, this number had passed through
the Federal Music Project. On April 1, employment figure was 13,300.
Work accomplished includes over 50,000 public programs and performances before 64,000,000 persons. Encouraging domestic writers and composers, Federal musicians put on more than 4,800 native works.
Latest check showed that in March, WPA musicians were engaged on
736 project units, including 48 symphony orchestras, 110 concert teams,
80 bands, 91 dance crews, 24 theatre-orchestras, 31 choral groups, 4 opera
companies, 28 chamber music ensembles, and 260 activities for teaching
music appreciation. ther operations were provi ing jobs for soloists,
copyists, librarians, arrangers, and tuners.

Shapiro-Bernstein & Co. has obtained the renewal rights to the copyright on 'Alma, Wo Wonst Du?' (Alma, Where Do You Live?), from the heirs of Adolph Phillips, the writer of the score and German lyrics, and the late George V. Hobart, who wrote the American version. Contracts, which become effective next April, include the production rights of the musical comedy. Phillips' heirs recently effected a settlement of an alleged violation of performing rights in which NBC, the Remick Music Co. and Rudy Vallee were named as defendants. Amount paid for the single performance was \$2,500. Through the Shapiro-Bernstein deal the tunes in the musical become part of the catalog of the American Society of Composers, Authors and Publishers.

Irving Caesar in One-Man Crusade; Wants Government to Quiz Song Biz

Irving Caesar, music publisher and president of the Songwriters Protective Association, has undertaken through the collection of songsheet sales and performance data to show that there is a wide breach between the actual popularity of a number and the frequency with which it is heard on the air. Caesar proposes to use these compilations to support charges that he intends to bring before the Federal Trade Commission. Also the Federal Communications Commission.

fore, the Federal Trade Commission. Also the Federal Communications Commission.
Cassar is of the opinion that film producers that control music publishing firms are interested solely in some thing and that is the exploitation of their musical fare. With high-powered organizations at their command these producers are able to get their tunes played on the air at frequent intervals and at small cost. This piling on of performances constitutes, Caesar believes, an unfair condition for both the competitive indie publisher and the listener. The latter is forced to listen to not what he favors but what the high-crew of songhuggers has been able to induce mike performers and band leaders to include in their programs. Indie publisher may have something that inike performers and band leaders to include in their programs. Indie publisher may have something that the public likes but his small organ-ization is at a disadvantage in get-ting it on the air anywhere as fre-quently as a picture song.

Wouldn't Answer

As Caesar sees it, this condition calls for an investigation by the FTC. He contends that the film companies should be stopped from musically dominating the air by what he terms unfair practices and that the FCC should be equally concerned in probing and rectifying this situation. In is quest for figures comparing accumulated radio performances and sheet sales Caesar some weeks ago addressed a questionnaire on the latter to music publishers. He asked them to list the total sales of their major and lesser hits over the past few years.

major and lesser hits over the past few years.
Robbins Music Corp. and its affiliates have turned him down flatly, while several other pubs wrote back asking why he didn't get the figures from his associates in the SPA since they were all supplied with royalty accountings.

Herb Gately Sues

Herb Gately, songster, filed suit in N. Y. Federal Court yesterday (Tuesday) against Mort Dixon and Jesse Greer, also song writers, and Irving Berlin, Inc., charging lifting of the song, id You Mean It?"
Asks injunction and profit, Gately claims Dixon and Greer turned over to Berlin for publication song not only bearing same title, but words and Jyrics which he says he authored.

TUMULTY'S ANNUAL 15G's

Washington Lawyer Already Func-tioning for ASCAP

Joseph . Tumulty has already started for the American Society of Composers, Authors & Publishers as political contact on national and state matters at a retainer of \$15,000 a year. He will work directly with E. C. Mills, who was relieved of the general management of the Society to concentrate on legislative difficulties and legal encounters stemming. ties and legal encounters stemming

Tumulty, a lawyer, was secretary to President Woodrow Wilson.

ASCAP FIELD MEN IN N.Y. FOR LAW CHATTER

istrict reps for the American Society of Composers, Authors and Publishers gathered in the home office Monday (17) for a three-day session. Occasion gave them their first opportunity to meet the Society's new gen. mgr., John G. Paine. Among the problems discussed was the epidemic of anti-ASCAP measures which has marked recent sessions of state legislatures. Also, the latest developments on copyright leasts developments on copyright

Harry Paul Nol Prossed On Boston Lobby Episode

District Attorney William A. Foley nol prossed the charge of assault todged against Harry Paul, New England rep for Irving Berli , Inc., which resulted from a fracas in the lobby of the Shubert theatre last month.

Paul.

nonth.

Paul,
Vallee to a performance of 'Babesin Arms,' sprang into action when
Ben Fitzgerald, Boston Record
cameraman, flashed a shot of the
crooner in company with Evelyn
Gresham, New York showgirl. In
municipal court Paul was found
guilty of assault and battery and
was fined \$50. He appealed. Vallee
was also found guilty, but his case
was placed on file.
In out-of-court settlement, ul
paid Fitzgerald \$50 to compensate
for alleged damage to a camera.

That Spring Fever

Baseball game between teams representing Mayer Music Corp. and Music Dealers Service in Central Park Sat. (15) wound up with MDS on the short end of a 14-10 score. Which sounds like the boys were kicking the ball around, a la Variery.

ASCAP UNDER FIRE

Songmen Want to Retain Certain Performance Rights Usually Ceded to Publisher - Latter Say Will Not Do Business on Such Terms

LEGALITIES

By BEN BODEC

By BEN BODEC

Music publishers: foresee an intense legal battle; between themselves and members of the Songwriters Protective Association, as a result of the latter's entry into the field of mechanical rights licensing. Leading pop publishers declared yesterday (Tuesday) that they will not accept the works of any writers for publication unless, they (the publishers) are permitted to continue to have full control over the disposal of the mechanical rights. Under an edict issued by the council of the SPA motion picture producers and transcription manufacturers will have to deal direct with the SPA for synchronization or recording rights to the compositions which SPA members have placed with publishers on or after June 1, 1937.

Agitation for an SPA controlled mechanical licensing bureau has

ishers on or after June 1, 1937.

Agitation for an SPA controlled mechanical licensing bureau has been going on in the organization for years. The SPA council several years, age inserted a clause in the association's constitution through which each member agreed to assign all but the small rights in trust to the organization, with the method of distribution for the royalites obtained, from such to be left to the discretion of the council. It is on this Article IX that the council acted last Monday (15). A notice of this move was sent not only to music publishers, but to picture producers and transcription makers. Phonograph record companies were not included in the circular to the SPA mem-

In the circular to the SPA membership, also issued Monday, assurance was given that that there wouldn't be any complications arising from the council's action that wouldn't be any complications arising from the council's action that 'ill in any way embarrass either the transcription companies or the moving picture companies in the operation of their business. 'You may rely on us,' added this paragraph, that there is no thought of our increasing rates either to either one or the other, and your songs will be available to them as in the past—the only exception being that instead of clearing them through the publisher they will be cleared through the SPA.'

'We are sure,' continued the letter, 'We are sure,' continued the letter, that you must realize that the time is here when we must establish the precedent that rights should no longer be controlled by anyone but the creator, and in this case you as the creator have very wisely entrusted the administration of sai rights ed the administration of sai rights to your own association. Besides the present existing avenues of income, such as transcription and synchronisms and the same properties of the second section, remember that the world is getting ready for television, remember that there are some 250,000 slot machines playing records from which no income is derived, at the present time, and which, if we do not assert ourselves as writers now, will probably be dissipated in one form or another, as have been many of our rights.

Assigned Right

Assigned Right
Publishers pointed out that Article
IX states that the rights held by the
American Society of Composers, Authors and Publishers are exempt
from the rights intended by the
clause. The SPA has already presumed to trespass on the rights of
the society by making reference to
slot machines. The performance by
means of slot machines is strictly a
small right and a right which the
members of the SPA have assigned
to ASCAP. Under the copyright law,
however, coin operated reproduction

INTERNAL RIFT AS Pluggers' Bribery of Dance Bands Again Reported on Increase as New Groups Hit Manhattan Spots

Most Played on Air

Combined plugs on WEAF, WJZ and WABC are computed for the week from Sunday through Saturday (May 9-15).

- Carelessly September in the Rain

- September in the Rain
 Where Are You?
 There's a Lull in My Life
 It Looks Like Rain
 Too Marvelous for Words
 Never in a Million Years
 Boo Hoo
 Wake Up and Live
 They All Laughed
 Sweet Lellani
 Love Bur Will
 Love Bur Will

- Sweet Lellani
 Love Bug Will
 How Could You?
 Blue Hawaii
 Let's Call Whole Thing Off
 That Foolish Feeling
 They Can't Take That Away
 Little Old Lady
 Little Old Lady
 Was It Rain?
 Yas Hasin?
 Tra Bubbling
 Dream Ranch
 When Two Love Each Other
 Turn Off the Moon
 To a Sweet, Pretty, Thing
 Swi High Swing Low
- Indicates filmusical song.
 Production Number.

devices are exempt from licensing as long as no admission is charged. These pubs also hold that when the SPA got together with the Music Publishers Protective Association on a uniform standard contract between publisher and writer the SPA agreed that it would cancel this very Article IX of its by-laws.

IX of its by-laws.

It is also argued by the publishers that once a number is copyrighted by them and published, the writers involved code 'their common law rights in so far as the actual arrangements of the works are concerned. Each right granted by a publisher implied the right for the user to change the original scoring of the copyrighted number, and so the publishers want to know how the writers expect to collect from the film producers and transcriptions if they don't own the copyrights to these published works.

Several leading publishers scored

they don't own the copyrights to these published works.

Several leading publishers scored the SPA council for stirring up this situation at a time when writer and publisher ought to husband all their fighting and financial resources to meet the attacks to which the music industry is being subjected by anti-ASCAP legislation and litigation. These pubs assert that if there was any time that the industry was in need of solidarity it is now. They admit that the move of the SPA and been largely instituted by the practice of a major publisher to use his offer of free or low cost synchronization rights to tie up one picture studio after another, but they contend that the situation could have been handled by bringing legal pressure to bear on that one publisher. It is estimated by the publishers that over 15% of the important writers in the SPA are under contract either to picture studios or to indie publishers, with such agreements taking precedence over any rights that these writers might have assigned to their association.

Harry Fox Quizes Members On Autographers Renewal

arry Fox. gen. mgr. of the Music Publishers Protective Association, last week asked the membership in a circular letter whether they were individually interested in renewing their contracts with the autographers union. These agreements expired

ers union. These agreements expired May 13.

Union is ready to give the music industry a binder for another year and with no change in the terms which have prevailed for the past

In response to the urging of several publishers, John G, Paine last week asked the Federal Trade Commission by letter to fix this Friday. (21) as the date on which he and a committee from the Music Publishers' Protective Asra could voice a plea that the issuance of access of fair trade practices be speeded up. These pubs complained to Paine that something drastic had to be done right away to meet the recurrence on a large scale of plug bribery either by cash payment of through the publisher underwriting of special arrangements. If the FTC grants Paine's request he will be accompanied to Washington by Harry Fox, MPPA gengr. Joseph V. McKee, Sam Fox and F. B. Marks. McKee is the MPPA's general counsel. Paine declared last week that the pubs who appealed to him were disturbed by the reckless situation which has developed in the field of pop music exploitation.

Rampant bribery now existing, these pubs pointed out, has been stimulated by the entry recently into New York spots of a bunch of out-of-town orchestras. Some of the newcomers have, they stated, been easily approachable on the 'arrangement underwriting angle because they aren't in a position to spare the means for making their own orchestrations.

Romanoing 'Em
Instead of taking three or four weeks to romance these leaders, the professional managers have elected to get immediate action by the underwriting route. There are a number of the major publishers who have preferred to hold off from this practice, preferring to build friend-ships by frequent contacts and showing up with lots of guests at room openings.

Past winter had found the payoff system pretty much under control in New York because the town was filled with top name combinations that made a practice of picking their tunes for arrangement purposes long in advance to take care of recording requirements. Whatever paying off that prevailed was the hinterland sort, with publishers' reps getting to traveling bands of lesser import which found a network wire awaiting them at the various stands.

Lane, Freed Ditty Up Couple for Crosby Film

Hollywood, May 18.
Smarty, ditty by Burton Lane and Ralph Freed, will be warbled by Bing Crosby in Paramount's 'Double or Nothing.'

or Nothing.'
Another tune by the duo, 'Listen My Children and You Shall Hear,' will be a Martha Raye number.'

Deny McCord Allegation

Twentieth-Fox Film Corp., and the Robbins Music Publishing Corp., filed general deni Saturday (15) in N. Y. Federal istrict-Court to the \$50,000 plagiarism action brought by Charles McCord, songwriter. Harry Revel and Mack Gorden also are named defendants.

McCord alleges the Gordon-Revel lyric of song 'Goodnight My Love' used in the picture, 'Stowaway,' lifted from his piece, 'Til Always Remember Ronkonkoma.'

Benny Goldberg's Party

Benny Goldberg's Party
Boston, May 18.
Benny Goldberg, local rep for
Robbins Music for about 40 years,
was iven a sendoff today by leaders, publisher reps and performers
in honor of his new assignment by
Robbins in Chicago.

After a party at the Little buildi ', Goldberg was presented two
pieces of luggage by the ga

On the Upbeat

Joe Haymes, taken over by CRA, agai has been dual-booked by ROC and CRA for set of one niters. Starts May 27 at Lakewood Park, Mahanoy City, Pa.; Cornell 28 opposite enny Goodman; J. Dodd's Dorney Park, Allentown, Pa., 29, and newly opened Rocky Glen Park, Scranton, 30 and 31.

Bob McCleister and his Criterions booked for summer run at Brug-ler's Columbia Hotel, Columbia, N. J. Just finished successful tour through

Les Hite into McElroy's Spanish Ballroom, Portland, re., for one night, June Richmond, torch inger, is now with the Hite band.

rankie Master's orchestra at Tro-mar ballroom, Des Moines, May 13. Other bookings for week included Ayars LaMarr and Don Strickland.

Frank Dailey Meadow-brook C. C., Cedar Grove, N. J.

Horms Presents

THE LITTLE **OLD FASHIONED MUSIC BOX**

VIENNA DREAMS

THE **MERRY GO ROUND** BROKE DOWN

I'M HATIN' THIS WAITIN' AROUND

THE MOON IS IN TEARS TONIGHT

From READY, WILLING AND ABLE TOO MARVELOUS **FOR WORDS**

HARMS, I ., RCA Bldg., N. Y MACK GOLDMAN, Prof. Mgr.



July 15 for CRA and a road wn possible sub

Don Bester booki gress hotel, Chicago, was handled by the New York office of Rockwell

Paul Whiteman opens at the Fron-tier Fiesta, Ft. Worth., Tex., June 26 after theatre dates. Does Palace theatres, Chi., June 5.

Glen Miller band last Saturday 15) opened two- at the (15) opened two-Raynor ballroom, handling,

Earl Hines' band preemed 'Les' You Love Me,' new tune by Marty Arden and Charles Crafts, in L. A.

enny Goodman winds up New England tour tonight (Wednesday) in Hartford.

Little Jack Little will open the season for the Lakeside Amusement park, Denver, Colo., on May 22.

Tony Ferrare now at the Cinder-ella nite club, Denyer, Colo., with a floor show.

Jimmy Bittick's ork is filling an engagement at the Cafe de Paree, Los Angeles.

Clear Lake, Iowa (Surf ballroom), has Bob Crosby for May 25, and Henry Busse for June 2.

ienn Miller bowed into the Ray-more ballroom, Boston, last Satur-

Lee Shelley took up his stand at the Van Cleve hotel, Dayton. Booked by Rockwell-O'Keefe.

Paul Lamoureaux orchestra tun-ing up at Jack and Jill's Tavern, Portland,

Roton Point park, South Norwalk Conn., raises curtain Sunday (23) with Tommy Dorsey orchestra.

Don Ferdi (Angelo Ferdinando) band winding up May 29 at Hotel Stratfield, ridgeport.

Earl Peck's combo, Lillian Kaye vocalizing, Bridgeport.

Joe Venuti opens at the great Lakes Exposition, Cleveland, June

Zinn Arthur starts engagement at Pinebrook, C. C., Nichols, Conn., May 27. Mutual wire in spot.

Les Brown's band made its radio debut from Playland, Rye Beach, N. Y., May 15, via an NBC wire.

Howard Woods set at Hollywood hotel, West End, N. J., by Abner Greshler. Has a Mutual line.

Jolly Coburn gets an NBC wire when band opens at Claremont Inn. N. Y., for CRA on May 26.

Clyde Lucas booked for Earle theatre, Washington, June 11. Week of recor ing follows in N. Y.

Phil Spitalny's crew go to Dorney Park, Allentown, Pa., for a date on June 10.

Maurice Sherman introes summer season for Riviera, nitery at Lake Geneva, Wis., May 28. CRA set.

Johnny Mullaney plays for annual Warner Bros, employees shindig in Chicago, May

ita Rio set for two singles en-route west. Stopoffs are at Palm

FLASH !-Here's the Long-Awaited Score by JOE YOUNG and FRED AMLERT BEN MARDEN'S "RIVIERA FOLLIES" of 1937"

THE IMAGE OF YOU I'M HAPPY DARLING DANCING WITH YOU A WHIPPOORWILL IN A WILLOW TREE

LEO FEIST, Inc. . 1629 BROADWAY . NEW YORK

Island Club, Longview, Tex., June 11, and Eldorado Springs, Tex., June 17.

Louis Panice at Avalon, La Crosse Wis., June 2, and at Surf ballroom Clear Lake, Iowa, June 16.

Paul Tremaine at Howard Hobb's Lakewood Ballroom, Mahanoy City, Pa., May 31. RAC set.

Skeeter Palmer playing prom for Pawling (N. Y.) School on June 11. Recorded for American May 18.

Vincent Lopes plays for Stamford College prom, Stamford, Calif., May

Bob Sperling enters Syracuse hotel, Syracuse, N. Y., May 21 for MCA.

Mitchell Schuster opens at the Statler hotel, Buffalo, N. Y., May 31. Mort Dennis follows on June 2.

Cab Calloway does Melody Mill, Dubuque, , June 26, and Appleton, Wis., following ni

ick Gasparre booked for Mark Hopkins hotel, San Francisco, June 2 by MCA.

King, on earlier summer spot bookings, goes into the Westchester- iltmore C. C., June 3.

Emerson Gill set for Tybee Beach, Savannah, Ga., opening June 26 for two weeks.

Dick Stabile tenants repaired Coney Island Park, Cincinnati, June 26.

Expiration Dates Differ For Air, Hotel, Stage

Philadelphia, May 18 Philadelphia, May 18.
In attempt to stagger, contract expiration dates in hotels, theatres and radio stations, 'Musicians' local here will begin negotiations shortly with the ether outlets, A. A. Tomei, prez,

said, Radio termers all peter in Septem-ber, Contracts resulting from new confabs would run until March, 1939. Until recent contract with theatres, these also expired in September, as do the hotel parchments. Under new plan, officers of the Union are relieved by having radio contracts run out in March, hotel in Septem-ber and theatre in December.

Out of Court Settlement

N. Y. Federal Judge John W. Clancy on Saturday (15) dismissed by consent the infringement action brought by the Society of Jewish Composers, Herman Wohl and David Myerowitz, two of its 'members, against the Palestine-American Film egainst the Palestine-American Film Co., Inc., and RCA-Victor. Amount of compensation paid the plaintiffs in the settlement airranged out of cout not revealed. Plaintiffs claim the film company used the Wohl-Meyerowitz song, 'A Heim, A Heim,' in picture, 'Dream of My People' and that RCA made records of it without.

records of it without their consent. Suit was for injunction, accounting and damages.

Russ Lyons Tour

Russ Lyons Tour

Detroit, May 18.

Russ Lyons band, current for passeveral months at Northwood Inn here, departs May 26, opening at Euclid Beach, Cleveland, following day for two-week stand. Follows this with week of college dance dates and then two weeks at Idora Park, Youngstown, O. Early in July expects to go into Bill Green's Casi, Pittsburgh, Successor at Northwood Inn as yet undee!

Philadelphi May 18, Teva Gorodetsky Gypsy Orch go-ing permanently into Russian Kre-chme, new foreign nitery in Philly, with seven-piece ensemble. Batoneer member of WDAS house

Alex yde, who was recently elected to membership in the American Society of Composers, Authors and Publishers, has placed a novelty song, 'The Girl I Met on the Merry-Go-Round' with Mills Music Co. and another, 'Jelly-Fish' with Joe Davis Musi

Last Week's 15 Best Sellers

†Little Old Lady	Chappell
Love Bug Will Get You	Santly-Joy
*September in the Rai	
Carelessly	
Воо Ноо	Shapiro
*Will You Remember?	
*Blue Hawaii	
*Never in Million Years	Robbins
*Sweet Leilani	
*Where Are You?	Feist
*There's a Lull in My Life	
*Too Marvelous for Words	Popular
*Moonlight and Shadows	
*They Can't Take That Away	Chappellana
It Looks Like Rain	
* Indicates filmusical song.	production song. The
others are pops.	A

Paris Theatres

(Continued from page 18)

goes on being as revolutionary as he possibly can. His recent announcement that a revue would be created at the Comedie, to be presented some time in May, is hard to believe. Five of Paris' foremost authors, Jules Romain, Jean-Giraudoux, Marcel Achard, Armand Salacrou and Steve Passeur, are reported working on the revue. Decorators are reported at work on the sets. What the revue will be secret, but if one is to judge from what ourdet has done since he was appointed at the Comedie, it will undoubtedly be a success. goes on being as revolutionary as he

the Comedie, it will undoubtedly be a success.

Until the Trocadero opens in July, with a revue which, will, be retrospective of all Paris revies, the Theatre des Champs Elysées will be considered the official stage of the Expo. The program planned for the season is an international cocktail in there ever was one National there ever was one. National troupes or great artists of the different nations represented at the Expo are scheduled for performances typical of the theatrical art of their respective countri

Philly Ballet

Among them will be the Phila-delphia Ballets for the U.S. A., the Stanislawski theatre for the USSR, and the leading operatic troupes of

and the leading operatic froupes of Europe.

Before the opening of the Expo, it is reported that the Theatre des Champs Elysees will present a new work entitled 'Liberte'. The play is to be the work of sixteen dramatists and nine composers, and to be an evocation of 18 events which have proven decisive in French history. Individual theatres ar deep in preparations. Foremost is the 'Theatres du Cartel' group—the Atelier with Charles Dullin, the Athenee ith Louis Jouvet, the Montparnasse with Gaston Baty, the Vieux-Colombier with Rene Rocher, and the Mathuri ith the Pitoeffs—are reciving governmental subsidies to wer with Rene Rocher, and the Mathuri it the Pitoeffs—are receiving governmental subsidies to put over as striking a series of stage performances as Paris has ever seen. Each director has agreed to set up five works, which shall be played alternately throughout the summer months. A number of original productions will thus be presented and some of the hits of later years dusted off.

In the music field, symphony orchestras of different nations, operatic troupes, famed leaders warrant a musical season to match the rest. Among famed leaders scheduled to come to Paris are Toscanini and Bruno Walter. The letter will direct the Vienna orchestra. Toscanini will stage Debussy's Pelleas et Melisande' he always ished to see it done, and to be presented either in Sentember or October. et Melisande' he always ished to see it done, and to be presented either in September or October.

Sandy Melba plays for Sands Point Bath Club opening on May 28.

Scott Fisher now under CRA man-

Harold Stern engaged for Fern-rook Park, Lucerne, Pa., June 5.

Eddy Duchin preems at the Pal-ner House, Chicago, June 1.

WARREN AND DUBIN

SEPTEMBER IN THE RAIN

MELODY FOR TWO

SUMMER NI

A TERRIFIC HIT!

HOW COULD YOU?

COMING!
WARREN and DUBIN'S
GREAT SCORE FROM
THE "SINGING MARINE"

REMICK MUSIC CORP. 1250 Sixth Ave., BCA Bidg., N. Y. CHABLIE WARREN. Prof. Mgv.



MOVIETONE MUSIC CORPORATION 1250 SIXTH AVENUE

'Travelin' Light'

Ready Soon!



NEW HITS -

"NEW FACES OF 1937"

OUR PENTHOUSE ON THIRD AVENUE LOVE IS NEVER OUT OF SEASON IT GOES TO YOUR FEET THE WIDOW IN LACE

LEO FEIST, Inc. • 1629 BROADWAY

NEW YORK

Women Protest Alky Sales Night in Community House Leased by Orchestra Heads

Indianapolis, May 18.

Looks like Louie Lowe and Russ Slubbs, local orchestra partners, have stirred themselves up a hornet's nest here. Boys, who have for past few winter seasons had the band at Indianapolis Athletic Club, signed lease on Municipal Gardens, community house on White River here. Agreed to pay \$1,000 rent on the summer location, from May 13 to





HOLLYWOOD SONGS-



MUSIC PRINTING AMERICAN-DALHEIM CO.

quality music & title printing & engraving

Sept. 26, with right to peddle drinks. Lease covers only period between 6 p.m. and legal closing time (1 a.m.) except Sundays.

Rest of time the building would be used by clubs, parties, and other groups. Femmes who roost in the community house during sunlight are up in arms over liquor coming into building as part of orchestra boys 'lease, Meeting of the Municipal Gardens Woman's Department Club was held in L. S. Ayre's downtown store yesterday (17), where reps of all civic groups organized to prevent the sale of alky in the club house.

MUSICIANS IDLE AS SERVICEMEN STRIKE

is, May 18.

wide strike Saturday (15) of bartenders, cooks, waiters, wait-resses and miscellaneous help in hotels resulted in A. G. Schopp, seey. Local No. 2, American Federation of Musicians forbidding 171 tooters, scheduled work in niteries of several of town's biggest hotels. from going to work until strike is settled. Strike was called when St. Louis Hotel Assn. refused to closed shop demands of union. Wage and work scale was satisfactory, Jefferson, Statler, downtown hotels, use dance bands and Coronado, Chase and Park Plaza in the west end also add to night biz with orks and variety acts.

At Chase Hotel, Detroit Ti in town for series with Browns, are forced along with guests of hostery to seek their fodder outside of regular dining room after one cook made a valiant but ineffectual effort to serve ball tossers. is. May 18.

Mark Fisher's Orch Going Into Chi's Cocoanut Grove Chicago, May 18.

Chicago, May 18.

Newly reopened road spot, the Cocoanut Grove, will get going May 28, with Mark Fisher's orchestra on the stand.

Fisher comes in from the south-side Ball Ball, where he will be replaced by a new orchestra combination batoned by Billy White, ether and nitery 8. and nitery si

McKays Form Orchestra

Columbus, May 18. Columbus, May 18.

McKay, whose band closes
the inter season at the State
Restaurant Saturday, will join his
brother, Marion, to put a McKay
Bros, orchestra into the Dayton Biltmore Kittyhawk Room under the
MCA banner.
Opens in Dayton June

Fitzgerald's Utah Howdy

Salt Lake City, May 18.
Salt Lake cance addicts staged a tumultuous home-coming last week, honoring Eddie Fitzgerald, who with his band, played a one-night engagement at the Rainbow ballroom.
Bandleader was initiated on the stage in this town when six years old, doing a solo led by his father.

Russell, Hogan Booked

Russell, Hogan Booked
Chicago, May
CRA midwest office set a couple
of summer location spots for Jack
Russell and Tweet Hogan bands in
nearby territory.
Former opens at the Golfmore
hotel, Grand Beach, Mich, May 20
for a fortnight. Hogan goes into
the Central ballroom. Arnold's Park,
Ia., June 26 for a solid month.

y Dorsey and Les ite bands have been booked into the Pan-Pacific Auditorium, L. A., each for a four stanza stretch, opening May 21 on a conti uous dance plan.

GORDON and REVEL Click Again!

in 20th Century-Fox's "WAKE UP AND LIVE" Featuring Walter Winchell, Ben Bernie and Alice Faye

IT'S SWELL OF YOU NEVER IN A MILLION YEARS THERE'S A LULL IN MY LIFE WAKE UP AND LIVE I'M BUBBLING OVER

Robbins Music Corporation • 799 7th Ave., New York

PREAKNESS BALL CLICKS

Baltimore Hoof Affair Draws 4,00 at \$2.50 per Capita

Baltimore, May

Baltimore, May

Breakness Ball, held here following running of famous turf classic at Fimilico, drew 4,000 to the Fifth Regiment Armory at \$2.50 per. Given an added impetus this year by the active interest of Alfred G. Vanderbilt, who recently bought into historic race course, dance dimaxed week of ballyhoo and promotion.

Two bands, Tommy Dorsey and Ozzie Nelson, featured along with a floor show that included Jack Peari, Tito Guizar, Doris Nolan, Joe and Betty Lee and Dorri Carson kept doings going until 4 a. m..

Plans call for even more elaborate set-up next year.

FILM SHORT AS DANCE DATE **BALLYHOO**

Asbury Park, May 18. Ti -up with Paramount theatre pulled 2,300 into Reade's Casino on Sunday (16) to hear Ina Ray Hutton. Walter Reade, who owns the Par-amount and operates the boardwalk

amount and operates the coardwark ballroom, shot Hutton, Swing, into his movie house for three days prior to personal appearance of blonde band leader and all-girl combo. Thanks to the short, Ina drew only 200 less than Benny Goodman did at same spot. Admission was 85 cents.

Charley Boulanger, played to 1,000.

was 85 cents.
Charley Boulanger played to 1,000 at 65 cents on Saturday (15). Art Tri i scheduled for Casino on Saturday (22), while Tommy Dorsey will do a return engagement Sunday (30).

Promoter's Plaster Ties \$781 on Scranton Date

Scranton, Pa., May 18.
Counsel for Russ Morgan, orchestra leader, and Consolidated Radio Artists. Inc., last week lost out in their effort to quash the writ of foreign attachment under which a local dance promoter, had deputy sheriffs, seize one-half of the receipts during a recent annuarance herb by Morgan recent appearance here by Morgan

a recent appearance nere by Morgan and his band. Irving Hubshman, who had booked Morgan to play at a dance, had sued for \$3,000 damages, alleging that the band leader cancelled his appearance two days before the scheduled date. When Morgan came here later for another organization, Hubshman secured the writ of attachment, and the sheriffs took \$781 from the box office. Another suit by Hubshman against Morgan is pending in Federal court here, awaiting a decision by Judge Albert L. Watson as to whether or not court had jurisdiction. Morgan is a native of Scranton.

Lou Breese Shuttles from Manhattan to Chicago Another "Foolish Things"

rese, on a utile between N. 's and Chicago's French Casinos, has been set on a new record contract of 45 weeks opening at the N. Y. location Sept. 1 for CRA. Band is current show crew at the Casino Parisi Chi.

Chicago Groups Shift

Chicago Groups Shift
icago, May 18.
lock of shifting band dates around
town bei set through M. C. A.
Bernie ummins into Edgewater
Beach Hotel on June 12, replacing
Anson Weeks orchestra.
riff Williams into Aragon June 6
following Bob sby band, which
was spotted into the dancerie for
a one-week stand Rockwell
O'Keete. Red Nichols oes into the
southsi Triapon for a week on
May 28 upon completi n of stn at
the downtown College Inn.

Unknowns Into LaSalle

Chicago, May 18.

New orchestra, unknown to Chicagoans, comes into the LaSulle at the end of this month.

1t's the Harle Smith orchestra, which has been playing the Ohio time. Replacing the King's Jesters in the Blue Fountain room for the hot season.

Rushing the Spring Brought Spotty Biz Depending on Ups, Downs of Weather

Pre-seasonal opening of some of the eastern one nighter spots has had a different effect than what the

had a different effect than what the, early warm weather augured. Majority have suffered from the ensuing cold and rainy spell ith happy outlook tur ing to gloom.

Ther have been exceptions all around on particularly good weather but, on the whole, the three and four week sneak on regular preems has been a di llusion. Some bands have done very well but in plenty of other instances even names have failed to draw them out with several of the top motchers lay!

In spots where names would have helped the subbing of 'turkeys' has

In spots where names would have helped the subbing of 'turkey's has been partly the cause. Activity of namers in location jobs more distant single baliroom stands and college dates has upped the earnings of the lesser bands, but the total revenue at the booking offices has been lessened because big dough getters were busy elsewhere for less than what the one nighters would have, garnered on that good old guarantee basi

basi Two of the major booking offices Two of the major booking offices are bewailing the east's paucity of orchestral name talent. With promoters call writing and frequently begging for names to improve on their bad guesses, the bookers have been forced to peddle the tougher sales, which consequently was felt b. and home tills.

Things look to brighten within a fortnight with Inauguration of the 'regular' season which was prema-

'regular' season which was prematurely rushed.

Crosby Into Ritz-Carlton

Rockwell-O'Keefe has set Bob Crosby and his band into the Ritz Carlton hotel, Boston, for a fourweek stand. Opening date is July 6. Other engagements set the past week by Rockwell-O'Keefe are Bob Crosby, Eastwood Gardens, Detroit, the middle of August, Casa Loma, the same spot, the end of August; Del Courntey, Book Cadillac, Detroit, May 25; and Glenn Miller, Raymor ballroom, Boston, May 16. May 16.

Busse Into Theatres

Henry Busse exits the Chez Paree, Chicago, for his first theatre tour in two years under the MCA banner. Ted Lewis replaces at the nitery on

Ted Lewis replaced June 2.

Opener on house trek is Fox the atre, Detroit, June 4. Another unset theatre date follows, as does Earle theatre, Washington, on June 18.

Kay yser, one niting for MCA, hits St. Joseph, Mo., May 19; Des Moines, Ia. 20; Lincoln, Neb. 21; Sioux City. 22; Omaha, Neb. 23; Sioux Falls, S. D. 24; Storm Lake, Ia., 25, and Waterloo, Ia., 26.

Goodman Hot in Harlem

Benny Chick Webb's house played to a capacity 4,500 at the Savoy ball-room i N. Y. rlem May 12 at \$1.10 per away biz.

After doing another. 'Y niter at Roseland last night (day) band goes into theatre route for MCA, opening at Metropolitan, Boston, May 20. arle theatre, Washington and tanley theatre, itts-burgh, follow.

l Hum a Waltz

WithoutYour Love

Kitchy-Mi-Koko Isle

MILLER MUSIC, Inc. BROADWAY . NEW YORK



Sterring DICK FORAN GREATEST WESTERN BALLAD YEARS

MY LITTLE BUCKAROO

, WITMARK & SONS 1250 Siath Ave., RCA Bidg., N. CHARLIE WARREN, MI

TOPS IN THE MUSIC BUSINESS

THE YOU AND ME THAT

The No. 1 Song

Coming

GENIUS

Coming

IRVING BERLIN, Inc.

799 SEVENTH AVE., NEW YORK HARRY LINK, Gen. Prof. Manager

15 YEARS AGO (From VARIETY and Clipper)

Bessie Clayton's act and Ruth Roye shared the honors at the N. Y. Palace. Cressy and Dayne were third. W. C. Fields had his new golf skit, but not played up in billing. Skit was from the 'Follies.'

Ted Lewis moved from the Palace to the Riverside and got a better break on time, closing the first half, ven in that position he held 'em

Gallagher and Shean were playing two houses (Hamilton and Bits Street) and rehearsing for the new Follies. Gallagher lost his voice and Burns and Wallace did the act for them, G. & S. merely showing themselves.

For the first time on record a Negro musical ran a full year in N. Y. Show was 'Shuffle Along,' at the 63rd St. music hall. Previous record was Williams and Walker for 10 weeks at the Park.

Marcus Loew opened his Warfield theatre, Frisco, with about half Hol-lywood coming up to help get the doors open. Premiere was a midnite

Holding benefits in the Manhattan opera house and the Hippodrome,

Now Appearing **CLEO BROWN** ROY ELDRIDGE

And Band

"Home of Swing" In Chicago

FAMOUS THREE DEUCES

222 North State St.



Home is Where the Act is

AUTO CRUISER
COMPANY OF AMERICA, INC.
4410 York Rd., Baltimore, Md.

the National Vaudéville Artists pulled down about \$100,000 for the pair. Busses were used to carry peo-ple from the overflowing Hipp to the less well attended M.O.H.

Bert Cole, announcer on the Hagenbeck-Wallace show, had two advertising stunts on the trick. One plugged banks and the other autos. Reputed to be netting him \$20,000 a

Small carnival carried Japanese dancing girls and charged 15c, a dance. Ahead of the taxi dances.

George M. Cohan went to Boston to play in his 'The Tavern.' His first Beantown appearance in 10 years, and a knockout.

B'way shows folding rapidly, 10 going out the current period, Only two headed in.

Actors' Fund, holding its 40th an nual meeting, reported disbursemen of \$1,537,984 in charity in that pe

'Seventh Heaven' given its N. Y premiere. Over in spite of just ar average cast.

Most producers were cutting costs on next season's production. No in-centive to go on a heavy nut with business poor.

Music men gunning for General Phonograph Corp. Latter was issu-ing discs ahead of pubs release dates.

Goodman's Ptsbg. Date Finally Set After 18 Mos.

ittsburgh, May 18. Contract Stanley, WB deluxer, has had with Benny Goodman's band for last 18 months will finally be fulfilled week of June when swingster stops off for week on his way west to make 'Hollywood Hotel for Warners. Document was signed in January, 1936, with a 'when available' proviso and since that time able proviso and since that time management has been striving to get a clearance but without any success. Last time Goodman played Stanley—that was two years ago—he got \$2,800 for the date. He'll come back at more than three times that, \$8,500 to be exact:

Gene Ford to Stage Local Show at Loew's Richmond

Washington, May 18. Gene Ford, manager of Loew's Capitol here, heads for Richmond Va., June 1 to stage first all-local revue at Loew's Richmond under tie-up with Richmond News-Leader Ford has put on local shows annually in Washington and Baltimore for past four years. Richmond stunt is skedded to open June 25 and run full week. House plays vaude only occasionally.

The THEATRE of the STARS LOEW BLDG. ANN 160 WEST 46TH ST. NEW YORK Bryant 9-7800 LUBIN SIDNEY H. PIERMONT BOOKING MANAGER

Musicians Picketing Philly Niteries, Hotels

Philadelphi , May 18.
rive of Philly Musicians' Local
to unionize bands in niteries and
hotels got underway Saturday (15),
when si pickets began pacing 20th
Century Tavern. Union demands
ousting of Barney Zeeman orch,
which was union until fined in December for playing under scale.
Zeeman refused to pay and now
owes about \$500.
Picketing of the College Inn will
start tonight (Tuesday), Tomei said,
He is asking \$30 a week per man
there. Hotels where picketing will
begin in a few days are Stephen
Girard, Broadwood, Lorraine and
Rittenhouse. Tomel will hold a confab with Hotelmen's Association this
week.

Sam Kramer Sets New Aussie Vaude Lineup

Hollywood, May 18.
Sam Kramer, Los Angeles booker for the Tivoli circuit, Australia, is sending a new vaude show to Mejbourne, sailing May 26. Included are Hickey Bros. and Allee, Ted and All Waldman, LaFayette and La Verne and Herbert Los

Waldman, LaFayette and La Verne and Herbert Loe.
Robert Parrish, Negro baritone, who in Melbourne touring the Tivoli circuit, has been set to go into the new Larry Adler show opening in London in September. Parrish was discovered several months ago in an amateur contest at the Orpheum Theatre.

Ralph Wonders Becomes R-O'K Department Head

Ralph Wonders has been placed in charge of cafe and vaude bookings and the picture department of Rockwell-O'Keefe, Inc., in addition to handling radio. Harry Leedy, who supervised the picture end of the R-O'K organization, will spend most of his time on the Coast.

Danny Collins will serve as Wonders' assistant on the vaude agenting.

Marlowe Staples Dies From Trapeze Fall

Hollywood, May 18.

Marlowe Staples died from injuries received in a fall from a trapezat the Los Angeles theatre May 1.

She never regained consciousness.

Saranac Lake

By Happy Benway

By Happy Benway
Bridges Theatre Corp., Ausable
Forks, building a new theatre replacing the one recently destroyed
by fire.

Tom (Four Diamonds) Diamond,
and daughter, Joan, ogling wife and
mother at the Trudeau San.
Joan Mitchell (Hollywood Res.,
N. Y.) week-ending and eyeing her
sister, Patricia, at Trudeau.
At the annual meeting of the
Good Samaritan Club the following
officers were re-elected: Mrs. William (Mother) Morris, president,
Rev. Father Blais, first v.p., and
chaplain, and Happy Benway, executive secretary. At this meeting,
Rudy Plank, who is connected with
the Will Rogers hospital, was admitted as a life member for his untiring work for the showfolks.
Eddie Ross (Four Clarton Boys),
who took lotsa stages of that 'rib'
op, will be Broadwaying soon.
Write to those you know in Saranae
and elsewhere who are sick.

Nitery Placements

Chill Wills and Avalon Boys are at Hollywood Knickerbocker Lounge, Hollywood.
Frank Folfo and John Hickok are opening the Seven Seas in San Francisco. Formerly operated the Cherokee House, Hollywood.
Del Courtney band, Freda Sullivan, Paul Gordon, DeMar and D'Andre; Netherlands Plaza, Cincinnati.

nati.
Ray and Grace MacDonald, dancers, Savoy-Plaza hotel, N. Y.
Lita Moya, dancer, Club Gaucho,

Lita Moya, dancer, Citto C. Lita Moya, dancer, A. Chenry Dick, dancer, A. Chenry Dick, Regis hotel, N. Y. Chenry Weil, singer, to Hal Hope's band, Montclair hotel, N. Y. Jim Moorehead, pianist-si Hickory House, N. Y. Don Hooten, novelty, Syracuse hotel, Syracuse.

Unit Review

Manhattan Serenade

Manhattan Serenade

(CAPITOL)

Atlanta, May 16.

Arthur La Fleur's spectacular human top exhibition is one of the best acts ever to hit Cap's stage, and audience reaction at opener was tremendous. La Fleur is a polished remendous. La Fleur is a polished performer and forgs and his iron new spinning trick with a muscular grace that is amazing.

Following his ring work, La Fleur's assistant, Mary Reap, a contortionist, goes through a routine of bends, Girl is possessed of a 'contortion back'. La Fleur then does his iron jaw stunt, practically among the flies. He does a fast spin, starting himself off with a push from the guy wires and then slows down to the point where his body is barely the point where his body is barely to the point where his body is barely to the point where his body the bendant of the picks up speed.

Dwan Sisters (Gertrude and Bunny) open show with a tap routine, followed by Helena Hayes, singer, who warbled 'Sleepy Time Down South' and 'Is It True What They Say About Dixie?'

Singer is followed by Sid Berner, mimic, who uses mike to give credit-

Singer is followed by Sid Berner, mimic, who uses mike to give credit-able imitations of Boake Carter, Lou Holtz, Leo Carrillo and Bob Burns.

Holtz, Leo Carrillo and Bolo Bulns.
Clarence King, aided by his wife,
Helena Hayes, and daughter, IIyear-old Marie, are on next in a
balancing act. High spot of act
comes when King, on his back, supports two Dwan Sisters and Mrs.
King on bar across his feet and
hoists Marie in his hands at same
time.

time.
Following a tap dance by Bunny Dwan, Red Taylor, washboard syncopater, and his three hilbilly aides, J. W. Pitts, banjoist; Otis Yeomans, guitarist, and Lowe Stokes, world's champion one-armed fiddler, occupy stage for II minutes with mountain tunes and some pert hoofing by Taylor.

Taylor.

Billy Morasco and Carle Hayten, comedy team, are on next. Femme comes on in one and Morasco is out fire, he clambers onto stage and audience discovers he has skates on After more chatter, Morasco goes into a tap routine on his skates.

Funsters are followed by La Fleur and Mary and finale, during which performers come on, act at a time, and take a bow. Show takes 44 minutes and tempo picks up after the slow start due to three singles at opener.

Unit is owned by Page 19.

at opener.

Unit is owned by Ross Russell and has, 18 in company, five of them being bandsmen, to augment house's seven tooters.

Pic is "Midnight Court' (WB), and biz not as good as usual.

Lucc.

Nitery Review

TOWN CLUB

(CHICAGO)

(CHICAGO)

Chicago, May 12,

Hottest all-colored show of the year is the reason for capacity all-night sessions at this spot, located in Cicero, just outside Chicago city limits. Club is a highly ornate affair, done in modern motif, with seating for 380, not counting those at the large circular bar just inside the door.

large circular bar just inside the door.

Bar, expansively decorated, is important; made so by a couple of personality bartenders and a singing team under the name of Al and George. Latter do the type of songs that induce a stop for a drink.

Main show has Billy Mitchell, old-time colored mc. and comic, as head-liner. Boy with the perpetual cold, sings, dances, and is back later to do double numbers with Ethel Wilson, a hot singer, who also has her own spot on the program.

There is no distinctive line to

a hot singer, who also has her own spot on the program.

There is no distinctive line to divide singers from dancers; everybody does both. But hot. Ruby Mason triples by playing an accordion, and Three Stepp Bros. specialize in fast acrobatic routines that set them up as one of the top trios in Show as backed up by Ruben Brown, mc, and a six-girl line led by Mary Bruce, each of the girls doing solo specialties on their own. Whole thing is framed as a revue, rather than just a parade of acts, and Billy Rankin, whose early training came from Ike Bloom, is to be commended for his excellent production, as well as the way the club is Manimum here is \$1, not too stiff considering a terrific play from performers working in town. Sam Henderson's is the okay orchestra.

Nother Strike Threatens At Phlly's Arcadia-Int'l

Philadelphia, May 18.
Art Padula, entrepreneur of Arcadia-International nitery here, thought his troubles were over when he reached an agreement with striking waiters, cooks and bartenders, and they went back to work May 10.
But Padula claims he discovered one of ringleaders of strike in locker room smoking when he should have been waiting on tables, and fired him two days after he went back to work. Union threatens more trouble unless he is put back on job. Matter will go to arbitration as soon as permanent arbiter is chosen. Sides will meet today (Tuesday) to name Judge. Gerald F. Piood to the post, if he is willing to accept. Philadelphia, May 18. willing to accept.

Portland Getting 'Nother House for Fan Dancers

Portland, Ore., May 18. Portland, Ore.; May 18. ivoli theatre is being redecorated for the purpose of giving the burg a new vaude spot. Only spot in town now playing vaude is the two-bit Capitol, which has been doing a bonanza biz.

There's a definite angle to the b. o. success of vaude in these parts. Headliner has to be some sort of a fan or bubble dancer, with or without trimmings.

MILTON

BROADCASTING AND RADIO LU.

Exclusive Management
WILLIAM MORRIS AGENCY
European Representative
HENRY SHEREK

"One Man Swing Band"

OPENING MAY 19 PARAMOUNT, NEW YORK

into 18th Week,

Mgt. RUDY VALLEE CORP., N. Y. C

ALWAYS WORKING WHITEY' ROBERTS

Now Booked PORTLAND, MAINE and AUBURN, MAINE

AGENTS

Everyday, Convalescent Greeting Cards In Boxed Assortments Very Liberal Commissions Write for particulars DOROTHEA ANTEL 226 West 72nd St. New York, N. Y.

Show People All the World Over Will.

Be Interested to Know That

SIDNEY FISHER THEIR

(Formerly at 29, Wardour Street)
to Now Located at More Commedious

Fremiess at

75/77, Shaftesbury Avenue

PICCADILLY, LONDON, ENG.

THE SHOW PEOPLE'S

LINDY'S

LEICESTER SQUARE

HALLIDAY and CLARK

DANCERS DELIGHTFULLY DIFFERENT

THRU DERBY MEET, BROWN HOTEL, LOUISVILLE, KY.
Mgt. HARRY KILBY RADIO CITY, NEW YORK

VAUD'S NEW SUMMER LOW

Marcus Show Click in N. Z. Hypoes Sir Ben Into Vaude Revival Plans

New Zealand, April 27.

New Zealand, April 27.

Advent of the A. B. Marcus troupe in Auckland had the crowds lined up for hours waiting to buy seats at \$1.50. House was completely sold out for premiere and capacity biz has been the rule all along. Show goes on a dominion tour covering Auckland, Wellington, Christchurch, Dunedin and the smaller centers. Sam Snider and George Dean came over for the premiere, and A. Ben Fuller travelled from Suva with the troupe. Snider-Dean are in ith the Fullers on the tour here and in Australia.

Sydney, April 27.

Impressed by the A. B. Marcus show success in New Zealand, Sir Ben Fuller declared that he's coming back into the vaude-revue field. Sir Ben said he proposes leaving for America in June or July to seek suitable attractions for the contemplated circuit.

suitable attractions for the contemplated circuit.

Explained that the circuit would not be as large as the one he operated in the old days of vaude, but would gradually grow into something worth-while. About the time. Sir Ben leaves for America, his theatre here, Crystal Palace, should be completed. A pic policy opens the house, but other attractions could play the spot if required.

'37 Philly Nitery Season Best in Years Despite Late Slump: More Spots

iladelphi , May 18.

iladelphi , May 18.
itery business here in season now
drawing its shutters was best in
years, both in number of spots working and size of take. Healthy number of new swizzle and jig points
hung out shingles, with usual percentage of floperoos, but large quantity that managed to survive is probably surprising even the manager thambles.

tity that managed to survive is probably surprising even the managers themselves.

Despite a suden letdown in gross during past month, several spots which ordinarily pull the curtains to duck the heat have decided to give the summer months a whirl this year. They are hoping for an influx during Philly's celebration of the 150th anniversary of the signing of the Constitution. Among those set on continuing during the dog days are 1214 Spruce and the Walton Roof.

Two places situated to profit by the heat and which already have felt an upswing are the Anchorage and Evergreen Casino, both with di ing terraces and open-air dance floors. Reason suggested by some observers for sudden flop in take during past month is the satiation of habitues with padded checks and clusters of girl 'entertainers' who not too subtly suggest they be bought drinks oth of these practices have been developed to zenith by many opshere during past season.

BILLY ROSE ENGAGES ACTS FOR TWO EXPOS

The Pat Rooneys, Sr. and Jr., plus Janet Reade (Mrs. Rooney, Jr.), have been set by Billy Rose for the Pioneer Palace at the Ft. Worth Frontier Days Celebrati in Texas. opening the end of June. Curtis & Allen agented.

C. & A. office also set ay Huling and Seal and Walter Dare Wahl with Rose for the Cleveland Expo's Aquacade, opening May 29.

Daniels' New House

RKO Signing Acts

RKO is optimistic about its vaude time next season and has an easy signatured two acts for fall openings at guarantees of four weeks each. Circuit, however, doesn't it the theatres in the contracts.

Acts signed are Buster Shaver and Olive and George Brasnow, and Olive and George Brasnow, and Cass, Mack and Topsy, both agented by Max Tishman.

ROSENTHAL'S **PARIS DATE STYMIED**

After securing passports and com-pleting all arrangements to sail for

After securing passports and completing all arrangements to sail for a Paris engagement under contract with Edmund Sayag, it is doubtful whether Harry Rosenthal and his orchestra will make the trip. Planist-conductor expressed disappointment over breakdown of financial stipulations on the French end.

Rosenthal was booked through Irvin Marks for a minimum of six weeks at the De Luxe, Paris: When the contracts were signed by the musician and returned to Sayag, Rosenthal advised the French manager that he wanted two weeks alary for himself and the band, also return transportation, being paid in advance. Amount involved approximated \$6,500. Sayag refused, thereby embarrassing Rosenthal, who had terminated an engagement at the Merry-Go-Round, Nr. Yr hight spbt, and had engaged musicians for the foreign date.

Cotton Club Revue, with a company of more than 50, has been rehearing also in anticipation of appearing in Paris during the exposition and also booked by Sayag. Reported the date is also dependent on advance funds from Paris.

Benny the Bum Seeks 20G Via Script Plan

Philadelphia, May 18,
Benny the Bum, who has been in financial difficulties almost since the day he moved to his huge new place December 25, is wig-wagging an SOS to friends for a quick \$20,000 in cash to shoot the wolf.

Scheme has been worked out to raise the money by issuance of certificates in \$100 and \$200 its.
Customer buys a certificate and drinks, has been reported that holders of the paper get a discount on their checks, but the Bum denies it. He said \$8,700 worth of certificates that have already been sold have. it. He said \$8,700 worth or call have already been sold have all been bought by friends and all

go at par.

Part of the money under
Benhy's new deal is going in the
interest of a bigger and better show
to attract class clientele during the

Tice Follies' Adds Ace Det,
Figure Skater to Cast
Detroit, May 18.
Moritz Ice Follies' unit, headed
by Kit lei and currently at the
Michigan theatre here, has added
Genevieve Trojan, Detroit's ace figure skater, to roster. Miss Trojan is
the second local skater, to turn pro
in recent weeks. Ted Harper now
working working flicker.

Seattle, May 18.

tarting May 28, Joe Daniels'
booking office will expand to clude an additional vaude weck at the Risoli; Portland.

Mrs. Joe (Pearl) Daniels is breaking into the booking biz as assistant to her hubby.

ONLY 13 WEEKS **AMONG 4 MAJORS**

Paramount Now No. 1 Stage Show Circuit Weeks-RKO at Its Lowest Level with 2-Acts and Agents Turning to Rooms

MEBBE BURLY SPOTS

Major circuit van it a new low this summer. total of only 13 weeks, ivided between Paramount, Loew's, Warner

ith only two weeks, hits a new bottom for what was once the No. I vaudeville circuit.

new bottom for what was once the No. I vaudeville circuit.

RKO's two weeks will be the Palace theatres in Chicago and Cleveland: Loew's also has two weeks open for the dog days, the State, N. Y., and Capitol, Washington; WB's time this summer will consist of the Earle theatres in Philadelphia and Washington, plus the Stanley, Pitsburgh. Paramount is now the No. 1 stage show circuit, with six weeks, including the Palace and Oriental, Chicago; Michigan, Detroit; Metropolitan, Boston; Shea's, Toronto, and Loew's, Montreal; booked by Harry Kalcheim and Charles J. Freemanout of New York. Besides, there's the Paramount on Broadway, but this is almost strictly a name band house rather than vaude.

Besides the four majors, two more ace spots are booked in New York. These are the Roxy, with Fanchon & Marco bujung the acts, and the Radio City Music Hall, for which Leoniouf, producer, sets the talent.

oni, producer, sets the lateful "Great variations of major circuit vaude time this summer puts it directly up to the acts and agents to find a new source of income in the niteries. A number of acts, in fact, have already begun, re-routi ing themselves with this floorshow work in view.

in view.

Only bright aspect to the situation is the possibility that several of the former burlesqu houses in New York, shut down a couple of weeks ago by License Commissioner Paul Moss, will turn to vaude. As yet, however, none of them have received licenses to show variety entertainment.

WB Experimenting With Names in Philly Nabes As Gauge for Summer

Although Fox Theatre has washed un stage shows for the summer. Thursday (13), Warners is conducting an experiment that light mean further vau show activity It is moving

Sally Rand, whose unit completed a week at the Earle last Thursday, moved out to the Allegheny theatre in Kensington (northeast section) following day for a two-day showing. Allegheny has been running vaude three times a week, but distinctly not of big-time calibra although 15 years ago this house was a front ank two-a-dayer. In the meanti the Fox is conting with only orchestra and organ features. Fay's is still undercided as to closing date, are pects to make the grade all summer.

Long Tack Sam Okay After Op in Australia

Liez, Australia, May 18.
Long Tack Sam, Indian head of standard American vaude act, underwent an operation here last week.
Condition is okay.

Flippen's Radio Ams Set to Tour **Loew Vaude Theatres by Sponsor**

Bonus

tandard comedi , booked a New York club date, was advised at the last minute that he would have to double as mc. Chairman the enterment committee promised him an extra something for the added work.

At the payoff, 50c was tagged onto the comic's salary.

PITT NITERY OPS PLAN TO END **COMPETISH**

check cut-throat

competition ip-toting to mi imum, owners in Pittsburgh are organizing, irst meeting was called by Gerry O'Neill, manager of William Penn hotel, and 11 of town's leading spots resentatives who signified sent willingness to string along.

sent resentatives who signined willingness to string along.

Efforts will be made to establish uniform mi imum checks or cover charges all over city, with an eye to eliminating two and four-bit competitive spots.

Cafe men have iscovered that it's not been easy to do away with prohibition habit of customers carrying their own liquor and idea is to fix a corkage price that will make that practice unprofitable. At present, some have corkage charges and others don't, but in most cases it's only 50 cents, sometimes less. Organization Intends to shoot that tap sky high in effort to break up hip-toting altogether.

Sm ller niteries are refusing to go in with organization, claiming their trade in no way conflicts or compares with that of class spots.

NITERY STRIPPER PEELS OFF \$100 FINE IN DET.

Deiroit, May 18.
Fine of \$100, or 90 days in jail, was dealt out Friday (14) be riness.
Chang Lee, stripper, arr sted two weeks ago in the opening shot of a police cleanu ar on local niteri
She paid the ne and was ithen ordered to leave town immediately.
Manager said she is booked for two-week stand in Cl innatt.
Second indecency charge, lodged against dancer following a second arrest, the next night, as dro

Fetchit to Finish Philly Date, Crash Interrupted

Philadelphia, May 18, tepin' Fetchit, who was hurt in auto smash several weeks ago, will make, first appearance following releas 'from Harlem hospital, New Yor, at the Earle here starting Friday (21). Fetchit, playing the Had appeared for two days now will finish out the week.

Delmar's Borscht Spot

Harry Delmar is set to produce the shows at Grossingers in the Cats-kills. Ken Nichols will write them. Deal was closed last week. Fanchon & Marco had the spot last year. Delmar now picking chorines and

Loew's will start slippi Loew's will start slippi its New York audiences: a commercial. stage show starting next week under the guise of a radio broadeast, Will tour Jay C. Flippen's amateur hour on station WhiN, which is under Oxydol sponsorship, different Metro-politan theatre every Tuesday night, the broadcasts taking place from the stages an in view of the payces.

Amateur hour in the past has been broadcast strictly from Loew's Ziegeld on Seventh avenue, but Loew's is now figuring it as a b. o. builder-upper in those houses equipped with stages but without vande for

time.
First house, other than the leg-feld, the show will play will be the Paradise, Bronx, next Tuesday (25).
Following week broadcast will be held from the stage of the Valencia, Jumpice.

Some years ago Loew's attempted some years ago Loew's attempted commercially-sponsored stage shows, not broadcast but partially paid for by radio advertisers. Payees, how-ever, soon showed they wouldn't stand for living advertisements and the commercial shows were dropped.

In the instance of the Flippen show, only the theatres benefit financially. Neither Flippen, the ams, nor the sponsor of the broadcast get any share of the grosses in the Loew houses.

N. O. Archbishop Hits Niteries' Lax Morals; Station Bans Stripper

New Orleans, May 18.

New Orleans, May 18.

Strippers, nudity and drinking in New Orleans niteries were scored last week by Archbishop Rümmel in an address before several thousand. Catholic Sodality groups, when he charged that the city administration was neglecting to correct morul conditions here.

'We are short-sighted indeed,' Archbishop declared, 'if we cleaning up our city streets and boulevards and at the same time neglect to maintain decency in our moral life.'

The new club LaPlace, hot spot near here, was jerked off the air by WWL, operated by Loyola university, because a stripper was featured in the new floor show Thursday (13). WWL lost no time in making it known that it would carry no broadcast from a club that featured strip teasers, and the club came right back with the announcement that it would feature no dance that did not never with the approval of all concerned.

So Patsy Filmore opened and

corned.

So Patsy Filmore opened and closed in one light. She was replaced by Shirley Gay, acro hoofer.

PHILLY'S SEMI-ANNUAL VICE CLEAN-UP BEGINS

Operators of all niteries with shows have been ordered to a in his office Friday (21) by S. Davis Wilson as the openi of Philly's semi-annual

of Philly's semi-more clean-up.
Proprietors and managers told by Hizzoner just what they can have and what they can't have the "ay of entertainment. He nonneed in advance that female i personators are nixed, and definitely. Child entertainers, ither night or are also out.

nyo also bas ordered the city's police captains to check serving of drinks to minors in tap rooms and ite spots. Inspection of dance was also demanded.

Jane Froman to Chi

Jane Fro an is set for the wee June 18 at the Palace, Chicago, William Morris office agented.

MUSIC HALL, N. Y.

Mr. Rockefeller's big house has one of its best shows on the platform this week. With 'Shall We Dance' (RKO) week. With Shall we bance (1800) on the screen, house program plotters probably figured on a holdover or two, so gave the show a bit more attention, meaning a sweet job all around and a lineup which will get

around and a lineup which will get custom return. She trible, with Leon Merry May after a first production credit documents by Marco Montedoro, Willad Costumes by Marco Montedoro, Willad Van and Alfred Stern. Just as well that they all get their bows in early; they deserve 'em.

First item is 'Circus Is in Town,' meaning Cilly Feindt and her excellent white horse, followed by Nicholas Daks and the Corps de Ballet. In the Company of the Hall's ballet, has her revenge on the Rockettes this week. The All the Company of the Hall's ballet, has her revenge on the Rockettes this week. If must bother her to have people constantly talking about how good the line is. So this week the ballet dranger in the Company of the Compan

by mintary costumes and Leibert at harliler.

Fore and aft are Richard Leibert at the organ, as usual, the newest 'March of Time' and Erno Rapee leading the orchestra through George Enesco's colorful, if reminiscent, 'Rumanian Rhapsody.'

Judy sequence has in its cast a crocodile and Devil for added spice. Second bit is a truckin number by a puppet, guided by Trent on stage, and in full view. Showmanly act, adaptable to many types of stage shows, and apparently a natural for niteries.

shows and apparently a natural tor niteries.

Mariori, clever, youthful femme juggler, has a conventional, but extensive bag of tricks, but does not sell them with the finesse that marks more experienced acts.

Best of the finesse that marks more experienced acts to the standard that the band unit. As usual, settings and lighting are tops; and production up to standard.

All in all, the stage supplies the film customers a pleasant interlude between pix; but "Turn Off the Moon! (Par), requires more support. Fox.

ROXY, N. Y.

ROXY, N. Y.

Little b. prospect in the current bill. Film is Speak of the Devil' (GB), and the Sage shows; lust a toutine dish from the Roys Just a toutine dish from the Roys J

neights, winding up with simple tap routine. One funny idea, with variations.

Four Comets, mixed roller skaters, keep the action whirling with variations of the kind. Have a few fairly complicated variations but need flash finale and more showmanship to make the stuff look tougher.

Chester Fredericks and Gloria Chester Fredericks is no for solo repeat with several unusual hoofing rovel. Fredericks is on for solo repeat with several unusual hoofing gyrations. Boy is a comer.

Bobby Thompson, irl hoofer, sports a stunning costume. Errs in trying to sing. Gae Foster girls have three routines, inevitably on the Coronation motif.

Wintergarten, Berlin

Berli , May 3. Between Spring and the circuses

wintergarten, Berlin
Fore and aft are Richard Leibert
March offin as usual, the newest
March offin as usual, the march offin
Manapady:
MET, BOSTON

Boston, May 13,
A long series of orchestra bookings
at this de luver has earned for the
Met stage such trick nick-names as
it its lose luver has earned for the
March offin as the series of the series

EMPIRE, PARIS

Paris, May 3. Variety and entertainers of a be Variety and entertainers of a better caliber bring this offering closer to the first-class show promised when Jules Marx reopened the house a little more than a month ago. Some of the acts fall into the seen-too-many times, or some of the acts fall into the seen-too-many times, or some of the acts fall into the seen-too-many times, or some on the seen to the seen too many times, or some of the seen to the seen

show here, but they pull on, and this spot.

Suzette and Casser, girl acrobatic pianist, follow. Playing while bent over backwards standing on the piano wins approval.

Elroy, minus his arms, works entirely with his feet. Such tricks as shooting a gun, drawing a picture, uncorking a bottle and playing a trumpet.

shooting a gun, drawing a picture, uncorking a bottle and playing a trumpet.

Marguerite Gilbert follows with a mixture of songs and imitations that pulls applause steadily. Songs are of the type liked by the localites and she imitates male voices unusually well. Attempt at consumity sing at wind-up falls flat.

Walter Powell and Edy Were bedden and the Cirque Medrater Powell and Edy Were bedden and the Cirque more easy ones and a backward somersault.

Mauricet is one of the big names in Paris music halls and his ability to grab laughs seems to be going on forever. His poetry about world events and celebrities always goes well. Les Aurora, three men, one woman acrobatic bicycle riders, wind up the first half. He had bedden and the state of the state

violinist M. Inoumet, prize winner, the control of the control of

Dord Am clicks with his singing of all four parts of the quartet scene from Rigoletto.

Cappella and Veronique are the most graceful pair of dancers seen. recently in this type of house. Cappella has looks aplenty and her slim body moves in an unlabored flow. Iya offers some well-liked per offers some well-liked per offers. Les Liazeed again prose that they are the state of the seen of the slide of the seen of the slide of the seen of

up the great bulk of variety bills these days.

Picture is Turn Off the Moon' (Par). Business wasn't so hot at the last show on Friday, and indications are that business will continue on the meagre side all week. Gold.

TOWER, K. C.

TOWER, K. C.

Kansas City, May 15.

If house wants to get out of the family trade classification a few more acts like Harry Sayoy and Garner, Wolfe and Hakins should make the control of the family trade classification as the indigence of the control of the cont

STANLEY, PITTS.

Pittsburgh, May 14. Marquee being shared this week by Benny Meroff and Phil Regan Neither particularly a b.o. name, but Paul Muni and Miriam Hopkins on the screen in 'The Woman I Love' (RKO) should take care of that end,

STATE, N. Y.

irst theatre date Paul Whiteman has played in some time, and the first time for the ace bandsman in the number one Loew house. He provides excellent musical diversion and a varied program in which the specialists score. Notable that there are no femme entertain.

sion and a varied program in which the specialists score. Notable that there are no femme entertai the outfit, and they are not missed, Having come from, a four weeks' dafe at the Drake hotel, Chicago, Whiteman is scheduled there for a theatre date after playing Washington. The band then heads for Fort Worth for a second summer. Arrangements call for Whiteman's apprior to the opening, Jame 20.

For the State showing at the wast outlined for one how how at the state of the state showing the consistency of the shows daily, with a sixth agreed for Saturday and Sunday. There are 27 men batoned by Whiteman when he opens with strains from the inevitable but always welcome Rhapsody in Blue. Plenty of strings used, there being nine fiddles and; two cello, plus a bass.

Corking semi-classical medlev

Corking semi-classical medley, "Waltzing Through the Ages, included Blue Danube," Merry Widow," Good Old Summertime" (with a street band interlude) and Three o'Clock in the Morning, "Danube seems the favorite, judging from the audience response. Only one comedy dash from Goldie, the trumpeter, The warphers, Bob Lawrence and

audience response. Only one comedy ask from Goldie, the trumpeter, edy dask from Goldie, the trumpeter. The warblers, Bob Lawrence and James Brierly, are given billing along with several musicians who have been with Whiteman for years. At least another deserves the same on merit of performance. He is Al Goliadoro, a marvel with the saxophone, also playing a hot clarinet. Goliadoro's fingering of the stops thous, also playing a hot clarinet. Goliadoro's fingering of the stops (Goliadoro's fingering of the stops) and the stops of the

CAPITOL, WASH.

Neither particularly a D.O. name, but Paul Muni and Miriam Hopkins on the screen in The Woman I Love (RKO) should take care of that end, and, once inside, there'll be no complaints from the customers.

Meroff on his own is show enough, and Regan's tossed in as an added attracti. Irish tenor, who's come along rapidly since he made his air debut in 1932, works in the middle of the band act with a male accompanist at piano, and slings a flock of ballads across the platter with true Erin fertor. He has an unprofessional manner, always a selling point for a performer, and good vocal-equipment that he sells with an engaging self-effacement and good vocal-equipment that he sells with an engaging self-effacement and could have taken a couple of added encores, but smartly bowed out at the peak.

Meroff has a new rhythm style the price of the bight of the self-gaing self-effacement and could have taken a couple of months ago. Trisc called 'Jibe' and an offshoot of swing that goes in for even more stinging wood-wind effects. A modification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-out jam, it's paced by Sal Franzella, Meroff's new clarification of out-and-ou

EARLE, PHILL:

Philadelphia, May 14.

Freezing or sizzling, sunny or moist name-bands pack Philly houses, as is demonstrated again with appearance of Guy Lombardo and Royal Canadian crew on Earle stage. Featuring on screen, 'Way the company of th and ROYAL CARAGIAN CREW ON EARle stage. Featuring on screen, Way Out West (Metro), with Laurel and Hardy, who have a fair Fhilly following, house was nicely occupied when caught at 11:30 a.m. opener Friday. High school and college kid crowd was out in force, but there was also a healthy sprinkling of older heads.

Friday. High school and college kid crowd was out in force, but there was also a healthy sprinkling of older heads.

With only two extra attractions in Lombardo unit, show is a little shorier than usual, and seems to end all too quickly. Could have well as the control of the country of the

HIPP, BALTIMORE

HIPP, BALTIMORE

Baltimore, May 14.

Mild show at Hipp this week with four acts using up 44 minutes, in which to sell the customers some rather punchless doings. Featuring Tito Guizar, in the deuce spot, Rest of bill has Three Kitaros, Ross and Bennett and the Mattison Rhythms. Construction of the Mattison Rhythms. The construction of the Mattison Rhythms of the Mattison Rhythms, dance flash, morking son and dance full stage and was of the Mattison Rhythms, dance flash, morking full stage and made up of four girls, the O'Connor Twins, Leo O'Neill and a boy singer, close mattison goals and son Rhythms, dance flash, morking full stage and made up of four girls, the O'Connor Twins, Leo O'Neill and a boy singer, close mattison goals and son speer, close mattison goals and shape with a fast move the propers of the Mattison Rhythms, dance flash, working full stage and made up of four girls, the O'Connor Twins, Leo O'Neill and a boy singer, close mattison goals and shape with a fast move of the Mattison Rhythms, dance flash, working full stage and made up of four girls, the O'Connor Twins, Leo O'Neill and a boy singer, close matis in good shape with a fast move of the mattison and a boy singer, close matis of the mattison of the mattison which he sells capably.

Picture is 'Thunder in the ity' (Coi)' plus Dionne Quintuplets

The property of the series of a married vaude from property of the series of the series in good as hape with a fast moving hoofing session. O'Neill, in two separate spots, comes through, with some okay routines which he sells capably.

Picture is Thunder in the lity (Col) plus Dionne quintuples (Pathe) in an entertai ing short.

Burm.

ORPHEUM, L. A.

Los Angeles, May 12.

Elaine (Barrien) Barrymore will have to get new material or at least, some kind of a sketch with comedy lines and situations, if she is to continue in vaude. The Ariel, who made and we spaper history in her pursuit of Calabarn, makes, her local vaude debut here at the Orphoum, topping the lowers in billing, but occupying the lowers packet in point of performance.

Ex-Mrs. John Barrymore is appearing in a one-act sketch tilled Franz playing the lead role opposite. It's a weak yarn bullt around the personal battles of a married vaude feam, with the scene laid in a dress. It's no fault of MacQuarrie's mean of the lowest good a job as could be eam, with the scene laid in a dress of the specied considering the material he has to work with. Miss Barrie fails to display any unusual histrionic ability and aside from what draw her name and her matrimonial ex-

ploits may have, she is hardly suited for vaude, even in this decadent pe-riod of variety. Act laid an egg at today's opener, despite a fairly well-filled house, and the headliner failed to draw even a single bow.

Act laid an egg at today's opener, despite a fairly well-filled house, and the headliner failed to draw even a single bow.

Holding over at the Orpheum for a second week, and scoring decisive, the contract of the contract

sults, what laffs.
Screen (Metro) (GN). 'Mama teps Out'
'23½ Hours Leave'
Edwa.

Embassy Newsreel, N. Y.

The Coronation and the hold-over clips on the Hindenburg disaster dominate the otherwise dull news-reel panorama this week.

The Coronation and the hold-over clips on the Hindenburg disaster dominate the otherwise dull newscelp anoram this week's desired to the constitution of the coronation of the cremony opening day (Friday), showing instead portions of the rehearsal of the ceremonies and stock shots of the Royal Family. Embassy advertised the King's Coronation speech, but this was covered by Fathe and Paramount only by showing folks, listening in on gradient of the company carrying the riginored the company carrying the proadeast. Pathe also inserted still photos from childhood up of the new king, while Metro has some interesting footage on the reunion of the Duke of Windsor and Mrs. Wallis Simpson. Shows the ex-ruler despite only the coronation of the present Roosevelf telling a fish story in Galveston, Pexas (Metro) and the San Francisco hotel strike (Universal), are about the only other portions of the reels this week which can be put into the spot-news class. The excellent Fox and Paramount shots of the actual explosion of the Hindenburg are augmented to coronation of the investigation proceedings at Lakehurst.

Pemmes are well taken eare of by extensive street, bridal and beach fashion shots by Fox and U, and that just about ends the interesting celluloid in this week's melange feets are stock or routine clipper mented by a travelogue covering Scho.

DENHAM, DENVER

Grand Central, N. Y. (SHORT FEATURES THEATRE)

rand Central theatre (located on per train level in the Grand Central Terminal) enjoyed a swank opening attended by social celebs, industry representatives and the presi on May 11. The theatre, which is the largest regularly operated newsreel house located in a railway station in world, opened its doors to the public the following day, running on a 9 a. m. until midnight schedule.

a 9 a. m. until midnight schedule.
While the new spot will not depend strictly on newsreels for its programs, much of the screen material will come from the news week-lies of which four now have been contracted. Of the remaining time on the 50 to 60-minute show sked, cartoon comedies, travel novelties or outstanding short features will be used. Thus, on the opening bill, besides the selected clips from the newsreels. The Servant of the People' (Metro deluxe two-reel historical-dramatic subject), and a cartoon comedy rounded out the screen fare. Theatre naturally expects its big

lead-transatic subject) and a custom comedy ounded out the screen are. Theatre naturally expects its big groses to none from the quick turnious, brief programs and long grind since the cozy house seats only 242, with room for more than 70 standees. Besides catering to the travel public, with the management counting on grabbing its share of about 330,000 persons passing through the terminal daily, the Grand Central naturally will benefit from its close proximity to numerous hotels and east side office buildings in the neighborhood strain the season of the control of the

of the screen.

Auditorium section is framed with
a background of pine boards, designed to earry out the restful atmosphere. This unusual motif is the
idea of John Sloan, of Sloan & Robertson, architects for the house, and
president of the theatre operating
company. Sloan also is identified
as a commissioner of the state reacing
board. This of the state reacing
board. This of the state reacing
board the s

Central station.

The lounging room, immediately off the entrance to the theatre proper, is decorated in novel fashion by Tony Sarg. With the new theatre already pointed out by permanent signs throughout the station, the management expects this lounge to be a central meeting place for those having appointments to meet friends in the railway depot. David Dubin, veteran showman and exchange executive, is theatre manager. Wear.

SCALA, BERLIN

SCALA, BERLIN

Berlin, May 3.

With Scale closing down anyway for June and July, the management wis playing cautious with a light. The Four Gate the other without the tricks make good No. 1 stuff, but not to well sold. In the deuce is Terra, rapid-fire modeller, where saily tuinible brag to sciupt Wagner in one minute. The medical power in the control of the casily fulfills brag to sciupt Wagner in one minute. The medical power in one minute. The medical power in one minute is a superior of the casily fulfills brag to sciupt Wagner in one minute. The medical power in one minute is a superior of first half with comic gabe in the platform, finishing a somersault. The platform, finishing a somersault, and the platform in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a somersault with comic gabe in the platform, finishing a subject of the platform, finishing a somersault with the comic gabe in the platform finishing and the platform, finishing a subject of the platform finishing and the platform f

billed as the Comedian Harmonists. They croon and harmonize, adding hefty chunk of refined clowning, which clicks big. Open with Beautiful Blue Danube, doing in all two sentimentals and two comics. Stamping and palming bring them back of the compact of the comp

STATE-LAKE, CHI

Six crack acts, and two routines by house line make up the best bill this house has seen in many months.

Opens with a not too entertainty of the content of

LOEW'S MONTREAL

Montreal, May 16. Harry Anger, working with somewhat scanty material and lacking variety, puts over fast-paced, smartly-costumed show here cur-

Follow Up Comment

(Continued from page 44)

increasing lack of woman-appeal news has not already done so. Doubtful if 'Hyms of All Churches' belongs on this program, destroying any build-up the rest of the show gives. It lacks vitality, other two shows on the hour 'Betty and Bob' and Betty Crocker's cookery session—are splendid models of their kind. Former, now as ever, sets a standard for housewife appeal, with mystery, intrigue and domesticity. Betty Crocker's food talks are nicely done.

Informal than the Britishers.

John McCormack, having retired, and given up singing forever and a day, duly appeared on the Bing Crosby Kraft Music Hall hour and sang a couple of numbers. Numbers weren't important, nor for that matter the fact that he had come out of retirement at his very first moment after announcing it. What counted was the fact that the Irishman was in rare good humor and had himself a royal good time all through the program, clowhing with Crosby, Bob Burns' and Lionel Stander in no amateur manner. It was good tun throughout, and, if was good time all through the program, clowhing with Crosby, Bob Burns' and Lionel Stander in no amateur manner. It was good time throughout, and, if was good time throughout, and, if was good time throughout, and if we will be shift over to some other branch of the biz, he might consider being an me. He could get away with it.

Phil Baker has dug himself up a

or the biz, he might consider being an m.c. He could get away with it.

Phil Baker has dug himself up a new comie named Shimen Ruskin. Shimen comes from Yiddish legit by way of WPA to the current east of 'Having a Wonderful Time' at the Lyceum, N. Y., and appeared on the Baker program for the fourth time Sunday night. He has only a minor bit in the play and had just a line or bit in the play and had just a line or had a healty chunk of dialol Sunday night and handled it well.

Nothing unusual in his delivery on the air, striking very much the same key as other Jewish eomics, but that's a fault of the dialog, which was none too good. He got his points over and helped the program considerably.

Three Trees' item as accited by Harry McNaughton and played on the whatchamacallit by Baker is a peach of a number and a real highlight.

CBS Workshop offering Sunday

54

Variety Bills

NEXT WEEK (May 24) THIS WEEK (May 17)

Numerals in connection with bills below indicate show, whether full or split week

RKO

CHICAGO Palace (14) Rajace (14)
Roxyettee
Red Skelton
Buster Shaver
Brcdwins
Stanley 2
CLEVELAND
Palace (21)
Cab Calloway B
Lindy Hoppers 'B# Chester Haie Co Anita Jacoby Paul Kirkland Louise Massey Co Lew Parker Co Arrabelle Rich Co Harlemanlacs KANSAS CITX Mainstreet (14)

Loew

NEW YORK CITY State (20) Robbins Fam Raymond Wilbert Anna May Wong Smith & Dale Enoch Light Oro

Y PITTSBURGH
Stanley (21)
Shep Fielde Orc
WASHINGTON
Capitol (21)
Paul Whiteman Or

ST. REGIS, NEW YORK

VIENNESE ROOF A. ROBINS irt LEDDY & SMITH

Paramount

LANCASTER
Cupitol (19-20)
Sally Rand Rev
PHILADELPHIA
Earle (21)
Allen & Kent
Stepin Fetchit
Calif Collegians
(19-21)
Unmbardo Orc
Step Sign (19-22)
Fenwick & Cook

CHICAGO

Tyler, Thorn & P 3 Randall Sie Pinkey Lee Co H MacQuarrie Co INDIANAPOLIS

Lyric (21)
ills Bros
Lewis & Amee
Ray Vaughn
Don Alvin Co
Ward, Pinkle & T
(14)
Ted Lewie Bd

REW YORK CITY
PARMOUNG (19)
In Ray Hutton Bd.
Condos Bross
Mary Small
Lris Green
Mary Small
Lris Green
Mary Goodman Bd.
Lettry Black
Berry Black
Letter Cole Co
Letter Cole

Stanley (21)
Shep Fields Orc
(14)
Benny Meroft Orc
Phil Regan
WASHINGTON
Earle (21)
Guy Lombardo Orc
(14)
Hai Kemp Orc

Hai Kemp Orc
WILMINGTON
Queen (24-26)
Sally Rand Rev

Orc

Warner PITTSBURGH Stanley (21) hep Fleids Orc

rsone ouls Almaer EDINBURG

Independent Indiana (21)
F Henderson Bd
Chuck & Chuckles
(14)
Jan Gnrher Bd
KANBAS CITY, MO
Bartower (21)
Bartell & Hurst 4
Elele Gilbert
I Short Waves
MEMPHIS
Orpheum (22)
Maj Boves Unit

MEMPHIS
Orpheum (22)
Maj Bowes Unit
OKLAHOMA CITY
Warner (21-24)
Falth Bacon

London

Week of May 17

Canterbury M. H.,
1st half (17-10)
4 Alexanders
Jimmy Elliott
2d half (20-22)
Kit-Kat Serenaders
Devon & Wayne
Dominion

Dominion
Concila's Co
Trocadero Rest
Billy Bennett
Hildegarde
Bruce Bairnsfather
Verdy & Lee
Jos Satarino
Maurice

os Satarino Laurice,
Victoria Palace
(17-24)
iorence Desmond
(ill Mahoney
ic Oliver en
ernico Scouwer
(ill Son West
(lison, Keppel & Faul Remose Co
alo Boys
os Griffin
vic Hayes
i Vic Palace Gis
BRIXTON
Astoria

Harry Fryer Bd Harry Helmsley Sonia & Tania

CAMDEN TOWN
Gaumont
Jasper Maskeleyne
Dora David

CLAPTON
Rink
Lester & Cranston
3 Hilltons
Roper & Malsie
EAST HAM
Granada
Dolinoff & R Sis Granaia Dolinoff & R Sis Gue Elton 3 Willards Rich & Calvin Premier

Rich & Calvin Premier Levanda Kingsley & For Rich & Galvin EDMONTON
Empire
G & J D'Ornondo
Tex McLeod
Loo & Lucette
FINSBURY PARK

FINSBURY FARK
Astoria
Evelyn DallSam Brown
Ambrose Swing 8.
HAMMEISMITH
Falnee
Don Rice Bd.
ISLINGTON
Blue Hall
1st half (17-12)
Kit-Kat Seren'ders

Devon & Wayne 2d half (20-22) 4 Alexanders Jimmy Elliott LEWISHAM Palace

Palace Ernest Shannon Wyn & Hurlyyn LEYTONSTONE Rigito Griffiths Bros Jan Zalski Equilio Bros OLD KENT ROAD Astoria
Teddy Joyce Bd
SHEPH'RDS BUSH
Pavillon
Don Rico Bd
STRATFORD
Broadway

Broadway
Levanda
Chris Chariton Co
STREATHAM
Astoria
Harry Fryer Bd

Marlo de Pietro Falace
Ernest Shannon.
Win & Hurwyn.
TOOTING Granada
Lee Doon Morano.
TOTTEN HAM
Palace
Lester. & Craiston 3. Hillons
3. Hillons
TOTTEN HAM
COURT ROAD
Faramount

Paramount
Anton Bd
Oliver Wakefield
Nora Williams
WALTHAMSTOW
Granada

Granada
Loranna
Thorp & Stanton
G & J D'Ormonde
Tex McLeod

Provincial

Week of May 17

ABERDEEN
Tivoli
Dave Willis
limmy McKinlay
Terry Wilson
Ormonde Sie
Vera McLean
John Tiller Gis
Cliff Harley
Florence Hunter
Jee Boysennd
Jee Dossmond HUDDERSFIELD Ritz
Union Cinema Bd
Gypsy Ning
Donald Stuart
Holls Bros PRIVACH

PRIVACH

PRIVACH

Terry's Juves

Sam Rayne

Reg Redoulde

K Engle

From Proper

Thorbury Ed

Loo Gorman

Foblumen & Martin

Douglac Wakefield

Douglac Wakefield

Douglac Wakefield

LUID & Gorette

Culpit & Gleinrose

LYVERPOOL

Furamount

Houston & Stewart

Houston & Stewart

Houston & Stewart

Filed & Lucas

Foblumen & Martin

Chas Higgine

S & M Harrison

Chas Higgine

S & M Harrison

Chas Higgine

S & M Harrison

LEUS

LEEDS

LIEEDS

Rimanmoent

Rimanmoent

Rimanmoent

Rimanmoent

LEUFRSRULME

LEUF

liff Harley
lorence Hunter
lorence Boys
& P Desmond
ALDERSHOT
Ritz

ALDERSNOC HIS
BILLY COLOR BY
ASHYOUND BY
BANKSLEY
BANKSLEY
BANKSLEY
BANKSLEY
BANKSLEY
BANKSLEY
Lassite Fros
Philos 4
Paddy Drew
Darlings
BEXLEYBLES
BEXLES
B

CAMBRIDGE
Cheema
Nina M McKinne;
Dave Seed Co
Veronica Brady
Edmund Boys
D Denny 3
Dorothy Stevens
CARDIFF
Empire
Irene Mansell
CHATHAM
Ritz
Roy Fox Bd

CHATHAM
ROY FOR EM
ROY FOR EM
ROY FOR EM
ROY EACH
HALE & EAGOR
EA STROURNE
LAURO
EI CUbano Bd
Stanley & Toung
Marton Navarre
O'Shea & Joan
BCCLES
STOCKHOW
STOCKHOW
CARRON
CARRON
CARRON
CARRON
LOUIS 'Almaer
EDINBURG

Royal
Gold & Cordell
4 Smith Bros
Gintaro
Clarke & Murray
Denver & Emons
Roy Davew
ELTHAM
Paluce
Younkman Bd
Demain

Younkman Bd
Demain
E & Stanton
FARIT
Ritz
Ziganos Bd
Felists & Rossint
Victor Moreton
Ann Trevor
Brasellos
GENERAL STANSWORTH
FARNAWORTH
GLASGOW
HORNAWERSEND
MEMORIA
MEMORIA
MEMORIA
MEMORIA
HORNAWORTH
Kemble
Memoria
Kemble
Memoria
Kemble
Memoria

TONE HAVE

4 Aces
Ritz

Los Ross
Dunche Collies
Dunche Martin
Nicol & Martin
Ritz

Billy Cotion Bd

YARNOUTH

Floren Regulant

J Loose Screws
Act Superb

Satsuma & On Kemble
Macari Serenaders
Beryl Orde
Reco & May
Bert Weston
Dasyl
Con Kenna
J & E. Desmond
Wheeler & Wilso
Edna Ashby

Cabaret Bills

NEW YORK CITY

Burney Gallant's June Elkins Luan King 3 Musicai Rogues Meri & Meriam Meri & Meriam
eriolotti's
Jimmy Whalen Orc
Tonnny Harris Orc
Yula Plournoy
Nysa Alna
Joyce Faye
Greta Lewis

Ill's Gay 90's
Eddic Leonard
Jon Howard
Rudy Madison
Sighed Hitter
Henry Lamarr
Cafe Ball
Chic Farmer
Eddic Lambert
Rogor Stele Orc
Jack Wallace Orc

Kingsway
Kingsway
Kittis Jry
Litton
Geo Robey
Kadex 4 - A
Litton
Geo Robey
Kadex 6 - A
Litton
Geo Robey
Kadex 6 - A
Litton

otel Astor
Eddie Elikine Ore
Chambell's Roy'lsts
Floria Vestle
Garl Hoff Ore
Carl Hoff Ore
Florence & Alvance
Internationals
Albernice
Hotel dison
Bobby, Hayes Ore
Appliance
Theodorn Brooks
Oscar Deye
Muric Byrd
Bob Berry

Hotel Essex House Nat randwynne O Hurris & Ashburn 4 Rhythym Boys Maxine Tappin Dick Stone Hotel Fifth Ave

Hotel Mantchil

(Casino-in-the-Air)

Coral Islandere Hal Hope Orc Herb Well Electronic 3

Club Mirade
Margle Hart
Buddy Wagner
Vic Hyde
Alma Bray
Joan Vickers
Pearl Reynolda
Warren & Bode
Red McKenzle
Rita Renaud
Phil Saxe
Milly Convey Roy Strum Orc Hotel Gov. Clinton Phil D'Arcy Orc Stuart Jules Kay Marshall Hotel Lexington

Callente
Beth Raborn
Helen Shaw
Ruth Wayne
Carol Sle
3 Rhythm Boys
Callente Cabeller Shirley Lloyd Jeno Bartal Orc Hotel Lincoln Isham Jones Orc Hotel McAlpin Enoch Light Ore Mary Danie A Gonzales Ens Muriel Sherman Chatean Louise Raymond Allan Foster Al Apollon Orc

Club Gauch Vaccaro's Orch Jose Diaz Trint Plaza Lita Moya Helen Vir li Dimitri

Club Mir

John Adams Al Benson Shirley Wat Nell Stone

Club Yumu Antonio & Carito Sarita Herrara Rosita Ortega Don Hilberto Orc Cotton Cinh

Cotton Club
Ethol Watters
Geo D Washington
Nicholas Bros
Duke Ellington Ore
Bessle Dudley
3 Glante of R'yth m
Ivie Anderson
Aian & Anise
Mardo Jown
Wen Talbert Choir
Ed Mailory Orch
Bill Balley

French Caslao
Adalet
Feral Benga
Betty Brite
Betty Bruce
Florence Chumbec
Hilda Elfonte
Rolf Holbein
Johnny Co
Xavier Lemercler
7, Marayillas
Rekkoffs
Rolence Spencer
Tullah & Myi
Irls Wayne
Vega Asp

Tullah & Alyi
Iris Wayne
Vega Asp
Hugo Mariani Orc
V Travers Orc
C Cronwell Orc
Raiph Watkins Orc
Martin's Rh'mba Or
Oshins & Lessy
Harriet DeGoff
Patey Ogden
Johnny Coy
Johnny Coy

Johnny Coy
Greenwich Willage
Casino
Alleen Cook
Vera Dunn
Peter Randail
Ann Stuart
Duryea's Doils
Variety 4
Clyde Brennan Orc

Hotel Ambassador Larry Siry Ore H W Thompson Eugene Leri

otel Astor

Evelyn Chandler Baptie & Lambal Hotel Fark Central Lambal Jerry Bilden de Company Baptie & Ardsley The Crackerfacks Elaine & Barry Hotel Fark Lambal Bunny Berjen Ore Hotel Piceadilly Trept Patterson Toil Gaye Arno. & Zola Daye Schooler re otel Pierre Jack Dempsey's

E Carpenter Orc.

Da Pletrot's

Joe Feser Ens

Jane Stanley

Tom & Charlie

Louiee Brydon otel Pierre
Baell Fomeen Orc.
Anne Heath
Peppino & Camille

El Chico El Chico
Chita
Lon Rancheros S
Adelina Duran
Carlos Montoya
Rosita Rios
Don Alberto Orc
El Morocco
Ennie Holst Orc
En Toreador
Don Juan Orc
Maida & Cortez
French Casino
Adelet Hotel Save, -Plaza
Ray & G McDonald
Emile Petti Ore
Hotel Shelton

Joseph Zatour Ord Hotel St. George (Brooklyn) (Brooklyn)
Ell Dantzig Orc
3 Mack Bros
Rita Butel St. Morits

Jack Sherr Orc

Jack Sherr Orc
Grisha
Hotel St. Regis
(Vienness Roof.)
Jacques Fray Orc
A Rasch Dancers
A. Robins
Hotel Taft
Geo. Hall Orc
Dolly Dawn
Johnny McKeever
Hotel Vanderblit
Eddle Lane Orc
Goodelle & Farries
Dorothy Howe
otel Waldorf-

otel Walders-

Leo Relsman Oro Edgar Bergen Xavier Cugat Oro Eve Sy Ington Georges & Jaina Hotel Wellington Ed Maychoff Oro Hotel Weylin

Hotel Weylin
Alox Fogariy
Charlie Wright
Jimmy Kelly's
Lionel Rand Ort
Joe Capello Orc
Montmarter Bond
Common Common Common
Larue
Baymonds
Danny Higgins
Larue
Eddie Davis Orc
Hirado Orc
Laurel-In-Pines
(Lakewood, N. J.)
Terry Green

Barry Winton Ore Don Alfrede Ore Vernon Richard Fisco of Harris Winton Ore Don Alfrede Ore Vernon Richard Fisco of Harris Winter Harlem Oppose Harlem Oppose Harlem Ore Harlem O (Lakewood, N. J.)
Terry Green
dona & Marina
Fred Berhens Orc
Le Coq Rouge
Horaclo Zito Orc
Le Mirage
Harry Horton Orc
Cookle Williams Or
Maryon Dale
Siboney 4
Roy. Rector
Dilla Dau
Alice Wellman
Jim Karney

Dilla Dau
Alloc Weilman
Jim Karney
Wanda Gelddle's
William Farmer Orc
Eddle Davis
Rose: Pilane
Rose: Pilane
Keisons C;
Lea Porrin
Haines Taic & S
Laue & Cayrol.;
Merry-Go-Round
Natis Korteg. Colosi
Don Enrico
Bob Tinsley
Mary Sunde
Willie Shore
Louis Miller
Gould Sis
Bobby Danders
B & F Gilbert

Lane & Carrol
Merry-Go-Round
Nadia Kortoz
Rore Tokana
Nadia Kortoz
Rore Tokana
Nadia Kortoz
Rore Tokana
Mor Paris
Cone Foodiek Or
Laurence Witte
Wester Cone Foodiek Or
Laurence Witte
Wester Cone Foodiek Or
Laurence Witte
Worts
Worts
Vincent Sorce Ore
Louise Lehardson
Louis Cutter
Onyx
Spirits of Rhythm
Lann
Louis Cutter
Onyx
Spirits of Rhythm
Lann
Louis Cutter
Richard & Carson
Rea & Raymond
Joe & Reity Lee
Richard & Carson
Rea & Haymond
Joe & Reity Lee
Richard & Carson
Rea & Haymond
Joe & Reity Lee
Richard & Carson
Rea & Haymond
Joe & Reity Lee
Richard & Carson
Rea & Haymond
Joe & Reity Lee
Richard & Carson
Rea & Haymond
Rea & Haymond
Rea & Haymond
Rea & Real Sea
Reity Lee
Reit

3 Gobs
Otls Brown
Mas Johneon
Tondelsyo
Gladys Bentley
Valhalia
Maurice Shaw Ore
Marita
Lorraine Barrett
Rond Hal

Versalles

Village Brewery

Marti
Joey Lee Ore
Omar's Dome
Gagnon & Brough'
Dorothy, Roberts
Naomi Warner
Speck Watkins
Loyce Graham
George Redman Or

Loyce Graham George Redman Ore Pacific Sunset Club Peggy Page Vick! Fay King Sistere Janet Jordan Buddy La Rue Al Heath Orc

Seven Seas Lliy Gibson Lonnie McIntire Or

Somerset House Betty Bordon Bill Zerker Çamille Saray

Topsy's

Phelps 2 3 Short Waves Marion Morgan

Hotel Bismarck (Walnut Room)

otel Brevoort

Helen Warner Rose Valyda

Florence & Alvares
Johnny Russell
Jay Freeman Ore
Place Elegante
Bill Farrell
Mario Basini
Toto Cangloel
Rex Gavitte
Larry Mado Ore
Reference Gables (2-21) Verantites
Lee Wiley
Freddie Zay
Freddie Zay
Freddie Zay
Meadowbrook 20ye
Meadowbrook 20ye
Meadowbrook 20ye
Meadowbrook 20ye
Willes Bara
Larry McMahon
Filying Whirles
Willes Soiar
Willes Soiar
Willes Soiar
Willes Soiar
Willes Bara
Larry McMahon
Filying Whirles
Filying Whirles
Filying Whirles
Filying Willes
Fank Kirk
Hank Ramsey
Tex Lewis Cowboys
Willage Brewery
Willage Brewery

Balabow Grill
Bmery Deutsch Orc
Dee Colline
Evalyn Tyner
C. & L. Bonner
C. & L. Bonner
Grille Balance
Balabow steom
Holland & Hart
Eleanor Shertdan
Dr. Sydney Ross
Evelyn Tyner
Stolk Club
Sonny Kendie Orc
Gus Martel Orc
Tavers. On Green

Tavern On Green (Central Park) Hughie Barrett Orc Ubungi Club Ovie Alston Orc

Electronic 3
Hotel Murray Hill
(Fountain Room)
Joe Cappi Orc
Nancy Garner
Hotel New Yorker
(Summer Terrace)
Evelyn Chandler
Baptie & Lamb LOS ANGELES

Ball
Bruz Flotcher
Charles Lawrence
Facht Clinb
Jimmy Burns
Ann Pennington
3 Racket-Clieers
Tiny Wolf
Johnny & George
Art Stanley Orc.

Bewerly Wilsilire Royal Hawalians Harry Owens Oce Biltmore Bowi 3 Radio Rogues Pierre & Tomple Bernice Lynne Joy Hodges 3 Rhythm Rascais Fred Scott Brilco Rh'ba Ore Jimmy Grier Ore

The Reddingtons
Bill Burt
Stanley Hickman
Muzzy Marcellino
3 Debutantes
Hudson Metzger Gle
Ted Flo Rito Ted Fio Rito
Paris Inn
Dominic Columbo
Ken Henryeon
Gabrielle & Cellita
Yvonne
Rudy & LaTosca
Rudy & LaTosca
Thora Maithaison
Marguerita del Rie
Juan de Martinis
Pete Contrelli Ore

Jimmy Grier Ore
Cofe Casanova
Earl & Jos Lynch
Casanova Oro
Beth Wilson
Rex Weber
Cafe La
Park Ave Boys
Vi Bradley
Stan Clair Ore
Clover Clab
Bob Grant Oro

Cocoanut Grove Ruth Robin Calgary Bros Santechi & Bucki Phil Harris Oro

El trador Dorothy Clare Ramsdell Girls Slim Martin Ore

Famons Door Eddle Beal Louis Prima Ore: Hawalian Paradis Wanda Dlana Toy Sol Brights Oro Little Cinb

Tiny Meredith Jane Jones Paul Kendali

Topsy's The Dee Sisters Bonnie Lind Dorothy Roy Ginger Weldon Pat Carroli Maxine Manners Leona Rico Jane Morgan Irena Bergan Irena Bergan Asnes Johnson Al Eldredge Ore Phil Ohman Oro CHICAGO

Bali-Bali
Mark Fleher Oro
Easter & Hazelt
Helene Carol
Helen Park
Jerry & Turk

Hi-Hat
Dorls Rhodes
Peggy Moore
Lewis Sie
LeRoy & Weaver Blackhawk
Joe Sanders
Ruth & B. Amb
Jane Kay
Paul Olsen Eddle Garzos Orc Luclo Garcia Walker 3 The Duanos Dean Murphy

Ches Pares Ches Paree
Jimmy Durante
J & E Torrence
Croes & Dunn
Barbara Parks
Jack Williams
Thorne & White
Maurie Stein
Henry Busse Orch.

otel Brevoort
Dolores Donar
Evelyn Driggett
Margaret Conrad
Rene Laevin
Joe Parlato
Drake Hotel
(Silver Forrest)
Paul Whiteman Co
Hotel Edgewater
Beach Club Alabam Virginia James Buddy & Betty Bernard & Henry Mae Sis Art Williams Ore

Congress Hotel (Casino)

Casino)

Bob Crosby Orch,
Chick Endor
Chas Fairell
Kay Weber
Haillday & Clark
Howard Brooks
The Crusaders

Crusaders Gny DO's

Harry's N. Y. Cabaret Buddy

Gny 90's
Colleen
Georgin Lucky
Lew King
Jules Novit Orc
Marion Miler
Joan Houston
Jean Bradley
Jack Elkins

Club Chesterfield Patt Morgan Orc Devon Sig Harlett Norris Sld Schape Allce Logan Club Mayflowe

3 Variety Boy Mildred Rock 4 McNally Sis Buddy & Selma 4 Rhythm Girls Lou Sales Orc Club Minues
Alvina Morton
Dorothy Wall
Dee Downing
Jane LaVonne
Billic Roberts
Jorry Gildden O

, Beach
(Marine Room)
Anson Weeks
Room)
Anson Weeks
Room Service Service
Frank Saputa
3 Theodores
H Smith Ballet
John Hale
Harriett Smith's Gis
Hole Foundain
(Blue Foundain
King's Jeeters Ore
Marjorle Whitney
ofte Morrison
(Castal Room)
(Ca

(College Inn)
Gertrude Hoffman
Myrus
Arlene Owens
Jack Wilcher
Russell Crowell
Don Amato
Bill Price
Coleman Allan
Red Nicholas Orc Hotel Stevens (Continental Room) Jimmle Joy Orc Ronald & Roberta

Rhythm Racketeers Ford & Barnes
Lillian Roth
Tere Rudolph
Cub Higgins
Helen Heath
Cleo Brown
Roy Eldridge

Parody Club
Phil Kaye
Molly Manors
Charlyne Baker
Sammy Haas
Millie Travis
Freddy Janis Ore Boyale Frolles

Boyale Frolles
Dolly Ray
Bobby Pincus
Theodore & D
Ray, Thrifty & R
Jackson & Nedra
Rosalle Ray
Jack Hilllard
Henri Lishon Ray, Thrifty a Jackson & Nec Rosalle Ray Jack Hillard Henri Lishon 606 Club Billy Carr Nora Ford Boots' Burns Etta Reed

Arcadle Int'I
Mayfair Girls (8)
Spec & Spot
Chas Baron
Joan Biair
Mario Villani
Milton Kellom
Shavo Sherman
Mary Kay Roan
Mariow the Myst
Don Renaldo Orc

Arrow Cafe

Arrow Cafe

Eddle Zicgler Orc
Jack Baker
Heten McCaffrey
Toote Claudine
Baby Browers
Dottle Winters
Dick Hanlon
Sami King
Teddy Gonzales

Bellevue-Stratford (Planet Boom) (Planet Hoom)
Meyer Davis Oro
Ben Franklin Hot
(Georgian Room)
Moe Jaffe Orc

Benny the Bum's

Club Parrakeet Club Parrakeet
Evelyn Barnes
Marge Fox
Babs Babette
Joe King
Fran Casweil
Buddy Fisher
Ai Wilson
Billy Thornton On

Chez Michand

Colony Club Colony Club
Margle Drummo
Gypsy Rita
Sunny Ray
Dorothy Klaiss
Dolly Delinont
Frances Maddux
Lilly Love
3 Colonials

S. Cotonials
Embassy. Club
Clift Hall
Linda King
Virginia Renault
Dot Collina
Dot Collina
Gloria Mausier
Susan Austin
Jersey Casino
Helaine & D'n'ide's
Tom Barry
Kathleen May
Betty Lane
Val Dion
Vincent Norman Or

Vincent Norman Or Kay Hamilton Kay Hamilton
Frank Falumbo's
Eddie White
Lee Bartel
4 Golden Gate Girli
Andre & Yolande
Dorothy Barrett
Larry Chambers
Dorita' & Ella
Eddie DeLuca Orc

Hotel Adelphia Cafe Marguery,
Enrico & Novella
Agnes, Tolle
Titan 3
8 Texas Rockets
Jean Travers
Ross McLean
Vincent Rizzo Orc
Harold Knight Oro
Evan B Fontaine

Jack Waldron Irls Adrian Jeanne Landis Jerry Kruger Bill Honey Orc

Jerty Name Tevers
Jean By Tevers
Lettandy Ore Little Ratherested Jack Griff Over Marty Bolin Marty Kay
Marrone & Galbo-Fat Perry Dolores Merrill Maude O'Malley Nancy Lee

1523 Locust Bobbles Shelby
Jan Farrar
Hazel Harmon
Linda Ray
Pepper Garat
Kay Lavery
Peanuts Sicwarts
3 Swing Kings Or

New Overbrook Villa Lindenwold, N. J. (Lindenwold, K. J Phyllis Sterling Warner Sis Ruth Kaye Kaye King Barbara Joan Jack Ulmer Al Kahn Ord Dines & Anice Emerald Sis (3)

Pleendilly Room (1523 Locust) (1523 Locust)
Gladys Bentley
Julia McKenny
Tiny Bradshaw
Phit Scott
Lulu Mae
Lillian White
Dorothy Johnson
John Hamilton Or

Zutty
Giadys Paimer
Silm Green
Via Lago
Jackie Hamlin
Dick Hughes
Sally Keith
Wallace & Latisha
Stan Carter
Tacht Club

Frances Faye Evelyn Pai Frank Hall Robinson 2 Robinson 2
Nine Rinaldo Oro
885 Club
Ed Furman
Bill Lorraine
Bob Pearry
Earnest Vignati
Beiva White

PHIT A DET PHIA Plerre's Reynolds Massey Tanya Garth Holene & Raoul Sally Ann Davis 3 Arnos Pat Shevlin

Pat Sheviin
Ritz-Carlton
(Crystal Room)
Van Levis Ora
Henry Patrick
Si Club
George Oliver
Johnny Mangui
Ted Hendrex
Ted Hendrex
Treeseery Melba
Gene Othorne
Doc Dougherty
Nicky Gallucci

Mickey Violin 2 Mickey Familiant Streets of Paris Jean O'Neil Crossetti Sis Jean O'Neil Crossetti Sis Mary Aidridge Diana Johnson Harry Aidridge Diana Johnson 1214 Spruce Frances Fave Boomerang Orc Hal Hixon Jimmy Blake Ji

Portia PortiaElino: Shaw
26th Century Taw
26th Century Taw
Barney Zeeman C
Dick McClain
Dick McClain
Frances Easton
Eleanor Shubert
4 Bequires
Tommy Monros
Sugar Marcele
Ann Rush
Holen Heath
Warwick Sie
Warwick Sie
Peggy Daily
Ubangl Club
Doc Hyder's Oro
Gladys
Stump & Stump & Stump
Stump & Stupp
Stump & Stupp
Stump & Stupp
Stump & Stupp

Parrish Cafe
Bobby Brown
Detroit Red
Vernon Guv
Parlsian Orc
Tony Murray's Cafe
Charley Winter Orc
Mann & Hale
Jewel Ello
Gabby Lee
Bunny Clair
Joe Doyle
Chick Mullery
Dukthin's Rathskeller Bunny Clair
Contex Multery
Dukkin's Rathskelle
Anna Clair
Glazella
Dully Vaughan
Dully Vaughan
Dully Vaughan
Howard
Viola Kilais Ore
Frank Ponti
Stamp's Cafe
Walten
Murice & Leoni
Kilti Dianond
Walten
Jack Hutchinson
Venice Grill
Buny Refe
Elliny Refe
Elliny

Marty Barton Orc Walton Roof Isabelle & Octaves White Debs Armand & Dinna Frank McCormack Ruth Kidd Vivien Francis Mary Jove Skating Lockwells Chas Verna Orc

Chast Verna Orc
Weber's of Brau
(Camden)
Bob Merrill
Carman D'Antonio
Joe Ramona.
Ilse Hart
Long Sis
Swiss Bell
Elmound 3

Elmound 3 Gregory Quinn Co. Louis Chalkin Orc Rathskeller Eldor's Yorktowne Tuyer Shaw & Meade Lou Foster Muslemaster

Musicmaster
Sunset Im
Cutie Clark
Betty Vallone
Jean Nelson
Al Corna
Chas Murtha
Dan Duncan Occ

Dan Duncau Orc
Yacht Club
Mary Hubbard
Patricia Robins
Marcia Lee
Scotty Middleton
Jean Van
Nutalle & Marle
Parician 2
Viola Klai

STAGE FIGHTS FOR LIFE

Press Unanimous in Protest

very daily in the greater city of New York editorially protested and attacked the Dunnigan bill which would create one man censorship of the theatre and which was slipped through the assembly and sent to Governor Lehman. Aside from the possibilities that such proposed law would open the paths for a political appointee, editors are soildly in back of show business in protest. As Jack Lait it the Mirror put it:

"Since New York cradles the American theatre, all its freedom would be subjected to the whims and prejudices of a single man. That is unwise, unsafe. In America even a murderer has his day before a court, a jury, a judge. Is the theatre any less deserving of orderly justice? Governor Lehman should and will correct the Legislature's unthinking blow at the American theatre by vetoing the Dunnigan bill." Dunnigan bill.

Dunnigan bill.'
In addition to 100% newspaper support, show business was also backed up in protesting to the governor by any number of organizations and individuals, many gratuitiously appealing to the state's

backed up in protesting to the governor by any momes of the state's chief executive.

In Tuesday's (18) Herald Tribune, Walter Lippmann devoted his entire column to opposition to the Dunnigan bill. He concluded with:

Because New York did not have the resolution to deal with burnlesque by law, the whole American theatre is threatened with the censorious dictatorship of one political appointee. That is how the rights of man are inadvertently and in a righteous spirit whittled away and ultimately destroyed.

Same daily headed its editorials with another appeal 'For a Free Stage,' its second editorial protesting the measure. Tuesday's Times also carried a second editorial, ighlights of which were: 'One man censorship easily becomes one man tyranny'... after mentioning that License Commissioner Moss' integrity is not in question—but what assurance is there that he will not be succeeded by a machine politician?'... "There are already ample laws to deal with theatrical in a seency, provided they are promptly and honestly, enforced.'

Tevery one who treasures the freedom of speech and of the should urge the governor to veto the Dunnigan bill.'

B'way Mass Meeting Vehement In Objection to Proposed Censorship

Mass meeting protesting the Dunnigan bill was held at the New Amsterdam theatre, N. Y., Sunday night (16), theatre being packed, with standees in attendance. Addresses standees in attendance. Addresses started at 9 o'clock and continued for two hours. Marc Connelly, head of the Authors League of America, presided, reading telegrams of protest from such prominent playwrights as. Eugene O'Neill and Maxwell Anderson and such stars as Katharine Cornell and the Lunts, all of whom were out of the city.

nell and the Lunts, all of whom were out of the city.

Special message was sent Governor Lehman by the 24 organizations represented at the meeting and two of the actors guilds—Episcopal and Jewish. The Catholic Actors Guild was conspicuous by its absence. The protest to, the governor read:

"This telegaram is heing sent to you.

was conspicuous by its absence. The protest to, the governor read:

This telegram is being sent to you from the New Amsterdam theatre, where 2,000 people, representing, all branches of the theatre, have gathered for the specific purpose of displaying to you their intense concern over the Dunnigan One-Man Censorship Bill. This measure has come upon us unawares, and we have been given no opportunity to combat it. Our only course, therefore, is to appeal to you, and we have taken this hurried and desperate means of bringing our profound disapproval of this bill to your attention. As an industry, as a profession, and as an art we beg of you not to subject us to the withering dest: titveness of censorship. This wire is signed by the twenty-four organizations represented here tonight covering the theatre is tentirety.

What Might

What Might

What Might

Arthur Hopkins, for the managers, revealed: 'For years Paul Moss (license commissioner) has been seeking to attend rehearsals of legitimate productions in an effort to find something that i is opinion is censorable. His requests have been consistently denied. Should the Dunnigan bill become law, to save possible financial loss, it would be necessary for producers to submit manuscripts of plays to Mr. Moss before so much as a single penny is expended or a single actor engaged.'

Maxwell Anderson's message start-

expended or a single actor engaged.'
Maxwell Anderson's message started with 'No man ever lived, or ever
will live, wise enough to decide for
the citizens of a democracy what
they think, what they may drink, or
what entertainments they may suport.' 'O'Neill's extended telegram
sent to the governor included: 'Censorship always ends by becoming a
stupid tyranny used by reactionary

bigotry and intolerance to suppress bigotry and intolerance to suppress all freedom of expression. The Lunts regard the legislation as a menace to the progress of the American theatre and if it becomes law will suffer or New York will cease to be the capital of the theatre world. Two British stars also voiced protest, Maurice Evans, in person, and Philip Merivale by telegram.

istinguished Speakers

and Philip Merivale by telegram.

istinguished Speakers.

George Middleton, former president of the Author League, was the first speaker; id The Dunnigan bill represents the kind of government we don't want in America.' James J. Brennan of the stage hands union (local number one) followed, sayinghe would not pull his punches. He stated the bill would lead to graft and force people to pay thousands of dollars to ensure a play's opening. Helen Hayes tossed aside a speech prepared by an author and quoted a line from 'Victoria Regi', 'We are not amused,' then went on to relate how a producer was forced off Broadway after presenting objectionable plays. Peggy Wood speculated on what might happen if the license commissioner was unable to see a preview and sent a stooge instead. John Anderson, for the criticisthought the bill a step toward censoring criticisms and added 'Anyman wise enough to be a censor should be wise enough not to want to be one. Cernorship is bad enough in theory, it is fearful in practice.' Morris L. rnst, an attorney, said: The striking part of this legislation comes from the fact that the Dunnian bill apparently does not trust the American Court system.

Herman Shumlin and Alex Yokel arranged the mass meeting and also directed the circulation of the petition slips in the theatres. Press work was done by ick Maney, tellen Deutsch and Phyllis Perlman.

directed the circulation of the petition slips in the theatres. Press work was done by ick Maney, Helen Deutsch and Phyllis Perlman. Slips distributed under the direction of Antionette Perry and Allen Schnebbe, turned over the many bundles of signed slips to the Joint Committee made up of representatives of League of New York Theatres, Dramatists' Guild, Eaclity, Local No. One (T. P. U.) Critics' Circle, Authors League, ASCAP, Authors Representatives, Scenic Artists' union, American Federation of Musicians, N. Y. Theatre Press Agents, WPA supervisors' council. I. A. T. S. E., Treasurers' Club, Newspaper Guild, transfer associati ivil Liberties League, National Council for Freedom from Censorship, plus the two theatrical guilds. The joint committee meets and operates from the offices of the Theatre League. slips in the theatres.

was done by ick

licenses, although there had been disregarded, protesting messages sent

disregarded, protesting messages sent Albany.

The managers reacted promptly, a committee which worked with real speed, laying out a campaign of appeal for a hearing by Governor. Herbert Lehman before he makes a decision on signing or vetoning the Dunningan act. There was no direct response from New York's chief executive to a telegraphic request for such hearing, but unofficial word is said to have been received that the Governor is much interested and is studying the legislation, having returned to the capital after a short vacation in Virgini

tal after a short vacation in Virgini
Two Catholic groups came out in
support of the one-man censorship
measure. Both are organizations not
related to the theatre.
Knights of Columbus was spokesman for the chumbus was spokes-

Knights of Columbus was spokesman for the church in favor of the measure. Chancellor of the Archdiocese of. New York announced that a statement. Issued by Joseph Lamb, head of the K. of C. chapter in N. Y., had been approved by Cardinal Hayes. At the same time Catholic weeklies assailed the dailles. Center Club, an organization of Catholic university graduates, also came out in support of the bill.

Audience Petitions

The Joint Committee of the Legitimate Theatre Against Censorship distributed individual petitions to all Broadway theatres before the performance starting Tuesday night of last week. These slips were passed to audiences with pencils after one of the leading players in each show made address. The petitions were signed by nearly every person out front, only exceptions in some instances being public officials.
Audience response approached the unanimous, number of signed the unanimous number of signed the old the signed promises and the address. By Thursday evening there had been 63,000 slips signed and more than 120,000 signatures even though most were not sold out. The same percentage was repeated each night up to Saturday (15), also matiness. By Thursday evening there had been 63,000 slips signed and more than 120,000 signatures were secured by Saturday when the devenor's office, arriving there carly this week. More are on the way.

Theatre League and Equity as representative of the managers and the actors, declared there had been footen the N. Y. State Senate slipped the bill through. At least one protesting message later then went to the Assembly and it was read from the Governor's office, arriving there carly this week. More are on the way.

League convexed when the first signs of danger were detected—for the measure was never given a public hearing—at swhich time, the howmen were advised that the motion picture lobby in Albany was taking care of the matter. There is the suspicion among some managers

agers that there was some crossing by the picture end, in a presumed deal concerning the decency move-ment that is fostered by the church element. Just who outside of its presenter is in back of the measure appears to be as under cover as the way the bill emerged from commit-

way the bill emerged from committee.

The petition slips headed: 'Help Legitimate' Theatre Kill One-Man Censorship' and addressed to the Governor read: 'I respectfully urge you not to sign the Dunnigan Bill, Senate No. 2286, 'This bill so amends the Wales act that one-man censorship of the legitimate theatre is created in. Commissioner of Licenses. This establishes dictatorship in that it vests power to accuse, try and convict without due process of law. This bill is a direct blow at the legitimate theatre and will tend to destroy an important progressive in American Il

Actors Speak Out

Actors Speak Out
The speech made at each performance in all theatres lighted was as follows:
In every New York theatr night (this afternoon) speakers are addressing audiences as I am addressing you. All the forces of the legitimate theatre have been mar-

Backed Up Agamst the Wall

Show business is backed up against the wall and fighting its hardest battle to defeat one-man censorship of the theatre, which would come about if Governor Lehman okays the sinister Dunnigan bill. Politicians oiled the measure through the New York Assembly. It proposes to give one man the power to close theatres it in his opinion there is indecency. That would be dictatorship of the stage.

License Commissioner Paul Moss would be the boss should the Governor disregard the avalanche of protests over the passage of the measure. Moss is a friend of show business but can act up, as shown in hi recent refusal to issue new thenses to burlesque theatres and when he cleaned enter the present refus. closed every such house in the greater city.

Moss is a political appointee. What might happen if succeeding commissioners had the same power is not hard to guess. Nor how such successors could be reached, for profit or otherwise. The stage has been beset by many opposition groups, ut censorshi as designed by Dunnigan, is a knife in the back.

If there is any doubt in Governor Lehman's mind as to the course of action to pursue, he has only to glance through the editorials in the press of the state's number one city. Every daily is rallying to the support of the theatre. Every editor urges the chief executive to veto the bill. Three newspapers have already published two editorials each with that purpose.

Burlesque is doubtless a factor in the conception of the one-man censor measure. Burlesque offended all the decencies. Burlesque all but ruined Broadway. Burlesque dropped property values way down on 42nd street. Notoriety which went with the strip-tease brought about its own celipse. But that is no reason why the decent stage should also suffer.

Legitimate theatre is fighting against one-man censorship and has done a cor ing job, which not only is drawing the support of the press but of many civil corganizations not related to show business. After the weight of protests arrived early this week at the executive mansion in Albany, there should be but one reaction—veto.

Mr. Governor, action, camera. Public opi

American Theatre Council Convention Sets Stage for Active 4-Day Session

American Theatre Council convention which starts Monday (24) at the Astor hotel, N. Y., will open with a luncheon and short addresses. Irst general session at 2:30 will be the managers' inning with Brock Pemberton in the chair. Schedule calls for covering much territory during this session. On Tuesday, Wednesday and Thursday there will be generated the control of the control of

shalled to fight immediate censor-ship in the theatre, a censorship which suddenly came upon us one day last week, when a measure called the Dunnigan Bill was rail-roaded through both houses of the State Législature without the slight-est warning or announcement to the rubblic.

est warning or announcement to the public.

New York theatres have been free of censorship in any form during their entire history and that fact has helped to make the New York theatre one of the most vital in the world today. The sort of performance that this bill seeks to prevent is already adequately covered by the penal law. This bill is not necessary. It spells the doom of free thinki and free speech on the man who happens to be the man who happens to be the Commissioner of Licenses—and who is a political appointee—the passolute power to censor any play in any theatre in whatever way he pleases. He is given absolute power to close any play for any freason that he sees fit, no matter how whimsical his notion may be, by revoking the license of may be, by revoking the license of the theatre i ich that play is

may be, by revoking the license of the theatre i ich that play is presented.

'Since the bill has already passed both houses of the Legislature our only and desperate chance of preventing this form of dictatorship lics in convincing the Governor of our State of the dangers of this bill. We must persuade him to veto it.

I speak for all the forces of the theatre—the actors, the dramatists, the stagehands, the musicians, the producers and the dramatic critics—in asking you to sign the slips which the ushers will now pass out to you. We want Governor Lehman to know that the audiences, as well as the people of the theatre, are against this imposition of censorship. If you don't want one single individual to choose your entertainment for you, then please sign these cards.

eral sessions in the mornings, starting at 10:30, and also in the afternoons. The general sessions are open to all with one exception, that to be held on Thursday morning. Relations between the legit theaftra and the films will be discussed then and only delegates will be admitted. Tuesday's a. m. meeting will find the dramatists' group in the chair and, at lunch, the critics will speak their minds. Afternoon meeting has been set aside for the actors, Wednesday, the road will be discussed, also repertory and amateur groups will be heard. the afternoon stage employees will be in action. Long Thursday schedule will bring in a number of topics and will end with a midnight supper plus a show.

BILL PROPOSES LEGIT TAX LIFT

Washington, May 18.
Partial lifting of Federal impost on admissions was asked in Congress last week as means of equalizi competition between films and legitimate stage. Bill waiving the 10% levy in the case of houses where living actors perform was introduced by Representative William I. Siro-vich of New York.

vich of New York.

Warning that legit is being 'ined' by the levy, New York's playwright-surgeon-lawmaker said steps of thi character would be helpful to legi produ'rs who claim government app is one of the 'ineipal reasons for declining patronage. Bill, which would become effective 30 days after cenactment, would not benefit films, stock or vaudeville, circuses or sporting events.

CURZON SAILING

CURZON SAILING

George Curzon, British legit actor
recently featured on Broadway, in
'Hitch Your Wagon,' sails for England Thursday' (20). He is taking
along with him the script of a new
play by Carl Freyde, titled 'Tomorro 's Murder,' which he hopes to
have produced in London this season.
He will play the leading role himself, if and when.

Equity Seeking to Organize Radio: Peggy Wood's Article Rouses Indies

Until early this week there was a lull between factions in Equity, two of which are opposing the administration's ticket for the forthcoming election. Statements were issued by all three, perhaps the most important coming from Frank Gillmore relation to organizing, radio imed that upward of 50% of radio artists are Equityites, despite the percentage of former vaudevillans and cabaret people in the field time Equity was wary of

the percentage of former vaudevillians and cabaret people in the field.

time Equity was wary of the field of the Equity was wary of the field of th

too.

The militant group, whose ticket for the council is called independent, bristled over an article in the Equity monthly by-lined by Peggy Wood, an administration supporter. Indies regarded the matter was belittling their cause and Harold Moffet, indic their cause and Hard Money, many chairman, replied. He called atten-tion to the fact that there has been no mud slinging by the party's can-

didates.

Miss Wood indicated that she knew the identity of an indie who sought Executive Secretary-treasurer Paul Dulzell's job, which brought the indignant retort that the indies had not named anyone for any office and suggested that Miss Wood individual. Stated that the onfusing the issue' and that the of the opposition is to 'elect a (Continued on page 63)

'Abie's Irish Rose' **Makes Ceremonious** Broadway Return

Anne Nichols' 'Abie's Irish Rose,' which has been off the Broadway boards for 10 years, was revived at the Little, N. Y., last Wednesday (12), and drew a fair press. Some of the critics were wary of repeating the error made when the record run comedy originally opened late in May, 1922, and most of the reviews were of a doubtful nature. how was accorded runsual attentions.

run comedy originally opened late in May, 1922, and most of the reviews were of a doubtful nature. how was accorded unusual attention by radio. After the opening a broadcast honor of the event went out on a coast-to-coast special events program of WABC. Latter installed apparatus in the lounge of the theatre. Those honoring 'Abie' over the air were former Governor Altred E. Smith, Jack Penrl, Harry Hershfield, Judge Kenneth O'Brien, Ed Wynn and Miss Nichols. On the followin evening 'Abie' was given a section of The March of Time program, also by WABC. There was no cost for either airing, the station regarding the event as unusu. For is nott 'Abi', rooks Alkinson of the Y imes did some research wor naming 39 at ractions which were still playing at not of the season when 'Abie' mas on its way to a two-year run, which' ic' topped by two and one-half times. During the boom years of the legit theatre 'Abie' made many records out of town and upset precedent in so doing. Miss Nichols' play was not always flourishing and during the fluctuations Leblang's cut rate agency received allotments. Time and again the bargain ticket were withdrawn, for the show's spirality was such that the reduced rates never reucted adversely to 'Abi'. Miss ichols stated that Leblang's was the most vital factor in the play's long run.

Broadway is making no prediction to the way changes of the regivel.

Alkinson of the Y. imes did shome research wor, naming 39 attractions which were still playing at the control of the season when 'Abie' Included was 'The Bat,' was on its way to a two-year run, which' is 'topped by two and one-half times.

During the boom years of the legit theatre 'Abie' made many records out of town and upset precedent in so doing. Miss Nichols play was not always flourishing and during the fluctuations Leblang's cut rate agency received allotments. Time and again the bargain tickets were withdrawn, for the show's yitality was such that the reduced rates never reacted adversely to 'Abi.' Miss ichols stated that Leblang's cut of the play's long run.

Broadway is making no prediction on the run chances of the revival, Broadway is making no prediction on the run chances of the revival, grossed \$4,003, every dollar going to the promoter. Union rules prohibit stree hands and musicians working without pay, but when the men were

Making Book

Betting on the length of the revived run of 'Able's Irish' Rose' is developing into a sort of sideline lobby sport.

Guessers will give even odds that the revival will be lit upfor six months, iven 3-to-1 odds, certain bettors will gamble on a 12-15 months' run, with wagers of as high as \$500. Stimulus to this derby-day procedure, of course, is that the original 'Able' ran five years, despite its panning. Which, figure the amateur bookmakers, puts the probabilities i their favor as regards the revival.

EQUITY GETS LEGAL VIEWS. PRO AND CON

Equity's current monthly carrie inions in gist of three the legal attorneys to whom the interpreta-tion of the referendum secret voting, now in the hands of the members was referred. Justice Sheffield and John Schulman agreed with Paul N. Turner, Equity lawyer, that all questions might be required to be decided by the secret ballot method Morris Ernst disagreed in part and dissatisfied with Turner's adaptation of his views, asked that his opinion be printed in the association's house be printed in the association's house organ. Ernst's point is contained in his idea that the courts might place a different interpretation on the amendment and he suggested how a resolution or by-law could clarify the rather obtuse wording of the amendment, which the opposition, in Equity seeks to have adopted. Ernst wrote:

Equity seeks to have adopted. Ernst wrote:

'It is my impression that in litigation you could sustain the position that the amendment should not be construed literally but should be read with that degree of reason which accompanies all dramatic efforts and that the secrecy should be limited to elections and referenda. If the amendment is adopted it would be well to have a resolution passed by the council, or better yet, a by-law with respect to the voting of absent members, and in such a by-law you could have a whereas clause clearing up the ambi ity. If such by-law were adopted ithout protest it would indicate a sensible inter retation of the mendment.

J. J. SHUBERT BUYS VIENNESE MUSICAL

Vienna, May 7.

J. Shubert stopped a few days in Vienna, looked over various new shows and bought the musical rights of Robert Katscher's latest. 'At Candle Light,' Intends to take Rosy Barsony, Hungari blonde, and Barsony, Hungari Oskar Denes to U.

Left for Budapest to look at Emmerich Kalman's new operetta, Empress Josephi

GUILD CANCELS OMAHA DATE

Omaha, May 18.
Threatened ban on one night legit performance of 'Idiot's Delight' at Paramount theatre, last night Cuesday), resulted in the Theatre Guild cancelling the performance and refunding the money of a sold out house. Orders from Mayor Butter were that the play would not be permitted to show unless passages designated were deleted or revised.

designated were deleted or revised.

The sponsoring Drama League negotiated with Alfred Lunt and Lynn Fontanne via phone in Des Moines on Monday regarding the proposed revisions and secured a promise that the Lunts would confer with the Mayor on Tuesday afternoon to write in designated changes of alleged risque lines. The Lunts previously have given little countenance to censorship, and it was decided that there should be no exception made in this case.

exception made in this case.

Reported by Mrs. Howard Rushton, League president, the one night stand was a sellout three days ago with something like \$800 in mail orders returned. Scaled at a \$3.30 top, one performance would have grossed around \$6,000.

Attitude of Mayor Butler appears be one of maintai ing consistency (Continued on page 63)

Howard Examines Dred Scott Case As Possible Play

St. Louis, May 18.
Records of historic Dred Scott case of Civil War days were scrutinized last week by Sidney Howard, playwright and former winner of Pulitzer Prize, who came here from Hollywood to obtain minute details of one of the most important events leading up to national strife. Howard spent three days in Jefferson Memorial studying Missourl Historical Society's records of, celebrated slave case, said to be most complete in the nation.

Later Howard continued at Civil

Later Howard continued at Civil Courts Building going over files on

Road Not Only Isn't Dead, but It's **Well Paved. 4 Touring Cos. Prove**

New Playgoers

Dunnigan theatrical censorship bill, a prize headache to roadway managers, proved a break for, a host of young unemployed legit players. Antionette Perry secured the youngsters from casting agencies and instructed them to hand out blanks in legit houses urging audiences to sign petitions to Governor Lehman not to okay the bill.

the bill.

Kids arranged not to repeat any house, thus seeing all the shows on the cuffo. For the sew sellouts, the visiting therefew sellouts, the emoters are standees, therwise they grabbed seats down front. Figuring about six to eight actors per house, approximately 120 to 150 young players are on the cuff nightly.

TICKET CASE IS **POSTPONED** INDEF.

Case against New York ticket brokers, scheduled for hearing last week on the charge of failure to stamp tickets sold at a premium and interchanged between them, was again put over. Understood that the matter has been postponed indenitely, under the theory that the government is primarily interested in collecting ticket tax money alleged to have been withheld, rather than pressing the non-stamping evasion.

than pressing the non-stamping evasion.

Whether Federal indictments will be sought is not clearly indicated despite the rough treatment complained of when warrants were first issued and the ticket men placed under bond. Brokers figure that it is likely that some agencies, at least, will be called on to make settlements but the ticket men dispute the calculations as approximated by the tax investigators; even along the lines stipulated by the involved admissions tax law.

missions tax law.

Ticket men believe the law would not stand up if tested through the courts and are supported in that contention by counsel.

PASADENA'S FESTIVAL WILL DRAMATIZE S. W.

Hollywood, May 18.
Feature of the Third Annual Misummer Drama Festival at Pasadena Community Playhouse will be presentation of seven dramas portraying story of the great southwest. Plays span the march of four centuries. List includes 'Montezuma' by Gerhardt Hauptmann; 'Miracle of the Swallows' by Ramon Romero; 'Night Over Taos' by Maxwell Anderson; 'Juarez and Maximilian' by Franz Werfel; 'Girl of the Golden West' by David Belasco; 'Miner's Gold' by Agnes Peterson and 'Rose of the Rancho,' by Belasco and Richard Walton Tully.

George White Planning **New Musical Comedy**

George White is shaping book musical for early next season. It is tentatively called "Models, Ltd." Producer has not definitely changed his mind about laying off revue, after trouble encountered with the last 'Scandals.

Gordon and Revel have proposed writing a new 'Scandals' for White, planning a sabbatical respite from Hollywood for that purpose.

ENGAGEMENTS

Helen Kingsley, Barbara Town-send, Josephine Du Val, Kirk Brown, Jr., Frank McNellis, Academy of Music, Northampton, Mass. (Per-manent co.), Harold Moffet, Sylvia Field, Tookie Hunter, Jr., John Hoysradt, Theatre-by-the-Sea, Matunuck, R. I. manent co.).

With the current legit season in I final few weeks, four road companies of three Broadway hits have wound up tours that met with uncommon success. Two of these are George Abbott troupes presenting th Spewack comedy, Boy Meets Girl, to hinterland audiences. The No. company of the play, which opened in Chicago in January, 1936, closed at the El Capitan, Hollywood, Saturday (15), having played a total of 80 weeks since its Loop debut.

The third Boy Meets Girl 'troupe, known as the Boston company, also closed its season Saturday, at the Chestnut St. Opera house, Philadelphia, with a total of 34 weeks touring to its credit. Thus the two 'Boy' companies amassed 114 weeks tour between them. Many repeat dates were filled, and, in some instances, towns have been played by both compani Cities demanding return engagements of the comedy have, included St. Louis, Cincinnati, Baltimore and Washington.

First Lady,' with Jane Cowl. Josed its full-season's tour in Newark

Baltimore and Washington.

First Lady, with Jane Cowl, closed its full-season's tour in Newark last Saturday (15) ending a transcontinental trek of 33½ weeks and approximately 45 towns played to exceptional trade. The Kaufman-Ferber comedy toured to the Coast and back, taking in several cities in the northwest and coveri nearly every section of the country with the exception of the south. Outstanding among the road grosses was the week in Washington, which netted \$20,500.

\$20,500.

Fourth among the touring companies to call it a season, also on Saturday, was "Tobacco Road" with Taylor Holmes as Jeeter Lester. Its journeyings about the country included many repeat dates in the mi west and bookings in the south, most of which were played at \$2.20 top. The play's biggest road gross, however, was at a \$1.65 scale in Pittsburgh, the week of Feb. 22, when \$17,500 was the bo. take. Tobacco Road' toured a total of 32½ weeks, while the original company holds forth at the Forrest, N. Y., currently in its 180th stanza. in its 180th stanza.

SHOW IS ON' DECIDES NOT TO CLOSE—YET

"The Show Is On," Winter Garden, N. Y., which advertised 'last weeks' for several days, dropped the line in the daily insertions and the revue will continue as long as business warrants. Line was used as a test In the expectation of upping attendance. Revue held its own last week with takings around \$27,000. It can break even on a gross of \$22,000. Ticket sale has been extended into June.

Shubert office claims

Shubert' office claims the show's top features, Beatrice Lilli and Bert. Lahr. have leeway in Hollywood commitments and can remain with the 'Show' indefinitely. Revue may play through June, with a possi ility of sticking into July.

William Gaxton Sails **Again to Tropical Ports**

William Gaxton, Shepherd of the Lambs, will sail this week to Mexico and Central American points, aboard one of the Standard Oil of New Jersey boats, operated by Robert L. Hague. He will be accompanied by his wife, Madeline Cameron, and Bobbi ins, wife of Herb Harris. It is a repeat trip for all three Harris will. plane to Mexico later and join the party.

summer Gaxton returned from a similar junket with his chin adorned with a goatee and his dome under a sombrero.

Willie and Gene Howard Sign Up With Shuberts

Willie and Eugene Howard, through the Curtis & Allen agency, last week signed a two-year pact with the Shu-berts starting next fall. The How-ards are currently on the Coast for a spot in Metro's 'Broadway Melody.'

First show for the Howards on th new Shubert contract next season will be either 'Yippee' or a new 'Fol-

'Eternal Road' Closes with Benefit For Meyer W. Weisgal; May Reopen

closed at the Manhattan O. H. Sunday afternoon (16), plans are virtually set for the biblical spectacle to

tendered checks for unday per-formance, all were contributed to Weisgal.

When and if the show resumes if

Weisgal.

When and if the show resumes it will be able to operate for \$15,000 weekly. Actors have agreed to take another salary cut, while the backstage crew and orchestra will be reduced in complement with the assent of the unions. 'Road' is expected to average \$20,000, and can do half as much more if sellin out at the proposed scale.

One of the spec's backers put use

nuch more it sellin out at the proposed scale.

One of the spec's backers put up the original money with Equity to guarantee salaries, the amount being \$15,000. The philanthropist advised Equity that any of that coin not used to pay the players was to be turned over to Weisgal. Late last week the residue was called on to make up the payroll, and the benefit performance was decided on to aid the showman. Reported that \$60,000 is, still owed on operating expense, and ways and means to finance such bills are being considered. Number of court actions have been started by the creditors.

Katharine Cornell's Big Advance; Take It' Grabs O.K. \$14,000 in Loop

Chicago, May 18.

After a session with only one show, You Can't Take It With You, the hoop gets another house lighted currently through the arrival of Katharine Cornell with her two-play repertory group at the Grand, where she is a cinch for coin.

Take It' began a new advertising splurge last week with the announcement of the Pulitzer Prize award, and has received considerable newspaper backing, due primarily to the fact that there was no other show in town on which the dailies could comment.

comment.

WPA locally opened its 'Lonely Man' fantasy of Abraham Lincoln at the Blackstone on Sunday (18), starting off with an 8 o'lock curtain. Has revised version of 'O Say Can You Sing' in rehearsal.

Sing in rehearsal.

Estimates for Last Week

Ratharine Cornell Repertory—
Grand (1,30); \$3.30 (1st week).
Fortnight for Miss Cornell's two shows, Wingless Victory and Candida. Advance sale assures cinch click at the b. o.

'You Can't Take It With You,' Harris (1,000; \$2.75) (15th week). Pulter Prize helped boost the take once more, holding it up to \$14,000, fine.

fine. WPA

Lonely Man, Blackstone. Opened on Sunday (16).

'Mississipi Balnbow,' Princess. All-colored show readying to call it quits.

KATHARINE CORNELL'S BIG PHILLY \$26,000

Philladelphi May 18.

Philly's legit season of 1936-37 wound up in a blaze of glory, even if it hadn't shown much that way at various other periods. Katharine Cornell appearing for a single week at the Forrest and giving four performances each of 'Candida' and 'Wingless Victory' grossed approximately \$26,000 on the week, which was plenty satisfactory from all standpoints.

Weakest performance (financially) was Monday opener which merely bore out the fact-that it has been almost impossible to get sellout first nights here in Philly all year, no matter what the attraction. Understandable with try-outs but hard to figure in cases of Cornell, Gielgud and D'Oyly Carte Co.

Not a thing is in sight or expected for any of Philly's remaining legit houses, the Forrest, Erlanger and Chestnut.

Chestnut.

Estimate for Last Week
Katharine Cornell, Forrest (1,800;
\$3.30). One week only with star
giving 'Candida' first four performances and 'Wingless Victory' last
four. \$26.000 grossed, with Monday
opening weakest performance.

Jane Cowl's Newark 7G

Newark, May 18.

Jane Cowl brought her season's tour of First Lady' to an end at the Shubert theatre here on Saturday (13). with the b. o. turning in a fair approximate \$7,000 for the week. The crix did a rave, claiming it was best show of season, but local elections and probably. the \$2.20 top, with only the Monday night doing a two-for. hurt considerably.

Lost Horizon' (Col) pix is in for two weeks. Newark, May 18.

Hedgerow Shaw Festival

iladelphi, May 18.
Fourth Annual Shaw Festival of
the Hedgerow Theatre in Rose Valley will run from July 19 to August
14 this year. Too True to Be Good,
one of the later Shaw plays, will be
the new production of the Hedgerovians, who have in their repertory
twelve of the Irish playwright's
works.

works,
Other plays to be given will i
clude 'Arms and the Man,' 'Candi ,'
'You Never Can Tell,' 'The Devil's
Disciple,' 'Getting Married,' 'Misalliance,' 'Androcles and the Lion,'
The Dark Lady of the Sonnets,'
'Heartbreak House,' and 'St. Joan.'

Floating Strawhat

Preston Tuttle, Jean Rosenthal and Winston O'Keefe have taken over former Periwinkle Showboat, floating summer theatre on Long Island sound, N. Y., and have rechristened it the Showboat Theatre, the same purpose. Expect start around June 21.

Plan is to form a rep company and play various spots along Westchester, Long Island bays. Old plays along lines of 'Drunkard' will be used on three-day stand basis.

ROOM SERVICE' OKE \$8,200 IN BALTIMORE

'SEA LEGS' \$9,200, 'RAT' \$6.500: HUB

oston, May 18.

With the legit season sagging to an end, after a succession of successful shows, Brother Rat,' beginning its 15th week at the Plymouth, is on its 15th week on in considerably improved condition, but still a very dubious piece of show property.

Roadshowing of Captains Courageous' (Mof) took over the Colonial Monday night (17) for three weeks.

Sea Less, Colonial (\$2.75, one week)—Optimists say this new musical drew women and children. It its: present form, even though improved since opening, ill cause little excitement when it hits Broadway; \$9,200 for the tryout stanza here.

Brother Rat,' Colonial (\$2.75; 14th week)—Getting a little pale after dandy run; \$6,500 last week.

TWO SHOWS OUT

At least two attractions are off the Broadway list, both having folded Saturday (15) and both failed. None is scheduled to close this week, but several are dependent on at-tendance. 'Orchids Preferred' was yanked at the Imperial after sever

'ORCHIDS PREFERRED'

Opened May 11, 37. Roundly lambasted by all the reviewers, who went to extreme lengths in their punishment. John Mason Brown (Post) alternately stugged if with 'boring, ama-teurish, pointless, and feeble.'

performances. Maybe \$5,000 in seven performances of musical that was panned. Without Warning' was taken off at the National after one perform-

WITHOUT WARNING

Opened May 1, Of the five opinioners caught Warning Dougts ilbert (Telegram) was the single non-conformist in the thumbs down attitude. 'A mystery of merit said Gilbert. Robert Coleman, (Mirror) found himself 'unable to agree with the which gave it a rousing ovation.'

Variety (Ibee) named it a cut-

Variety (Ibee) named it a cut-rate candidate.

Current Road Shows

(Week of May 17) rother Rat,' Plymouth,

'Dead End,'

cisco.

'Follies,' Ford's, Baltimor
Katharine Cornell Repertory,
Grand Opera House, Chicago.
'Idiot's Delight' (Lunt and
Fontanne), Shrine Audi, Des
Moines, 17, High School Audi,
Omaha, 18; Audi, Denver, 20-21.
'You Can't Take It With You,'
Harris, Chicago.

FOLLIES' \$21.000 AT NATIONAL, WASH

Washington, May 18.
National's legit season bowed out
Saturday (15) with "Liegfeld Follies'
taking approximately \$21,000 for
week. Warm weather and late date:
considered, figure was oke at \$3.50
top. Cap now legitless until Roadside Theatre, semi-pro barn venture,
begins fourth season next month.
National will stay open with three
weeks of "Lost Horizon' flicker, before locking the b.o.

Tovarich' Grabs 10G in Washup Stanza m L. A.

Los Angeles, May 18.

Tovarich' wound up four healthy weeks at the Biltmore (15), with house shuttering for couple of weeks until Alfred Lunt and Lynn Fontanne move in with 'Idiot's Delight.' Federals have three shows going to fair returns.

Estimate for Last Week
Towarich,' Biltmore (D-1,656; \$2.75)
(4th-Inal week). Trade held fairly strong as week. Trade held fairly strong and the strong of the strong o

23.

'Blind Alley,' Hollywood Play-house. Gangster drama drawing fair trade following six weeks' downtown run earlier in season.

NEW PLAYS LISTED FOR SKOWHEGAN. ME.

Skowhegan, Me., May 17.

Melville Burke, director of the Lakewood Players for the coming season, announced this past week, following a to Hollywood, that Katharine Alexander, Erin O'Brien-Moore, Jean Dixon, Martha Sleeper, Frankie Thomas, Jr.; Mary, Philips, Hardie Albright, Tom Keene, Owen Davis, Jr.; Grace Stafford, Warren Hymer, Albert Hackett, Robert Kent and Astrid Allwyn, will be seen in Lakewood theatre productions here this summer.

From the Broadway stage will come Arthur Byron, Blanche Yurka, Edith Barrett, Nance O'Neil, Mary Servoss, Taylor Holmes, James Rennie and Sally Rand, Mary Rogers will come east for her fourth season at Lakewood.

Season ill open May 29, with the presentation of Rollo's Wild Oat' by Clare Kummer. The new plays will include, during the season, William E, Barry's Prodigal Father,' starring Arthur Byron. Warren Hymer will be seen in a new comedy about Hollywood, written by his father, John B. Hymer.

written by his father, John B. Hymer.

Erin rien-Moore has promised to star in a new farce by Owen Davis, called 'Two-Time Mary.' In Reno,' a new play by John Hagrat, ill be Jean Dixon, Katharine Alexander, Mary Philips, Grace Stafford and Tom Keene. Hardie Albright and Martha Sleeper will be seen in a new comedy, 'Private Confession,' by Mr. Albright and Austin Parker.

The uled:

The uled:
June 7—Blanche Yurka The Wild Duck' by Henrik Ibsen.
June 14—Edith Barrett in J. B. Priestley's Eden End.
Ju 21—Edith Barrett in 'Par-

June 28-Frankie Thomas, Jr., in

June 28—Frankie: Thomas, Jr., in Seventeen' by Booth Tarkington. July 5—Nance O'Neill in 'The Lady of La Paz' by Bdith Ellis. Dates subject to rearrangement. July 12—Hardi bright and Martha Sleeper in rivate Confes-

July 19—Boy. Meets Girl' ith Grace Stafford.
July 26—Katharine Alexander, Jean Dixon, Mary Philips, Tom Keene in 'Reno' by John Haggart, August 25—Katharine Alexander in 'First Lady,'
August 9—Bri O'Brien-Moore in 'Two-Time Mary' by Owen Davis, August 16—Arthur Byron in 'The Prodigal Father' by W. E. Barry, August 23—Warren Hymer in a new play on Hollywood by J. B. Hymer.

B'way Legit List Narrowing Down: **But 20 Shows Remain for June**

Indications are that roadway will enter the June period with 20 attractions, but how many houses ill be lighted by July 4 is anybody's guess. Number of shows will naturally drop out of the list as the open season progresses, but an unusual number of shows. Entering during the latter half of May, smould tend to bolster the card. When the card was the control of the control of the card will debut this week and another duo are due in starting next Monday, revivals bei included. The pair which came in last week were the revived 'Abie's Irish Rose' and a musical called 'Orchids Preferred,' which promptly went over the Imperial boards Saturday after seven times.

'Abie' drew a fair press but received a strong radio send-off. It grossed \$4,000 in' six times and the expectation is for a weekly pace over streep to the control of the control of

'DELIGHT,' \$13,000, ST. PAUL, IN 2 DAYS

Minneapolis, May 18.

For the first time a Theatre Guild attraction, 'Idiot's Delight,' will be passed by Minneapolis for t. Paul, limiting its Twin City engagement to two nights and a matinee at the St. Paul Auditorium, which boasts double the seating capacity of the Minneapolis Metropolitan, where another Guild show, 'Jane Eyre,' played to capacity several months ago.

'Delight' drew complete capacity for every performance, turning hundreds away and grossing approximately \$13,000.

Peggy Wood Joins Ann Arbor Company

Ann Arbor, Mich., May 18.

Peggy Wood will replace Estelle Winwood in Robert Henderson's Dramatic Festival production of The Merchant of Venice' opening Saturday (22). Miss Wood will appear as Portia, which she played several seasons ago with George Arliss. Henderson has signed Gareth Hughes for Shylock and Rex Ingram for the Prinee of Morocco role. This is first time for negro actor in latter part, Helen Chandler and Bramwell Fletcher opened last night (17) in three Noel Coward one-act plays to begin Robert Henderson's 1937 dramatic season here. For the first time outside of London and New York, Henderson chose 'Hands Across the Sea', 'Still Life' and 'Ways and Means.'

Three more 'Tonight at 8:30' plays are to be presented during the fourth week of the festival, ith Jessie Royce Landis and Charles Romanoin 'Shadow', 'Fumed Oak' and 'Family Albu

Fischer to Get \$1,000

Fischer to Get \$1,000
Detroit, May 16.
Series of parties, thrown for Fanny
Brice, Willie Howard and other show
bix friends, will cost Carlos J. McKinney and his wife, former Ethel
Norris, of musical comedy, \$1,000
damages to a home rented them by
Carl Fischer, dance hall operator,
Judge Arthur Webster ruled last
Friday (14).
ischer had asked \$4,500 for damage to furnishi
a series
of parties.

Buck Hill Plays

Stroudsburg, Fa., May 17,
Buck Hill Players, irected by
Cornelia Stabler Gillam with the assistance of Frankli Webb and
Ralph Pendleton, at Buck Hill Falls,
Pa., announce the opening play as
Philip Barry's Sporting Dance.'
This will be followed by 'Moor
Born' and 'The Dover Road.'

Three new players are Presco An-erson, John Becker, and William

while 'High Tor' ill exit after other two weeks. In addition to 'Orchidg,' Without Warning' also dropped out of the gong, having fared hadly at the Yational. No definite closings this week, Money Mad, which was first displayed as 'Bet Your Life' recently, will try again this time at the 49th St. Also slated next week is a revival of The Bat. 'WPA lists a revue called 'The Machine Age.'

Estimates for Last Week

Estimates for Last Week

Babes in Arms, ubert (6th
week) (M-1,332-\$3.85). Not as
strong as expected, but getting
rather good money especially at
week ends, around \$18,000 mark last
week ends, around \$1,000 more conBebund week) (C-1,156-\$1.65). Moved
here Monday (17 from Cort, cur
rates helped considerably of late;
rated around \$7,000.

Behind Red Lights, 46th St. (19th
week) (D-1,375-\$2.20). Another show
aided by cut rating; party helped
last week also; takings approximated
\$6,600 last week.

Brother aritimore (23rd
week) (C-991-\$1.65). No material
week (C-991-\$1.65). No material
week (CD-1,000-\$1.65). Still making some
profit with takings topping \$5,000
since scale was reduced; summer
chances not definite.

Excursion, Vaniderbilt (7th week)
(CD-1,000-\$1.65). Still making some
profit with takings topping \$5,000,
house putting in tooling plant,

Excursion, Vaniderbilt (7th week)
(CD-1,006-\$3.30). Party
or two helped keep gross up to
previous week's mark; quoted at
\$12,000 or slightly more.

"High Tor, Beck (19th week)
(D-1,24-\$3.30). Definitely out of summer going announcing two weeks,
mat week,
"Orchids Preferred," Imperial,
stopped suddenly Saturday: played

High Tor, Beck (19th week) (D-1124-83.9). Definitely out of summer going announcing two weeks more; has slipped; \$10,000 or less las weeks and preferred. Imperial Stopped suddenly Saturday; pluyled seven performances; about \$5,000; musical plenty red.

Tenny Wise, Morosco (5th Week) (C-961-83.30). Business somewhat improved but continuing mostly for picture rights; paced around \$4,500 last week.

(C-961-83.30). Business somewhat improved but continuing mostly for picture rights; paced around \$4,500 last week.

(C-1,693-\$3.30). Fresented by George Abotts written by John ganded out of town; opens tonight. (10).

'Sea Lega, Mansfeld (1st week) (M-1,997-\$3.30). Presented by Albert Search and J. Edmund Byrne; score by Michael Cleary; book and lyrics by Arthur Swanstrom; opened Tuesday.

'Show Is On, Winter Garden (22d week) (R-1,671-\$4.40). Will extend into June and may last longer; just been operating profitable. Fight along; over \$26,000 last week.

The Women, Barrymore (21st week) (C-1,048-83.30). Again approximated \$0,000, which is top money for skraight shows; only 'Show Is On' getting more.

'Tobacco Road,' Forest (180th week) (D-1,017-\$1,65). One of most surprising runs on record, but operates to mode5g grosses, which have son's best grossers; of from former pace but still making goodly profit, okay last week at \$14,000.

'Victoria Regina,' Broadburst (resumed eng.) (46th week) (D-1,110-\$3.30). Another week to go and may spurt for final performances but still in the money ith better than \$1,000.

Without Warning

"Witteout Warning," off Saturday after playi and one night.

'Yes, My Darling- Daughter,' Playhouse (15th week) (C-878-\$3.30). One of season's top laugh shows; rain affected some performances last week; dipped up \$15,000 for first time.

'You Can't Take It With You,' Booth (23d week) (C-704-\$3.30). Always to capacity, plus standing room; Pulitzer prize with the pr

evivals,

(c) Tish Rose, ittle
week) (C-530-82.75), Record run
show not fair press break, favorable
indications after premiere.

(Damaged Goods, 48th Street,
vival opened Monday,

(King Richard II, St. James; one
more week to go; still excellent at
\$10.000.

(Nametry Nametry Na

'Naughty Naught,' American Mu-sic Hall; due off soon. WPA

Dr. 111 weeks.
'The Sun and I,'

week.
'Dr. Mamlock,'
'Power,' Ritz,
'Candide' and How Long Brethren,'
Bayes,

Plays on Broadway

ABIE'S IRISH ROSE

(REVIVAL)

Dy Mille Michola
y the author. Set-
s. At Little, N. Y.
\$(5.50 opening).
Bernard Gorcey
Pouthe Tintder
Bertha Walder
John G. Bertlr
lfred H. White
Dishard Bond
Telemera
Marian Shockley
Billy Fay
E. J. Blunkai
Barbara Beech
Shannon Dean
oris Ardmore, Hope
aris Atumore, Time
andler, June Miley,
raine Tentom

Chamiler, June Miller, Loranine Teatom value and the value and val

the Broadway smarties gave in opening night.
Abi 'has speed. That's one of its
merits. No waste motion. Act III
opens, for example, on a Christmas
ree lighted for semi-dark stage with
a Jewish' husband and his Christma
wife kneeling beside a newly-born
baby. That's an eyeful of tells-all-atglance tableau. From then on it's
give and take, line for line, likea well-trained prize fighter.
In its simple terms 'Abie' also is
a preachment for tolerance. And
tolerance today, as in 1922, when it
was first produced, is a moral note
that makes the best elements partisan.

that makes the best elements partisan.
Old timers in the cast play with exact knowledge of where the laughs are. Two newcomers are the young leads, both picture possibilities. Mari Shockfey is a redhead for the occasion. Richard Bond a snappy-looking number, with six feet of stature and a smile he could turn on more frequently—although able to the could turn on the could turn of the could turn on the could turn of th

DAMAGED GOODS Drama in three acts (two sets) by Eugenc Brieux, new adaptation based on John Pol-

lock's English translation. Herbert. Presented by	Staged by	Henry
at the 48th St. theatre, '37. \$2.20 top.	Y., N	lay 17,
Georges DuPont	. tants .Co	tsworth
Doctor	Henry	Herbert
Henriette	l'lorence	Barry
Madame DuPont	Marie	Curtls
Nurse	Johnne	Barrie
Justin	Bruce	Rogers
Hospital Nurse		n Sorel
M. Loches	Chomas F.	Tracev
Woman	Ros	Flynn

Just one of those embarrassing hishaps of a waning Broadway sea-A courageous attack on a dread

subject some 20 or so years ago, 'Damaged Goods' is now merely a thunderous repetition of the obvious. The subject is still somewhat unpleasant, but old-fashioned treatment simply makes it tiresome. Show is negligible as a b. o. possibility for Broadway and nil for Hollywood.

is negligible as a b. o. possibility for Broadway and nil for Hollywood. Program note quotes the author as study of the disease of syphilis in its bearing on marriage. It contains no scene to provoke or arouse disgust, nor is there in it any obscene word; and it may be witnessed by everyone, unless we must believe that folly and ignorance are necessary conditions of female virtue. That about sums up the idea. What action there is concerns a young man who learns on the eve of his wedding that he has contracted syphilis. Against the advice of his physician he goes through with the marriage. When his child is discovered to be infected, the scandal becomes known. At the end the hysician pleads for tolerance from the others, and holds out the hope of cure and happiness for all concerned. What the world needs to combat syphilis, he says, is education. All of which may have been necesarily shocking drama once. But,

commar sypnins, ne says, a suduction.
All of which may have been necessarily shocking drama once. But, with public schools, magazines, newspapers and even the radio now frankly attacking the question of the common common that the sudiences.

The suddences are the sudiences.

be to Broadway theatre audiences. As it now stands, Damaged Goods' is clumsy and repetitious. Some of its dialog is unintentionally funny and it carries no dramatic punch. The direction is uninspired and static. The acting, for the most part, is as bad or worse than the play. In the leading part of the doctor, Henry Herbert stumbles over his life and the was a the complete of the was a three care of the complete or remain completely in-audible.

Only lane Bancroft in a fat bit at

Only Jane Bancroft in a fat bit at ery close breathes vibrance into the lay.

ived the sole hand of the veni

Hobe. very o play. eveni

ORCHIDS PREFERRED

•	sented at Imperial, N. Y., May 11, '37, by
	Charles H. Abramson: score by Dave
5	
	deen; book staged by Alexander Leftwich;
ì	deen; hook staged by Alexander Leftwich; dances by Robert Sanford. Top, \$3.20.
t	Gertrude Devereaux
	Gertrude Devereaux
1	Vloiet Manning Frances Threes Billie Dorls Vinton
•	ElsieElsie Edwards
- 1	Elsie Elsie Edwards
ľ	Margle
	SallyLillian Carson
3	Edithe
3	SunnyLucille Rich
	Marion BrownVicki Cummings
	Bubbles Wilson Eddle Foy, Jr.
	BobbleJames Babbitt
•	Doorman William Chalmers
E	Penelope HalchesterCela Krebs
1	Evangeline Landreth Julie Sterling
9	Hortense Chatfield Frew Donald
s	Mary Ann MillerAudrey Elliott
s	Lillian MahoneyBenay Venuta
٠	Chauffeur
ď	Hortense Chatfield Frew Donald Mary Ann Miller Audrey Fillott Lillian Mahoney Benay Venuta Chauffeur Bill Pillek Footman Jack Curry
Ш	Helene Windsor
LX	GoldiePhyllis Avery
Ш	Dr. SommersBob Borger
Ш	Dorothy ChartersVerna Long
	Teddy Barber
•	Henry Monroe
,	EveVerda Twiford
•	Eva
,	Evy Halan Martin
,	June Joanne July Jules Walton
	July Jules Walton
h	Richard Hone John Donaldson
t	Richard Hope,John Donaldson Elmer TraumJack Whitteldge
ý	Ellzabeth Hope
s	Richard Hope, Sr Leslie Austin
e.	And many alope, or, it is the beate Added

Second of the spring's musicals is an also-ran and if it has a chance for summer, that is very faint: Some parts of the premiere performance are sub-professional, if not amateur-ish. Score is the best feature of the show, the book is roaming and enervating, the players with the ex-

ception of three or four, not up to the mark.

Orchids Preferred' might have been better had the show been kept out of New York and revised as is usual with most musicals. Its one performance in Philadelphi was of little purpose except to annex publication of the performance of the performance in Philadelphi was of little purpose except to annex publication of the performance of the meterial is in bad taste.

Story starts in the apartment of two taxi girls, those who get good money for the cab fare home after diminishing the performance of the performance of

Solarium scene was supposed to be (Continued on page 60)

ANNE NICHOLS HOPES TO TRY 'HEY' AGAIN

Anne Nichols, whose 'Abie's Irish Rose' is revived at the Little, N. Y., plans another crack at 'Hey Diddle Diddle' next season. Producer-author tried out the Bartlett Cormack comedy earlier this season, but it finally folded out of town without reaching Broadway. Lucille Ball, now with RKO in Hollywood, has been approached to repeat comedy part she had in 'Diddle.' Understood none of the other Originals will be cast. Actress' next for RKO will be 'Stage Door,' with Katharine Hepburn, Ginger Rogers and Burgess Meredith.

H'wood Strike Delays Central City Contracts

Deniver, May 18.

With the Hollywood strike delaying the signing of contracts for the Central City play festival, intensive preparations have been delayed to around June 1, when ichard S. Aldrich, who will direct and coordinate the various activiti in connection with the festival, will be in Denver. Aldrich will confer with the backers and guarantors, and will visit Central City, view the opera house, and plan various details. After two weeks here he returns to New York, where rehearsals will be carried on.

'These 4 Years' in K. C.

Kansas City, May 18.

Kansas City, May 18.

William Morris, Jr., of the William Morris agency, Chi., was in town last week conferring with W. Zolley Lerner anent the latter's play, 'These Four Years,' for possible Broadway production. Noel Warwick of the Morris office, N. Y., will be here this week to see the Resident Theatre's production of the play.

Lerner has been producer and director of the Resident theatre for the past three years. This is his first attempt at authorship.

Detroit's WPA Play

Detroit, May 18.

Freedom Ring, under direction of Austin Coghlin who recently came from N. Y. to join local group, opens Friday (21) at local WPA theatre. Will run through Sunday. May 30.

Louise Huntington, from N. Y. Theatre Project, makes her Detroit debut as femme lead.

Nab Alberto Bolet

Alberto Bolet, violinist and leader of the Three Continentals at Hotel Rossevelt Jounge here, rrested over week-end when immigration authorities charged that he had entered this country illegally. He is a Cuban.

Cuban.
Formerly on the concert stage and the former husband of member of Chicago's wealthy reaper family, Bolet was once deported several years ago. He founded the Conservatory of Music in Havana and while in Hollywood in 1932 served as technical adviser for Lawrence Tibbett's picture, Cuban Love Song.

Inside Stuff—Legit

There was a cut rate deal for 'Orchids Preferred' before it opened-atsina Imperial, N. Y., last week, but following the toasting given the show by the press resulted in little demand for tickets and the musical was withdrawn Saturday (15) after seven performances. Charles H. Abramon, who presented 'Orchids', advised Equity after the banks closed. However, Equity's bookkeepers: were kept at the efor several hours writing checks on coin on deposit there protecting the salaries.

Checks for the show were signed by an attorney representi the backer, said to be a wealthy automobile man. Latter insisted on the retention of specialty dance attempted by a feminine lead which first-nighters rated distinctly amateurish. Show was first on the hands of A. L. Jones with the backer reported to have posted \$25,000 to start production. After going over the script, Jones told the backer to keep his money and bowed out. Show figured to have ended in the red for about \$25,000.

Chances of 'Dead End' extending into a second summer at the Belasco, N. Y., were upped last week when last season's standout drama was accorded second notices by three reviewers on the occasion of its 650th performance. One critic expressed his liking of the show and friendliness toward its presenter, Norman Bel Geddes, by calling attention to the fact that the ticket scale has been halved.

Reviewers concerned were John Mason Brown (Post), Robert Coleman (Mirror) and Douglas Gilbert (World-Telegram). Latter did not originally cover 'End,' but gave it the once over when taking over the critical nost.

Mary McCarthy in two issues of 'The Nation' charges that New York play reviewers, including Variety's, can't tell acting from manuscript or direction. Says critics persistently fail to call the turn on bad acting and that any performer in a long part is practically guaranteed against a real pan simply because its a big part. Critic of the critics thinks the 1936-73 season of revivals revealed the aiste-seaters, inporance. With no play to write about they had to write about the players.

Raymond Massey received perhaps the best publicity break of any actor on the Coronation broadcasts, due to the fact that his brother, Vincent Massey, represented Canada as high commissioner. One of the English narrators mentioned, on an international hookup, that Vincent Massey was a brother of Raymond Massey, well known to us in London as an actor. On NBC's British actors' salute from Hollywood, heard in England, mention also was made of this relationshi

Matty Zimmerman, general manager of Leblang's, has been ordered to take a six months' rest by his doctor. For the past year he has been under treatment for a heart ailment. Last week he repaired to his summer camp at Candlewood Lake, Conn.

In his absence Joey Keith, co-manager of ticket agency, will be in

P. Dodd Ackerman designed the settings used for the Coronation Ball held last Wednesday (12) at the swanky Seventh Regiment armory, N. Y. Part of the proceedings was broadcast, the colonel of the regiment complimenting the scenic artist during his interlude at the microphone. The setting pictured the interior of Westiminster Abbey.

FTP Setup in Chicago Is Headed by **Prominent Legit Director-Managers**

Now that the local Federal Theatre Project is ready with two new world premieres, the national head-quarters of the FTP has collected a wealth of data regarding the local Project setup, as evidence of its almost completely professional background, in a campaign to prove that the Federal Theatre Project is worthy of the fullest consideration on the part of press and public. Campaign is to impress upon the public that the Project's productions are the result of genuine professional personnel, and not amateurs as so many seem to think.

Survey of the local FTP person-

testonar personner, and not aniateurs as so many seem to think.

Survey of the local FTP personnel discloses that the heads of the
Project have a considerable background in the professional legit field,
headed by George Kondolf, assistant
to the national director and incharge of the Illinois region. Kondolf operated for six years with
George Cukor, picture director, a stock company in Rochester, N. Y.
Previous to this Kondolf was with
Gilbert Miller in various capacities
ranging from pa. to company manager for several shows and manager
of the Empire, N. Y.

Donaghey is P.A.

Donaghey is P.A.

Donaghey is P.A.

ress department here is headed by Frederick Donaghey who was the dean of Chicago legit critics, as reviewer for the Chicago Tribune. Previously he was one of the men who made Chicago a production center through his activities as producer-owner of the old LaSalle the-through the same producer-owner of the old LaSalle the-through the same producer-owner of the old LaSalle the-through the same producer-owner of the old LaSalle through the same producer of the old LaSalle through the same producer of the old LaSalle through the same producer of the top vaude companies and legit shows during the past 12 years.

Assistant to Kondolf is Russell Spindler, who was associated with Thomas Wood Stevens in the Globe heatre productions; was also stage manager of the Garden theatre in St. Louis and assistant director of the Goodman theatre here. Esther Bilstead, Kondolf's other assistant, is the local expert in WPA technique.

Men of Experience

Men of Experience Two producers working for Kon dolf here are Harry Minturn and

Jerome Mayer, both of whom have long records in show biz. Minturn produced some 30 shows in Chicago and has operated at various theatres. Mayer was stage manager for the Theatre Guild in N. Y. for several years, stepping out as a with 'Noah,' 'Russet Mantle.'

Milton, who has produced Lonely Man, first of the two world premieres on the FTP list here, staged Mary shows in N. Y. He was also a director for Warners on the Coast. Assistant to Milton is John Huston, son of Walter Huston.

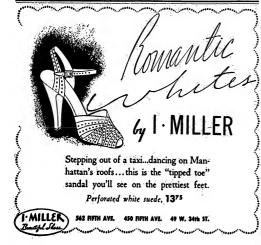
son of Walter Huston.

Head of the playreading department of the FTP, here, is Susan Glaspell, who won the Pulitzer Prize in 1931 with 'Allison's House.' New so ne of the founders of the Provincetown Players when that group was under the head of George Cram Cook. Assisting 'Miss Glaspell' is Merli Taylor, who was associted with Alexander McKaig in the broduction of 'The Racket,' Broken Dishes,' Solid South,' 'Men Must Fight,' Whispering in Dark,' and who also was assistant scenario editor in the eastern offices for both RKO and 20th Century-Fox.

oris Aronson, chief designer for

oris Aronson, chief designer for the Project, has done sets for 'Gold Eagle Guy,' 'Paradise Lost,' 'Three Men on a Horse,' 'Boy Meets Girl,' 'Brother Rat.' Before that he was head designer for Radio City Music Hall. Associated with Aronson are Clive Rickabaugh and Otto Benesch.





Literati

Farley's Hearst Offer

Farley's Hearst Offer

iff between Bob Allen and Drew
Pearson, duo who authored MerryGo-Round books and scribble daily
column of Washington gossip, and
United Features. Syndicate over
suppression of story that Hearst or
ganization offered Postmaster General Farley the job as general manager of the San Simeonite's papers
came to light Friday (14).

Incident was revealed when
Pearson-Allen combo circularized
papers taki chatter with leter explaining circumstances sur-

Pearson-Allen combo circularizedpapers taki chatter with letexplaining circumstances surrounding killing of the yarn, which
authors said was 100% true and hadnot been challenged as accuracy.
Writers put the blame on given
executive of Hearst outfit, who was
not identified by name or title.
Killed story, mailed Tuesday (11)
for Friday (14) release said Farley
had ritzed Hearst's \$200,000-per; year
offer and P.M.G.' wife on hearing
of the proposish said Tell Mr. Hearst
we're not Roosevelts.' Story
putedly was 'unifed because it was
not flatteri arther than because
of untruths.'

In letters to clients and when In letters to clients and when describing incident to colleagues, Allen and Pearson explained after the copy had been forwarded to United Features they were asked by a Hearst high-up to waste-basket the copy. They refused. Syndicate then sugested it be forgotten, but authors again balked. Finally a kill was sent out by United on its own initi

again balked. Finally a kill was sent out by United on its own initi which drew the Pearson-Allen comeback declaring action occurred ithout our authorization and despite our vigorous protest. Memo added that tip had been confirmed by Farley, and was not disputed by Hearstians.

Foster Eds W-T Amusements

Foster Eds W-T Amusements
Foster, ,, is editor of the
new amusement section which started last Saturday (15) in the N. Y.
World-Telegram. Paper returned to
3c. per copy basis with this issue,
the experiment with the 5c. fee having been a costly one, according to
reports in publishing circles:
Amusement. section will follow

Amusement section will follow more or less the general lines of that employed by the N. Y. vening Journal without actually copyi it.

Dan Parker's New Contract

Dan Parker, N. Y. Mirror's sports editor and columnist, has been given a new contract for a period of five years during which time his salary will be scaled upward. New agree-ment, replaces another contract which had two years to run which

was torn up.

Understood new deal for Parker
was entered into at the instance of
Jack Lait, Mirror's editor.

Atlanta Eds Win Fellowships

Atlanta Eds Win Fellowships
Ralph McGill, sports editor of the
Atlanta Constitution, has been
awared a fellowship by the Julius
Rosenwald Fund for six months'
study in Europe, He has been chosen
to review and report on the part
the press has played in Ireland and
Continental Europe in solving agricultural problems, and the attitude
of the press toward such problems.
He will leave in the fall to make
his study.

He will leave in use his study.

James S. Pope, assistant managing editor of the Atlanta Journal, was awarded a fellowship for study of the influence of the press on political parties in England and EuHe will leave May.

eturns to Salt Lake

After an absence of three months, during which he was associated with the Gardner Cowles organization in Des Moines, Kenneth S. Conn has returned to Salt Lake City as maneditor of the Salt Lake (a.m. sheet).

Conn, prior to his executive post with Look mag, printed by the Cowles firm, was me, of the Salt Lake Telegram, owned by the Salt Lake Telegram, owned by the Salt Lake Tribune Pub. Co. After an absence of three months

Changes on Philly Record
Thur Pierce; chief editorial
writer of the Philadelphia Record,
has been made executive director in
charge of editorial. Rates next to
william F. Hawkes, managing editor
and ahead of Aubrey Clarke, assistant managing editor.
With J. David Stern, publisher,
and Harry T. Saylor, editor, continui to give more and more attention to the New York Post, untinuit to give more and more attention to the New York Post, untention to the New York
the Pederal Record, view York
the Pederal York York
the Pederal Too, on we work
the Pederal

publisher. He is now Pa. State Secretary of Banking.
Peter Stirling, Record drama critic for last several seasons, bows out of that stint at the end of the current season. His place is being taken by Edwin H. Schloss, music critic, who will handle both assignments. Latter's assistant isn't set. Stirling, whose real name is David Stern, 3d (son of the paper's owner), is now writing editorials, but is understood to be angling for the purchase of a daily, possibly in ither Trenton or Harrisburg.

Claims 4th Estate Priority

Claims 4th Estate Priority

Despite the fact that phrase 'the
Fourth Estate' was coined by
Edmund Burke in a speech in
Parliament more than 100 years ago,
and the phrase has been widely used
to cover newspapers of any description, attorneys for Editor and
Publisher have written to a New
York organization called the Fourth
Estate Club, protesting against the
use of the name.

Mag contends that it has exclusive
rights to its use in connection with

mag contends that it has exclusive rights to its use in connection with newspapers and magazines by virtue of its having bought a publication of that name a decade or so ago. Club is expected to switch its name to the Town Criers Club as a result of the

Ham Fisher's New Contract

Ham Fisher, creator of 'Joe Pa-looka,' who was given a new 10-year contract by the McNaught Syndicate,

contract by the McNaught Syndrauc, has a salary guarantee reported to be the biggest ever paid a cartoonist. Undisclosed figure is claimed to exceed that given the late Sid Smith, who was paid at the rate of \$1,000,000 for The Gumps' over a 10-year period.

Charm On the Way

New monthly pocket size mag titled Charm is due out next month (15). Sydney Spier, roadway p.a., will edit the publication which will-be directed to women readers. Pub-lication offices will be in New York t 480 Lexington Ave.

Mag will sell for a quarter.

Cincy Post Gulld Contract

Cincy Post Guild Contract
First labor agreement between a
Cincinnati paper and its editorial
employees was negotiated last week
by the Scripps-Howard Post and its
allied Kentucky Post, with workers
represented by Cincinnati Newspaper Guild.
Contract provides for wage minimums, a five-day, 40-hour week, and
job-severance indemnities.

Hearst Closed Shop Report

W. Hearst and the American Newspaper Guild are reported dickering on a contract that would bind all Hearst papers to a closed shop editorially. Understood Hearst has informed all his publishers that he wants no labor trouble, and contract covering the entire Hearst string is said to be favored by the Guild as well as the publisher.

N. Y. Office Guild Meets

First organization meeting of the Newspaper Office Guild of New York was held on Mon. (17). Membership will be open to all newspaper em-

win oe open to all newspaper em-ployees who are not members of typographical or editorial unions. Meeting was sponsored by the Newspaper Guild, the American Ad-vertising Guild and the Bookkeepers' Union.

Dell Sues on 'Modern'

Dell Fublishing Co. filed suit in the N.Y. Supreme Court Monday (17) to restrain the Ultem Publishing Corp. restrain the Ultern Fublishing, Cotap-from carrying out its plan of naming a new magazine 'Modern Movies,' clai ing the use of the word 'mod-ern' in the title infringes on several

of the plaintiff's mags.

Dell Corp. at present has on the stands at least three pulps containing the disputed word in their titles and which Dell claims is exclusive. New mag is due on the stands June 1.

inema Mag Stock Sale

RESOURCEFUL PROFESSORS

No French Horn—So Invent a Sub-stitute

iladelphi , May

W. G. Swann is conductor of Swarthmore Symphony Orch. He of Bartol Research Foundation of the Franklin Institute Picked piece requiring French horn, and found none of his 40 musicians could play one. Called in his assistant researcher, Dr. William E.

Danforth.

Saturday the two scientists announced they didn't need a French horn player because they had invented a synthetic instrument to take its place. They call it an oscillion. It is an oblong box played like a piano. It can simulate a bass clarinet or rench horn. At Swarthmore Creh concert Thursday the prof will lead his desired piece after all, using two oscillions, one for each instrument.

Man Without Country

Man Without Country.

Dopers in two acts (rive seems) presented
by Metropolitan Opera-Co. at Metropolitan,
N. Y., May 12, 37; score, Walter Damrosch; scenario, Damrosch; ilbyetto, Arthur
Hale's short story of same title; conductor,
Damrosch; chorus, master, Fausto, Clewa;
stage director, Desire Defrere; ship scene
atage director, Desire Defrere; ship scene
Cant: Arthur Carron, Helen Traubel,
Gant: Arthur Carron, Helen Traubel,
George Rasely, Joseph Royer, John Gurney,
Nicholas Maspue, Lodovico, Olivieco, WilDikkson, Daniel Harris, Louis D'Angello,
Norman Cordon, Robett Nicholson, Thelma
Voltoka, Manne Stellman, Lucille Bruese,
Butgataller, Matyas, Jarne Faull, Ludwig
Bargataller,

This is the 18th American opera produced by the Met. It is not a good opera, neither musically nor from any stage standpoint. With a new score and some story trimming it could be a good film—but for that picture companies don't need the opera; they can make use of the ori-inal Hale story.

Audience collected for the pre-

picture companies don't need the opera; they can make use of the oriinal Hale story.
Audience collected for the predieres of the newset Dalmrosch work
mere of the store of the store of the newset Dalmrosch
mere of the newset Dalmrosch work
mere of the newset Dalmrosch of the Newset
mere of the Newset Dalmrosch o

the Scarlet Letter'). In transmuting the Edward Everett Hale yarn to the operatic stage, Damrosch has invented a romance for Philip Nolan, a girl whom the young lieutenant was allexedly in love with and for whom (to nake himself wealthy and worthy enough) the committed his treasonous act in company with Aaron Burr, It doesn't (Continued on mac 61)

Miss Swarthout's Poise Tops Carnival Noise

Memphis, May 18.

Music lovers agreed that bri ing
Gladys Swarthout to the Auditorium
on opening night of the Cotton Car-

on opening in the cotton inval Tuesday (11) was somethi of a boner. Parade crowd was late and whistles and other noise from nearby Carnival midway penetrated the Auditorium but failed to shake Miss

Auditorium but failed to shake Miss Swarthout's poise.
Mrs. J. F. Hill, president of the Beethoven Club, largest musical group in Memphis, has signed 1,600 members for next year and will present the St. Louis Symphony in a return engagement. Has Richard Crooks, Vienna Boys Choir, Rose Bampton and Memphis own Eugenia Buxton, ist.

Book Danish Soprano

NBC Artists Service is bringing over next season Engel Lund, Dan-ish soprano, for her U. S. debut. She will be sent on tour.

Bustabo Will Return

Guila Bustabo, femme fiddler un-der contract to NBC Artists Serv-ice, will return to U. S. next season after three-year stretch in Europe.

May Beegle Dropped by Art Society Week After Orchestra Assn Flare-un

Sol Hurok Sails

Sol Hurok sails today (Wed.) for his annual European scouting jaunt in search of talent for importation next year. Agent won't mid-

\$60 WEEKLY MINIMUM FOR ST. L. SYMPHONY

A mi imum weekly of \$60 has been established for members Symphony an agree-

or sympnony an agreement having been reached between Symphony Society and AFM, Local No. 2. New minimum represents a \$10 raise over minimum that has existed a number of years and raise becomes effective next season. Sam P. Meyers, pres. of Musicians' Union, said 13 members are affected by raise, other members numbering 70, receiving wages above mi imum. New agreement does change

receiving wages above mi imum.

New agreement doos change length of season nor number of concerts and rehearsals fixed in new contract. During past season of 28 weeks, contract called for 115 rehearsals and 75 concerts. New minimum is highest in local history, although prior to 1820 there were several instances when all members feetal instances when all members we eral instances when all members re ceived wages in excess of mi imum fixed in contract.

NET SHRINKS

Minneapolis Fund Gets Little Fron Philly Symph Benefit

Minneapolis, May 18. In 10.000-seat Auditorium,

delphia Symphony orchestra played deiphia Symphony orchestra played to less than half a house, with Eugene Ormandy as conductor, and Jose Iturbi as soloist. Event heavily plugged because net profits were to go to fund being raised to insure continuation of local aggregation. Takings of only \$6,500 left practically nothing for the Minneapolis fund.

Detroit Lectures Lineup For '37-'38 Includes Wells

Detroit, May 18. H. G. Wells tops list of platform artists for Town Hall series at Cass

artists for Town Hall series at Cass theatre here this fall. Ninth season of 20 Friday morning lectures will open Oct. 15 with Blanche Yurka, actress, giving scenes from great plays.

Others on list are Dr. Victor C. Heiser, Count Hermann Kayserling, William B. Seabrook, Lord Marley, John Mason Brown, Msgr. Fulton J. Sheen, James H. Hebron, Dr. Louis K. Anspacher, Dr. Frank Bohn, Isaac Marcosson, Clifton Fadiman, Dr. A. L. Schaar, Frederick L. Snyder, Mai Mai Sze, Judge Camille Kelly, Sydney R. Montage, Prince Hubertus and Princess Helga Marie Loewenstein, and Jacques Cartil dancer. dancer.

St. L. 4 Summer Concerts

St. Louis, May 18.

St. Louis, May 18.

Four concerts will constitute outdoor summer season of St. Louis
Little (Symphony association, which
begins June 25. Concerts will be begins June 25. Concerts will be given in quadrangle of Washington University instead of amphitheatre at John Burrough school, a new locati has superior seating facili-ties and is more accessible to con-cert goers.

Max Stein personnel irector and solo cellist of St. Louis Sym-phony, will serve as resident con-ductor, although Hans Lange, asso-ciate cenductor of Chicago Sym-phony orch, will direct several of concerts.

Dance Convention

Dance Convention

Newly, formed American Dance Asso., representing the New Dance League, the Dancers Asso, and the Dance Guild, last week held first annual convention, at the New School for Social Research, N. Y. Session lasted three days, Friday, and Sunday (14-15-16).

Philly Ballet Sails

lay guest dates with symph Session lasted three days, Frid well as some solo spottings. Saturday and Sunday (14-15-16).

trangle-hold May Beegle has had ittsburgh musical activities was on itsourge musical activities we eased somewhat last week when swanky Art Society ousted her as its manager and named James A. Bortz to the post. Art Society amnually presents an impressive series

nually presents an impressive series at Carneige Music Hall.

Only a few days before, seven directors of Pittsburgh Orchestra Association had resigned as protest agai. Miss Beegle's dictatorial policies but her managerial duties with this group will likely continue since she has the backing of Mrs. William Thaw, the president.

In announcing her ouster, Dr. Thomas A. Arbuthnot, president of the Art Society board, stated that it marked a return to the original policy of the organization which was to have the members themselves take part in the work.

Miss Beegle also maintains her own concert, bureau in Pittsburgh, in which she presents eight topnotch at Carnegie Music Hall. Only a few days l

own concert bureau in Pittsburgh, in which she presents eight topnotch attractions annually at Syria Mosque, and likewise managers series of six children's plays presented here each year by Clare Tree Major company of New York.

MET FIRST-TIMERS ON NBC CONCERT TOUR

Four of the past season's newcomers to rolls of the Met Opera will make their first American concert make their first American concert tours next autumn, booked by NBC Artists Service. Orioles are Kirstin Thorborg, Gina Cigna, Vina Bovy and Irene Jessney. Mrs. Cigna is also set for Frisco and Chi Opera companies, with Miss Bovy lined for the Frisco outfit.

Melchior Can't Get His Beer on College Campus

Ann Arbor, Mich., May 18. Ann Arbor, Mich., May 18.
Lauritz Melchlor, in A. A. for U.
of Mich. Choral Union concert, called
a local hostelly 'Sing Sing' because
it wouldn't serve him beer. Because
of campus ruling no liquors of such

of campus ruling no liquors of such ilk are to be served on campus and mighty tenor's hotel was on campus—so no beer.

Melchlor had every student on campus laughing with him but still couldn't get served, so finally took himself downtown to old A. A. and spent most of the week in a favorite tavern beyond student restriction. Before walking out he said he liked A. A. but next time would bring a couple of cases of his own along for consumption.

Guizar to Mexico

Tito Guizar, radio, itery and vaude singer who recently made his concert debut at Carnegie Hall, N. Y., concert debut at Carnegie Hall, N. Y., is stated for a series of South American concert dates this summer. Pact calls for the Mexican to open in Buenos Aires, for six weeks, with options.

open in Buenos Aires, for six weeks, with options.

After ishing 'Big Broadcast' for Par, Guizar goes to Mexico to fill a one-pic deal with Europa Films.

Booked by Columbia Artists.

Detroit Symphony Drive

Detroit, May 18.

Civic music drive, seeking funds
for maintenance of Detroit Symphony. 1937-38 season and for resumption of annual six-week concertseries on Belle Isle this summer,
he launched next Tuestay. (18) with be launched next Tuesday (18) with onc-hour concert over WWJ, WXYZ,

one-nour concert over www, WA12, WJBK, CKLW and WJR.

Com ittee of 500 volunteer solicitors is headed by Mrs. Edwin R.

Stroh. Object is to clear up any deficit in symph's 1937-37 season and provide nightly concerts on Isle for six weeks this summer.

Press,' flew back over week-end after six months in Hollywood. George Seibel, former drama crick, head orator at Drama League's last meeting of season. Mrs. George Lefko, wife of the RKO chief here, on her way to Hollywood by boat for two months.

Minneapolis

By Les Rees

ON BROADWAY **ORCHIDS PREFERRED**

(Continued from page 58)

Broadway

Ward Morehouse planed to Coast for short visit. Bill Stein, brother of MCA's J. C. tein is in town.

Jack Blue plans new talent theatre MacDowell Club.

-Embassy newsreel theatre got new igns on its marquee.

igns on its marquee.

Mike Jacobs will install ice rinl
at Hippodrome. Cost around \$40,000 Alice Faye, 20th-Fox actress, is due in from the Coast within 10 days. Joe Val, World Telly sports editor, it by auto, abed with fractured ribs.

Standish O'Neill is readying a musical for June called 'Cross My Heart.'

Siandish O'Neill is readying a musical for June called 'Cross My Heart'.

Jean Travers, singer, is making a Mentone short, opposite J. Harold Murray. Both of the United Artists tilleanor Roth, of the United Artists tilleanor Roth, of the United Artists tilleanor Roth, of the United Artists tilleanor Roth of the Coast of Englity and the Coast of Season of Frank (Jalmore's 70th birthday.

Ham Fisher installed '75-foot swimming pool at Deal, N. J., place gift to his eight months' bride.

Ronald King, formerly of King, King and King, souders, has opened a dancing school in Montelait, N. J. Pacture and the Coast of the Coast o

for Scolland to sell distilleries there scotch whisky which he has under bond there.

Grand National home office goes on a five-day week beginning this Saturday (22). Expect it to be carried over into a permanent policy in the state of the

London

John Mock down with flu-

T, H, ostock has gone to Austria

T. H. ostock has gone to Austria for a cure.

Harry Ham off to Hollywood to isit his family.

Herbert Farjeon's 'Honi Soit, postponed.

Guy Bolton adapting comedy 'Geraldine' by Hans Jaray.

Owen Nares talking of doing new comer by Gibbert Wakefield.

Ritz hotel being modernized. Even in Fadan Lassier Hamerican bar in the comment of t

his memoirs—anu so doing so. Margaret Kennedy adapting Rus-sian comedy, 'Autumn Violins,' for

Margaret Kennedy adapting Russian comedy, 'Autumn Violins,' for Basil Dean.
Helen Morgan series of transcri Luxembour, and transcri Luxembour, and transcri Harry. Richman, makes his air Gorporation last week in Mayon Midnight show at the Empire in did of the Cinematograph Trade Benevolent Fund, May 6, realized \$55,000.

\$55.000.
Frances Day to appear in a new revue by Beverley Nichols, titled 'Floodlight,' at the Saville some time

in June.

"Tobacco Road' being staged privately at the Gate theatre, May 19.
Censor has refused license for public

valety at the Gate theatre, May 19, Censor has refused license for public exhibition.

Rene Blum's Monte Carlo Ballet comes to the Coliseum, May 31, headed by Nana Gollner, young American dancer.

Lee Ephraim one of three managers negotiating for American and picture rights of 'Melody That Gol Lost,' by Kjeld Abell.

Merle Oberon to south of France for final stages of recuperation after double shock of her auto smash, tollowed by her mother's death.

Will Mahoney retired from the Victoria Palace revue after one performance and taken to a sanitarium suffering from nervous breakdown, Margaret Lance (Aughter Lance Victoria Palace revue after one performance and taken to a sanitarium suffering from nervous breakdown, Margaret Lance (Aughter Lance Victoria Palace revue after one performance and taken to a sanitarium suffering from nervous breakdown, Margaret Lance (Aughter Lance Victoria Palace revue after one performance and taken to a sanitarium suffering from nervous breakdown, Arrest was made at the instigation of Arthur Hoffman, an investigator for the American Society of the Morgan Victoria Palace (Aughter Lance) (A

a last minute booking as Jackson had planned to return to N. Y. on Hindenberg.

a last minute booking as Jackson had planned to return to N. Y. on Hindenberg.

Warners has acquired stage rights of 'Wise Tomorrow,' one of current season's successes, also option on world film rights. Stage show planned for N. Y. in fall. Stage show planned for the Derby. Vallee cried enough after the first half, and walked.

Jack Swinburne, stage director of Gaumont-British deluxe houses, will put on this year's Radio Exhibition at the Olympia. Starts Aug. 4, and promoters are looking around for at Highbury Studios starring Douglas wakefield, Gracie Field's brother-inlaw, Title is Penny Pools.

Oscar Deutsch served with a writ by H. S. Swift, latter claiming commission on cutting and the production of the Strong show the stage of the North Stage Stage of the Stage St

Sydney

By Eric Gorrick

Cool weather sends biz along nice

pace.
Frank Leighton and Mari Le
Varre to London.

Wirth's Circus leaves on road tour after Sydney run. Harry Hunter, Par boss, settling down in new spot.

down in new spot:
Jack Musgrove has the dance mob
lining up now for the Trocadero.
Herbie Hayward, G.U.T. publicity
chief, undergoes minor operation.
Members of the 47 Club throw a
feed to officially welcome Harry
High and Par High and Par High and the state of the state of the state
company to New Zealand soon
headed by Gladys Moncrieff.
Expected that Williamson-Tait will
produce 'Swing Time' in Melbourne
next August as legit attraction.
Graham Mitchell, Melbourne revue
operator, underwent a major operation recently and is slowly improving.

ing.
Orrie Perry, besides managing the State, Sydney, produces the stage shows as well for Greater Union

State, Sydney, produces the stage shows as well for Greater Union Theatres. Ivor Novello play, 'House Full,' clicked in Adelaide in conjunction with Bretk Randall and Williamson-Tait. Show will tour Tasmania and New Zealand.

State of Mass.

(Continued from page 1)

man, investigator of contraband publications for the American Society of Composers, Authors and Publishers. tate legislature has already adjourned, so that there isn't any chance of putting through a repeal of the measure until after the summer vacation has ended. Meanwhile the music industry will have to decide on one of two courses of action, the bringing of injunction proceedings or effecting a test case by arresting one of the schoolboy peddlers.

by arresting one of the schoolboy peddlers.

Act which refers specifically to songsheets is, an amendment to a law involving the granting of ped-dler badges to boys under 16 and girls under 18, after each applica-tion has been passed upon by the local school committee.

Berlin

Richard Fishberg trains in. Cortet gives brilliant Chopin pro-ram. (MG) at

Garbo's 'Anna the Kamera. Schneider-Edenkoben 'The Gray Sister,'

Wera Engels signed for a lead in udolf Forster pic in Vienna.

Fred Angermayer's 'Andreas and His Dog' premiering at Stuttgart. Paul Petras, first vaude performer to be filmed, celebrates 70th birth-day.

Paul Petras, first vaude performer to be filmed, celebrates 70th birth-day.

Premiere of 'I Love You' at Komodie, directed by Stahl Nach-baur.

Actress, Roland Schacht's comedy with Agnes Straub in 100th perform-

ance.

'Sein Letztes Modell' premiering
with Alexander Sved and Camilla

with Alexander Systems of the Horn.
Otto Gebuhr teoring big hit in Zwischen Abend und Morgen at Reval.
Furtwangler back to Berlin next season for seven symphs and ten

Furtwangle season for soperas. Anton Wa Tobis when London. Geza Walbrook to for then shooting is over in directs Anny 'Der Unwider-

Ordra's directs Anny ordra's stehliche.

Franz Nicklish takes over part of Lacrtes in Hamlet, production at State theatre.

Francesco Mignone of Rio de Janeiro, en route to Germany, being invited by the government to baton Berlin orchestra.

Paris

Violet Perdue in town. Irvin Marks in from London, Serge Lifar off for Casablanca Mabel Manning out of hospital. Clifford Fischer in from London. Isola Bros. writing their memoirs. George M. Cohan browsing George around. Bricktop adding new life to Mont-

funny, but isn't. At i close there is a reverse of the strip-tease with Hilda Knight dressed up somewhat by two attendants. She gives out some lyrics and then goes into the weirdest solo dance in seasons. It is doubtful if Robert Sanford, the dance director, will admit it was his. Bensy Wenuta and Victoria and Wenuta and Wenta Caumbers. Latter has 'A Million Dollars' and 'A Boy, a Girl, a Moon,' sung with John Donaldson. Miss Venuta has 'What Are You Going to do About Love' and 'Eddy-Mac,' also 'Selling a Song.' Not so good is a reportedly recently-formed male quartet of middle age billed as Men of Gotham' with 'Three R's' and 'Minsky' descriptive of burlesque managers going into opera. Bodder Foy. En las two capering to work up the comedy scenes but with the material at hand finds it tough going. Jack Clifford teams works hard. Both hoof to fair purpose, but Joanne and Jules Walton are more effective. Team impresses as a comedy ballroom duotring square. Though the Waltons draw a good hand their routine seems indecisive. Team impresses as a comedy ballroom duotring square. Though the Waltons draw a good hand their routine seems indecisive. Formances, printed for the record.) Bricktop adding new life to Montmartre.

Guy Cadenat for Casino de Paris.
Betty Randolph trial getting ride in French press.
Hollywood strike making all of town's front pages.
Harry Leasim recovering from appendicitis operation.
Wanda Landowska giving concerts at Saint Leu La Foret.
New York's shutting out burlesque Elleen O'Driscoll offered job as Chez Jean Patou model.
Albert signing to return to Restaurant des Ambassadeurs.
Mistinguett at A B C, and Cecile Sorel at Empire same week.
Lilian Harvey losing suit in Aixen-Provence court asking for delay on payments due on Riviera chateau.

Pittsburgh By Hal Cohen

Harlem Casino installing cooling lant and stays open all summer. Eddie Peyton has the frau, Marion Muller, in his current floor show.

Mulier, in his current noor, show.

John McGreevey's family in again
after five months at St. Petersburg,
Margaret Daum slated for summer
season with St. Louis Muny Opera.

Husk O'Hare' in town again to
been new roadhouse about six miles

out.

Jakie Klein has given up Turf Cate and scouting around for a new spot.

Summer season at Willows gets under way May 21 with Artie Shaw's band.

auditorium, N. Y., May 12, "37, at a scanool auditorium, N. Y., May 12, "37, at a scanool auditorium, N. Y., May 12, "37, at a scanool auditorium, and scanool auditorium, and

A Welcome Stranger

Farce in three acts by Stanley Page Staged by Reginald Bach; settings, Mary Morris Boykin, Presented by alumni of Feagin School of Dramatic Art at school auditorium, N. Y., May 12, 37.

Jakie Klein has given up Turf
Cafe and scouting around for a new yor.

Summer season at Willows gets under way May 21 with Artie Shaw's band.

Listed as a tryout, this play by stander way May 21 with Artie Shaw's band.

Listed as a tryout, this play by stander way May 21 with Artie Shaw's band.

Listed as a tryout, this play by stander way May 21 with Artie Shaw's band.

Listed as a tryout, this play by stander way May 21 with Artie Shaw's band.

Listed as a tryout, this play by stander way May 21 with Artie Shaw's band.

Listed as a tryout, this play by stander way was done by graduates of the Peagin of New Orleans.

Listed as a tryout, this play by stander way was done by graduates of the Peagin of the Pe

Hollywood

Sol Lesser siestaed at Coronado. Eric Linden off to amble Broad-

Dorothy Peterson a Catali basker. Fredric March defeated fection.

Henry lanke taking weeks

vacation
Victor McLaglen building a Catalina villa,
Addison Randall to be tagged Jack henceforth.
Harold Hurle, back from Hawaii huila ogling.
Pat di Cicco, bowed nick agency.
Gertrude Berg back from N. Y. talent search.
Binnie Barnes to England in June for film work.

for film work.

Marlene Dietrich goes for an Ar-

National Screen club held its first outing.
Joe Venuti's band at Nicollet hotel, Minnesota room.
Variety club held last luncheon meeting.
W. C. Gehring, 20th-Fox division manager, in town for a day.
Harry Katz of Gayety spending summer vacation on golf links.
Little Jack Little's band held over additional week at Hotel Lowry.
Ted Aver, Paramount salesman, vacationing at his home in Philadelphia.
Joe Podoloff, 20th-Fox branch

phia.

Joe Podoloff, 20th-Fox branch manager, sprained knee and pulled tendon playing handball and must lay off game for at least a month.

George Tharp, publicity assistant at Minnesota theatre, promoted to Century as exploiteer and Don Alexander advanced from the latter house to St. Paul as head of Publix publicity department there, succeeding Martin Kelly, resigned.

Binnie Barnes to England in June for film work.

Mariene Dietrich goes for an Arrowhead aerde.
Franciska Gaal returning from Mexico vacash.
Gertrude Niesen back after three butter of the control of the

pix. Herbert Morgan here for studio talks from Metro's N. Y. publicity

Herbert Morgan here for studio talks from Metro's N. Y. publicity h. q. MacClelland Barclay flew in for a part in 'Artists and Models,' at Paramount.

Bert Levey moving his booking offices to Hollywood after 15 years in downtown Lawbour was thrown a surprise birthday party on the 'Madame Walewska' set at MG.

Dean Dorn, Metro publicity, will be at the Mayo clinic, Rochester, Minn, six months longer.

Teddy Beck, Chi Trib John.

The McCutcheon, cartoonist, looking over the studios,

Edwin H. Morris had a mastoid operation here and Sam E. Morris, his father, came from N. Y. to visit him.

Boston

By Maxwell Fox

Arthur Tarshis in town for quick visit. Sid Paine off sick list. Ed Galner in ahead of Born.'

Bat Gainer in anead of Born.'

Joyce Dana in hospital eral 0.0.

Eileen Harrold Kearney for New Orleans.

Helen Eager recuping after being relieved of appendix.

Stanley Gosnell haunti beridle paths Sundays.

Lou Strauss paid recent visit connection pa. job for 'Sea Legs'.

Siems and Kaye, magic act, back in club work after Siems was on sick list.

Red King, Keith Boston stage manager, will be stage manager.

Kathleen Addison, daughter of Loew divisional manager. clicking with poetry program on WMEX.

Carney Owners Sing Rainy Blues; Wet Lots, Poor Weather, Floods

Literati

(Continued from page 59)

reserve against future options to officers and employees for additional compensation are 85,000 tickets, earmarked at. \$2.50. Outstanding stock aggregates 161,551 shares.

Company was formed last fall to put out Cinema Arts and is headed by A. Griffith rev. Paul Husserl. until recently with March of Time has moved over as editor of the mag which is due out June. Publication is to be Fortune of the film world.

Stern Eyes Cleve News
Reports are current that J. David
Stern, publisher of New York Post,
Philly Record and Camden CourierPost, is negotiating with the Cleveland Plain Dealer Co., owners of the
Cleveland News, for purchase of lat-

Cleveland News, for purchase of lat-ter paper.
Understood that William F.
Hawkes, Record m.e., will go to Cleveland if deal is completed, and Arthur Pierce, chief editorial writer, will take his spot on the Record.

CHATTER

CHATTER

Russ Countryman due back from

Hollywood this week.

Hendrik Van Loon writing a short
piece on "Freedom of the 'Air."

Nannine Joseph leaving for Hollywood this week. Will return May 30.

Otis Chatfield-Taylor has joined
the N. Y. Mirror, handling legit and
film news notes.

the N. Y. Mirror, handling legit and film news notes.

Knopf will publish three of Thomas Mann's lectures delivered on his recent visit in New York.

Heineman & Co. is publishing Deep Summer, novel by Gwen Bristow, in England this summer.

'Slave Ship,' adapted to screen from the Governeur Morris story, is being put out in serial form by 20th-Fox.

icago, May 18.

lans and hopes for the biggest season in carnivals look washed up at present, with rainstorms throughout the country having dampened the enthusiasm of the carney boys considerably. For the past four to six weeks the carnivals have been dragging temselves from one muddy lot to another, with little chance or hope of bus! , due to the almost steady downpour.

Things have been pretty tough in the midwest, for not only has the constant rain kept people away from the lot, but also the fact that the rain has made spring plowing an impossibility, with the result that the farmers are too worried about the bad condition of their fields to tackle the ferris wheels and the paddle booths.

Floods have ruined the eastern

is to be Fortune of the film world.

earst's Chicago Check

Practically the entire executive board of the Hearst papers huddled in Chicago last week to discuss ways and means of strengthening the American, evening paper. This huddle followed the revelation that the rival Chicago Daily News has passed the American in circulation for the first time in 15 years. Though the difference in circulation between the two papers slight, it's enough to cause a quick get-together on the situation.

lo McCarthy is now on the job as managing, editor, ith Eddie Reticker as assistant me, and Eddie Reitlinger, city editor. the bad conduits of their leads to tackle the ferris wheels and the paddle booths.

Floods have ruined the eastern portion of the country, killing off all chances for coin throughout Maryland, Virgi ia, West Virgini, Ohio, western Pennsylvani and throughout the Ohio River valley.

Result of the floods and rain has been to have the carnivals shifting the routes and bookings all over the place, with the tricks often playing day and date wherever they can find a dry lot. In many situations one carnival has been moving its wagons onto a lot while another show its trying to get off the same spot. Especially is this true at present around the Virgi ia and West Virginia territory, where cut-throat routing has reached a new high.

FRISCO HOTEL STRIKE TOUGH ON THE FIESTA

San Francisco, May 18.

Pointing out that closing of the city's 16 major hotels had affected 5,500 out of 45,000 hotel rooms in out of 45,000 hotel rooms in-ity, directors of the approach-Golden Gate Bridge Fiesta d Mayor Rossi of San Fran-last week in a new move to k the deadlock i the hotel

cisco last week in a new move to break the deadlock i the hotel strike.

To be held between May 27 and June 2, the flesta is expected to attract hundreds of thousands of visitors from all parts of the West. A formal resolution was addressed to the warring hotel operators and striking unions.

If a truce in stri is effected, the hotels plan on reopening the Rose Room at the Palace, the Persian Room at the Sir Francis Track, the Mural Room at the St. Francis, Peacock Court at the Mark Hopkins and the Fairmont with a celebration which will surpass New Year's Eve in exuberance.

Most of the other niteries and dine and dance spots in the city have been doing capacity biz during the strike.

Musicians in orchs led by Al

strike. Musicians in orchs led by Al Kavelin, Paul Pendarvis, Joe Reichmann and Hermann Waldeman, all thrown out of work by the strike at the hotels, started collecting \$50 a week per man yesterday when the strike entered its 16th day.

Mebbe a Mich. Fair

Detroit, May 18.
rovisions for a Detroit world's fair in 1941 are contained in a bill introduced this week in the state legislature by Rep. Charles Snow.
Appropriation of \$500,000 for the next biennium and establishment of a 15-man commission, to be appointed by the are also provided.

GOING TIP

Detroit, May 18.
Month ago Eastwood Park here
opened ballyhooed as the \$1,000,000

Jefferson Beach, opening this week, has raised the ante and billing itself as the \$2,000,000 family

Flowers for Fair

Beauty will be the keynote and Sept. 27 to Oct. 2 the time for the 1937 Alabama state fair. Several acres have been planted i flowers which will be in bloom duri

liams.
Frances Mercer youngest daughter of Sid Mercer, sports columnist for the N. Y. American, was given a screen test on the Coast at the Selznick-International studio. Miss Mercer won a trip to Hollywood in a contest conducted by the New York Journal. which will be in social week,
The midway concession has been granted to Royal American Shows, the same as last year, but with an additional 500 feet of midway.

Al Fresco Berlin

Berli May 9. With spring weather looking as if it has come to stay, coming into its own agai circus is

Hagenbeck's has arrived to put on a show at the Deutschlandhalle, Germany's largest indoor stadium. Busch, formerly a regular in Ber-il, but of late on the road, is back here again with the idea of making the capital its permanent home once more.

Luna Park in the north of Berlin is getti ready to swing open its portals in. New attractions are a giant shoot-the-chutes and a plane ride.

175 MIDGETS FOR **NEW CHI CIRCUS**

week final

plans were set for the establishment pians were set for the establishment of a midget circus to be known as Graham's International Midget Circus, owned by Stanley Graham and John McMahon. Associated in an executive capacity will be J. C. McCaffery, president of the Showmen's League of America.

League of America.

which will be a regular three-ring affair carrying 175 midgets, herd of elephants, ponies, monkeys, seals, camels, etc., will be produced and presented for operational control of the control of th ship.

ship.

Opening the first week in June in Dallas, where it will play under the auspices of the Salesmanship Club, which has undertaken to dispose of between 75,000 and 100,000 tickets. Will play Oklahoman City under the auspices of the Oklahoman, Kansas City for the Kansas City Stra and the Katz drug chain, Omaha for the News-Bee, also Tulsa, Memphis, Des Moines, St. Louis, Chicago (for the Herald-and-Examiner and a top department store), Indianapolis. All dates are full week stands.

WLS ADDS TWO UNITS TO MIDWEST FAIR LIST

lans for formation of five 16people units to play fair dates being
made by WLS, Prairie Farmer station, figuring that with 200 dates already booked, and prospect of at
least another 100, they'll require two
more units than usual.

from the Governeur Morris story, is being put out in serial form by 20thFox.
Four men discharged at Paul Block's Pittsburgh Post-Gazette remain out. Guild has agreed to let the dismissals stick.
Louis Adamic has finished his new book and has started work on another titled 'My America: An Adventure in Understanding.'
Morris Watson has resigned from the Associated Press and will resume his activities as director of the WPA's Living Newspaper.
Desmond Hall, editor of Mademoiselle, has left to take over the play and radio department at Jacques Chambrun agency.
John Steinbeck and his wife sailed on Saturday (15) for Denmark. He will return i August for rehearsals of the adaptati of his novel 'Of Mice and Men.'
Lewis A. Lapham, former marine editor of the San Francisco Examiner and active in Newspaper Guild has joined up ith American Hawaiian Steamship co.
Todd Wright, financial editor of the N. Y. Daily News, and Walter Merkel, formerly finance writer on same paper, have collaborated in writing 'implified Speculation,' a book on stock market activity and Wall Street trading.
Book Magazine Guild will hold its second annual birthday ball in New York on Sat (22). Sponsors include Joe Freeman, Carl Carmer, May Lamberton Becker, Mrs. Clarence Day, Malcolm Cowley, Ralph Thompson, Alfred Rhys Williams.
Frances Mercer, yourgest daughter of Sid Mercer, sports columnist more units man usual.

Bookings to begin about mid-July
and continue to the end of the season, most of them for one-day
stands on percentage. In some cases
units will be held for entire fair,
with a change of program daily, but
fair operators prefer opening day
only.

All talent for units to come from present WLS staff and each unit to be headed by one of station's name acts.

Because of early bookings every-body required to vacation in May and June, to be ready for heavy work by first of July.

The A.C. Tap

Atlantic , May 18.

The city fathers have jacked up prices for radio, keno, bingo and other such games from \$1,000 to \$2,000. Bagatelle fee remains at \$10 ner machi

per machi

A circus must pay \$1,000

peddlers of books and magazines,

\$50; phrenologists, \$300; open air
shows and amusements, \$100; theatree, \$250. An automatic machine
parlor will pay \$50 and group games
having less than 30 chairs will pay
\$1,000.

Whoopee the Expo

Last Saturday (24) was designated by the Pan-Pacific Peace Expo. at Nagoya, as 'America Day.'

America-Japan Soci of Tokyo attended in a body and several hundred Americans from different parts of the Empire gave the big show the o.o. American Ambassador Joseph M. Grew was forced to send a proxy, due to pressure of official biz.

Gumpertz Admits Unionization of Ringling Show Under A. F. of L.

Without A Country

(Continued from page 59)

matter much that the story is thus contorted, nor that Nolan's death is changed to a glorious one in battle, the story of the story of

lined score in the Wagnerian tradition.

ven if Damrosch were not, as he is, an ardent Wagnerite, he could hardly have failed to see the connotation between the story of the soldier lied to eternal life on the high seas and the mythical dutchmen of Wagner's work. It Wagner made of it a heavy, moving work, while Damrosch pulls his punches.

Met, as has been too frequently true, doesn't bother even giving the scorency, all but one test, is from the storehouse. That one scene, a ship affair, is only fair. As has been noted i the past, an ordinary legit producer wouldn't darf try anything like that—even the Shuberts are careful to the past, and some store of the storehouse. That is sceneration on the storehouse that some sceneration of the storehouse that is grant to be more than the storehouse that is sceneration. Singers are all secondary, There

prices, can and does get away with it.
Singers are all secondary. There
is a new girl, Helen Traubel, who
has an excellent voice and who
should go places. She is statuesque
and needs some instruction in diction
and on how to wear clothes. But
given that she can regach the heights.
The chief male role is sung by a
young man, Arthur Carron, who, on
the other hand, has excellent diction
but not an important voice. Also he but not an important voice. Also he needs badly to go on a diet. Kunf.

BALTO PARKS OPEN TO **GOOD GETAWAY TRADE**

Baltimore, May.

Baltimore's park season got off to a good start, with Carlin's and Gwynn Oak both presenting brand new fronts and the addition of new rides and features to excellent biz for the first time in five years.

John J. Carlin, who operates enterprise here and Buckeye Lake, Ohio, counting on a prosperous season, has taken the rubber band off the br. and rema's the fronts of his entire park and midway. Contemplates using free acts on midway and booking name bands into ballroom. Staff at Carlin's is made up of Cliff Neild, manager; Carl Hulsey, superintendent; George Bushby, rides, and Clem White, publicity.

Gwynn Oak Park, long a local landmark formerly owned and operated by local traction company, is now being run by Arthur Price and Jack Whittle, nabe movie exhibs, and they have tossed in plenty of dough to rehabilitate the spot.

Ballroom, one of most popular hereabouts, has been enlarged and remodeled, and present plans also call for building of a new swimmighod. Price and Whittle are in active management, ith publicity being handled by Jim Shellman.

Carlin's Baltroom is featuring currently Bob Craig and his orch, and Gwynn Oak has negotiated a 10-week contract with Rudy Killi

Two Circuses Switch

Connellsvile Pa., May
This city gets its first big circus
next week after 10 years passing up
this spot and two within
three days. Jack Hoxi
here on May 18 and
Wallace on May 20.

Wallace on May 20.

ircuses: of late years have been showing at Uniontown, Pa., 12 miles west of here; but on account of Johnny Jones Exposition Shows: playing there all this week, a last minute lift was made believing this would be a better money spot under the stances.

Circus Routes

Canton, Ohio, 24; Akron, 25; 26; Toledo, 27; Cleveland, 28; 29.

Ringling Bros.-Barnum & Bailey Philadelphia, 24-29.

Sam Gumpertz, general manager of Ringling Bros. Barium & Bailey, told local press this week that outfit will be first U. tent show to go completely union and that it will be A. F. of L.

A. F. of L.

Gumpertz, who refused to
cept in generalities, scoffed at rumors of strike here, and id he
was in complete agreement with a
move to place all employees not now
in unions under A. F. of L. anner.

Ralph Whitehead, secretary of American Federation of Actors, was skedded in town for a conference American Federation of Actors, was skedded in town for a conference today (18) to go over details. Only major points in demand were said to be union recognition an return to 1931 scale, cut during depression by late John Ringling, both of which Gumpertz claimed to have ac-ceded to.

ceded to.

Gumpertz denied he had heard any agitation for C.I.O. affiliation, claiming that since musicians, bill posters, etc., were now A. F. of L., it would not be practical. Gumpertz said the upped scale would go into effect a week from today in Philly.

week from today in Philly.

Sam Gumpertz signed an agreement with Ralph Whitehead, president of the American Federation of Actors, bringing all but 30 executives of 1,600 employes the leadership of the American Federation of Labor. Makes the Ringling Bros. and Barnum & Balley enterprises a closed shop proposition and dirst of outdoor field to unionize.

Move also brings about payroll adjustments which move up to the 1931 level. However, that high will not be reached completely until next month.

month.

Side shows are included in the deal, but concessionaires, not directly on the Gumpertz payroll, included.

American Federation of Actors, chartered by the American Federation of Labor, claims a complete victory in its attempt to organize all the unorganized groups with the Ringling-Barnum & Balley Circus. Activities were begun while the show was in New York and continued last week in Brooklyn, with the AFA amicably settling the issue with Samuel W. Gumpertz, vice-president and general manager of the big show.

show. Ringling trick pitched its tents i Washington yesterday (Tuesday), for a three-day date, with a mass meeting of all employees called by the AFA preceding the opening show. Performers connected with the circus will join the AFA directly, while non-performers will be put into a new Circus Employees Division of the AFA. Show carries 800 porformers and 800 workers, with some of the latter already unionized as stagehands, electricians, etc.

the latter already unionized as stage-hands, electricians, etc.

According to a bulletin signed and posted by Gumperts in Brooklyn, he is requesting the employees of the circus to join the AFA. Statement also said that arbitration of salaries also said that arbitration of salaries and working conditions between the show and the AFA will be consummated on the opening of the circus in Philadelphia, its next stop after Washington.

[AFA has three organizers working in the circus field, George W. Smith, John C. McClusky and John Macht, who will go after the other tricks as

who will go after the other tricks as soon as the R-B&B situation is soon as the

MICHIGAN CRACKS DOWN ON AD FUND; SEES GRAFT

Detroi, May 18.

With the largest tourist mean in history in prospect, state of Michigan has called a halt on disments of the \$150,000 'advertising's Michigan appropriation. Action follows revelation that fund is belused as a 'grab bag' for the state's tourist and resort associations.

Instances where 'dummy' ad agencies were set up to collect usual 15% discount and charging to the state for 'news items,' which newspapers used free, have been uncovered. As a result, the ad approprition, boosted by the state legislature to \$150,000 this year, will be recalled and subjected to drastic revisions, calling for control of the money by the state itself, instead of by resort associations representing the four sections of Michigan.

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, Vantry takes no credit for these news items; each has been rewritten from a daily paper.

East

Ethel (will Tolley, cx-wife of Roy Atwill, in the Darien (Corn.) hoosegow on charges of careless driving. Did a strip tease in her cell and retused to get dressed until she was bailed out. Driving on the wrong side of the Boston Post road in that a truck.

iid hit a truck.

Transfer tax appraisal shows that
the estate of the late Francis Wilson
grossed \$135,306 with a net of \$98,979. His widow will receive onethird of the residuary estate.

third of the residuary estate.
Walter Hampden out of the page-ant at Madison Square Garden for Spanish relief. Says he understood it was to be non-partisan and it isn't.

isn't.

Maj. John A. Warner, supt. of state police, elected to the board of governors of the N. Y. Philharmonic-Symphony. He's a concert pianist and musical enthusiast on the side.

and musical enthusiast on the side, Will H. Hays, for the producers, and Lenox Lohr, of NBC, among the praisers of the Red Cross at its convention in Washington last week, Frank B. Noyes spoke for the Associated Press.

week. Frank B. Noyes spoke for the Associated Press.
Courtney Burr to Hollywood to try and snare some actors for next season. Wants 'em for a musical.
About 100 aspirants competed for the privilege of soloing with the Philly orch next season in its youth series. Yolanda Picucci, flutist; Mildred Gordon, pianist; Rafael Drujan, violin, and Mark Dawson, bartone, selected.
Actors' Fund to henefit from

tone, selected.

Actors Fund to benefit from a special matinee of You Can't Take It With You, Friday (21), Stage Refiel had a special performance of Penny Wise last Sunday (16).

Penny Wise last Sunday (16).
Cornelia Otis Skinner considering Edna, His Wife, recent best seller, as a monodrama for next season.
N. Y. Zoological society planning a motion picture auditorium for its Bronx garden. To show animal films. Extension service would send same films to public schools.
Wife of Dennis King hid her jew-elry while spring cleaning was on at the Great Neck home. Went to the incinerator and salvage is about an ounce of gold and some badly burned stones. Loss about \$16,000.
Homes exhibition on at Mad. Sq. Garden all this week, Opened last Thursday.
Loretta Shea, actress, and a friend

Garden all this week. Opened last Thursday. Loretta Shea, actress, and a friend who had called to escort her to a party, robbed by two gummen in her apartment at the Barbizon-Plaza. Then, she alleges, the hotel asked her to leave because she told the

her to leave because she told the cops.

Al Howard, nitery operator, being sued by his wife, a former stage dancer, for divorce. She names a former hatcheck girl at the Paradise. He entered a general denial.

Bath houses at Jones Beach opened last Sunday for the day, though formal opening is not until Saturday (22).

New Jersey, hooch control company of the stage of

day (22).

New Jersey hooch control commissioner rules uncaged bears out of drink spots. Apparently a quaint Jersey custom, and the commish says it ain't right.

Rosie, WPA circus elephant, on the loose in Brooklyn Friday. Got out of her stable and was making for the Ringting show lot when headed, to meet the old crowd. Maybe a press stunt.

to meet the old crowd. Maybe a press stunt. Frank Gillmore, of Equity, celebrated his 70th birthday Friday by sticking to his desk. Usual home-town delegation to attend Met debut of Thomas Thomas then deported the majorom Scranton, headed by the majorom services of the services of the

A. O. Brown new prexy of the Percy G. Williams home. Walter Vincent treasurer.

Vincent treasurer was a firm of the North Control of th

sistant to U. S. District Atty Hardy. Brother of the orch leader.
Paul Robeson announces that following his washup of a current G.B. picture he'll tour Europe before returning to America. He's playing the Zulu in 'King Solomon's Mines. Tovarich' will give a benefit performance for Stage Relief next Sunday (23).
Leeds estate at Oyster Bay sold Saturday to an unnamed bidder. Formerly the home of Commodore J. Stuart Blackton, and the scene of many old Vitagraph outdoor shots.

Coast

Melvyn Douglas asked the L. A. superior court to make professional name his legal monicker. He was born Melvyn Edouard Hesselberg. His wife also requested that her name be legalized as Helen Gahagan Douglas. Plea also includes their two sons, Melvyn Gregory Hesselberg, 11, and Peter Gahagan Hesselberg, three.

Mrs. Violet Wells Norton was sen-tenced to a year in jail in L. A. federal court for attempted mail fraud in her attempt to establish that Clark Gable is the father of her daughter, 14.

daughter, 14.

Richard Dix forfeited \$20 bail in L. A. night court following his arrest for being drunk.

Decree of divorce was awarded F. Hugh Herbert, screen writer, in L.A. May 10 when he established that Mrs. Arline L. Herbert left him March 15, 1935.

Marico, Orth filed suit in L.A.

marcn 15, 1935.

Marion Orth filed suit in L. A. asking \$10,000 from Republic Pictures for assertedly unauthorized use of the title, 'Circus Girl,' from plaintiff's novel.

Mrs. Ruth Eileen Skinner Stuart won a Reno divorce from Nick Stuart

Stuart,
Claire H. Ridgeway, described as a writer, was fined \$150 for intoxication in Mailibu justice court.
Alexander d'Arcy and Cliff Edwards, actors, have filed bankruptcy petitions. Former states he owes \$103,056, and has assets of \$889, Edwards lists obligations of \$41,904 and \$1,100 in assets.

Mae West facing contempt charge.

\$1,100 in assets.

Mae West facing contempt charge
for her asserted failure to answer
deposition questions in a sult filled
by Frank Wallace to clarify the couple's alleged marital status.

Mrs. Virginia Thomas Westmore
filed suit for divorce from Percival
Westmore, Warners' makeup department chief, in Los Angeles.

Louis B. Mayer was luncheon host o Jonkheer Dr. H. M. van Halrsma e With, The Netherlands' minister n Washington, at Metro studio in Culver City.

Sam Hoffman, showman, appealed from a 90-day jail sentence imposed in San Diego for failure to pay a hotel bill.

Mrs. Hilda Keenan Wynn won a final divorce decree from Ed Wynn in Reno. She was granted \$300 a week alimony and in the event of Wynn's death is to receive \$500 monthly from his estate. Also wins right to resume maiden name. She is a daughter of Frank Keenan.

Tight to resume maider name with a many control of the control of

Mildred Harris' P.A. Set for Frisco Burley

. May 18.

is the Mildred Harris first ex-screen star a p.a. planning on using a series of Hollywood actresses if thi with the former Mrs.

Although opening date isn't set, Mrs. Harris is expected to come in in about a week or so. It is reported that she will get \$150. a week with a 14-day guarantee. This is about tops for this house.

BURLEY PUBLICITY UPS WASHINGTON BIZ

Washington, May 18. Threatened clean-up of burlesque by Federation of Churches, which cracked front pages of Cap dailies, resulted principally ing attendance at Gayety, burley temple.

burley temple. Estimate based on fact that house drew steady stream of women and girls, coming in groups to see what all the shouting was about. House was winding up regular season with Ann Corio, who interests femmes more than any other strip teaser because of flood of smart publicity, but parade was so obvious it could only be attributed to page-one publicity given reform drive.

Drive launched week before house

Drive launched week before house was to close anyway and had no effect. Manager Jimmy Lake using all-sepia show as peatseason attraction this week and gives house over tion this week and gives notice to three weeks of films before going dark. Season averaged well over last and ran three weeks longer

Gayety, Det., Closing

Detroit, May 18.
Gayety, local spot of the Minsky wheel, is going to clean up of its own accord. Spot closes this week for summer, during which house Will be renovated, redecorated and other extensive improvements made before reopening Sept. 1.
Closing will leave town with two

before reopening Sept. 1.

Closing will leave town with two burlies for hot months, the Avenue, operated along with Gayety by Arthur Clamage, and the National Management of Gayety leaving this week for the east to look over new ideas for traveling burlesque to be initiated here next fall. Better known burly names, plus recruits from better N. Y. shows, are promised.

Pitt Casino Closes

Pittsburgh, May 18.
After announcing he'd install a cooling plant and run stock burlesque at Casino all summer, George Jaffe had a change of heart last week and decided he'd call the whole idea off.

As result, house will shut down last of month and stay dark until Labor Day.

Independent Burlesque

Week of May 23

"Top Hat Revue"—Casino, Plitsbur Bozo Snyder"—Howard, Boston, Pardon the Glamour"—Capitol Toledo Ladies in Lingerie"—Gayety, Detroit.

Son James Body was cremated and same will be returned to Sweden by this control of the second seath Last year there was a turnover disconcerning the son bearing the second seath Last year there was a turnover disconcerning to the second seath Last year there was a turnover disconcerning to the second seath Last year there was a turnover disconcerning to the second seath Last year there was a turnover disconcerning to the seath of the second seath Last year there was a turnover disconcerning to the seath of the second seath Last year there was a turnover disconcerning to the seath of the seath of

OBITUARIES

AL FRIEDLANDER.

Al Friedlander, 46, who with Harry H. Thomas founded the First Division exchanges, and was prominent in other independent undertakings, died in the Radio City offices of Thomas May 12. Death as ascribed to heart trouble.

He became a projectionist in Chicago in 1905 while playing with a Chicago stock company. He joined the Continental Vaudeville exchange in 1913 and went to Pathe as a salesman in 1913. Service in the AEF terminated this connection and on his return from overseas he joined the Merit Film exchange. With Thomas he formed First Division in 1927 and was v.p. charge of publicity and advertising for several years. For the past two years he has been connected with Fortune Films, his own company. He survived by his wifey Yvonne, and sister.

CARL LEVI

CARL LEVI

Carl Levi, 57, district manager for Loew's theatre circuit in New York city, died in New York, May 13, after a brief illness.

Starting as a doorman for Marcus Loew's first theatres, thirty years ago, Levi has been continuously associated with Loew's theatres in New York and other citi He was successively promoted to assistant manager, manager, publicity man, traveling special representative and then district manager, publicity man, traveling special representative and then district manager, publicity man, traveling special representative and the Astor.

Survived by his widow, Rachel H., a daughter, Mrs. Jennie Goodman, two steries, Mrs. "Amelia Blumenfield and Mrs. Henri Voehl, two brothers, Jacob and Salli Levi, the latter manager of Loew's 46th Street theatre, Brooklyn.

ROY HOLLOWAY

ROY HOLLOWAY
Funeral services for Roy Holloway,
31, former Atlanta theatre manager,
who was drowned in a lake near
Hot Springs, Mexico, were held May
12 in Ellaville, Ga., where he was

12 in Ellaville, Ga., where he was born.
Holloway, a theatre manager in El Paso, Texas, at time of his death, had gone on a fishing trip across the border with a friend on April 28, The two were aboard a boat on the lake when a storm capsized the vessel, and both were drowned. Police searched two weeks before they found the Georgian's body.
Wife, daughter, and parents survive.

ELEANOR J. B. PEARSALL

Mrs. Eleanor Juliana Betterton
Pearsall, 37, who in her day had
played for Augustin Daly, D'Oyly
Carte, Lester Wallack and others,
died at her home, Tenafly, N. J.,
May 17.

She was both actress and singer,
daughter of Howard Glover, Betties,
composer, and Julia Glover, actress,
well known on the English stage.
She is survived by a son and
daughter, a brother, a sister, two
grandchildren and three great-grandchildren. ELEANOR J. B. PEARSALL

LLOYD C. FINLAY
Lloyd C. Finlay, 53, former conductor of the orrhestra at the Majestic theatre here, died in Houston, May 11, after a 10-day, Illness.
At the time of his death, Filay was manager of the Tower theatre here, an Interstate nabe house. He had been in show busin thouston for 22 years, all of the time in association with the Karl Hobitzelle interests.

ADDIE LESTER

ADDIE LESTER

Mrs. Addie Lester, 87, died May
11 in New York.
In her githood she was a slackwire performer with the P. T. Barnum show, and for many years appeared with her husband, Eddie
Lester, in vaudeville. She retired
from the stage in 1917.
Funeral services under the auspices of the Actors' Fund and interment in the Fund plot in Kensico.

GEORGE W. BELFORD
George W. Belford, 71, died of
apoplexy at his home in Kendalville, Ind., May 11.
Belford put on the road the Six
Flying Belfords and also organized
the Six Lucky Boys, another acrobatic act.

ness. Ross, former blackface comic, was teamed for years in a comedy act known as Hutter and Ross, illed as '500 Pounds of Harmony."

MIKSA PREGER

Mi Preger, producer, died in Vienna after the amputation of his left leg.

Preger staged various Leo Fall and Emmerich Kalman operettas in Central Europe, His son is manager of German theatre in Prague.

JOHN ERNEST BORLAND

John Ernest Borland, 71, British composer, who wrote music for the coronation of three English kings, died in London May 15.

Hi idow, ter survive him.

MAX COOPER
Max Cooper, 30, operator of Twentieth Century, Gold, and Villa theatres in Chicago, died at his home in Chicago, May 14.

Mother and three sisters survive. Burial was in Proviso.

FRANK M. SHAW
Frank M. Shaw, 43, stage, screen
and radio entertainer who died in
Kansas City May 7, was given funeral service May 15 in Los Angeles.
Body was cremated.

LEWIS McKOWAN

Lewis McKowan, 61, former Midwest theatre owner, died of a heart attack May 18, in Los Angeles. He was an uncle of Richard Di

WALTER T. NANNEY
Walter T. Nanney, 63, head of the
Paramount studio mechanical department, died Los Angeles,
May 9.

Mrs. Margherita Conklin. of Chester Conklin, screen comic died May 14, in Los Angeles. Once a concert violinist, Mrs. Conklin had been an invalid for 27 years.

Alfred T. Payne, 89, father of Louis Payne, actor, and father-in-law of Mrs. Leslie Carter, died in Holly-wood, May 14. He was a native of England.

Mother of Hardie Albright, actor, died in Beverly Hills, Calif., May 10, aged 73. Burial in Hollywood.

Coronation

(Continued from page 1)

closing. Drury Lane's 'Careless Rapclosing. Drury Lane's Carcless Rap-ture, 'On Your Toes' at the Coli-seum, 'The Frog' at Prince's, 'Over' She Goes' at the Sayville, 'Black Limelight' at the St. James, 'Wise Tomorrow' at the Lyric are all fold-ing, Hippodrome, with 'Danger Zone,' is doing well.

Situation is not as bad as it would appear, however, since there are sev-eral new shows ready to replace the weaklings.

MARRIAGES

Jane Tock, singer i 'The Drunk-ard,' in L. A., to George Stuart, Theatre Mart m.c., Hollywood, May 12.

May 12.

Mildred Morton to Fred Steele, comptroller for Trem Carr, Inc., at Universal, at Las Vegas, Nev., March 17. Bride is a non-professional.

Mrs. Esther Rosine, makeup artist, to Gabe Pollack, scenic artist, Las Vegas, Nev., May 13.

Mrs. May Markett to Louis Goldberg, May 12, in New York. Groom is an RKO theatre executive. Bride is the widow of the late Mark I. Markett.

Markett.

Marie Barton to John Stanley McGuirl, in Miami, May 16. Groom is
known in the profession Jack
Adams and is at present a vaude
agent in Montreal.

BIRTHS

Mr. and Mrs. Gene Kretzinger, son, in Brooklyn, May 14. Mother is Marge of 'Myrt 'n' Marge' team in radio.

WALTER ROSS
Walter Ross, 56, died May 12, in
In ianapolis, following a short illtheatre booking office of Warners.

Hope for U. S.

(Continued from page 19)

and, moreover, was employi

and, moreover, was employid dreds of French people.

As the interview was primarily one of information' for the commission, no inkling of what the terms of the eventual bill it will draft was to be learned. But the Americans stress that their views and arguments were istened to so attentively and intelligently that they have reason to benieve that their interests will not be entirely forgotten and they have hopes of believing that they will not be shut out in the cold entirely.

Simultaneously with these arguments, the Americans took advantage of the hearing to refer to the recent decision of the French censor to bar an American film (Black Legion'). The point of view was maintained that this action was unnecessarily id and that no American film could be considered immoral because malefactors were never glorified and were always punished.

Petsche's Report

Petsche's Report

Petsche's Report

On the other hand, a recent incident has given the Americans reason to worry from an entirely different aspect. Maurice Petsche, reporter of chamber sub-commission charged with studying measures to protect the interests of the French cinema industry, in one of the recent sessions of the chamber has gone through the formality of protesting in, writing against the rights granted American films under the Franco-American trade treaty.

On the face of it, this appears innocuous enough but, in reality, it means that when the treaty comes up for discussion in the chamber his protests necessarily cause a discussion of the terms of the treaty by the chamber. Had no such protest been made the ratification of a treaty which has already been signed by a government is a mere form of procedure and the clauses of the treaty are not discussed.

In some quarters, usually reliable,

cedure and the clauses of the treaty are not discussed.

In some quarters, usually reliable, it is reported that Petsche intends to move that, unless the clauses in the treaty relegating the exact position of American films are not changed, that the chamber refuse to pass it. If the government makes, its passage in its entirety a question of confidence it will undoubtedly pass, but whether such a move will be taken and just how much support Petsche has behind him has yet to be seen. No date has yet been set for the discussion of the treaty, but it is not expected to be duri the present short session.

Equity On Radio

(Continued from page 56)

sive independent council that will assume its original responsi-bility of again becoming the governing board of the association

bility of again becoming the governing board of the association.

In Miss Wood's article she reterred to 'a hoary method of pointing to an administration as a lot of old dodos . . . putting trip wires and hindrances a putting trip wires and hindrances at every inch so that an administration is so busy attending to parliamentary details that its real business is slowed up . . demagoguery based on implications of dishonesty and incompetence.

Association's mag carries all three tickets, both the opposition lists being headed 'an independent ticket.' Notice of the annual meeting, dated for June 4, at the Astor hotel, N. Y., sets forth the schedule of procedure, also the proposed constitutional changes which would reduce the salaries of Gillmore to \$7,500 annually and Dulzell's to \$5,200. New matter concerning salaries is set in capital letters.

Notice is given that the council rejected both proposals. Only if the motions are carried by substantian alorities would the amendments be put to referendum.

J. lunkall, head of the third

majorities would the amendments be put to referendum.

. J. lunkall, head of the third party ticket and the sole candidate opposing Gillmore, also criticized the edition of the house organiment in the property of the renominated officers, except that of president, had been deleted from the ticket, also that hey, also endorsed three council candidates on the regular ticket.

Also complained of is a rule adopted by council to the effect that the third party cannot bill itself as the progressives. Pointed out that the second, or independent, group, also uses the same term.

Commenting on the adoption of the administration committee of both independent parties' plank to organize radio, Blunkall said, 'At last the lories have been awakened.'

WHAT THEY **THINK**

Censorship Inspires Poem New York City, May 14,

Editor, VARIETY:

Oh, Mumbo-Jumbo, God of The Cashier's Till,
Save, Oh save us, if you will
From the inanities of the Dunnigan
Bill,

Outlaw the Minskys, Ann Corio and

strip-tease.
Go ahead and take away all of these.
But this we ask and ask it with a 'please':

Don't let one man be Sole judge of how much we shall

see— where the dress comes with re-gards the knee.

One man couldn't possi them all to a T— Remember? Moss grows nember? Moss grows only on one side of a tree!

Jim Crouch.

Running Time in Philly . May 15.

I am very much shocked. Shocked and annoyed. I have always heard—and believed—that VAREETY was to be trusted and believed and sworn by. And now I find that I must reconstruct all my conceptions and

construct all my conceptions and beliefs.

To put it very simply, the issue involved has to do with a picture, Shall We Dance, a nice review of which I read in your paper last week. Now, I shall say nothing about the picture or the review itself, but there is: a little matter of running time which I should like to discuss. It is possible, of course, that your reviewer doesn't think running time means anything. Only I happen to be from Philadelphia and to us, in Philadelphia, running time is important. Or, at least it was this time. Your reviewer says the picture is 10 minutes long. Well, I was in New York last Friday night and I wanted to see the picture, so I called up the theatre to find out what time it started. They told me it started at 7:18, so I figured that I could get out 101 minutes later, which would be 8:59, and rush over to Penn Station and catch the 9:15 back to Philadelphia.

Well. 8:59 came and the picture

and caten are the delphia.
Well, 8:59 came and the picture wasn't over, but I knew my watch couldn't be wrong, so I decided I'd better go. I waited five more min-business wasn't over, and better go. I waited five more min-utes and the picture wasn't over, and it was 9:04, so I really had to go.

Now that may sound like nothing at all to you, but when I got to the station my watch was right, so your reviewer must have been mistaken. And I called up the Aldine Theatre, where it is playing here, and they tell me the picture runs 111 minutes. So I guess I'll have to pay to see the finish of it. And I don't need to tell you what I am thinking about your paper, or its accuracy, or its reviewer.

Ash.

WSIX Not Negotiating

Nashville, May 1. Editor VARIETY:

I do not know where rumor sprang from but, personally, and officially as director of WSIX, I wish to go on record as saying that no negotiations with WSM or any other party have been going on with a view to selling any interest in WSIX

view to selling any interest in WSIX.

WSIX is owned by Jack M, and Louis R. Draughon of Springfield, Tenn. They are the proper parties to contact for any information a sale of the station.

WSIX is becoming well established. During the local flood relief work we led all local agencies (newspapers and radio stations) in collecting cash donations, turning in more than \$21,500, one fifth of the city total. On May 2 we joined the Mutual network to earry the Sunday night Willys show. Our local business for April was more than 50% above last December, and our list of local clients is growing steadily.

S. A. Cisler.

S. A. Cisler.

late I have noticed a very re-markable change in the situation. There is at present a great demand for real vaudeville acts to play the better class of night clubs. This is

better class of night clubs. This is a good omen. The younger generation has never seen a first-class, up-to-date vauderille show. Once in a while some film house puts on vaudeville in connection with pictures, but a few mediocre song and dance acts sandwiched in between a Mickey Mouse cartoon and a news reel closing with a second run film is not-vaudeville. It is my belief that vaude will return and take the place which it really deserves. I only wish that I'm granted the privilege to stand up with the rest of the rooters and shout I told you so.

Harry Lakola.

Harry Lake

Chance For a Career Champaign, Ill., May

Editor, VARIETY:

Champaign, Ill., May
Editor, VARIETY:

There is a vacancy here at the
University Illinois which am
sure will be of interest to a number
of your readers, and ich has a
general news value.

University of Illinois is the largest
university located on one campus in
a small community in this country.
There is naturally considerable social life, and dancing, of course,
plays a leading role,
Illinois Student Union operates,
several times a week, dances in its
own ballroom. We want a young
man to organize our orchestra for
next year, select his own personnel
and in general have entire responsibility for the orchestra and its performance. What we are looking for
is a man who has made a success
i is own or in some other orchestra, but who is ambitious and believes he can go farther with a university education.

Several years ago Bill Goodheart,
now vice-president of the Music
Corp. of America, held the position
of which I am speaking. A few
years later Joe Kayser, now an ex-

Corp. of America, held the position of which I am speaking. A few years later Joe Kayser, now an executive of the Consolidated Radio Artists, held the same position.

A man who gets the job will be able to earn his entire expenses here at the University of Illinois; something of which any man entering college would like to be assured. I hope you can give this opportunity publicity in your publication. It may be that you know of someone personally who has ambition along the lines I have suggested. You will be doing him a favor as well as us in recommend im for this position.

E. E. Stafford.

E. E. Stafford.

Business Manager,
is Students' Union.

ichard and Robert

Editor, VARIETY;

Editor, Variety, N. Y., May 10.

Editor, Variety,
Leave it to Variety to dig up a sports announcer named Richard. I refer to Richard Fishell, to be exact, and the Radio Review you ran on him in last week's issue (12).

It makes me wonder if you guys are acquainted with Fishell. Up here, in the Sail City, we remember Richard as Dick, that little boy who did a deal of running in the Syracuse backfield, except when we played Colgate. Since which time he left for New York and is now on the staff at WMCA.

I noticed that last week's review was signed Land. I have also seen some riews stori in the credit line of Bob Landry. Therefore, presume that Landry becomes Land for critical purposes. Am I the one? Besides which Fishell only predicted football winners for Variety all last fall, and Land still calls him Richard.

For the record an able profes-

For the record -an able professional commentator on muscular pas-times, said Land, Bob Landry, nay Robert Landry. Um-m-m! So what? So let me be the first to

introduce them. ob meet Dick, and let's scotch the formality. Or am l too masculine?

Managing a 100-Watter

May 14.

Roots For Vaude's

Mansfield, May 14.

Editor, Paul rockhorst's comment a few weeks 'ago expresses the sentiment of a multitude of your readers, mainly perhaps the old timers. The public is responsible for the present conditions. The masses are clamoring for vaudeville but the managers to run a 100-watt local station than 1 to give it to them. Of it does the average chain station, same city as myself—Glasgow, Scot-

where someone else always takes care of your headache by providing you with the talent, paid for by the chai, and ideas and sales, while the smallee must do all of this himelf.

Just a word to Duke and the other-small station men; Read the columns of Variety on exploitation used by the film men and also the comments of the big time shows. You will find more ideas than you have talent and time to not serve.

more ideas than you have talent and time to put across. Surprising thing to those of us who have been in radio and then scampered out is to see the number of small stations which fail and fold scampered out is to see the number of small stations which fail and fold up because of the inane desire on the part of the owner to demand his pound of flesh in the form of profit, and then expect the manager and operators to work for glory and fun, both of which useless in the paying of food bills. Let us all hope that these days are growing to a close and that the new crop of owners of small stations will soon see the light of day and realize that even the victim who carries the title of manager should be able to buy food for his family.

McKee.

Straw Hats Needed Palmyra, Mo., May 15.

Editor, VARIETY:

Enclosed you will find \$1.50 and extend my Variety subscription that much. If I remember correctly I sent you \$2.00 last time but it doesn't seem very long since I had a bill from you for that until I got billed this time. You might check up n it

on it.

I realize that mid-western stock companies are hardly in your field but I can't see why we don't get better ones. There are so many straw-hat theatres in New England, and I am sure they can't all pay. Why can't some of those groups get tents, and come to the Middle West. They can have experience, make money, and give us a lot of enjoyment, maybe.

It ought to be a lot of fun for a group of youngsters. We don't ca about big names, just enjoyment. Stewart Johnson.

Claims Top Rate

Editor, VARIETY:

Editor, Variety:

New York, May 13.

In your issue of May 12, Page 43, under the caption, 'Wax continues as Medium for Yankee Advertisers using South America,' in the last paragraph you quote as the top card rate in South America—\$280 m/n, as quoted by a 20,000-watt radio station.

tion.

This is misleading. Largest station in Buenos Aires has 50,000 watts and this is LRI-Radio-El Mundo. Top rate we ask for this station is 1,000 Argentine Paper Pesos per hour, or approximately \$300, U. S. This station does not accept electrical transcriptions for its programs. \$300, U.S.
cept electrical transcriptions active programs.
Universal Publishers Representatives, Inc.

Editor, VARIETY:

In legit recently, it is announced that 'Tovarich' advance of \$10,000 was the biggest yet. In 1926 I leased the Coast rights for \$10,000 of 'An American Tragedy.'

Editor,

Editor,
Your vaudeville revi wasn't
very careful the recent review
of the Fox, Philadelphi, during the
Patriel Bowman date. Gave no
mention whatever to pianist Irving
Fields who stopped the show the
performance I caught. I am a musician myself.

Who Started It?

Editor, VARIETY:

Editor, VARIETY:

O. M. Samuels' list of 'reat Singers of Great Songs' is week's VARIETY was very interesti. I note he lists Lottle Gilson as the singer of Ta-Ra-Ra-Boom-De-Ay' and it seems to me this should be credited to Lottle Colli I heard Lottle Collins—'the lady in red'—sing this ditty in the British Music Halls around 1891 and it was believed she was the first to sing it.

Lottle Collins nopularized.—Re-

Guild Cancels

(Continued from page 56)

after recent stand against performance of 'Tobacco Road' and film Ecstasy.' Figured if these were eligible for censors' scissors and erasers, 'Delight' comes under the

same heading.

'Idiot's Delight' was to have been

same heading.

'Halot's Delight' was to have been the fifth legit company brought here this season by Drama League. An earlier, presentation, last fall, was Boy Meets Girl, which went on with London version in deference to requests by League, which has here-tofore acted as its own censor, and has consistently refused sponsoring Tobacco Road.

According to Mrs. Rushton, thought of censorship was anticipated at time of booking, but, considering recent controversy, it was thought best to have the Mayor pass on the script. Particular exception was taken by Butler to the passage referring to Gov. ryan botel in Omaha. Actually no such hostelry cause it is thought revision was asked in deference to memory of statesman, for which state is, known. It is paradoxical that the passage referring to town be banned here but used in performances by the company in all other spots. Drama League board indicated it would stop bringing plays here if such obstacles continued.

The Theatre ild says that its productions may never again play Omaha, as a result of this incident.

Merrill

(Continued from page 1)

definite cash guarantees, and If the plane crashed in mid-ocean, they might be held responsible and face heavy damage actions. Also there might have been public censure, which they land the for pictures then was for stills with the Hearst organization. This, too, was an unwritten deal, with verbal understanding that Merrill was to get \$5,000 on delivery of the prints, with a share in syndicate returns above that figure after deduction of costs. Hearst organization wouldn't signature anything for the same fear of liability risk.

Merrill, besides the stills, brought back with him a number of letters specially post-marked for the voyage, for which he was paid nicely, as well as a number of official programs and other gadgets which he sold at good figures to collectors on this side. Also, he was signatured immediately for 11 different kinds of ad endorsements of commercial products, with several more such the with the wind and due to go through.

products, with several more such deals in the wind and due to go through.

Newsreel companies, although they all agreed not to use Merrill's services, were suspicious of each other and were very worried when he arrived. Arrival was covered from every possible angle and his baggag carefully photographed and serutinized, just in case somebody was trying to pull a fast one. Metrotone was especially suspected by the other companies because of its Hearst tieup, and a sign of relief went up when Merrill's customs manifest mentioned no moti ture footage of any kind.

Columbia and Dufaycolor (English outfit) both hoped to get enough footage on the plane for a one-recler, thinking thus to beat the reels at their own game, but they couldn't get footage enough past the British censors in time to make the plane.

Merrill was formerly a fluor on roadway, particularly 45th manager, handling Andy Chaney of Baltimore. He quit the racket when another handler copped his man.

Merrill became interested in flying during the war. At one time he was a railroad fireman and engi

Iturbi Sis to Debut

Detroit, May 18.

Amparo Iturbi, sister of Conductor Jose Iturbi, who made her Ameri-can radio debut over CBS May 2, will take her bow as a concert planist i this country May 24 at Orchestra

hall here.
Concert under auspices of Detroi Concert Society.

land, and I remember her in her early days. She was the mother of Jose Collins.

J. Wilson Roy.



"WOMAN CHASES MAN" right into RADIO CITY MUSIC HALL! Opens June 3rd

SAMUEL GOLDWYN presents



Miciam Joel HOPKINS * MCCREA

CHARLES WINNINGER • ERIK RHODES
ELLA LOGAN • LEONA MARICLE • BRODERICK CRAWFORD
Directed by John Blystone • Released thru UNITED ARTISTS

Published Weekly at 154 West 46th Street, New York, N. Y., by Variety, Inc. Annual subscription, \$3. Single copies, 15 cents, Entered as second-class matter December 22, 1995, at the Post Office at New York, N. Y., nder the act of March 3, 1879. COPYMENT, 1937, VARIETY, INC. ALL MIGHTS MESSRYMENT MESSRYMENT, 1937, VARIETY, INC. ALL MIGHTS MESSRYMENT.

Vol. 126. No. 11

NEW YORK, WEDNESDAY, MAY 26, 1937

64 PAGES

Beat the Sticks and Out Will Jump Talent, Says Sir Harry Lauder

By DENIS MORRISON

By DENIS MORRISON

Hollywood, May 25.

You can't bottle up talent.

Harry Lauder says so and adds:

Harry Lauder says so and adds:

Harry Lauder ought to know. A
coal mine couldn't bottle me up. A
flax mill couldn't. If a man or a
woman has honest, genuine ability
to entertain the public and the will
to work at it, out it'll come.'

Soothe comedian, a little rounder
about the middle, a little thinner
and grayer on the top of his thatch,
knitted hi brows and pounded on
the turf of the garden behind the
everly-Wilshire hotel to emphasize
his conviction that show business
has got to get on closer and more
intimate relations with the great
body of the common people.

He views the passing of vaudeyille in this country with misgiving.

The great talent of talking pictures today,' he said, 'where did they
come from? Out of the sticks. Out
of the music halls, the variety shows,
from the ranks of the smallime
troupers. I count myself one of
them. W. C. Fields, Ray Bolger,
Burns and Allen, Ella Logan,
Eleanor Powell, Martha Raye, Fred
Astaire—I repeat, where'd they
come from? That's your answer to
the source of talent for the future.

From Burley, Mebbe
'You can't buttle tup. It may

From Burley, Mebbe
'You can't bottle it up. It may
turn out that the most fertile existing field for the training of fu(Continued on page 51)

Scotch and Symphony Possible in Philly Again, After 56 Yrs.

Philadelphi May 25.
Philadelphi May 25.
Philly music lovers ill soon be able to have a cocktail with their Aida' and a Scotch and soda with their Heifetz. A bill has been introduced in the state legislature to permit opening of the bar in the basement of the Academy of Musi Mahogany fixture, which has been collecting dust since 1881, n a law was passed forbidding sale of alcoholic beverages in concert halls, is the longest in the city. It was famous in the '70s.
Measure was proposed by Senators Israel Stiefel and Anthony J. Dis Silvestro, of Philly, It was drawing by attorneys for the Phily Orchestra association at the latter's recuest. No objections have been ised to its passage.

Kleptomania on Danube

Foreign tourist trade has its disadvantages, accor 'to Austrian state railways.

Ot the 110,000 towels or red and placed at the disposal of the passengers beginning of 1937, only 13,500 are now left.

Station SAM

Washington, May 25.
Construction of a government-owned short wave station has the backing of most of President Roosevelt's cabinet. Celler bill authorizing outlay to erect transmitter which will occupy frequencies granted the U. S. will be boosted by the State, Interior, and Navy departments, as well as the PanAmerican Union, when hearings take place. take place.

If set up, plant will be the

If set up, plant will be the first government venture into broadcasting. Time cannot be sold for advertising, but outsiders could use the station if they agreed to lay off propagandizing.

DID BASEBALL AIR RULES HURT?

Chicago, May 25.
Test to discover whether or not this year's strict-reporting ruling of baseball broadcasting was causing any drop in listener interest was run by Ruthrauff & Ryan, and has boys guessing that it didn't.
To make things hard, test was put on the Dodge dealers Sunday a.m. WBBM shot, which has nothing to do with baseball. Further in asking for votes as to which team was most popular, it required that the listener get a ballot from a dealer by personal call, and on top of that, asked him to mail it in. But the ballot was addressed.
Announcements on two programs

was addressed.

Announcements on two programs pulled better than 8,000 votes and, considering the conditions, every-body's slapping everybody else on the back and saying that the new rulings haven't het a bit.

Results showed Sox getti and Cubs 49.7.

'AND NOW THE ADMIRAL IS DOING THE RHUMBA'

Baltimore, May 25.

June Ball at the U. S. Naval
Academy will be radio-described
for the first time on night of June
2 by WFBR. Baltimore, which will
feed it to the Red network of the

FEW NEW CLIX **DURING 1936-37**

Edgar Bergen an Exception -'Fibber McGee and Molly' One of Season's Developments - W. C. Fields and Charles Butterworth

JAW-EXERCISERS

By BOB LANDRY

Radio develops little new talent.' That's what Vantery said in 1936, 1935, 1934, 1933 and even further back. It's still the season summary streamer. roadcasting season just ending has run true to form in that:

(a) Most of its topnotchers are carry-overs from yesteryear (five years or better for Cantor, Benny, Wynn, Baker, Vallee, Burns and Allen, Jolson, Amos 'n' Andy, Easy Aces, Lombardo, Bernie, etc.)

(b) Radio itself is slow to bring forward new personalities and its tendency is to eschew experimentation on its own, preferring instead to borrow established popularities from other sources.

During the present season the

During the present season the

During the present season the most notable personality to bob up is Edgar Bergen, ventriloquist. As usual, radio 'discovered' what show business had known for years. In a remarkably short period of time, following a number of guest dates on the Vallee program, Bergen has

(Continued on page 62)

BETTER PLAY SAFE AND **PUT THIS ON PAGE ONE**

Home Office here is sensitive to latticles and cartoon's critical of Japan or which treat Japanese themes in lighter vei: Action was taken yesterday (5) against The Living Age, March issue, and The Windsor Magazine of London, April issue, for articles considered disrespectful to the throne. Esquire ran afoul of the authorities for an article in the April issue which criticized Japan's policy toward Chi. All three magazines were put under police ban and removed from newsstands for the one offensive issue and, if any of them repeat, will be permanently barred. Type of articles sure to draw fite are those which question descent of Emperor from Sun Goddess, criticism of Japan's expans! policy and those which question biz ethics of Japs. English language mags have been reprimanded or suspended for varying periods for placing pix of Emperor on inside pages or placing announcements regarding Imperial family invowements in positions other than top of column.

New York Didn't Like Elmer Rice's 'Judgment'; London's Nuts About It

Force of Habit

Philadelphia, May 25.
Great Zacchinl, who twice
daily gets shot out of a cannon
for Ringling Brothers-Barnum &
Bailey, appeared at the Philly
Record office last week with a
feature story about himself. He
was taken into the photo department for mugging. Without
warning lensman took a shot of
him from the side.
Flash sent him four feet into
the air.

PLAY AGENTS **USE WPA ON** THE CUFF

Play agents in New York are using the playreading bureau of the WPA Theatre Project as a mill to separate the wheat from the chaft among innumerable manuscripts submitted weekly from the hinterland by unknowns, By sending plays over to the Federal readers, agents are assured of a good reading and a comprehensive report, with a synopsis, minus the expense it would ordinarily entail plus the labor to themselves.

ordinarily entail plus the labor to themselves.

WPA reads everything submitted and writes a report for its own regular bulletin to outland units. At the same time a report is given the agent who redeems the play if considered to have merit. They then give it their own time and consideratin.

Gar is worked by agent stamping.

Gag is worked by agent stamping each no 'name' entrant with the agency label as soon as it arrives and rushing it over to the WPA. (Continued on page 63)

DEATH CHEATS 98-YR. **OLD OF STAGE DATE**

Spartansburg, S. C., May 25. George Isaac Hughes, 98-year-old. Civil War vet who astonished the medical profession by becoming a father at 95 and again 97, has been cheated out of intended stage

father at 95 and again 97, has been cheated out of intended stage and radio career. He made oue trip to New York and participated in a national radio broadcast. There was much talk of a vaudeville career and he boysted that he would live to be 110.

On May 20 death played an impromptu role and rang down the curtain, leaving his young widow and two children. He that 16 children by his first wite, who died several years ago. years ago.

Reports from London that Elmer Rice's Judgment Day,' which opened there last week, was rated by the critics as 'one of the finest plays seen in London in a long time,' attracted unusual interest on Broadway because when the same melodrama opened at the Belasco, N. Y. in September; 1934, and drew sharpty divided notices, Rice went on a one-man campaign against the reviewers. Play lasted 12 weeks, but ended well in the red. Then he presented 'Between Two Worlds,' and when that-play, too, failed to get the critics' nod, Rice declared he was through with show business. The agitation against the critics lasted throughout the fall and, just sit was dying out, Sean O'Casey's 'Within the Gates,' which also drew divided opinions, started the argument all over again. ('Gates' lasted about three months, but also was a flop). Rice nearly got Equity involved in the dispute. Author-producer steamed up Frank Giltmore, who wrote the Theatmer League (managers) and Dramstists' Guild. Stated at Equity that it was Gillmore's own move. He saked the two bodies to confer with an idea of doing something about the critics, but neither wanted any part of the matter and all sides decided to forget it. ice stuck to his word and refused to produce 'For Children Only.' Subsequently he headed the WPA Theatre Project and, after a row with Washington, resigned. He recently went abroad.

'Judgment Day,' which treats with the trial of three victims of a 'to-templed assassination,' aroused no less than four feuds on newspaper (Confilmed on page 52).

What's Ahead for Kid

What's Ahead for Kid Stars? Jackie Coogan Will Wave a Stick

Jackie Coogan has been signed by Charlie Green, Consolidated Radio Artists prez, now visiting the West Coast, to head an orchestra, 'Kid' will stick to the west until broken

will stick to the west until broker in, and then try an eastern invision.

Art Crippen's band at th' dero has been taken over existin kid to head. Both n worked, and polish begi for bow next month.

Blueblood Ballyhoo

Elsa Maxwell will act as press agent deluxe in Europe for the American Ballet. Latter group contemplates a swing around the European centres. Party-tosser in visits to London, Paris and Vienna will whoop it up using her social contact to win interest and support for the young Yankee ballet.

She's been supplied with art and mimeographs.

mimeographs,

COAST STRIKE SETTLEMENT IMMINENT AGAIN; JURISDICTION IS ONLY HOLDUP

One Major Agreed Verbally to Recognize Union Shop But Was Stymied Pronto-SUE Settlement a Blow to FMPC

Hollywood, May 25.
Hopeful that the A.F. of L.
will decline to intercede in the
LATSE encroachment of jurisdiction in other studio craft;

trike settlement appeared im minent Friday (21), when the hear of one of the major producing com panies agreed verbally to recogniz the demands of the Federated Mo panies agreed verbally to recognize the demands of the Federated Motion Picture Crafts for a union shop. Offer was speedily withdrawn, however, when the International Alliance of Theatrical Stage Employes claimed jurisdiction over the make-up artists, hair stylists and draftsmen. Threat of George Browne, international prez of the IATSE, and Coast rep William Bloff to Louis B. Mayer, of a complete studio and theatre strike in the U. S. and Canada if the FMPC agreement is signed aminus IATSE sanction. Indies were imiliarly notified.

FIMPC had given the indies until Friday noon to sign the agreement calling for union shop of 11 crafts affiliated with that org. Indies refused to negotiate after attorney conferences, pending settlement of jurisdiction differences between the two orgs.

conferences, pending settlement of jurisdiction differences between the two orgs.

Aaron Shapiro, former N. Y.

forney repping the maritime groups in San Francisco, secured a verbal agreement from one major producer, unnamed, he said. J. R.

Robinson, vet organizer and chief of FMPC pickets, brought Shapiro into the picture. He pointed out that men were asking no more than what the Guild was granted, and that the producers, at the N. Y. labor conference on April 4, had agreed to a closed shop for painters and scenic artists. Deal was upset when the IATSE became incensed over the FMPC's claim that the former was a company org.

company org.

Browne's View

a company org.

Browne's View

Browne's View

Browne announced that no settlement would be made until the arrival of an international icer of the Brotherhood of Painters, Decorators and Paperhangers to discuss terms. He declined to talk with Charles. Lessing, exce secretary of FMFC, or Rudy Kohl, biz rep of the studio painters.

FMFC collapsed as an org Friday (21), when the Studio Utility Employees, Local 724, agreed to return to work and then deal for a union shop. SUE members were given a wage tilt from 60 to 75c per hour, but few will find jobs, since more than 1,000 were taken over by the IATSE and given rating of Class B grips, with a wage boost to 82% per hour.

Statement was given by rowne and Joe Marshall, international v-p of SUE, that settlement had been effected through the intervention of the IATSE. Jointly signed statement read:

The International Alliance of The-

vention of the IATSE. Jointly signed statement read:

The International Alliance of The atrical Stage Employees again intervened in the strained studio union situation yesterday. Similar to their demands upon the major producers two weeks ago that the Screen Actors Guild be given recognition, the IATSE yesterday secured a union shop agreement and 15c per hour increase for the Studio Utility Employees Union.

In annual of the IATSE (Bermen).

May 20 (New York to London) May 20 (New York to London) Cooper (Berengaria).

ARRIVALS

RIVALS

would block any settlement not sat-isfactory to his group, Browne issued a scorching denunciation of the op-position, denying all its claims and rendering a glowi history of the work and achievements of his own

work and achievements of his own org.

This was followed by a lengthy statement by Joseph M. Schenck, chairman of the producers' special committee, in which he charged that settlement of the strike was being blocked by Lessing. Schenck pointed to agreeableness of producers to negotiate, and decried the FMPC as misleading; and misinforming studio workers and thus keeping them out of work.

Picketing continued at 10 major studios where walkout started on April 30. Lines have thinned out, however, since eight of the FMPC affiliated crafts returned to work, leaving only painters, "scenic artists and makeup artists on strike. Pickets were removed from studios Sunday (23) and assigned to L. and Hollywood theatres. Lines were switched back to the plants of Monday (24).

Hollywood bacatres. Lines were switched back to the plants of Monday. (24).

In the meantime directors, script girls, cutters, costumers and other workers have either, perfected, crare working on, separate organizations to seek producer recognition and improved working conditions. Studio plasterers completed their organizing last week and were given a wage tilt of 10%.

Recognition has already been tended to directors, and negotiations with the producers will be opened as soon as directors complete a draft of their demands. Assistant directors have been admitted to membership, and an affiliate organization will be made up of the heads of scenic departments, interior decorators and illustrators. Script girls are expected to affiliate with the film editors.

INDIES HOWL ON GUILD SHOP

Hollywood, May 25, groduers following the Guild's demand for use of its actors and extras on locations within a 300 mile radius. Indies claim that conformity to Guild shop would more than do uble the currently budgeted figures.

Heretofore indies shooting out of town used natives for mob and bit parts. Guilders claim westerns cost as low as \$7,000 through use of home-guards for atmosphere.

Producers are trying to figure where to cut corners to stay within it its. There's a possibility, of course, that the wage hike will be absorbed i increased rentals and state right sales. Hollywood, May 25

absorbed i inc

SAILINGS

SAILINGS

June 12 (New York to Scotland)
Harry and Greta Lauder (Cameronia).
June 2 (New York to London) Mr.
and Mrs. G. C. Pratt (Berengaria).
May 27 (New York to Mexico)
Clarence and Elfrida Dérwent (Yucatan).
May 25 (New York to Paris) Richard Watts, Jr., Hans Kindler, Marcel Journet, Albert Morini (Lafayette)
May 22 (New York to Buenos
Aires) Joseph Hopfenberg
(Southern Cross).
May 21 (New Yor Hamburg)
Mary Garden,
May 20 (New York to London)
Philip Merivale, Gladys Cooper
(Berengaria).

IT WAS NO FUN

Hollywood News Corresponden Ga-Ga Covering Strikes

Hollywood, May 25. Correspondents to whom trouble in the main is money in the bank don't want any more strikes on which to fatten their br.'s for a while. They've had their fill after while. They've had their fill after a month covering strikes, nostrikes, near-strikes and Pat Casey. There joy in Mudville for Casey either, for on more than one occasion the mighty Casey struck out. He didn't lead the boys up a garden path exactly, but many of hi jpe li blew up before the boys could get their wires.

Every day and often several times; every hour events changed so rapidly the course of negotiations that newspaper boys; and itls just gave up trying to frame a lead that would hold together long enough to get in type.

Gaumont Set-Up For New Season In Negotiation

Simultaneously with the return of Arthur Lee from the Coast come indications that Gaumont-British will be prepared to announce its new season's program of American distribution next month. In the meantime, GB is going ahead with plans for three regional meetings in connection with its new season's plans. One of these sessions will be held on the Coast and possibly one in New York.

GB's minimum offering for the coming season in all probability will be 16 films and the program, including around 8 which have still to go on the current release schedule, may

current release schedule,

mount to 24.

No deal between GB and 20th Century-Fox for distribution of the British firm's films here for the coming season has been concluded as yet.

It is expected that negotiations to this effect will be begun upon the return from the Coast of Sidney R. Kent, 20th Century-Fox president, and John Clark, 20th Century-Fox ales manager. Kent and Clark are on the Pacific slope in connection with the 20th Century-Fox convention.

Harrigan Vice Mulligan

Harrigan vice mulligan
Hollywood, May 25,
Iness of Robert Mulligar ha
forced him from the cast of Samue
Goldwyn's Dead End and he ha
been replaced by William Harrigan
Actor was brought from the New Actor was brought fro York stage for the part.

N. Y. to L. A.

Madeleine Carroll. Harold B. Frankli Leonard Gaynor. Jack Linder. Claudia Morgan. Mr. and Mrs. David O. Selznick, Leo Spitz. George Weeks.

L. A. to N. Y.

L. A. to N.
Edward L. Alperson.
P. D. Cochrane.
R. H. Cochrane.
Jack Cohn.
Ralph Cohn.
Walt Disney.
Catherine Doucet.
Charles Ford.
Max Gordon.
James R. Grainger.
Johnny Green.
Babette Greene.
Eve Greene. Eve Greene. Hal Horne. Alexander Leon Leoni Morey Marcus Charles Morrison.
Ozzie Nelson.
Joe Rivkin.
Hal Roach. Bill Robinson George Schaeffer. Murray Silversione.

Aw, Fellers

Hollywood, May 25.
Students of Cornell University, who can't stage their annual spring ceremony without a Hollywood picture beaut on hand, want the strike to end.
They wired the Federated Motion Picture Crafts that college is pro-labor, but, 'if we don't get some Hollywood pulchritude, we'll probably go Fascist, capitalistic and maybe Republican, so how about a colossal, stupendous, gigantic settlement?'

A. F. OF L. HEARS **PROTEST ON IATSE**

incinnati, May 25.
Protest against the IATSE was filed Monday (24) ith the AFIL executive committee, following a special meeting of various trade leaders called together by L. P. Lindelof, international prez of the Brotherhood of Painters, Decorators and Paperhangers of America.
Protesting trades are painters, and decorators, laborers, stationary enjeneers, sheet metal workers, plasteres, plumbers, steamfitters, moulders, iron workers, culinary workers and machinists.

Lindelof organizati includes studio painters, scenic artists, makeup did not be a support of the control of the contr

Lindelof organizati includes studio painters, scenic artists, makeup artists, hair dressers, draftsmen and scenic designers in the film industry. He is reported to have submitted affidavits to special protest meeting of evidence that LATSE cards have been issued to non-union workers to permit them to take jobs of stri ing unionists in Hollywood.

Protesting body demands that the executive committee call on the LATSE to immediately suspend interference with jurisdiction of other unions. Special meeting also re-

IATE to introduce with jurisdiction of other unions. Special meeting also reported to have discussed protest of N. Y. scenic artists against trespass of jurisdiction by IATSE in that city.

SOC. SEC. OKAY STILL LEAVES BIZ PUZZLED

Washington, May 25.
Decision of the Supreme Court
Monday (24), o.k.'ing Federal levies
of payrolls to provide funds for unemployment and old-age, pensions, did clarify numerous sions, did clarify nume points of importance to the am

nent industry.

Pemaining still unsettled Remaining still unsettled are questions about migratory talent; who pays for whom; when performers are employes of the broadcaster, film producer, or theatre, and when they are independent contractors outside the tax system; and how accounts must be handled for enterprises with speedy labor turnover. Remaining

Tay Garnett Readying Trade Winds' for UA

Hollywood, May 25.
Renowned Artists is established in its new quarters on the Selznick International lot in Culver City and preparations are going ahead for Tay Garnett's first picture, 'Trade Winds'. Pic is skeded to start in October, with Garnett directing for United Artists release.

Briskin's New Method

Hollywood, May 25. S. J. Briskin is trying out a new budget plan at RKO whereby his assistant, Lee Marcus, draws a lump sum for his group instead of in-dividual allotments. Such pictures warranting cost sheet increases dur-ing developments will get additional coin.

coin.

Idea behi the plan get
around bracketing pictures on a preconceived notion of their production
value without putting a fixed price
on any one film,

Dorothy Hall's Test.

Dorothy Hall, star of 'Behind Red Lights,' legit show was screen tested again Monday (24) by 20th-Fox. Has been before company's lens several times.

Fleischer Strike Continues in N.Y.; Other Unions Aid

Strike of the Commercial Artists and Designers' Union at the Max Fleischer studios, N. Y., remai deadlocked, with little prospect of an early settlement. Paramount and Roxy theatres, in the Times Square district, were subjected to mass picketing last Saturday (22) night. About 100 strikers kept a snakeline in front of each house for half an hour during the heavy business hour, causing considerable conjection. Police were on hand in large numbers, but offered no interference. Agreement was reached in advance to limit the picketing to half an hour at each house.

bers, but offered no interference. Agreement was reached in advance to limit the picketing to half an hour at each house, pickets marching up Broadway to the Roxy when finished in front of the Paramount, for the picketing was show Fleischer cartoons by the houses.

Fleischer cartoons by the houses.

According to CADU officials, production at the Fleischer studios is at a complete standstill, with around 115 of the 135 artists on strike. Executive committee of the musicunion, Local 802, was to meel late yesterday supposedly to deal ith the case of four employees alleged to have been discharged from the music department and possibly to take action on Max Fleischer and his brother, Dave, both, of whom are reported members of the union. Also talk of picketing by 802 of Fleischer studios and theatres ing the films.

studios and theatres mg unclims.

Moving Pícture Machine Operators' Union, Local 306, has likewise acted to intervene in the strike, the membership last week voting approval of the executive board's decision to participate and threatening Fleischer with being placed on the unfair list. Protest has been sent to Paramount, which releases Fleischer Paramount, which releases Fleischer products. Failure of Paramount to bring pressure on the cartoon producer would result in 'strained' relations, the protest said.

Assistance

Jauons, the protest said.

Assistance
Various other unions and organizations are giving the strikers active support and financial help, according to CADU. Committee of independent professional people, headed by Charles Hendley, president of the N. Y. Teachers' Union, is skedded for late this week. Reported the group will organize a public boycott of houses showing Fleischer films.

cott of houses showing Fleischer films.

Among other organizations which have voted support to the strike are the Allied Printing Trades Council of Canada, Amalgamated Lithographers of America, American Advertising Guild, American Artists' Congress, American Fed. of Actors, American Fed. of State, County and Municipal Employes, Artists' Union of Chicago, Artists' Union of N. Y., Artists' Union of Toronto, Cigarmakers' International Union of American on League of the Physically Handicapped, N. Y. Clothing Cutters' Union, Scient Makers' Union, Screen Actors' Guild, Social Service Employes' Union and Taxi Chauffeurs' Union Strischer has steadfastly refused to be interviewed, even by telephone and the control of the physical of the Physical Control of the Physically Handicapped, N. Y. Clothing Cutters' Union, Skirt Makers' Union Service Employes' Union and Taxi Chauffeurs' Union has Fleischer has steadfastly refused to be interviewed, even by telephone and the property of the Physical Property of the Physical

refused to be interviewed, even by telephone, regarding the progress of the strike or the issues involved, being represented as acting entirely on the advice of his attorney, Louis Nizer.

Nizer. declares he has offered to pay for an inspection of Fleischer's books by any certified public accountant the union would pick, to prove the unreasonableness of CADU's demands. Union icials, on the other hand, say Nizer's offer was made with the stipulation that the union call off the strike.

Meanwhile picketing continues the Fleischer studios, ith picketing twice daily.

Hunting the Reason

O. P. Lehmann, Dr. H. Schmidt and G. Kemma, execs of UFA in Germany, arrived in N. Y. this week to look into the whys and wherefores of the collapse of the Deutsch film biz here. Committee seeks reasons and possible remedies for the turn against Nazi films, which on held their own in the U. S. field.

While here representing the German combine, they will also check on technical and management angles of U. S. film industry with an eye to, modernizing the home setu

eye to modernizing the home setu

PIC BIZ ON SPOT IN WAS

Bill Fox Makes Peace with Pic Moguls, Touts New Tint Process

Hollywood, May 25.
William Fox, who has been here for the past week, has been seen frequently ith Sidney R. Kent, president of 20th-Fox, and Joseph M. Schenck, chairman of the company. Fox had a two-hour meeting with Joseph Schenck on Wednesday (19). Following this Fox had a lengthy conference with both Kent and Schenck on Friday (21), resulting in a friendly understanding between these interests which may have some hearing on future business relations these interests which may bearing on future business relations

these interests which may have some bearing on future business relations of all.

Fox came here with Julius Ausenberg, who formerly was associated with im i American Tri-Ergon and later was instrumental in helping Fox make that British Chemicolor deal with Karil Grune, who perfected the process.

William Fox controls the process, owning the world rights to it. He brought with him to the Coast four relis of film showing the color, one of which is silent and includes a test shot of Ann Harding, besides some outdoor stuff on boats and a weather strip. Remaining three reels in sound includes a "Pagliacci" it made abroad.

abroad.

He claims for his color that it is the cheapest for use from point of cost, bringing color in at a fraction of the cost of other processes, and that it can be developed as fast as black and white.

Fox has been showing it around to various friends and comparing it with other color processes, claiming that it will be a revolution in color.

He has given no indication of just

that it will be a revolution in color. He has given no indication of just how he will hook up his proposition, but simply that he is going through with it and will perfect his marketing plans upon his return east at the end of this week.

Fox will not be interested, however, in any theatre projects, as has been reported around here lately, he says.

80% 20th Names **Set for Chores**; **Lot Gets Needle**

Hollywood, May 25.

Within a few days, 80%, of the 20th-Fox contract names, players and directors, will be working, when six new pictures are slated to be in production, in addition to the current seven.

Starters will be 'Danger, Love at Wor' 'Chicago Fire,' 'Ali Baba Goes to Town,' 'Jean,' 'Wife, Doctor and Nurse,' and 'Adventure of Dr. Moto.

'ROAD BACK' TO GET TWO-A-DAY BOOKING

Hollywood, May 25.
Universal has decided to roadshow
The Road Back following its premat \$2 top in the Globe Theatre, N. Y.,
June 14.
U conventions

June 14.

U conventioneers were polled by James Grainger, general sales manager, after they had viewed a condensed version of the film in four reels at the recent U conclave here. Grainger ired the result to Charles R. Rogers, who then made the decision to roadshow the picture following its New York run.

'Rosie' Lives Again

Hollywood, May 25.
Charles R. Rogers has set Edmund
Grainger to produce "The Daughter
of Rosie O'Grady' for Universal.
Pat Rooney and Herman Timberg
iil be featured.

Memories

Joseph M. Schenck conducted William Fox on a tour of 20th-Fox's Movietone City plant the other day. It was Fox's first gander at the production set-up launched while he still held the reins of the old Fox Film Corp. Fox spent several hours gawki

UNCLE SAM, INC PIC PROD., IS **NEW IDEA**

Washington, May

Washington, May
Uncle Sam, Inc., producer, exhibitor distributor of motion pictures depicting all phases of Government activities, will hang up his shingle in competition with the Hollywood big eight, if legislation invoduced last week is approved by Congress.

Consolidating all Government also

Consolidating all Government film

Consolidating all Government film experiments into one bureau—the 'Office of Motion Pictures'—a bill, introduced by Representative Fred Schulte, Democrat of Indiana, would set up Washington as a national film center and give the Government the opportunity to pictorialize any propaganda it wishes.

Operating as a subsi lary of the Government Printing Office, the U.S. Office of Motion Pictures would hire its own director at \$8,000 a year, and concentrate on any subject it wishes.

Complete with technical assistants and motion picture engineers, the O. M. P. would be empowered to produce and provide' film production and manufacturing services for all Federal agencies of the Government; to 'distribute motion picture films, and to render professional and technical services for any Federal agency in connection with the production, the procurement and the distribution of motion picture films. Federal departments, or agencies, desiring to make use of the Office of Motion Pictures, would be required to 'pay promptly by check' to the Public Printer for services rendered. Take would be collected by the Treasury and deposited to the credit of the working capital of the Public Printer for use by the motion picture office.

Price lists and general information concerning Government pix would be sold subject to the approval of the Motion Picture of the approval of the Motion Picture of the approval of the Head of the agency in which the picture of such pictures would again be credited to the account of the Motion Picture Office.

Complete arrangements for the expenses of the office were contained in the bill and an annual report to Congress would be required as to the cash expended.

Legislation authorized the Joint Congressional Committee on Printing to adopt whatever measures it deemed necessary to 'remedy any neglect, delay, duplication or waste in roduction, procurement, preparation and distruction of motion pictures films by the Office of Motion incures.'

Establishment of the Government picture studio would take place wi

A REGAL START

Role is his screen

DIES BILL IS TOUGHEST YET

Sweeping Cleanup Demand ed-Takes in All Branches of Biz-Worse Than Pettengil or Other Measures of Past

PLENTY OF QUESTIONS

Hollywood, May 2
Albert Law, special assistant to U. S. Attorney General, has been summoned to Washington, after conducting an anti-trust probe here among indie theatre-owners during the past several weeks.

Belief here is that he will submit his report just shead of the proposed congressional probe into film bir. Law understood to have interrogated about 50 exhibs for his info-

about 56 exhibs for his info:

Washington, May 25.

Charged with enough potential dynamite to blast Hollywood into the middle of the Pacific ocean, a resolution asking for the most sweeping clean-up of the motion picture industry so far proposed was introduced in the house last Thursday (20).

Causing chills to run up and down the spines of producers, distributors and exhibitors, the legislation—offered by Representative Martin Dies, Democrat of Texas—would give congressional snoopers carte blanche to investigate trade practices, possible monopolies; hours, wages, lobbying and a score of other industry problems which lawmakers have been eye with suspicion. In addition, the special investigating committee of the House would be authorized to request 'fullest co-operation' from justice department setuths, federal trade commission probers and other experts from the various government agencies.

Fact that the Dies resolution would include independent exhibitors in the general massacre, increased industry general massacre, increased industry shudders and gave the legislation added significance. Possibility that the measure was designed to overcome objection to the Hobbs resolution might indicate, however, that he indies were included to provide a smoke-screen.

a smoke-screen.

Hobbs esentment.

Considerable resentment was expressed in congress at the introduction of the Hobbs measure on the grounds that it persecuted the majors and the Hays organization and let the smaller producing companies (Continued on page 25)

Barney Balaban Return From London Will Be Too Late for Par Convention

Only Execs Attend

Paramount ill not take its film salesmen to Los Angeles for this year's annual couvention (June 10) as other cot panies are doing. Only office executives, division, istrict and branch managers will attend. A special train ill leave New York, Sunday (6) for the convention.

Program will not be as large as last year, number of pictures probably ranging from \$2 to 58. Company has for years scheduled 60 to 55 or 55 to 70.

Company has for years sched-uled 60 to 65 or 65 to 70.

STOCKHOLDERS ASK PROBE OF G-B

London, May 16.

A new stage in the protracted Gaumont-British stock negotiations consists of a manifesto by a self-appointed group of shareholders, which proposes to approach the Board of Trade for an investigation into the affairs of the corporation under the Companies Act. A circular, issued by what is called the Provisional Shareholders Committee, invites stockholders to support the move and to supply funds for carrying on the campaign.

The circular declares that the recent law action, when stockholders attempted to restrain G-B from paying its preference dividend, brought facts hitherto unknown to stockholders to light. The committee claims capital and tradi losses of the corporation approximate \$15,000,000, alteging very serious jeopardy exist in regard to share capital, and that prompt and drastic steps will be required if stock is to be restored to a dividend-paying basis.

The manifesto claims mismanagement, as well as unchecked operation of the assets.

Biddell on Own

Hollywood, May 25.
Sidney M. Biddell Is starting his
own production unit and is talking a
releasing deal with Edward Alperson, Grand National head.
Biddell formerly was Alperson's
story editor and production assistant.

Stock Conversion Move By Paramount

Stanton Griffis Explains Zukor Supervision

of Production at \$3,000 Weekly Plus %

154 West 46th Street, New Yor

SUBSCRIPTION Annual.....\$6 Forel\$7 Single Copies.......15 Cents 16 20000

Advance Production Chart Dance Tours..... Exploitation 15 Year. Ago..... Inside-Legit Inside—Pictures Inside—Radio International ilm News. International Show Ne

Outdoors Pictures

negotiations' concerning additional stock.

His official explanation was that the reason for asking the stockholders to increase the authorized common stock at this time is to place the corporation in a position to Issue such stock in the future for any corporate purpos which the board of directors deems to be for the benefit of the corporation.

Zukor's Income
Zukor agreement, dated April 27, this year, the date after the directors authorized the execution of the pact subject to approval of stockholders, would employ Adolph Zukor to have full charge of and to supervise all motion picture production activities of Paranount and its subsids and all its motion picture studios, labora-(Continued on page 26)

Paramount's studi end under Adolph Zukor appears destined to dominate Paramount's annual convention, which gets under way June 5, on the Coast. Barney Balaban, president of the firm, ill not return to the States from Europe until two days following the open of the meetin

Zukor, chairman of the board, will top the dais, in association with Nell Agnew. v.p. and sales chieftai the company.

Agnew. v.p. and sales chieftai the company.

tanton Gri ., of the Hemphill, Noyes, downtown fir , and chairman of the company's executive committee is another who, ill bein absents. Griffis has been south on a fishing tri

Balaban has been abroad several weeks surveying Paramount's foreign situation with John W. icks, Jr. the firm's in charge of foreign situation with John W. icks, Jr. the firm's in charge of foreign with Balaban, scheduled to arrive around June 7.

Balaban is for the first time since he became president of the company look into Par's properties over there. Included among these are Par's greater London theatre properties. Deal was proposed not long ago to turn thi chain over to London interests.

Stanton Gri is, shortly after being named chairman of the executive committee, undertook to negoliate the transaction started by the Par officials. Criffis went to London and worked on the matter but it fell through.

U's New Money Man

U's New Money Man
Hollywood, May 25.
Harold S. Brewster moves to Universal from Price, Waterhouse & Co.
as comptroller, following appointment by J. Cheever Cowdin. Brewster takes the post that has been held temporarily by R. W. Allison since James P. Normanly moved up into a vice-presidency.
Brewster recently functioned as manager of motion picture accounts for Price-Waterhouse. Allison remins as his assistant.

ARIETY
Trade Mark Registered FOUNDED BY SIMB SILVERMA
Published Weekly by VARIETY, In-

INDEX

ramount Pictures. Inc., sent notice of its annual meetin to stockholders last week, outli ing a proposal to increase the authorized common stock by 1,500,000 shares and
a new contract for Adolph Zukor
as production executive. Stockholders will be asked to vote on both
propositions.

ers will be sked to vote on both propositions.

If the manary's stockholders vote approval, Paramount will hike the authorized common shares from 4,500,000 to 6,000,000 and reduce the first and second preterred stock by the number of shares which will have been converted into common shares prior to this annual meeting. Company made denial, through Stanton Griffis, chairman of the Paremon shares, a natural deduction is some financial circles when a large increase is asked. Griffis, besides stating that Paramount has no plans

NATIONAL SURVEY OF LEADING EXHIBS SHOWS THEM STILL OPPOSED TO RADIO

Net Result of MPTOA Resolution Is Zero-Kuykendall, Wilby, Lightman, Griffith, Picquet, Fay, Wehrenberg, Michael, Lam, Lust Report

Current opinion of leading theatre operators and exhibitor leaders who were sounded out by VARIETY this week on the matter of radio broadcasting film studio contract players that conditions have not changed

that condutions have not changed since the Miami convention of the Motion Picture Theatre Owners of America in March. Resolutions passed at that time condemned the practice and declared complete elimination.

Radio committee set up by the MPTOA in consequence of these resolutions and headed by Walter Vincent has held two meetings, one a week ago with producer-distributor representatives, but to date no course has been suggested by the committee which would indicate it will attempt to eradicate or come to grips with the form of radio competition complained about in Miami, Vincent committee us not conduct-

Vincent committee is not conduct-ing a poll of theatre men as was expected.

Wires to VARIETY from numerous

Wires to Valery from numerous leading theatre men includes one from E. L. Kuykendall, president of the Motion Picture Theatre Owners of America. He states:

My opinion is exhibitors are more alarmed than ever over indiscriminate broadcasting by stars and use of picture scripts and apparent indifference on part of producers to their appeals. Broadcasts at peak hours in theatre attendance costing ox offices many dollars.

M. A. Lightman, with a chain of around 50 houses in Tennessee, Arkansas and Mississippi, had this to say.

"It has never been my contention producers and stars should not participate in radio broadcasting. On the contrary this medium is most helpful in some instances. Trouble with protestors is confusion. Undoubtedly some stars and producers should never appear before a mike; also some are entirely overdoing it. My opinion has always been balanced judgment plus good showmanship makes broadcasts an excellent medium to sell certain pictures.'

How to Appracach Radie

dium to sell certain pictures.'

How to Appreach Radle
At the meeting with producer representatives held in New York a week
ago the Vincent committee discussed
the question of how radio broadcasting could be approached with
the thought of mutual benefit for
both rather than whether or not producer-distributors and players could
be removed from the air in protection of film at the box office.

R. B. Wilby, of Kincey-Wilby,
largest operators in the South, with
around 150 houses in chain, located
in small as well as large situations,
ired:

ired:

'Am personally convinced that participation by picture producers and stars in radio broadcasting is detrimental. Recognize that there should be conditions under which this would not apply but such contitions are in my judgment rare. Another large operator, L. C. Griffith, of the Griffith Amusement Co., which has 150 theatres furtherwest in Oklahoma, Texas and New Mexico, shares Wilby's opinion. He states:

'It is my opinion that conditions In this territory or any other terri-tory have not undergone any changes which would warrant modification of Motion Picture. Theatre Owners of America resolutions at Miami con-America resolutions at Miami con-demning participation of picture producers and stars in radio broad-casting and I feel confident if the-atre owners in America spoke their minds, they would say the same thing.

arles W. Picquet, exhibitor leader of promi wired as follows:

pearing too frequently on radi 'and stated that he had sent a questinatre to Walter Vincent 'explaining our position thoroughly' Alt Freviews

While declaring that opinion is divided in his western New York teritory, Jules H. Michael, chairman of the MPTO of western N. Y., believes that previews coming releases should never permitted. He wired:

the MPTO of western N. Y., believes that previews coming releases should never wired.

Exhibitor opinion divided on restantial to the wired:

Exhibitor opinion divided on restantial to the particular and the properties of the particular and the properties of the particular and t

present. If anything getting worse, WPTOA resolutions not strong enough, wired H. V. Harvey, Independent Theatre Owners of Northern Californi

Ed Small Quits

Hollywood, May 25.

Declining a three-year extension of his current contract, Edward Small will leave RKO to produce on his own in England. After a vacation abroad he will do 'Clementi with Robert Donat. He departs June 12 and expects to remain in England six months.

Small's withdrawal from the Radio lot complicates production considerably on 'Gunga Di,' which he brought to the studi ith him and in which he still retains an interest, S. J. Briskin indicated that it may not be started until Small returns from England.

Kipling yarn already has \$300,000 charged against it. Ben Hecht and Charlle MacArthur prepared the screen play. Howard Hawks has been assigned to direct the fil

wired as follows:

'Sentiment in this territory among independents not changed since Mismi convention.'

In E. M. Fay's New England territory a similar opi ion is rendered by Fay, who stated:

'Know of no reason to modify Motion Picture Theatre Owners of America resolutions regardi ion brandcasting.'

Fred Wehrenberg, for years an officer of the MPTOA who had been active in politics and reforms wired after the macket of the modified of the mo

Cohn Sets Col. Meet

Hollywood, May 25. and Ralph Cohn left last Fri-day (21) for New York after the former had completed preliminary plans for the Columbia sales conven-tion here.

tion here.

Sessions start June 28, having been set back a week.

Final Hearings On Roxy Reorg Set for Thurs.

in appearances. This is helpfut theatre attendance. Previews of the patroning releases, regardless of each example of this is Hollywood kerning in signer or not, in many instances is over-sold-example of this is Hollywood kelon Friday nights.

Lam's Point My opinion conditions not miges in this territory that will rrant modification of the MPTOA and kin inibitor circles, said there are no miges in this territory that will rrant modification of the MPTOA and resolutions, adding have and not exhibitor express any nion recently other than the senient that prevailed in Miamiliter Thank that prevailed in Miamiliter Theatre chain in northern iffornia, stated in part:

I am not against a star who is ng general broadcasting, such as ging on the regular program, but en they start to broadcast the will not for il as it will be preted in the picture that will be ritted in the picture that melpi it, io, when the broadcasts are given it at the peak hour, and all the it at the peak hour, and all the it, stars appear, it has a tendency keep the people home instead that the point is the procession of the powerful sease it.

ARNO; Will Go to England On Own

BRKO; Will Go to England On Own

AND opinion conditions not strong on the pear of the powerful of the procession of the part of the procession of the

Next Joe E. Brown Film For Loew Rolls June 7

Hollywood, May 25.

Joe E. Brown ill start his new starrer for Davi L. Loew rod. for RKO-Radio release June 7. Edward Sedgwick will direct. Loew is now looking for a title. Ilm will be the final on Loew's schedule for RKO before he swings over to Columbi on a deal completed last week.

week.
rown returned last week from
his eastern vacash.
Larry Tarber, production assistant
to Hal Roach, has joined David L.
Loew to cast the latter's next Joe
E. Brown picture.

Lauder in Astaire Pic?

Hollywood, May 25.
Deal i being talked by William Morris and Pandro S. Berman which may land Sir Harry Lauder in the next Fred Astaire picture.
Morris wants to lamp the script before reaching for the dotted line.

Radio Film Broadcasts

'I Met Him in Paris'

Thet Him in Paris'

Dramatization of I Met Him in Paris' (Par) over CBS on the 'Hollywood Hotel' program last Friday (21) night clicked nicely and may be a selling argument in building up a demand for this gay screen comedy. It is noticeable, however, that the radio adapters of the script seem to hove given in to the wishes of the film companies in that the plot of the pic is not completely summarized via the air. At the halway mark, when certain climactic question asserts itself as to what course the her should pursue the broadcast version ends rather abruptly.

This method may be okay, as far as Paramount or the film biz is concerned, in not giving away the complete story in advance, but it must seem somewhat unsatisfying for the network listeners. Interest may built up for what might follow, but this time it was a rather abru

blackout.

Claudette Colbert and her two leading men, Melvyn Douglas and Robert Young, are alert participants in a lively story glistening with bright dialog and engaging situations and it seems to be a picture filled, ith winning assets. There were a few too many 'I love you's' in the abbreviated script for complete comfort but, on the whole, it was a merry triangle projected in socko fashion by its trie of Hollywood name players.

Asher Set for Two

More Years at U
Hollywood, May 28.
E. M. Asher has signed with Universal for two more years without options as an executive producer. He has been with U since 1829 continuously, making his association the longest of any top man on the lot. Producer has turned out many of U's feature pictures during his service there.

STIFFER BRITISH **OUOTA SEEN** BY KORDA

Hollywood, May 25.

Alexander Korda of London Films explained the complications for for-

Alexander Korda of London Films explained the complications for foreign production and distribution problems to his fellow owner-members of United Artists at a session in the offices of Dr. A. H. Gianni i, UA president, last week.
Even stricter British quota regulations are in prospect, Korda told his partners, unless theatres on this side find room for more Britishmade product. He said he believed heavier sales pressure and exploitation would boost the grosses, of his pictures in the United States, pointing out that their European revenues have been heavy. It's an old Korda squawk.
Present were Dr. Giannini, Korda, Charles Chaplin, Mary Pickford, Douglas Fairbanks, Samuel Goldwyn, George Schafer, and Murray Silverstone, UA's London representative.

Special Master Still

Indie shareholders are having their innings before special master George W. Alger in the matter of KKO's reorganization. Next session is Thursday (27) morning.
On Monday (24) George L. Schein, attorney for indie stockholders, put Bernard Bercu, an accountant, on the stand to analyze RKO's financial setup. Bercu, only witness of the day, testified as to his own opinions and estimates of RKO's possible earnings for this year. In this wise he offered testimony to prove that proponents of RKO's reorganization plan might have underestimated the company's earning capacity.

plan might have underestimated the company's earning capacity. Proponents, under the plan, are understood to figure the company's 1937 net possibilities are \$2,173,000, but Bercu thinks it is an under-estimate by around \$3,000,000, and that RKO's 1937 possi illties might he \$5,173,000. be \$5,173,000.

Apparent intention of Bercu's opinion is to show that, after interest on debentures and preferred stock, under the plan, is met, RKO's 1937 earnings might leave a net residue of around \$3,60,000 for the common stock divvy.

Majority of RKO stock at present is under control of Atlas-Lehman and RCA, the RCA holdings being under option to the A-L group.

LOWE'S PAR PAIR

Hollywood, May 25.
Edward T. Lowe, now a Paramount associate producer under Harold Hurley, is preparing two productions.

t for Two More Years at U And Here's a Pic **Exhib Who Really** Likes Radio Ads

Detroit, May 25.
hookup in the
history of film exploitation in Michigan, with 13 stations in the state
participating, is skedded for Sunday
(30) as ballyhoo for Paramount's T
Met Him in Paris,' which opens the
following Friday (4) at the Michigan
theatre here and in Butterfield theatres scattered throughout the state.
Half-hour program. rom 12:30 to

tres scattered throughout the state. Half-hour program, rom 12:30 to 1 p.m., will be the second extensive air bally of a picture here in recent months. In March the United Detroit Theatres (Par) pulled a similar stunt on 'Waikiki 'Wedding' (Par), with five local stations airing a half-hour program. Stuff has proved so popular, and aided the bo. so much, that it's likely air bally will become an established policy for the U. D. circuit.

With program or 'inating in WXYZ

A president, last week. Even stricter British quota regulations are in prospect, Korda told is partners, unless theatres on this ide find room for more Britishiade product. He said he believed eavier sales pressure and exploitation would boost the grosses of his ictures in the United States, pointing out that their European reveues have been heavy. It's an old fords squawk. Present were Dr. Giannini, Korda, tharles Chaplin, Mary Pickford, boldgas Fairbanks, Samuel Goldstord, George Schafer, and Murray illyerstone, UA's London representitive.

The British Quota regulation of the product of the work of the work of the work of the product of the With program ori inating in WXYZ

ACAD. FINISHES VISIO SURVEY

Hollywood, May 25, reher, chairman of, the scienti committee of the research council of the Academy of Motion Picture Arts and Sciences has completed a survey on current television development in England. Committee now is writing a report.

Document will lean heavily on an analysis of television in film production and ill be intended primarily for the information of stu executives, directors and others, familiarize them with progress that field.

s familiarize them with progress that field.

Assisting Dreher in compiling the data are Gordon Chambers, J. G. Frayne, William Mueller, Gordon S. Mitchell, L. E. Clark, Wesley C. Miller and Hollis Moyse.

That Coronation ceremonies in London provided the most extensive was the word sent to the committee from England. Survey as made in Britain for the committee by John Boyle, Lloyd Knechtel and William Hornbeck, members of the technician's branch of the Academy: F. S. Ditcham, London representative of Universal; F. L. Harley, London representative of 20th-Fox, and R. J. Hanbury, London representative of RKO-Radi

TRICKS OF THE 'JACK RABBIT'

Ruby Keeler Follows Al Jolson Off Warner Lot; Has Other Bids

Hollywood, May 25.
Repeating the action of her husband Al Jolson, Ruby Keeler effected her release from a Warner contract Saturday (22). Dancer still had two films to go. Immediately following, RKO and Universal started bids for her services.

Actress had not had an assignment in seven months, since shecompleted Ready, Willing and Able, and studio refused to loan her out to RKO. As in the case of her hubby, Warners paid no money for

RKO. As in the case of the by, Warners paid no money for

to RKO. As in the case of her hubby, Warners paid no money for the release.

On Sunday (23) both RKO and Universal started negotiations with Miss Keeler for her services. Universal has eyes on her for the femme lead in 'Young Man's Fancy,' which Buddy De Sylva produces as his first.

first.

In event her film work does not start pronto she will go to Europe with Joison for six weeks, with the latter probably playing a couple of weeks in British music halls. Although abroad, several times before,

Very Hush-Hush Report of Trust Suit Vs. Chains

Washington, May 25.
Rumblings are heard in Washington of an order that is supposed to have been issued from the office of Assistant U. S. Attorney General Joseph Keenan, to the U. S. District Attorney in Brooklyn, to proceed with anti-trust action against Loew's and RKO.
Such an order, it seems, was issued more than a week ago, Since no word has been had from Brooklyn, the fact may be that the officials of that district have now yet presented the matter to the Federal Grand Jury.
Nature of the complaint is not known except that it 'may' have originated from squawks made on behalf of A. H. Schwartz, operator of the Century Circuit of theares.

or the Century Circuit of theatres.

Los Angeles, May 25.

Government suits against the industry and rumors of alleged orders issued from Washington to local officials, during the past week or so, is bewildering the trade. There is no understanding of, it, and belief is strong that much of the talk is being circulated deliberately.

None knows officially what the Government's intentions are and in view of the accounts that seem to be wafting westward from Washington or thereabouts, it seems to have become incumbent upon the Government to stop the chatter one way or another by official indication of its in the matter.

Sound Track Changes

Sound Track Changes

Under Tech Scrutiny
Hollywood, May 25.
Suggested changes in sound track
imensions will be inquired into by
a committee of the Research Council of the Academy of Motion Picture
Arts and Sciences appointed by
E. H. Hansen, chairman of the
Acad sound recording committee.
Researchers held their first huddle
at Metro last week. Those attending were Gerald Best, J. G. Frayne,
Wesley Miller, S. J. Twining and
Wallace Wolfe.

SELTZER HOME

Hollywood, May 25.

Edward Seltzer, Warner studio
ublicity chief, winged in Sunday
after several weeks' absence in the
east. Proceeding west, he visited
Warner exchanges in Baltimore,
Washington, Pittsburgh and Chicago.

cago.
Carlyle Jones subbed as boss in Seltzer's absence.

Whamming a Whimsy

Hollywood, May 25.
Warner writer who toils on curdlers for Bryan Foy, took a story to Frank Craven, who found himself stymied trying to savvy a certain sequence in the script.

script.
'What does it mean?' Craven

What does it mean: Craveninquired.
It's a bit of whimsy,'
ter retorted.
Craven shot back: 'That's not
what we want. What we want
is whamsy.'

UA TALKS MORE FINANCING OF PRODS.

Hollywood, May 25.

Hollywood, May 25.
Plans for financing additional producers were discussed by member
owners of United Artists at a meeting Monday (24). During the week
David O. Selznick will talk over
contract renewal for another eight
pictures, which will include 'Gone
With the Wind.'
Metro and others have dangled
offers at Selznick and his associates,
with the MG proposition calling for
his own production unit and financing. Understood that he is agreeable to a renewal, providing UA has
a well-rounded program from other
producers. He has four more to go
before the current paper expires.
Dr. A. H. Giannni presided at the
meeting, with all member owners
present. Selznick announced appointment of Henry Ginsberg as
vice-president of Selznick International. He relieves Selznick of general business matters so the latter
can devote his full time to production.

GN Dickers for Two Producers on Tuners: Bobby Crawford Mebbe

Hollywood May 25. Hollywood, May 25.

During his current sojourn in New York, where he went following the company's first annual sales convention here a week ago, Edward N. Alperson, Grand National president, figures to close for two new producers. One of the prospects is Bobby Crawford, who would make a pusselar his

Bobby Crawford, who would make a musical pic. Second producer prospect is a newcomer to the picture field, who would also be contracted to turn out a musical specialty. While east, Alperson will arrange for world premiere of Andrew Charles and the contraction of the contraction

white east, neperior win a range for world premiere of Andrew Stone's production, 'irl Said No,' at Washington, D. C., early in June. Closing biz of the GN sales pow-wow here saw the designation of eight of company's 65 features for '37-38 as percentage pictures.

Peter Arno Shorts

Hollywood, May 25.
Peter Arno is forming his own company to produce animated cartoons-of his comic strips. Negotiations are in prog major release of the bricfs.

inney, Neary Hanging On
Hollywood, May 25.
W. J. Neary, Grand National comptroller, and Edward Finney, advertising and publicity head, remained
over a week after the GN sales conventi

Finney laid out next season's advertising program while Neary huddled with studio production of-ficials on budget matters.

BICYCLING BOYS USE MANY DODGES

Copyright Protection Bureau Must Spot Ingenious Subterfuges of Rental Chiselers

RUSH PRINTS

By MIKE WEAR

Advent of the spring thaw in most sections of the country is enabling the 'jack rabbit' exhi itors to emerge from their winter resting places, creating fresh headaches for the traffic cop of the film industry, the Copyright Protection Bureau. Unlawful operations by part of these, and unauthorized exhibition in non-theatrical institutions are the principal violations now being checked by the bureau in an effort to protect both exhi itor and distributor.

the printipal violations now being checked by the bureau in an effort to protect both exhi itor and distributor.

With highways and weather conditions favorable operations, the jack rabbit tag applied to itinerant exhi itors operating off the beaten path, is setting up business again. These traveling showmen generally create a small circuit of towns in a given territory. In making it financially profitable to operate, the itinerant secures about six towns in his so-called chain, so that he can book a print from a particular exchange and retain it a full week, exhibiting one day in each community. And he usually contracts with the exchange such exhibitions. exhibitions.

tracts with the exchange suchexhibitions.

Up-and-up exhibitor operating in
this manner follows his contract to
the letter. But it is the fleet 'jackabbit,' who overlooks that vital detabbit, who overlooks that vital detable that the communities in which the
lates and spots.

What the agile itinerant neglects
to tell the distributor is that he has
laid plans to use the same picture
in other towns on his open playdates. The chiseling exhib contrives to locate communities withineasy traveling distance of the three
officially scheduled so that he can
run in the identical film on Monday, Wednesday and Friday, and
sometimes for a private showing
Sunday.

This is made possible on the Mon-

This is made possible on the Mon-This is made possible on the Mon-day open date because the travel-ing exhibitor gets his print in ad-vance, holding it through the week, because of the manner which he has spotted his declared playdates.

Usually Caught
This type of showman gets away This type of shownan gets way with the practice for a time but eventually the long arm of the Sherlock of the industry, the CPB, catches up with him. It is the vigilant on-the-level exhib who generally uncovers these ight-of-hand operations, ith the eventual

hand operations, ith the eventual result that sleuths of the Copyright Bureau bri the culprits to justice. While the Copyright Protection Bureau, which only recently fin-ished its first-10 years of activity, is entrusted with watching the movement of 50,000 prints of dis-

movement of 50,000 prints of distributors daily, the other most persistent violators today re those using unauthorized showings in non-theatrical institutions.

Most of them occur in two different ways. First is when the regularly operating theatre in a town arranges a special showing at a local institution for a stipulated fee. This enables the cxhibitor to save part of his film rental or in some cases, all of it. In the second, (Continued on page 62)

Plenty of Co-operation and Fun, **But No Reel Profit in Coronation**

Pro Patrie

Trans-Lux newsreel theatre, on Madison avenue, N. Y., having many English-born patrons, is using at the conclusion of each showing of the Coronation reels. God Save the Ki, played from the screen.

Audience stands up invariably.

CONGRESS ASKS 2 MORE YEARS FOR 10% RAP

Washington, May. 25.

Two-year continuance of 10% Federal admissions levy was proposed by Administration leaders in Congress last week, coincident with a report showing further gains in yield from box-office tap. Bill extending all nuisance taxes was introduced Thursday (20) and slated for quick

Thursday (20) and stated for quica action.

Any lingering hope of modification of the amusement bite was killed when Democratic rulers arranged to shove the tax bill through the House without public hearings. Gag was applied to the Ways and Means Committee in order to head off a parade of industries which want their own takes lightened and the other fellow's stiffened.

On the heels of the continuation measure, the Treasury's monthly statement on miscellaneous revenues disclosed that the April haul from amusements was the biggest so far

disclosed that the April haul from amusements was the biggest so far this year. Total for the first four months from that 10% tariff is \$6,08,118, more than \$700,000 better than during the corresponding portion of 1983, more than \$1,000,000 ahead of 1983, and nearly \$1,500,000 above 1934.

April haul, based on March wicket business, was \$1,589,682, up \$50,274 over the prior month and \$232,257 over the prior month and \$232,257 better than the same stanza last year. This was the fifth successive jump over the preceding year and the second monthly rise in 1937.

Adele Astaire, Jack **Buchanan** in Musical Megged by Rene Clair

London, May 25.

Adele Astaire will make her film debut, after seven years' retirement from the stage, co-starred in a musical with Jack Buchanan, which goes into production the first week in July

goes into production the first week in July.
Produced by Jack Buchanan Film Prods, the musical will cost \$300,000. Rene. Clair will direct, with the as yet untitled film to be the first of two he has been signed to do for Buchanan Prods.

Leo Spitz to L. A.

Leo Spitz left for the Coast, by train, or Saturday (22). Indicati its are that the RKO president will remain on the Pacific slope for several weeks on general company business and studio matters.

RKO convention hits durin une.

Derr's 'Timber' Rolling

Hollywood, May 25.
Production got under way last week on E. B. Derr's 'Raw Timber,' Crescent picture starring Tom Kecne with Ray Taylor directi Others in the cast are Rafael n-nett, Robert Fiske, Peggy Keys, John Rutherford and Lee Phelps.

Five U. S. newsreels, for perhaps the first time, agreed on one phase of coverage and stuck to the pact to the end in handling the Coronation. After originally getting together on shipping upon the ill-fated Hindenburg, and then shifting to fast steamer transportation when the Zep was destroyed at Lakehurst, the American newsreels held to the agreement to take prints off the boat at the same time. It was up to individual ingenuity and, speed to get them in hands of exhibitors after that, with the reels getting on Broadway only a few hours after the boat docked.

Only other alternative would have

Broadway only a few hours after the boat docked.
Only other alternative would have been to use Dick Merrill's plane, and the newsreel executives decided the fee asked was too excessive. Also danger of damage suits in case of a mishap was considered.
As it was, probably only 20th-Fox will wind up out of the red in the coverage, and, that only because of the footage taken in Technicolor which is to be released as a short feature of three or four reels. Through this, Fox Moyletone has a chance to show a profit because extra short feature rentals can be obtained. Even before the prints landed in America, most of the newareel companies had expended enough to prohibit showing any profit on the reels. This was because of elaborate coverage and cost of getting locations.
All newsreels except Pathe held their usual first-of-the-week print so that the Coronation material might is included. Pathe put out its usual

their usual first-of-the-week print so that the Coronation material might be included. Pathe put out its usual early week release and then special-ized the Coronation stuff.

Harry Joe Brown Plans Exit from **WB**: Swings to U?

Hollywood, May 25.
Harry Joe Brown is washing up as an associate producer at Warners around July 1 and it is understood he will join the Charles R. Rogers

he will join the Charles R. Rogers production forces at Universal in an executive-producer spot. Brown has been at Warners three years. He has three pix still in pro-duction and will remain on the lot until they are completed. He plans an extended vacation before resum-ing.

Three he will wind up for Warners are irst Lady, Kay Francis starrer; It's Love I'm After, with Bette Davis, Olivia de Havilland and Leslie Howard, and 'The Perfect

WILL LYNCH TAKES OVER MIAMI, FLORIDA, GROUP

rost, in charge oper tions for S. Lynch over the Para-mount-Lynch theatres in Mi i for several years, has been succeeded at Miami by Will Lynch, brother of

S. A.

Paramount is trying to work out a new operating assignment for Frost, who arrived in New York to discuss that last week.

Prior to joining Lynch, rost had been ith King-Trendle in Detroit.

HORNBLOW, THOMPSON WEST

Harlan Thompson WEST Hollywood, May 25,
Harlan Thompson and Arthur Hornblow, Jr., are back on the Paramount lot as associate producers after trips east. Hornblow vacashed with his frau, Myrna Loy, while Thompson was business bent.
In New York he conducted cordings by Kirsten Flagstad to be incorporated into 'The Big Broadcast of 1938.'

Labor Organization of Pic Biz **Continues: Exchanges Mostly Set**

Los Angeles, May 25. Theatre janitors in picture houses Theatre janitors in picture houses of this area, numbering several hundred, moving toward formation of a unit to seek affiliation, with the American Federation Labor. Workers want upped wages and slashed hours.

Tentative demands a \$5 ily minimum wage itors and a six-day week. Men currently the drawing from \$16 to \$22.50.

are drawing from \$16 to \$22.50.

This form of labor is hired directly by the American Building Maintenance Co., Inc., which takes contracts from chains and individual houses. Fox-West Coast recently handed out a pay increase to the company, ostensibly to be passed on to the janiors, but latter protested that only a few benefited. In some instances wages were even cut when the raises became effective, according to the janitors. Supervisors are collecting the coin which should be going to the men who do the work, they claim.

Exchange Enrolled

Exchange Enrolled
Spartanburg, S. C., May 25.
Dope is that for the present CIO
izers will pass up stage employees, projectionists and other theatre workers in South Caroli
Concentration now is on textiles.
Exchange employees at Charlotte
have organized under banner of the
International Alliance of Theatrical
Stage Employees and Motion Picture
Machine Operators, an affiliate of
the American Federation of Labor,
which, as elsewhere in the U. S., is
waging a bitter war with the CIO in
the Carolinas.
Eighty-five per cent of Charlotte's

Eighty-five per cent of Charlotte's exchange employees voted to apply for a charter,

Pitts. Being Org'ed

Pittsburgh, May 25.

IATSE has had representatives in town for a week or so laying ground-work for organization of house managers, ushers, house managers, ushers, ers and porters. Union has been working quietly, getting its affairs in order, and an amouncement of definite unionization is expected in short

der. Organizers are meeting no opposi-theatre owners in their

Organizers are meeting no opposi-tion from theatre owners in their efforts, since the IATSE is at present friendly to producers and most of ittsburgh's houses are controlled by ircuits also operating studios. Spokesmen for theatre men said that, when and if organization goes through, it will boost personnel pay-roll considerably and will likely mean a general hike in admission prices.

Cincy Lined Up

Cincy Lined Up
Cincinnati, May 25.
Cashiers, doormen, ushers, cleaners, porters and maids of downtown theatres have been unionized under the banner of the A. F. of L.
Organization was conducted by Jack Hawthorne, president, and Arthur Fix, business agent, of the operators' local, and Bill Elliott, head of the Cincy stage hands' local, IATSE.
New body was formal.

IATSE.

New body was formed on the eve of a special meeting here this week of national, chiefs of the A. F. of L. to combat inroads made of late by John L. Lewis' Committee for Industrial Organization.

Charlotte 85% Enrolled

Charlotte \$5% Enrolled
Charlotte, N. C., May 25.
Eighty-five percent of Charlotte's film exchange employees have organized under the banner of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators, an affiliate of the American Federation of Labor, ing to William Fowler, business manager of the motion picture operators group here.

Shippers, poster clerks and inspectors met with projection room operators at the Hotel Charlotte and decided to apply to Washington head querters for a charter.

This organization, Fowler plained, has nothing to do itselfer the ClO, or with motion ture unions on the west coast.

Announcement that the American Federation of Labor had organized the exchange employees, coinciding with the arrival here of George for the Federation of Labor had organized the exchange employees, coinciding with the arrival here of George for the Federation of Labor had organized the same spot in Love.

Grable Vice Ross

Hollywood, May 25.

Ray Milland, who had the male less ame spot in Love.

Miss Lamour currently is working in Hurricane for Semuel Goldwyn.

Hurricane for Semuel Goldwyn.

Grable Vice Ross

Hollywood, May 25.

Ray Milland, who had the male less ame spot in Love.

Miss Lamour currently is working in Hurricane for Semuel Goldwyn.

Hurricane for Semuel Goldwyn.

Grable Vice Ross

Hollywood, May 25.

Betty Grable's first chore under new Paramount pacter is in This Way, Please.

Actess was jerked into the part with the arrival here of George for the Fire of Robert Florey traded words on the William Green, waives rumors of a service of Thempton o

week ago that the CIO would take charge of Charlotte exchange work-

Philly 100%
Philadelphia, May 25.
Wage and hour agreements with the heads of all exchanges were worked out by representatives of the Philly Film Exchange Employes Union at a meeting in the State Theatre Buildi , N. Y., last week.

Union at a meeting in the State Theatre Buildi , N. Y., last week.

Agreement reached will be presented to the general membership of the local tomorrow or Thursday (27). Committee will recommend that it be accepted, Harry Cohan, IATSE organizer, declared.

At the N. Y. meeting, chairmaned by Wi iam R. Rodgers, Metro sales manager, exchanges fully recognized the union and agreed to closed shop Maximum hours will be limited to 40 a week and vacations with pay will be granted on the same basis as at present, Minimum salaries for each class of work were also adopted, upping considerably the present low of \$14, and assuring increases for many workers.

Cohan said the meeting was on a very friendly basis and practically all of the union's demands were granted, with very little compromising necessary. Every possible exchange employe is now a member of the local, which rosters 239 names. Dues are \$1 a month, Representing the union the negotions were Harry Dressler, Fox shipper; Oliver Guilfoyle, Warner booker; Harry Bache, Metro poster department, and Margaret Fogarty, Metro inspectress.

Ushers for Seattle
Seattle, May 25.
Theatre, civic auditorium and race
track cashiers and ushers have organized a union, affiliating with
AF, of L. and local stagehands'
union. Basil Gray is business agent,
About 400 are reported in the new
union. Frank Hood, brother of
George T. Hood, for years manager
of Klaw-Erlanger house here, is
president, and Frank McCormack,
doorman at Fifth Avenue, vicepresident. Scale at present is 5150
on 40-hour week for ushers and usheretters; \$19 for cashiers, and \$20 for
doormen.
No change in scale to planned but

No change in scale is planned, but uniformity for entire city will be

Dallas Ready
Dallas, May 25.
Unionization of employes in Dallas, film exchanges has been completed successfully, with 128 workers signed up, according to C. E. Rupard of Moving Pictures Operators local who sponsored drive. International Alliance of Theatre and Stage Employes, an affiliate of the American Federation of Labor, will be asked for a charter.

Baldwin Will Write 'Em And Let Others Produce

Hollywood, May 25,
Earl Baldwin, Warner associate
producer, has voluntarily relinquished that post and is on a six
weeks' vacation. On his return he
will resume as a writer on the lot.
Baldwin recently completed the
production of Ever ince Eve' for
Warners.

Cuticle to Art

Los Angeles, May 25,
Arleen Whelan, discovered
by H. Bruce Humberstone at a
manicuring table, drew a
termer at 20th-Fox to run for
several years at \$60 beginning
salary, ballooning \$800 a

week.

Because player is only 20 years old the Superior Court had to give the nod before the contract was legal.

BUCK WANTS TO RIDE **ALONE**

Hollywood, May 25.

Buck Jones is walking out of the Universal corral around Aug. 1, when he figures to wind up his final three cayuse dramas under commitment to that outfit.

Lariat tosser wants to set his own production unit with a major producer and turn out gallopers de luxe, ranging around \$150,000 each in cost and to be made from stories by name scribblers, Finances already have been lined up, he says.

Jones has been delivering eight a year to U for three years, but of late has been irked because the studi haltered the bankroll. Hence is desire to under a new brand.

3 PLAGIARISM SUITS SETTLED

Settlement of plagiarism suits seemed to be in order last week in N. Y. Federal District Court. Action for \$15,000 brought by Mrs. Mary Louise E. McFadden as executrix for the estate of her late husband, Elmer McFadden, playright, against Warner Brothers, First National and Vitaphone Corp., alleging the title of her husband's play fight title of her husband's play the defendants for a picture of the same title, was discontinued.

Similar suit brought by Barnett Binkowitz and Fred Patrick, songsters, against RKO, Irving Berlin, Inc., and others in connection with the song. Enic Meenee, Minee, Mo, in film, 'To Beat the Band,' was in film, 'To Beat the Band,' was condended fafter the principals talked the matter over out of court. Plaintiffs sought injunction and damages on claim they owned copyright.

Belwin Corp., music publishers, had asked \$50,000 and an injunction against Harms, Inc., for alleged pirating of lyric of its ditty, 'Roccoc,' in the piece '24 Hours A Day,' featured in film, 'Sweet Surrender,' Apparantly disputants came to agreement, as case was discontinued Saturday (21).

Orson Welles Says No

Orson Welles, legit actor, has nixed film bid from Warners. Hitch was over coi, Nelles and studio-having previously agreed on terms to permit actor to do yearly legit stint.

In addition to lead in 'Dr. Faustus,' WPA show, Welles also has a number of radi jobs. Setup in New York made him reluctant to go to the Coast. Handled, by Columbia Artists for pix, but books himself for radi

KUDOS FOR EIGHT

U. of So. Cal. Awards Silver Plaques To Film Folk

ollywood, May 25.

ilver plaques were handed out last Thursday night to eight islimites at the fourth annual banquet of the American Institute of Cinematography, affiliate of the University of Southern Californi
Recipients were chosen for 'outstanding contributions to the advancement of motion pictures.' Those honoved were Adolph Zukor, Luise Rainer, Spencer, Tracy, Cecil B. De Mille, Lione! Barrymore, Frances Marion, Boris Morros and Slavko Vorkapich. Southern Californi ... Reclaims were chosen for 'outstanding contributions to the advancement of motion pictures,' Those honored were Adolph Zukor, Luise Rainer, Spencer Tracy, Cecil B. De Mille, Lioner Barrynore, Frances Marion, Boris Morros and Slavko Vorkapich.

Howard Estabrook to sistmastered.

Hollywood, May 25.

Alan Campbell and Dorothy Parker are due in from their Pennsylvania farm the first week in June to report to Samuel Goldwyn on a new five-year scribbling ticket.

Course Sinila chore will be to script The Cowboy and the Lady.' York, with the Capitol, Washington, and Lee McCarey.

Going Places

What Are 'Dreaming Lips'?

It isn't tough enough as it is for the American audience to figure out Elisabeth Bergner. 'Dreaming Lips'—it's got to 'worry what the title means. 'Dreaming Lips'—what kind of lips are 'dreami ray! Do they have pleasant dreams? 'Miss Bergner's, Raymond Massey's, Romney, Brent's? Studying them, now that the title makes such a fussion to the standard the word, quite the contrary. Insomnolent's, nearer. Well-developed from constant exercise. Yes, it would have been more tactful for the title to call attention to their eyes. It just so happens neither the lips of Miss Bergner, Mr. Massey nor Mr. rent can weather the hypnotl inspection that the title, pointing its florribly fascinating finger, induces, it would have been kinder to let sleeping lips lie. Oh, the hell with the old ones; the gripping of a teacup in both hands, spread fingers holding the bowl close, to denote strong fundamental appetites; the simple straight bob, unconfined by machine-age ins, tumbling uninhi ited over one eye only to be pushed back again with a fine, free gesture—a sprite; again sommersaults; again tenderness made the more bewitching by periods of maddening remoteness. So much temperament, so mapyrite, again sommersaults; again tenderness made the more bewitching by periods of maddening remoteness. So much temperament, so mapyrite, again sommersaults; again tenderness made the more bewitching the periods of maddening remoteness. So much temperament, so mapyrite, again sommersaults; again tenderness made the more bewitching the periods of maddening remoteness. So much temperament, so mapyrite, again sommersaults; again tenderness made the more bewitching the periods of maddening remoteness. So much temperament, so mapyrete, such a night woman—Miss Bergner's performance in 'Dreaming Lips' drives the "straightforward American fermine audience, which likes to feel snug and secure watching its picture stars, bats.

According to American picture star standards, Miss Bergner is not pretty enough to carry on so might

many of them are there anyhow?

John Boles' Respectability

Double entendre, as delivered by Alan Mowbray in the opening sequence of 'As Good As Married'—wherein he does everything but use a pointer and say 'get it?' as he leers at Esther Ralston's legs while supposedly admiring some architectural blue prints, during which time Miss Ralston's truly excellent legs happen to be displayed in photographic angles so distorting, his boundless enthusiasm for them brands him a novice besides—is the tip-off on the fun that follows. Those who read handwriting on the wall will-now silently steal away.

Carefully charted liarity that ensues, however, can not all be blamed on Mowbray. His sledge-hammer delivers butterfly strokes, compared to poor John Boles'. Here is Boles, by nature a nice, honest, conventional fellow, who never did anybody any harm, who never even thought a lively thought—suddenly catapulled into the role of a chaser, a devil with the ladies, an irresponsible, irrestible blade. It is a metamorphosis so appalling Lucifer himself could scarcely effect it. Certainly, then, Boles and be excused for trudging. Certainly he faces it with a stiff upper lip, in fact, as an abandoned rogue, Boles has never been so conscientions. He can't help it if he can't secape his good intentions, no more 'than he can prevent dashing sports jackets—that would be gay as the dickens on anyone else—from settling down soberly on his shoulders.

Clear-eyed Doris Nolan yells 'unice' as soon as the self-sacrifice she agrees to, clear-eyed, is accepted; slinky Tala Birell is a menace, though the flies she can't scare know different; but the sets are interesting. There's an all-over, clear glass, dining room table, and on it a bunch of lighted tapers, arranged in a vase like flowers.

Only Acting Matters in Vienna

For her performance in the Viennese film Episode, Paula Wesseley won a prize. She won it competing with Dietrich and other flawless masks, which fact console a lot of girls who aren't flawless masks. In Viennese studios, and to in European awards, it's okay to have a face full of character and a frame with flesh on it. Paint-box glamour doesn't coint.

count.

Miss Wesseley plays a good and earnest art student who likes to dance
the old-fashioned dances, and nobody stops her because she happens to
be a size 38. Nobody's exandalized, either, because she's not in her early
teens. In Vienna it's all right for a femme to reach maturity; she needn's
teens. In Vienna it's earnest in the shelf is only for totterers. And the coslest
part is, though she's full grown and quite level-headed, she is still considered in need of the protection of a strong man, of his honorable protection.

tection.

As for the protectors, they don't have to cover a thinning thatch with hair-lace pieces, so long as they keep a military bearing and piece you with a glance. Only acting seems to matter in Vienna.

REPUBLIC IN RIVOLI, N. Y.

First Time for Firm—Sets ' it Pa-rade' June Start

important rst-run

First important rst-run New York contract for Republic in its existence is the booking by the Rivoli, N. Y., of 'it Parade' musical.

Parade' is scheduled to follow Dreaming Lips' at the Riv, probably opening June 2. Booking of this one from Repub enables United Artists to spot its 'Woman Chases Man' (Goldwyn) into the Music Hall Thursday (3).

Tossed for \$50,000 Loss, Zobel Charges In Suit Vs. Republic

Los Angeles, May 25, ictor Zobel, former associate producer at Republic, has a \$50,000 suit on file against his former employers i Superior court here. Through his attorney, Gordon Levoy. Zobel charges that his reputation was damaged when his contract was terminated in April. Plaintiff claims his contract ran until Sept. 15 at \$300 a week. Levoy said a novel legal point is at issue in Zobel's claim that he was injured through his ouster. Same point has stood up in British courts.

Lesser on Deal For Republic Lot; May Build Own

Hollywood, May 25.
Sol Lesser is reported talking a deal with the Guaranty Liquidating Corp. for the purchase of Republic Studio. Republic heads admit their lease of the property contains no option to buy, but cite a clause giving them the right to meet any price offered, should a sale be decided on. Republic has further indicated an intention to hold on by acquiring 48, additional acres adjoining the studio. Lesser has intimated he may build his own studio should his efforts to find production space prove unasting.

find production space pring.

Guaranty Liquidating Corp. claims Republic's lease of the property was taken over from Mascot Pictures Realty Corp. without legal right. Case is due for a court airing June 7. Lease has three years to run.

Back from the Farm

F.D.R. Takeoff Gags U Meeters

Los Angeles, May 25.

Initial session of the Universal sales convention was astounded when a radio loudspeaker in the Ambassador hotel Fiesta room began spouting a broadcast apparently from the nation's capital.

Ether message purported to be a greeting from President Roosevelt. It really was a record played by remote control and cut by Harold Adamson, U lyric writer. Stunt carried no tip-off line until the tagline when impersonator of the President said:

'Gentlemen of the convention, I salute you. I salute everythi you are doing, but what the hell is a convention good for if you haven't got any, telephone numbers?

you are doing, but what the nell is a convention goo haven't got any telephone numbers?'

Gag was put across by Joe Weil, U exploitation chief,

GEORGE ABBOTT MAY COAST FOR WB

George Abbott, whose most recent success as a producer-director on Broadway is 'Room Service' at the Cort, may turn to Hollywood as a Warners, with whom Abbott has been associated whom Abbut has the tith in stage deals, has proposed he direct several pictures, with the manager said to be favoring the idea. As yet no contract for the studio assignment has been made.

assignment has been made.
Abbott knows his way around Hol-lywood, having directed several pic-tures for Paramount. His last film for the latter was 'Manslaughter,' with Claudette Colbert, released in 1990:

'Boy Meets Girl,' still current on Broadway (Ambassador) has War-ners and Abbott as joint owners. They also are partners in Brother Rat, Biltmore, which theatre was purchased by the film people early this season, Abbott having a 25% interest. Warners is not in on 'Ser-vice'.

MAHIN HEADS SCREEN SCRIBES; 11 ADDITIONS

Hollywood, May 25. New prexy of Screen Playwrights is John Lee Mahin. William selman is first vice-president; Meredyth second vice-president; Bert Kalmar secretary, and Walter

Kalmar secretary, and Walter DeLeon treasurer.

Committee, including Grover Jones, Howard Emmett Rogers and Waldemar Young was ordered to negotiate with the producers on working conditions under the existing contract, By-laws were amended so that writers upped to directorships become associate members.

become associate members.

Screen Playwrights admitted 11
new members last week at a session
held in the home of Grover Jones,
prez, at Santa Monica. Included are
Malcolm Stuart Boylan, Gene
Towne, Monckton Hoffe, Kyrill de
Shismareff, Warren Edwin Groat,
Graham Baker, Jack O'Donnell,
John Meehan, Winston Miller, Morris Markey and George Harmon
Coxe.

Playwrights also chose the follow riaywrights also chose the follow-ing new directors: Gr.ver Jones, Rupert Hughes, Bert Kalmar, Wil-liam Conselman, Walter DeLeon, Frank Butler, Bess Meredyth, How-ard Ernmett Rogers, John Lee Ma-hin and Waldemar Young.

NETTER ON SWING-AROUND

A Paramount home ice check on policies, conditions and current problems in the more distant zones to which its vast chain extends is being undertaken, with Leon Netter, Par operating executive and assistant to Y. Frank Freeman en route to the Texas territory, his first stop. Netter left New York Saturday (22), and will be gone a month or close to it.

In Texas he will discuss matters

and will be gone a month or close to it.

In Texas he will discuss matters affecting that territory with Par's various partners, going from there to Phoenix and Tueson, where Rickards & Nace are in partnership with the company. After visiting Coast that company, after visiting Coast Lake City, Des Moines and Minneapolis on the return trip east.

Netter was in Kansas City recently to inspect results of the RKO-Paramount pooling arrangement there.

U'S EMPLOYEE DIVVY

Workers to Share In Profits Under Cowdin's Plan

Hollywood, May 25.

J. Cheever Cowdi , chairman of the board of Universal, has announced a profit-sharing plan for all employes to become effective this fall.

U auditors were ordered to start working on the idea at once. Cowdin had no information as to the amount of the split, or how it will be divvied.

PAR REBUKED BY CAL. INDIES

Independent Theatre Owners of Southern California has filed test with Paramount because of failure to deliver full block of 65 features the 1936-37 program, as promised. TTO claims that Paramount stepped on the right of contract holders and the resolution holds the company's policy 'unfair, unethical, unjust and contrary to the implied promises in the 1936-37 work sheet.' Hollywood, May 25

work sheet."
Adolph Zukor and Neil Agnew
were sent copies and the matter was
brought to the attention of Albert
J. Law, special assistant to the
United States Attorney General.
Protest also will come before the
convention of the Allied States Exhibitors in Milwaukee this week.

hibitors in Milwaukee this week.

"Dear Mr. Agnew"
Columbus, May 25.
Neil F. Agnew, Paramount general sales manager, has been invited to appear before the Milwaukee convention of Motion Pictures Wednesday or Thursday (26-27) to present Paramount's side of the exhibitors, squawk that Par pictures were not delivered as promised in 1936-37.
Invitation was extended by P. J. Wood, secretary of Independent Theatre Owners of Ohio and general chairman of the convention.
Complaint of exhibs is that Paramount released only 52 pictures in the current season, leaving undelivered "some of the topnotch pictures promised to exhibitors when they signed 1936-37 contracts."

Josephine Hutchinson's Possible Shubert Job

Hollywood, May 25. Josephine Hutchinson is being sought by Lee Shubert to star in a legit production of Love of Women, skedded for a September opening on Broadway. Producer plans names for other leads. Has been trying to cast ne play for two seasons. Miss Hutchinson's agent

Lewis Frames Three

Hollywood, May 25.

termer a Warner associate producer, is preparing his first trio of productions, 'Prayer for My Son,' by Hugh Waipole: Comet Over Broadway' and 'Men Are Such Fools.' Both the latter were written by Faith Baldwin.

Bette Davis draws 'Fools and Kay Francis is set for Comet and the Walpole story. Mauch twins will appear with Miss Francis in the latter.

appear latter.

Paul Jones Back in Harness

Hollywood, May 25,
Paul Jones returns to Paramount
as producer of the next W. C. Fields
starrer.
Has been absent a year due to

Goldwyn Holds Bigelow

Hollywood, May 25. Joe Bigelow has had his option taken up by Samuel Goldwyn for another six months. Currently he is cooking up an orl inal with George Bradshaw.

Bigelow, former VARIETY mugg, joined the Goldwyn writing staff four months ago.

Republic Execs **Head West for Annual Confab**

Headed by J. J. Milstein, .-p. in charges of sales; Edward M. Schnitcharges of sales; Edward M. Schnitzer, eastern sales supervisor; and Sam Hacker, contract division manager, the Republic Picts. contingent is heading for the Coast today (Wednesday) for the annual confab of company franchise holders, home office and studio executives, which will be held at the Rosevett hotel, Hollywood, June 1 and 2.

will be held at the Roosevelt hotel, Hollywood, June 1 and 2,
Max Roth, central sales supervisor, and Heck Everett, southern sales supervisor, and Heck Everett, southern sales supervisor, who have been in New York since the first of the week, head the Republic field sales organization, also leaving today. Herman Rif-kin, Boston; and Harry LaVine, Philadelphir, also shove off. Sam and Jake Flax, Republic franchise holders in Washington; James Alexander, of Pittsburgh; Bernie Mills, Albany; Jack Berkowitz, Buffalo, and Sam Seplowin, Detroit, will join the contingent in Chicago.

Others joining the party en route will be C. A. Schultz and Robert Withers, Kansas City, H. Weinberg, Omah; and E. J. Tilton, of Des Moines. Southwest and northwest branch managers will go direct

Withers, Kansas City, H. M. wemberg, Omaha; and E. J. Tilton, of Des Moines. Southwest and northwest branch managers will go direct to Los Angeles.

Nearly 60 franchise holders and salesmen are due to attend the eastern division regional sales convention at the St. Moritz hotel, N. Y., June 14. They will come from Boston, New Haven, N. Y.; Buffalo, Albany, Philadelphi Pittsburgh, Washington, Detroit, Cleveland and Cincinnati.

20TH GABFEST

Hollywood, May 25.
20th-Fox international sales convention will convene May 31 at the Ambassador hotel for four days. Event will bring in 340 members of the distribution department.
Foreign delegation, headed by Walter Hutchinson, will be the largest ever brought to the Coast for a sales powwow. Femme delegates are attending for the first time. Also precedental is the åttendance of the company's theatre interests, including American theatre circuits, Hoyts' Australian chain and 20th-Fox interests in Gaumont-British houses.

houses.
Special train carrying 175 home office and eastern delegates pulls out Wednesday (26) from N.Y., picking up midwest contingents en route and arriving here Sunday (30). Convention opens Monday (31), running through Wednesday. Thursday will be spent at the studio and with a windup party at the Cocoanut Grove. Thursday (3). Exodus for home starts over the weekend.

WHALE AT WARNERS

Hollywood, May 25.

James Whale has moved over from Universal to Warners, where he will direct The Great Garrick, Mervyn LeRoy production.

Cameras are skeded to roll in a month. Meanwhile Whale has

month. Meanwhile wnaue mostarted supervising tests, research work and set-building.

Anton Groat has charge of art and Milo Anderson will do the costum-

Grace Bradley in Parole'
Hollywood, May 25.
race Bradley has been assigned
to a featured spot in Columbia's
'Lovers on Parole.'
Cast toppers are Francis Lederer
and Madeleine Carroll.

Allied Exhibs Expected to Tom-Tom Against Producer-Owned Circuit; Advertising Reels Also An Issue

Tough Assignment

Hollywood, May 25.
Morton Thompson, ClitzenNews columnist has moved in
to Metro publicity bureau as a
feature writer.
First assignment after a week
of moseying the sets
was to interview Garbo.,
Being a comic he hasn't yet

Being a comic he hasn't yet got wise to the fact that this is a routine rib which Howard Strickling first thought up in the middle ages.

Smith, Connolly **Ouit Pathe 'Reel: Ned Depinet In**

Large-scale shake-up at Pathe newsreel last week saw Courtland Smith and Jack S. Connolly, vets of the outfit, lopping themselves off the payroll. Ned E. Depinet, of

RKO, succeeds Smith as chief exect and director.

Frederick Ullman has stepped into the spot of managing editor and general director, in place of Connolly, In arranging the new setup, Frank Donovan is now the production manager a new nosition. Donovan with

Kansas City, H. M. Weinlaha; and E. J. Tilton, of
see: Southwest and northheh managers will go direct
geles. 60 franchise holders and
are due to attend the eastion regional sales convenhe St. Moritz hotel, N. Y.
They will come from BosHaven, N. Y. Burfalo, AlPhiladelphi Pittsburgh
on, Detroit, Cleveland and
id.

GABFEST

GETS GOING

The St. Moritz hotel, N. Y.
Wein and the initial sound
freel, Fex Movietone News, which
he headed before his election to the
presidency of Pathe News.
New layout at Pathe will have
the headed before his election to the
presidency of Pathe News.
New layout at Pathe will have
Ulliman as active manager, Claude
Collins remaining as news ed, and
allyn Butterfield staying as assignment ed, position to which he was
named last month.

GOLDWYN YENS JASON TO MEG HIS 'FOLLIES'

Hollywood, May 25.
Samuel Goldwyn is talking a deal
with RKO-Radio for loan of Leigh
Jason to direct "The Goldwyn Follies."

Howard J. Green, Harry Ruby and Bert Kalmar are scripting and pro-duction is skedded for around Aug. 1.

Cromwell, John Ford To Wanger on Singles

Hollywood, May 25.
Ford has been signed on a
one-picture deal by Walter Wanger
to direct 'Desert Intrigue.'
John Cromwell has also been
signed by Wanger to pilot 'Arabian
Nights.' Latter film a color

MG, RKO SPANKED

Admit Forgetting to Credit Writers In Ads

Hollywood, May 25.
Metro and RKO admitted violations of the basic agreement when
they neglected to use writer credits
in newspaper, trade and poster advertising of 'Captains Courageous'
and 'Shall We Dance.'

and 'Shall We Dance.'
Beef was brought by screen playwrights, who drew promises that
such things would not recur. Howard Emmett Rogers, Grover Jones
and Waldemar Young represented ard Emmett Rogers, Grover Jones and Waldemar Young represented the scribes at the sessions with the May 25.

Allied Indie exhi Milwaukee this week looks li to be one of the liveli

gethers in

organization. of questi ready to come up on the floor con-

tain plenty of fireworks. Expected that the keynote of the independent campaign will be the continuation of

that the keynote of the independent campaign will be the continuation of the present divorcement (of theatres and producers under single ownership) activity.

Divorcement campaign has placed almost completely the formerindle and Allied drives, such as anti-block booking which was the big Allied objective for many years. Anti-block booking drive never had the full support of independent exhibitors since they weren't convinced that pictures could be satisfactorily bought one or two at a time; and they weren't even sure that they would want to be bothered continually dickering with salesmen all the time, instead of making full season deals and having it over with. But in the divorcement campaign the indie exhibs have found something they Il in that there is a 'general feeling' that circuit theatres affiliated with producers and distributors get the break on films.

On the Defense
Whether Allied expects to get to any real objective in breaking up the area of potential operation and producers to individual operation and ownership is not important to the members of Allied as a group. They believe that they will accomplish enough by making the producers and distributors uncomportable, uneasy, and put them on the defensive. And it is this desire to keep the circuit and producing groups on the defensive side of the picture that shapes up as the primary reason for the increased activity on the part of Allied nationally and in its various state group to press forward on the divorcement question.

to press forward on the divorcement question.

Additional build-up on this question will be made to the assembled Allied members at the convention, it is expected, with the Allied leaders using the meeting as the opportunity of obtaining full cooperation on the part of the individual members to give every possible aid to the divorcement legislative activities being conducted, or to be instituted, it he various localities and states.

Another question figured to brought before the convention is that of the use of Allied theatre screens for commercial advertisements. Ever since the Ford. Newsreel deal (despite its failure) Allied has been ready to listen to a good advertising proposition which will be sufficiently entertaining to the the-attre-going public and would meet the full approval of exhibitors. To date the Allied groups have received, and presented to their members several screen advertising proposals, but they haven't been sucbers several screen advertising pro-posals, but they haven't been suc-cessful in putting it over with the exhibitors.

exhibitors.

Usual answer of the individual exhibitor, when told that he will get, say \$5, for putting an ad reel on his screen, is: Til pay the organization \$5 if you don't ask me to play the reel. To that reply, the Allied leaders have as yet found no reply.

TOP KICKS SCARCE, SO 'ARMY GIRL' FALLS OUT

Hollywood, May

Hollywood, May
Republic has transferred 'Army
Girl' to its next year's program because of inability to obtain the pe
ple desired for top spots. Plan wasto make the pic at Fort Bliss Army
post, near El Paso, Tex., ith the
army's co-operation.
Colbert Clark, who was
produced, is scrambling for
stitute musical.

Kahn-Friml, Inc.

Hollywood, May 25.
Gus Kahn has been loaned to RKO
by Metro to do the lyrics in 'Musi
for Madame,' starring Nino Martini,
Rudolf Friml is doing the music
for the film, which starts July 19,
with Jesse Lasky on production.

Those Snakelines Smacking Down L. A. Biz; 'Moon,' Vaude Big \$21,700; 'Romeo' Sad \$17,300; 'Cap'n's' OK

Los Angeles, May 25.
Continued ploketing first run houses here, in feet first run houses here, in the feet first run houses here, in the feet first first run houses here, in the feet first first run for the feet first first run for the feet first first

Estimates for This Week

Estimates for This Week
Carthay Circle (Fox) (1,518;
1.10-1.65)—Captains Courageous'
(MG) (2d week). Started building
after first few days and second week
should be better than the \$8,400 gross
on ori inal seven days, including \$5
reem.

on ori inal seven days, including \$5. "cam, Chinese (Grauman) (2,028; 30-40-51-75)—Romeo and Juliet' (MG) and Nobody's Baby' (MG), dual. Pretty poor at \$7,100, with most of Hollywood apparently having seen the opus on its two-a-day run. Last week, 'Hit 'Parade' (Rep) and 'Charlie Chan' (20th), not profitable at \$7,400. Criterion (Tally) (1,640; 30-40-55)—Elephant Boy' (UA). Widely fact it has been dark for a year not helpling much. so best in sight for op-ner is \$7,000.

Downtown (WB) (1,800; 30-40-55)—Trince and Pauper' (FN) (2nd week) Holdover doing right well at \$5,800, compared with first week of \$9.800, big.

Feur Star (Fox) (900: 55-83-\$1 in.

65)—Prince and Pauper' (FN) Cond week) Holdover doing right well at \$5,800, compared with first week of \$9,900, big.
Feur Star (Fox) (900; 55-83-\$1.10-\$1.65)—Lost Horizon' (Col) (11th week). Plugging along nicely. Last week (10th) okay \$4,100.

Roillywood (WB) (2,756; 30-40-55-65)—Prince and Pauper' (FN) (2nd way-damaning behind its Downtown and the state of the stat

Tarzan in Shorts

Hollywood, May 25.
Glenn Morris, Olympic decathlon
titleholder and Sol Lesser's new
Tarzan, has been loaned Metro for
a Pete Smithie.

Script is being written by Robert Lees and Fred Rinaldo.

'EMPEROR' DELAYED

Metro's production of "The Emperor's Candlesticks' has been side-tracked for a week or 10 days, due to the illness of Luise Rainer, who is being treated for a throat ailment. George Fitzmaurice directs.

Jack Randall's Historicals

Jack Randall, Monogram contract player, will be given star buildup via historical westerns by Scott R. Dunjan, studio v.p. in charge of production. He'll warble.

Actor was taken by RKO from The O'Flynn, Broadway musical, two season ago, but wasn't used for tuners by that studio.

ROBINSON-DAVIS POTENT 15G IN PITT

Pittsburgh, May 25.
With competish virtually at a standstill, Penn and Stanley have the field practically to themselves this week. Even bad weekend break, with heavy rain Saturday night and Pirate-Giant baseball series, didn't stop these and they're sailing all the property of the standard of the property of the standard of the property of the sailing all the property of the sail the

Pirate-Giant baseball series, didn't stop these two and they're sailing along to sizzling grosses.

Shep Fields and his band the magnet at the Stanley, with "Interness can't Take Money' on the screen. Combo is topping every vaudilin bill since waude was resumed here last since waude was resumed here last show the standard of the sta

three weeks. Last week, Fire Over England (UA), a disappointment at \$3,400.

Fenn (Loew's-UA) (3,300; 25-35-50)—Kid Galahad (WB). In the real dough. Combo of Robinson and Davis, together with splures papers of the combo of Robinson and Davis, together with splures papers of the combo of Robinson and Davis, together with splures papers of the combo of Robinson and Batter of Robinson and State right along to good \$15,000. Last week, Shall We Dance (RKO), \$14,000, was plenty disappointing, About six grand less than takes of past Astaire-Rogers musicals and first time one of their case and first time one of their case and first time one of their last state one of their last state one of their last state one of their last splures and should skyrocket house to corking \$25,500.

The splures of the combo of the cork of the combo of their last Splures and Splures of the cork of the co

DENVER DULL; 'CAFE' PLUS ORCH FAIR \$7,500

Denver, May 25.

Looks like the summer slump has set in to stay. Exhibs hoping that strong pix will come along to head off the doldrums, but that isn't likely. Cafe Metropole is only fair at the Denver, but goes to the Alladin for a second week.

second week.

Estimates for This Week
Aladdin (Fox) (1,500; 25-40)—'Elephant Boy' (UA). Just fair at \$4,000.
Last week 'Star Is Born' (UA) gave the house one of its biggest weeks in months and went to the Broadway. Did \$5,000, though it had already played the Denver.

Broadway (Fox) (1,500; 25-40)—'Star Is Born' (UA), following a week each at Denver and Aladdin.

1st Runs on Broadway (Subject to Change)

Week of May 27

Astor—Captains Courageous (MG) (3d wk),
Capitol—Pick a Star (MG) (27).

(27).
Central—'Girl from Scotland
Yard' (Par) (29).
Criterion—'Make Way for Tomorrow' (Par) (4th wk).
Globe—'Lost Horizon' (Col)
'13th wk'.

Globe—Lost Horizon' (Col)
(13th wk).

Music Hall—This Is My Affair' (20th) (27).

Paramount—Turn Off the
Moon' (Par) (2d wk);

lalto—What Price Vengeance' (Indie) (25).

Rivell—Hit Parade' (Rep)
(26)

Roxy-'Wings Over Honolulu' Strand—'Kid Galahad' (WB) (26).

Strand—'Kid Galahad' (WB)
(26).

Week of June 3

Astor—'Captains Courageous'
(MG) (4th wk).
Capitol—'Parnell' (MG) (3).
Central — 'Great Hospital
Mystery' (20th) (5).
Criterion—'Go-Getter' (WB).
Globe—'Lost Horizon' (Col)
(14th wk).

Music Hall—'Woman Chases
Man' (UA) (3).
Paramount—'I Met Him in
Paris' (Par) (2).
Bialto — 'Behind Headlines'
(RKO) (1).
Rivoli—'50 Roads Town'
(20th).
Strand—'Kid Galahad' (WB)
(2d wk).

Excellent here at \$3,000. Last week 'Wake Up' (20th), nice \$2,500. Denham (Cockrill) (1,500; 25-35-40)—Make Way for Tomorrow (Par). Not so forte at \$5,000, Last week 'Husband's Secretary' (FN) with Haven MacQuarrie in person, so-so \$5,500.

with Haven MaccQuarrie in person, so-so \$5,500.

Denver (Fox) (2,500; 25-35-50)—
Cafe Metropole' (20th) and stage band. Not drawing over fair \$7,500 pace. Last week 'Marked Woman' (FN) got, only poor \$3,500 and was pulled after five days.

Orpheum (RKO) (2,600; 25-35-40)—Gave Him Gun' (MG) and 'Old Soak' (MG). Fair enough \$6,500. Last week 'Shall We Dance' (RKO), got fair \$5,000 in second week.

Parameunt (Fox) (2,000; 25-40)—Thunder in City' (Col) and 'Motor Madness' (Col). Poor \$2,500 is best in sight. Last week 'Charlie Chan at Olympics' (20th) and 'Midnight Taxi' (20th), fair \$3,500.

WOMAN CHASES BIG \$13,500 IN PROV.

Providence, May 25.
irly good picture fare about and
biz is okay. Loew's the leader with
bill, and Cafe Metropole at Majestic
is second best.

Estimates for This Week

Estimates for This Week
Fay's (2,000; 25:35:50)—'Happened
Out West' (20th) and Bowes' Dixie
Jubilee' ams on stage. Latter largely
responsible for swell pace, should
get \$8,000. Last week, 'California
Straight Ahead' (GN) and vaude
Straight Ahead' (GN) and vaude
Straight Ahead' (GN) and vaude

so-so \$6,200.

Loew's State (3,200; 25,35,56)—
Woman Chases Man' (UA) and Speed to Spare (COI) Nice campaign bringing \$13,500; big. Last week; Romeo and Juliet' (MG) and '13th Chair' (MG), fair \$8,800.

Majestic (Fay) (2,200; 25,35,56)—
Cafe Metropole (20th) and 'Night to Coral' (1) 0000 may sure if the breaks are right. Last week' (Cal II Day' (WB) and Tet Them Live' (U), tepid \$6,500.

RKO Albee (2,300: 25,35,56)—

RKO Abbe (2:300: 25-25-50)— 'Good As Married' (U) and 'You Can't Buy Luck' (GN). Looks like poor \$6.000. Last week, 'Shall We Dance' (RKO), 'took a slide in second week to \$6,000.

week to \$6,000.

Strand (Indie) (2,200; 25-35-50)—
Turn Off Moon (Par) and Michael
O'Halloran' (Rep). With half
break the going should be close to
\$7,800, oke. Last week. "Thunder in
City' (Col) and 'Navy Blues' (Rep),
\$7,800, oke.

Joe Brandt's New Co.

Hollywood, May 25.

Joe randt left for New York toHe is understood going there to
form a new producing company, his
principal purpose on the present
journey being to purchase plays
and material owned by the William
Gillette estate.

Philly B. O.'s in Summer Gear; 'Gun' Fair 14G; Taylor-Stanwyck Hot 16G

Wyatt Suit Settled

Hollywood, May 25.
Suit for \$13,000 brought against
Universal by Jane Wyatt has been
settled out of court on undisclosed
terms, understood to be a compro-

mise.

Actress was alleged by the studio to have become incapacitated due to having a child and the ensuing controversy arose over the suspension of her contract pending her ability to resume work.

Hub Biz Torrid; Goodman Orch. 'Go Getter' 37G

Boston, May 25.

Bonanza week for filmers here, with a good lineup of pix on several screens. Benny Goodman on stage, with 'Go Getter' on screen, is lamming up the Met and best week in long time is in view.

'Star Is Born,' dualled with 'Family Affair,' holding over at the Orphand State after dandy opening stanza. State of the Company of the Company

Reviews and word-of-mouth Detter than Indicated by \$3,500 for first Manual Prince of the Manual Prince of the Manual Prince and Pauper (WB) (26 Hz) do the Manual Prince and Pauper (WB) (26 Hz) do the Manual Prince and Pauper (WB) (26 Hz) do the Manual Prince and Pauper (WB) (26 Hz) do the Manual Prince and Pauper (WB) dual, so-so \$4,800.

Keith Memorial (RKO) (2,900; 25-40-55)—Cafe Metropole (20th) and Let Them Live (U), dual, Young-Power combo is sure-fire here. Big \$19,000 indicated. Last week, 'Shall We Dance' (RKO) finished two-week solo with dandy \$18,200 in second week.

solo with dandy \$16,200 in second week.

Metropolitan (M&P) (4,300; 35-55-5)—Go Getter (WB) and Benny Goodman band. Whammo on strength of the band alone. For first time in months the de luxer has chance to crack \$37,000. Last week, Turn Off. the Moori (Par) and stage show, dismal \$15,500.

the Moon' (Par) and stage show, dismal \$15.50.

Orpheum (Loew) (2,900; 25-35-40-50).

Orpheum (Loew) (2,900; 25-35-40-50).

Orpheum (Loew) (2,900; 25-35-40-50).

Faramount (M&P) (1,800; 25-35-50-50).

Faramount (M&P) (1,800; 25-35-50-50).

Faramount (M&P) (1,800; 25-35-50-50).

Faramount (M&P) (1,800; 25-35-50-50).

Faramount (M&P) (1,800; 25-35-40-50).

Mountain Justice (WB) and King of Gamblers' (Par). Slushing around \$5,500 crawl. Last week, Wake 10,000; 25-35-40-50).

State (Loew) (3,300; 25-35-40-50).

State (Loew) (3,300; 25-35-40-50).

Star Is Born' (UA) and 'Family, Affair' (MG) (2d week). Alming at pleasing \$12,500. First week socko \$17,500.

Garden Find Debuts

Hollywood, May 25.
Robert randin, warbling protege
of Mary Garden, makes his screen
debut in Metro's 'The Firefty.'
Real name is Julius Sklute.

PHIL REGAN'S TRIO

Hollywood, May 25.

Phil Regan's initialer of three pix
to be made for Republic will be 'One
If By Land, 'Winston Miller original,
Second will be 'Merry-Go-Round,'
title of which was acquired from the
radio show, and the third, ' it Parade of 1938.'

Philadelphia, May 25.
With summer weather arriving for fair, biz in Philly's downtown fil houses started to slide and the curs rent week is figured to be deci under recent average.

rent week is figured to be deci under recent average.
Crix were generally hospitable to both 'This Is My Affair' at the Stanley and 'They Gave Him a Gun' at the Fox. Marquee names in 'Affair' are likely to hold it to a higher figure than 'Gun'.

'Star Is Born' is now in its fourth week at the Aldine, thus establishing best record house has had this year. 'Woman Chases Man' is set for Friday (28). That will carry house—which isn't air-cooled—into middle of June, later than last year. Estimates for This Week
Aldine (1,300; 40-55-65)—A Star Ley My Affair (1,300; 40-55-65)—A Star Son' (UA) (4th wk.) Should get \$8,000 or better if it conflicts followed the season. Last week's \$11,300 was plenty hot.
Arcadia (600; 25-4,-50)—Waiki Wedding' (Pay 'Q' a wa)

this season. Last week's \$11,300 was plenty hot.
Areadia (600; 25-4,-50)—'Waiki Wedding' (Par) (2d run). House tried a new peningtage it in Sunday (23). Should get \$2,600, fair. Last week' "His one stade of the st

week Way Out West (MG) and vaude (Guy Lombardo), got nice \$16,000.

Fox (3,000, 40-55-85) —They Gave Him a Gun' (MG). Crix raved, but pic isn't likely to have much appeal for house clientele. Fair \$14,000 seen. Last week 'Cafe Metropole' (20th), strong reviews and word-of-mouth built this one up to swell \$16,500 after slow start.

Karlton (1,000; 25-35-40) —'Shall We Dance' (RKO) (2d run). Okay \$3,000 figured. Last week '23½ Hours Leave' (GN) (1st run) poor \$2,000.

Keith's (2,000: 30-40-50) — 'Cafe

Scanop (GN) (1st run) poor \$2,000.

Keith's (2,000; 30-40-50)—'Cafe Metropole' (20th). Shoved in here for second run and should get nice \$3,200. Last week 'Wake Up and Live' (20th) second week of second run, strong \$2,800.

Stanley (3,700; 40-55)—'This Is My Affair' (20th). Notices good and names mean something on marquee. Only weather to hurt. Ought to get \$16,000 and a holdover; mebbe more. Last week 'Shall We Dance' (RKO) (2d wk.), \$12,000 after first week's 11,300 gave pic a good two weeks' run, but not notable.

Stanton (1,700; 30-40-50)—'Soldier

Stanton (1,700; 30-40-50)—'Soldier and Lady' (RKO). Looks very dubious; so-so \$4,800 will probably be all. Last week 'King of Gamblers' (Par), average \$5,500.

Free B.B. Sloughs Lincoln Biz; 'Star' Good \$4,000

'Star Is Born' is leaning for the better sugar at the Street of the town is occo. Civic pening of the floodlighted, free admish, ball parks, which drew 297,000 last season, giving the pix houses plenty to worry about.

Estimates for This Week

Liberty (LTC) (1,200; 10-15)—
Charlie Chan Olympics' (20th) plus
Looking for Trouble, (DA), spill
with Scotland Yard' (Par) plus
Mummy's Boys' (RKO). Not bad
Kummy's Boys' (RKO). Not bad
Kummy's Boys' (RKO). Not bad
touch \$800 at \$1.00 to \$1.00 to

West (2017) pius Public Enemy s Wire (WB), ir \$800.
Lincoln (LTC) (1.606; 10-20-25)— Night Must Fall' (MG). About average, \$2,200. Last week, 'Cafe Metro-pole' (20th), very nice \$2,800. "Pheum (LTC) (1,350; 10-15-20-25)—"Murder in Red Barn! (MG), split with 'Elephant Boy' (UA), plus-mentalist, Dr. Xi, on the stage, 'Total Valle Company (MG), 'Called (MG), 'Called (MG), 'Called (MG), 'Last et electric (MG), 'Called (

Iair \$2,300. Stuart (LTC) (1,900; 10-25-40)— Star Is Born' (UA). Doing swell biz; present pace indicates \$4,000. Last week, 'Maytime' (MG), terrific \$5,600,

\$5,500. Westland (1,100; 10-20-25)—Trouble in Morocco (Col) plus Backstage (GB). So-so \$90. Last week, Silent Barriers (GB) plus 'Motor Madness' (Col), fair \$1,000.

Chi Biz on See-Saw; 'Prince,' Unit Big \$31,000; 'Married,' McQuarrie P.A. N.G. \$12,000; 'Night Fall' \$9,000

icago, May 25.
Them that has, gets, them as haven't got good pix are in a pretty bad waven the state of the s

infice receipts. The houses are either up there, or way down.

In the control of the best weeks in long, long while is the Chicago, which is crowding into considerable coin with 'Prince and Pauper' on streen and 'St. Moritz Follies' on stage. Following a long line of 'Charlie Chan' clicks at the oriental, the current 'At the Olympics whodunit is doing all right.

On the sadder side of the picture is the State-Lake, which based all of this week's hopes "Marko Be and McQuarrie's Down of the Marko Be and the Actor?" personal on the stage; and it has turned and the stage; and it has turned and the stage of a public nay, instead of aye.

Estimates for This Week

Apollo (B&K) (1,200, 35-55-85-75)

nas turned out to be a public has, instead of aye.

Estimates for This Week

Apolio (BaK) (1,200; 35-55-65-75)

—Night Must Fall' (MG). Getting fine comment in the public prints and good word-of-mouth. Highly satisfactory at . \$9,000. Last week Metropole' (20th), oke \$7,200.

Chicago (B&K) (4,00); 35-55-75)

—Prince and Pauper' (WB) and stage show. St. Moritz Lecubilla for portion of the stage of the stag

ish \$15,100.
Palace (RKO) (2,500; 35-55-65-75)
Palace (RKO) (2,500; 35-55-65-75)
Shall We Dance (RKO) and vaude (4th week). Finishing this week. Picked up after bad slump in second session. Will conclude to \$41,000, oksy, following \$16,300, good enough, in third week.

Rossevelt (B&K) (1,500: 35-55-65-75)—Old Soak (MG) (2d week). Never got started; goes out tomorrow (Wed.) to be replaced by Make Way for Tomorrow (Par). For Make Way for Tomorrow (Par). For Make yoor \$9,000.

Way for Tomorrow (Par). For this week around \$8,000, and. Last week, poor \$9,000.

State-Lake (Jones) (2,700; 25-35-45-55)—Let's Get Married' (Col) and vaude. Haven McQuarrie's radio act in person on the stage, and figured for business. However, a distinct disappointment at \$12,000. Last week, Night Key' (U) and vaude, fair, \$13,000.

United Artists (B&K-MG) (1,700, 363-65-75)—Star Is Born' (UA) (1,700, 363-6

Young-Power, \$7,000.

Montreal, May 25.

Holiday week-end (Victoria Day Monday) and warm weather pulling down grosses: Looks like Capitol, Cate Metropole, will top town. Estimates for This Week.

His Major Carlon of Ca

Who Dared (GN) and Headed for Rio Grande (GN), Looks like \$2,500, god, House dark last week. G00; 50) 'Cesar.' Okay at \$3,00. (600; 50) 'Cesar.' Okay at \$3,00. Last week, second of 'Marius et Fanny,' good \$1,600. St. Denis (France-Film) (2,300; 34) —Elaine' and 'La Meprise de Me Vidal.' Average \$4,800. Last week, 'Josette' and 'Mysterieuse Lady,' good \$5,200.

Hot Temp., Cold B.O.'s in Cincy; 'Star' Fine at 17G

incinnati. May 25.

incinnati, May 25,

Summer temperature over the
weekend put the chill on takes of
market of the chill on takes of
market of the child o

Man of Own' (Par) (revival), mild \$2,500.
Keith's (Libson) (1,500; 25-40)—
Fitty Roads (20th), Average \$4,500.
Last week 'Mountain Justice' (WB), \$4,500, average.
Lyric (RKO) (1,400; 35-42)— Silent Barriers' (GB). Slow \$3,000. Last week 'Park Ave. Logger' (RKO), \$3,000. meek 'Park Ave. Logger' (RKO), \$3,000. meek 'Park Ave. Logger' (RKO) *1,500.
Last week 'Shall We Dance' (RKO) (2d week), \$7,500, fair.
Shubert (RKO) (2,200; 35-42)—
Wake Up' (20th) (2d week). Swell \$8,500. Pulled \$15,000, great, in first seven days. Will remain for third week.

Conventions Flood Indlps. And Vaude Spots Benefit

Indianapolis, May 25. Several conventions meeting here this week are bringing an overflow of out-of-towners. Stage attractions at the deluxe Indiana and the smaller Lyric are giving these two downtown spots the edge over the film houses in playing to the convention

Young-Power, \$7,000,

Nice in Dull Mont?

Montreal, May 25.

Holiday week-end (Victoria Day Monday) and week at little better than \$3,500. Figured to improve currently, but prices are too hard to this town.

Born' (VIA) 3.6. (wok). Still holding up with likelihood food \$5,000.

Last week, first, big \$7,500. 'Cafe Metropole' (20th) and "That I May Live' (20th). Pointing for nice \$7,000. Last week, "Turn Off the Moon' (Yar) and "Hills of Old Wyoming' (KKO). Man of Own' (Par) and "Hills of Old Wyoming' (KKO). Signed (RKO) and "That I May Woming' (KKO). Signed (RKO) and "That I May Woming' (KKO). Work of the week, "Call It Day' (WB) and Sair Warning' (WB), not so hot always to the week "Man Who Found Himself' (KKO) and Jan Garber orch, finished (Wyoming' (KKO). Work of the week "Man Who Found Himself' (KKO) and Jan Garber orch, finished (Wyoming' (KKO)). Work of the week "Man Who Found Himself' (KKO) and Jan Garber orch, finished (Wooming' (KKO)). Work of the week "Man Who Found Himself' (KKO) and Jan Garber orch, finished (Wooming' (KKO)). Work of the week "Man Who Found Himself' (KKO) and Jan Garber orch, finished (Wooming' (KKO)). Work of the week "Man Who Found Himself' (KKO) and Jan Garber orch, finished (Wooming' (KKO)). Work of the week "Man Who Found Himself' (KKO) and Jan Garber orch, finished (Wooming' (KKO)). Work of the week "Man Who Found Himself' (K

Ne'er Too Late

Hollywood, May 25.
Irving Cummings is displaying around an embossed scroll sent to him by the Societe des Artlistes of Langres, France, commending his directorial job on The White Parade.

Pie was made two years ago.

BUFF. BIZ BUM; STAR' GOOD 16G

Box office figures are marking time this week, with average takings indicated all around. 'Shall We Dance' is being held for a second week at the Lakes.

Estimates for This Week

week at the Lakes.

Batimates for This Week

Buffalo (Shea) (3,600; 30-40-55)—
Star a Boart' (UA). Looks like around \$16,000, good enough. Last week, 'Call It a Day' (WB) and Horace Heidt's band, not cutte up to expectations but fair at \$18,000.

Century (Shea) (3,400; 25-35)—
No Man of Her Own' (Par') and 'Girl From Scotland Yard' (Par').

No Man of Her Own' (Par') and 'Girl From Scotland Yard' (Par'), 46,300, fair.

Great Lakes (Shea) (3,400; 30-50)
Shall We Dance' (RKO) (2d wk).
Still going strong for possible \$9,000.
Last week, excellent \$13,400;
Mipp (Shea) (2,400; 25-40)—Love From a Stranger' (UA)Bh Looks.

Mips (Shea) (2,400; 25-40)—Love From a Stranger' (UA)Bh Looks.

Shall good \$7,500. Last week, 'Nobody's Baby' (MG) and 'Fire Over England' (UA), \$5,500, so-so.

Lafayette (Ind.) (3,400; 25-35)—
Racketeers in Exile' (Col) and 'Back Stage' (GB). Only \$6,500 in sight. Last week, 'We Have Our Moments' (U) and 'Girl Overboard' (U), poor \$6,300.

Biz Scrams, Red Splashes B'way; 'Moon,' Hutton OK 34G; 'Married,' \$23,000, Bergner, 18G, Both N. G.

Business has suddenly taken it on the lam, leaving certain pictures with a smaller gross than was anticipated. This is true of only a few, however, the list generally being none to strong in b. 0. weight. Matiness are way off all over town, including the years weekend the play was very slender for all theatres.

Best take this week is the Paramount's \$34,000, where 'Turn Off the Moon' is getting good in-person support from Ina Ray Hutton's band. House threw in a preview last night (Tues.) of I Met Him in Paris, which is scheduled to open at the Par next the current bill. House is doing better on the mats than other houses, but nothing extra at night, although the \$34,000 first week provides a nieprofit.

Biggest disappointer at the ticket windows is the Astaire-Rogers must-cal. Shall We Dance, 'at the Music all Shall We Dance,' at the Music all Shall We Dance,' at the Music and the Rody with the Elisabeth Bergner British-made profit, but not what the management had hoped for, even though the stetler. The Rive in Statement of the Walt Disney Academy Award Revues around the Rivel in the Walt Disney Academy Award Revues around the Rivel in the Walt Disney Academy Award Revues around the Rivel in the Walt Disney Academy Award Revues around the Rivel in the Hill Hill be the Rivel in the Ri

The service of the content of the co

'Star' Bright \$11,000 Among Minne.'s Sad B.O.'s; 'Horizon' Poor at \$4,500

VARIETY

Minneapolis, May 25.
Sole good box-office bet this week 'Star Is Born,' March-Gaynor picture promising to give the Minnes best gross in several months.

ise trade continues decidedly

wobbly and manageri tears still flow plentifully. One week of roadshowi 'Lost Horizon' at the Lyceum was more

Horizon' at the Lyceum was more than enough:

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

—Nancy Steele' (20th) (2d

pulmons' Bulldog

Drummon' Rat' Signo indicated

Anat week, 'Gay Desperado' (U) and

When's Your Birthdag' (RKO) (2d

runs), split with 'Night Key' (U) and

Happened out, West' (20th), duals, fair \$1,000.

Century (Publix-Singer), (1,600;

Food Up, Port. Biz Down; 'Gun' Dual Fair \$5,000

Gun' Dual Fair \$5,000

Portland, Ore, May 25.

Rising cost of groceries has been taking the edge off pix biz. Local exhibs are contemplating a raise in administration of the pix biz. Local exhibs are contemplating a raise in administration of the pix biz. Local exhibs are contemplating a raise in administration of the pix biz. Local exhibs are contemplating a raise in administration of the pix biz. Local exhibs are contemplating a raise in a contemplating a raise in a contemplation of the pix biz. Local exhibits a given by the pix biz. Local exhibits a contemplating and the pix biz. Local exhibits a contemplating and the pix biz. Local exhibits a contemplating and pix biz. Local exhibits a contemplation of the pix biz. Local exhibits a contemplating and pix biz. Local exhibits a contemplation of the pix biz. Local exhibits a contemplation of pix biz. Local exhibits a contemplation of the pix biz. Local ex

Breen's 'Wish'

Hollywood, May 25.
Principal Pictures' 'Make a Wish,'
obby Breen starrer, started rolling
on location at Chatsworth last Fri-

on location at chatsworth last rri-day (21).

Moppet's support includes Basil Rathbone, Marion Claire, Sammy McKim, Herry Watson, Tommy and Buddy Bupp, Rex Downing and Bobby Bollinger.

Edward Gross is associate pro-ducer for Soi Lesser, and Kurt Neu-mann directs.

MONO TRADES GOLDWYN

roducer Casts Leads Borrow System

Scott R. Dunlap, Monogram v.p. in charge of production, has grabbed all three leads via loan-out for is forthcoming pic, 'Hoosier Schoolboy'. Trio are Frank X. Shields, from Sam Goldwyn, Anna Neagle, from Warners, and Mickey Rooney, from Metro. Got Shields in trade for Movita Castenada, Goldwyn wanting the South Seas girl for part in Hurricane.' Other two were outright loans, Generally considered difficult for

Generally considered difficult for indies to get players from majors, former rarely having desired ma-

Heat Crimps Balto; 'Affair' **Torrid at \$7,500**

Baltimore, May 25.
Sudden onslaught of tropical
weather denting local box offices this
week, with all cooling plants in full

week, with all cooling plants in full swing.

This Is My Affair' got off to a good opening at the New, indicating a hot \$7500. Hippodrome, town's lone combo, is playing Major Bowes' International Revue on stage to bol-ster Behnid Headlines and gettime ster Behnid Headlines and gettime Loew's Century, and Prince and Pauper, at the Stanley, maintai ing fair pace in ho. weeks.

Estimates for This Week

Century (Loew-UA) (3,000; 15-25-35-40-55)—Star Is Born' (UA) (2nd wk). Maintaining nice pace at \$9,-000, after a bang-up first week of \$18,800.

000, after a bang-up first week of \$16,800.

Hippodreme (Rappaport) (2,300; 15-25-35-40-55-69) — Behind Headlines' (RKO) and Major Bowes' International Revue. Garnering only so-so \$11,800. Last week Thunder in City' (Coi) and vaude, not very exciting \$11,400. Last week Thunder yexiting \$11,400. Sand the Cool of the C

Bettie Macdonald to L.A.

Bettie Macdonald, former Ziegfeld chorine, left for Hollywood Friday (21) on spec.
Leon Errol and Walter Winchell encouraged the trip, feeling she could do okay as free lance.

Yowsah, the Champ!

Ben Bernie set some sort of a precedent last week when the horse he owns, Wes, finished third in the third race at Bel-mont, Friday (21). Pals of Bernie claim that he now has it on Bing Crosby, Joe Brown and Clark Gable in being a film player hoss-owner to get hi pony in the money, Bernie's horse paid 4-to-1 to show.

HEAT PLUS WEAK PIX TOTAL N.G. L'VILLE BIZ

Louisville, May 25.
Things are beginning to sag here with the coming of warm weather and grosses generally are showing an inclination to seek lower levels. By lack of standout product. Risto is leading town with "Turn Off the Moon" and Night of Mystery," with Loew's State close behind on "Woman Chases Man" and "Song of the City." Estimates for This World Standard Companies of the City.

man Chases Man and 'Song of the City.' Estimates for This Week
Brown (Fourth Ave.Loew's)—
'Star Is Born' (UA) and 'Family Affair' (MG), dual. Moved over from Loew's State after big seven days and will pick up \$2,400 or thereabouts here, fair. Last week, 'Shall Me Dance' (RKO), and moveover from Riaito, good \$3,000.

Green Light' (WB) and Criminal Hollow (Criminal Criminal Criminal Criminal Criminal When You're in Low Phillips, and 'Girl from Scotland Yard' (Par), dual. Hitting average \$2,200. Last week, 'Swing High' (Par) and 'Your Birthday' (RKO), dual, fine \$2,500:
Loew's State (3,000; 15-25-40)—
'Woman Chases Man' (UA) and 'Song of City' (MG), dual, Dual satisfactory at \$6,000. Last week, 'Star Is Born' (UA) and 'Song of City' (MG), dual. Dual satisfactory at \$6,000. Last week, 'Star Is Born' (UA) and 'Song of City' (MG), duals big \$9,000.

15-25-40)—'Go Getter' (WB), Only solo among first-runs and bo. results n.sh. at \$3,400. Last week, second of Prince and Pauper' (WB), okay \$3,500.

Ohlo (Settos) (900; 15)—'Married Her Boss' (Col) and 'Three on Trail' (Par), dual, splitting with 'Witness Chair' (RKO) and 'Everybody's Old Man' (20th), dual. Fair \$1,300 in sight. Last week, Princess Comes (Car), dual, splitting with 'Witness Chair' (RKO), dual, average (Car), dual, splitting with 'Boor Little Rich Girl' (20th) and 'Star of Midnight' (RKO), dual, average \$1,400.

Rialto (Fourth Ave.) (3,000; 15-25
40)—'Turn Off the Moon' (Par) and 'Nient of Mystery' (Par), dual, An-

Midnight (RKO), dual, average \$1,400.

Riano (Fourth Ave.) (3,000; 15-25-40)—Turn Off the Moon' (Par) and Night of Mystere (Car), dual. Anc. (Carle Metherole', Cott) and Midnight Taxi' (20th), dual, okay \$6,500.

Strand (Fourth Ave.) (1,500; 15-25-40)—'As Good As Married' (U) and Let Them Live' (U), dual. Headed for \$8,700, fair. Last week, 'No Man of Own' (Par) and 'Night Key' (U), dual, strong \$4,800.

Mary Boland in 'Danger'

Hollywood, May 25.
Mary Boland has been inked into
the cast of 'Danger, Love at Work,'
20th-Fox starrer for Simone Simon. Otto Ludwig Preminger directs.

Metro's Viennese Tenor

Metro has taken an option on Serei Abranovich, tenor from Vienna, who recently arrived in N. Y. He is to be given a screen test in the next few weeks.

Pix Singin' the Blues in Det.; 'Star,' Vaude Nifty \$26,000; Others Suffer

Detroit, May 25.

iz remains in depths. It's fourth in row for letdown at pix spots, outdoor attractions, aided by warm weather, most of town's coin.

Leader looks like 'A Star Is plus yaude, at the Michigan.

Estimates for This Week
Adams (Balaban) (1,700; 25-40)—
Silent Barriers' (GB) plus 'No Man of Her Own' (Par), dual. Around \$5,200, just about fair. Last week, and Jeeves' (20th), former moved here from Fox, so-so \$5,000.
Cass (Indie) (1,400; \$1.65 top)—
Good Earth' (MG) (4th week), and Jeeves' (20th), former moved here from Fox, so-so \$5,000.
Cass (Indie) (1,400; \$1.65 top)—
Good Earth' (MG) (4th week), Fulled out Saturday (22) after fourweek fayorable stand. Oke \$5,700.
Cass (Indie) (1,000; \$1.650 top)—
Good Earth' (MG) (4th week), Michy \$26,000 in view. Stage show. Nifty \$26,000 in view. Stage show. Nifty \$26,000 in view. Stage show. Nifty \$26,000 in view. Stage show Ni

Cleve. Looks to Expo as B.O. Hypo: 'Dance' Fair \$16,000; 'Night Fall' 18G

K. C. BLAH

Dual So-So \$9,000; 'Moon Fair \$8,500

Kansas City, May 25. week currently.

Looks li Nice looking marquees, but only fair

Nice looking marquees, but only rair biz.

Estimates for This Week

Mainstreet (RKO) (3,200; 25-40)—
"Turn Off Moon (Par) and 'King of Gamblers' (Par) and 'King of Gamblers' (Par) and Pauper' (WB), \$7.500, poor.

Midland (Loew) (4,000; 25-40)—
"Woman Chaese Man' (UA) and '13th Chair' (MG), Quiet \$9,000. Last week, 'Part 18 Born' (UA) and 'No-body's Baby' (MG), big \$13,500.
"Newman (Par) (1,900; 25-40)—
"Call It Day' (WB) and 'Man Found Himself' (RKO). Fair, \$6,000. Last week, 'Shall We Dance' (RKO) (2nd run), \$4,500, ns.h.

Tower (Fox) (2,200; 25-40)—(Cafe Metropole' (20th) and vaude, Fair \$9,000. Last week, 'Hit Parade' (Rep) and vaude, poor \$8,000.

Uptown (Fox) (2,202; 25-40)—(Cafe Metropole' (20th) and vaude, poor \$8,000.

Uptown (Fox) (2,202; 25-40)—(Cafe Metropole' (20th), Over average at \$4,500. Last week, 'Fifty Roads' (20th) (2nd run), poor \$3,800 in eight days.

'COURAGEOUS' **OPENS WEAK** IN FRISCO

San Francisco, May 25. Courageous, whi 'Captains opened roadshow Geary theatre last week, is having trouble keeping affoat. Although about \$5,000 was sunk in advance on trouble advertising, the Geary isn't receiving

a good play. ates for This Week

advertising, the Geary isn't receiving a good play,

Estimates for This Week

Fax (F-WC) (5,000; 35-55)—Kid Galan (WE) and Charlie Can divided (WE) (20th and biz for week will rank with top grosses at this house, \$21,000. Last week, 'Cafe Metropole' (20th) and Mountain Justice' (WE) (2d wk), did \$10,000, fair,

Geary (Lurie) (1,200; 50-75-1-1.50)—Captains Courageous' (Metro-) File got good notices, but the fans just arent interested at these prices. Although the first might was phinty over half full. House has rather a phoney scale, with most of the seats selling at 50c. Last week 'Lost Horizon' (Col) (12th) overstayed its welcome when it closed to thin \$4,000.

Gold Gate (EKO) (2,850; 35-55) and vaside (2d wk). Only Wednesday, to make way for Bell's Original Hawalian Follies'. Last week, first, and vaudeville, \$22,000, good.

Orpheum (F&M) (2,440; 30-35-40)—League of Frightened Men' (Col) and 'Speed to Spare' (Col). Booked with a summer of B product, the Opheum had to drop the admission for the control of the c

Loves Boy (GN), good \$5,500 in six days.

United Artists (Cohen) (1,200; 35-55)—Star 18 Borr (UA) (4th wk). Biz being done by this picture is the best this house has had in over a year. Good \$8,500 in sight. Last week fine \$7,500.

Warfield (F. WC) (2,680; 35-55)—Warfield (F. WC) (2,680; 35-55)—Warfield (F. WC) (2,680; 35-55)—Warfield (F. WC) (2,680; 35-55)—Warfield (F. WC) (2,680; 35-55)—and Warfield (F. WC) (2,680; 35-55)—and Warfield (F. WC) (2,680; 35-55)—and Warfield (F. WC) (3,680; 35-65)—and Fair Warning, second, n.g. \$7,000.

'Wish' Gets Castings

Hollywood, May 25.

Sol Lesser has spotted Herbert
Rawlinson, Philip MacMahon, Spencer Charters, Billy Lee and Billy
Lechner in Principal's 'Make a Wish,'
Bobby Breen starrer.

Kurt Neumann directs.

Parade of tourists helping grosses. a bit, but all houses are waiting for opening Saturday (29) of Great Lakes Exposition's second edition to start the ball rolling. Exhibitors leary of civic event's competish last year, but in end benefited heavily from influx of visitors.

year, but in end benented heavily from influx of visitors.

Three conventions this week givi all spots a push, particularly Palace's set-up of Cab Calloway on stage plus Melody for Two.' Night Must Fall only a couple grand behind at State, but Shall We Dance' is having treatment of the property of the part of the property of the pro

poor. Stillman (Loew's) (1.972; 25-35)— 'Star Is Born' (20th) (3d week), Still hot; \$8,500. Second week, after shift from State, caught corking \$9,500.

'Star,' 3d W'k, Big 7G; Rest of Seattle Blah

Seattle, May 25.
Good biz continues for 'Star is Born,' now in its third week. Major Bowes unit at Palomar shows continued interest here in the ams. Rest of the town is in the doldrums.

Estimates for This Week

tinued interest here in the ams. Rest of the town is in the doldrums.

Estimates for This Week

Blue Mouse (Hamrick-Evergreen)
(900; 32-37-42)—Cafe Metropole'
(20th) and Midmight Taxi' (20th), dual. Moved from Fifth Avepue; dual. Moved from Fifth Avepue; of the Merchand (1972)
(Par), dual. (4th wik.) bit (1972)
(Par), dual. (4th



Rritish Prods. Demand Limitation Of U. S. Pix; Claim Over-Flooding

London, May 25.
British producers, in a body, troop up to the Board of Trade tomorrow (Wed.) to plead for limitation of American film imports. They will assert that unrestricted import of low-grade indie pix floods the market here and jams play-dates for British product.

Another contraction

Another contention, held british producers is that the the

British product.

Another contention, held the British producers, is that there are more pix available for the 5,000 United Kingdom theatres than for the 15,000 in the U.S. Federation of British Industries will therefore beseeth His Majesty's government to introduce legislation to halt dumping on the market here.

Producers will also present a two-way reciprocity scheme by which American firms would voluntarily agree to take British product for the U.S. or alternatively for compulsion, by which American outfits would be obliged to take British product for the product for playing time in the U.S. as a condition of trading in England.

Hunter Tells Anzac Pic Mob That Duals Are Rather Isolated in U. S.

Sydney, May 6.

Harry Hunter, newly-arrived Paramount boss, told the pic mob at a luncheon given in his honor that he couldn't quite figure out the tremendous hold dual bills have in Australia. He pointed out that in his own territory, Washington, D. C., and other spots, the single feature programs were quite satisfactory, Hunter declined to make any statement regarding the local quota. Sydney, May

LIMIT U. S. FILMS TO 5 DAYS—TOKYO

Tokyo, May 5.

Because Toho houses in the Kwan-sal (Western Japan) istrict are forced to take an increased number

forced to take an increased number of Jap subjects, due to Toho's production expansion, foreign films are being given only five-day bookings in those spots. Toho informed American managers that new schedule goes into effect May 12.

New schedule affects Paramount, Universal, Columbia and RKO, all of them being tied to Toho for releases. Grosses will be affected some because all pix won't get Sat-Sun play, which are the big money days, but it was a case of take it or have certain subjects stay in the vaults without possibility of release. Condition may right itself when Umeda Gehijo, Toho's new acer, is completed.

Production Spurts with New Italian Hollywood

Rome, May 14. After the inauguration of the new Roman Hollywood, Italian icture production is experiencing a great push and the list of pix scheduled for spring production is very ambi-tions.

Actually finished and sent over to the cutting and synchronization studios are 'Scipio, the African', 'I Condotteri' (The Robber Barons), Fossa degli Angeli' (Tomb of the Angels), 'I fratelli Castiglioni' (The Angels), 'I fratelli Castiglioni' (The Castiglioni Brothers) and 'Regina della Scala' (Queen of the Scala), which Paramount is going to distribute The Italian Somaliland film which was to be called 'Marrabo' and has now been changed to 'Sentinella di Bronzo' (The Bronze Sentinell), is practically finished.

GN's Jap Distrib

A new firm of pix distribs, headed by Roy Tanaka, formerly manager of western Japen for Paramount, has taken over the distribution of Graid National product for Japan, Manchuokuo, Chosen and Dairen. Head-quarters will be established at Osaka, with branch here.

Reported new company contracted for 38 pix, including two James Cagney 5, on a straight royalty basis. Tokyo, May 6.

Metro Registers Squawk On Laurel-Hardy Billing

Metro has taken steps to prevent the Hamburg Prims theatre from announcing the personal appearance of Stan Laurel and Oliver Hardy.

is announcement is claimed as k, for the two appearing artists the French vaudevillians, Laury

AUSSIE INDIES RENEW PIC PLANS

Sydney, May 11:

Indie pic producers are making new efforts to put some productions in work.

Commonwealth Productions, under

Jack Bruce, expect to get moving within the next few weeks after

Jack Bruce expect to get moving within the next few weeks after teasing a studio site on the local show ground. New World Productions will start shooting exteriors soon in Fiji instead of New Guinea on first fry under A. R. Harwood.

Latest to come into the indie game is Figitree Productions, Ltd., which has taken over the old Mastercräft site and the Efftee gear. New company includes R. E. Denison, C. Ogive and Fred Daniell. Denison is a son of Sir Hugh Denison, chairman of National Productions, and also head of Associated Newspapers.

Ciniesound, the only unit in constant production, has just completed "Tall Timber," and swings at once into 'Lovers and Luggers,' under Ken Hall. Actually, Stuart F. Doyle is the only person to make a success so far in the local production field. There is a very strong feeling here now that the indies will make a determined effort to produce good pix for local consumption, keeping in mind the nossibility of one day termined effort to produce good pix for local consumption, keeping, in mind the possibility of one day crashing into the overseas market There is also a strong feeling that the government will back its Quota Act so that the indies in the field can secure a break.

BRIT. PIX INTERESTS **MULLING FILM BANK**

London, May 16. ity' interests are exploring the sibility of a Film Bank, on lines possibility of a Film Bank, on lines urged in the Lord Moyne Quota Committee Report. Proposals have already been tabled and a draft outalready been tab line submitted chiefs. to moton picture

chiefs.

Object of the scheme would be to back projects considered to have a reasonable chance of success, and at the same time checking undesirable financing of pictures.

Report Metro on Hunt For More Anzac Houses

Sydney, May 10.
Reported that Metro is seeking a site for another theatre here in addition to the St. James, the lease of which still has some years to run. Inside has it that Metro would like to own a theatre here as is the case in Melbourne and Brisbane, and that preparations are being made to thisend in case the St. James' lease is not: r wed in the future. wed in the future.

Adelaide, May 10.

Metro is dickering for the Majestic theatre here to use i chain build with holdings in other cities. Bernie Freeman, Metro chi abiz visit covering the Majestic proposition.

McINTYRE TO U. S.?

McIntyre, Josal Universal chief, may take a rip to the U. S. in the near future to meet the heads of his organization. McIntyre has not been abroad for

AUSTRALIA BIZ GOOD

ix Doing Nicely Antipodes

Biz is still most satisfactory in this spot with 'Rose Marie' (Metro). 'My Man Godfrey' (U and 'Beloved Enemy' (UA). New ones include 'One in a Million' (20th), 'Maid of Salem'. (Par) and 'Follow Your Heart' (BEF). Cinesound's 'It Isn't Done bows out after eight weeks, and U's 'Show Boat' ill soon call it a day now that one year's run approaches.

it a day now may one proaches.

Managers are readying additional attractions for the schools, vacation next month and expect to cop some very heavy grosses on mats. Yankee pix still control the top spots. Head Over Heels' (GB) opens this week-ond for a run.

Melbourne, May 6. Melbourne, May 6.
There's a nice lineup of attractions currently here and biz is solid. List includes 'Lloyd's' (20th), 'Plainsman' (Par), 'Ladies in Love' (20th), 'Romeo and Juliet' (Metro), 'Dodsworth' (UA), 'Three Men on a Horse' (WB), 'Amazi Quest Earnest Bliss' (AD), 'Sally of Regiment' (GB) and 'Sutter's Gold' (U).

Yankee pi holding well with Three Smart Girls' (), Piccadilly (MG), 'Hearts in Reunion' (20th), 'Polo Joe' (WB), 'College Holiday' (Par), 'Lloyds' (20th) and 'Racing' Lady' (RKO), British include 'East Meets West' (GB) and 'Sabotage' (GB),

NEW DISTRIB IN JAPANESE FILM BIZ

Tokyo, May 5.

After unsuccessfully dickering with Grand National and several other American indies for distribution of their product in Japan. Empire Picture Corp. has closed deals with several French and Italian studios to place their product on the market here. 'Squodrone Bianco' is the first Italian subject to be offered, followed by 'Arma Bianca,' both of which are now being titled. As no Italian pix have heretofore been shown here here success is problematical, but distribs expect no trouble in securing initial bookings because of friendly political attitude of Japanese towards Italy. Mutual admiration follows somewhat along the same lines of the recent Jap-German co-operati, except no treaty has been signed. German co-operati , except no treaty has been signed.

treaty has been signed.
French subjects ordered and being readied are 'Secret de la Mare Rouge,' 'Avec. Sourier.' 'Atlantic Sud,' 'Madamoiselle Docteur,' 'Quelle Drole de Gosse.' Only American subject bought by Empire is 'Tundra'.'

subject bought by Empire is Lundra.

Because Empire has not previously been a factor in the biz, they have not been assigned to a place in the Shochiku-Toho alignment of distribs and are therefore privileged to sell or either side. If Empire's subjects click it's a cinch they will be forced to line up with ither of the two exhibs, for no other reason than to keep the other distribs qui' A good guess is that they will eventually find themselves beddellows of Shochi as that organization has built up quite a following for European pix while Toho's experience importations has been negative.

for Europerience importante impor comparative newcomer, having Just recently been incorporated for \$35,000. A Nagae, prez, has had no prevlous pix experience, but has associated with him Noboru Kawai, formerly connected ith the Japan offices of Warner's.

U. S. Pic Cos. in Japan Form Mutual Association

Tokyo, May 6.

American Motion Picture Ass'n of Japan, comprising managers of all American companies maintaining offices in this country, is now in operation. Object is to act in concert on all matters affecting American product and to eliminate unhealthy and destructive competish.

Previous attempts at organizing of U. S. companies never jelled.

Rydge Out of Greater Union as **Australian Battle Grows Tenser**

MG Product Lined Up In Sydney Till August

Sydney Till August
Sydney May 6.
With 'Rose Marie' concluding its
six weeks' run, Metro's St. James is
solidly set for ace attractions. Lineup includes 'Atter the Thin Man,'
Love on the Run' and 'Camille,'
MG exces expect these attractions to
cover the theatre's wants until August. In the vaults are 'Good Earth'
and 'Maytime,'
No date has bear

No date has been set for release of No date has been set for release or Good Earth' as yet. There mote possibility that pic may be sold to an indie, either Dave Marti, for Liberty, or Dan Carroll, for Prince Edward. Latter, however, is pretty well tied up with Par.

RUSSIA LOOKS TO U.S. FOR **SOUND**

Moscow, May 24.

Under currently talked of plans, Russis may expend upwards of \$250,000 during the coming year on sound reproducing equipment for its theatres. This is additional to present agreements between the Soviet and American firms on recording equipment. On the recording end alone Russia may be spending around \$1,000,000 for American equipment, it is indicated.

Although the American

It is indicated.

Although the American firm is not identified, intimations are that a deal is underway, whereby the Soviet aims to purchase upwards of 5,000 talker equipments for its theatres.

talker equipments for its theatres.
Russia is dallying around and has been for some years' with its own sound. Intimations here are that outsiders don't figure anything concrete can be developed in Russia on sound equipment which will be comparable to present American equipment for a decade or more:

However, none doubt but that eventually Russia will have its own sound. Presently, the Soviet indus-try is being servleed technically, un-der agreement, with engineers sup-plied from America.

J. A. HOPFENBERG VISITS SO. AMERICAN THEATRES

Joseph A. Hopfenberg, general manager and U. S. rep for Max Glucksmann's film, theatre and radio interests in South America, sailed for Buenos Aires, May 22.

To be gone 10 weeks on business trip, Hopfenberg will give the S. A. market a thorough o. o. Firm has extensive theatre and radio interests in Argentine, Chile and Uraguay.

Repub's 'Follow Heart' **Bloomers in Sydney**

Sydney, May 6.
Republic pic, 'Follow Your Heart,'
went into a quick floppo here for
Greater Union. In for a run try, pic had closing notice up three after premiere.

Failing to cop any biz over the Anzac Day period holiday, and swinging into a marked low after panning by the critics, G. U. T. execs ordered the film out.

Another Republic pic, 'Hitch Hike Lady,' is playing number two to Beloved Enemy' (UA) at the ace State;

Tokyo Likes 'Horizon'

Lost Horizon' (Col) did smash biz last week at Hibiya Eiga Gekijo and holds for the second and possibly third. On second stanza pic is teamed with 'I Promise to Pay' (Col)

with 'I Fromise to Pay' (Col).
Because Jap audience got restless
during 'Horizon' on account of
length, subject has been split into
two sections with over 15-min. intermission between first and second
sections.

Sydney, May 25.

Vast shakeup here strips Norman Rydge of most of the power he formerly exerted in Australian film biz. Out as chalrman of the Greater Union Theatres, with Stuart Doyleremai ing as managing director, Rydge has also been replaced as chairman of the Greater J. Williams unit of the same chain by John Goulston,

Goulston, No longer a director of Greater Union and Australasian Film Holdings, Rydge keeps merely a directorship on the board of the J. D. Williams in: liams unit.

liams unit.

Meanwhile Stuart Doyle has issued a writ against Rydge, claiming \$100,-000 damages on an undisclosed ac-

tion.

Charles Munro, managing director of Hoyt's, has resigned as co-director of General Theatres, with Mauric's Sloman, general manager of Hoyt's, replacing him. It is understood that Munro's resignation is only temporary, ing to his absence abroad and to protect Hoyt's Interests, through Sloman, who is on the scene here. Hoyt's, as an individual company, is not concerned in the Greater Union inside fight, it is claimed.

Just the Beginning
This is the first in a series of bombshells expected in Australia. Hoyt's and Greater Union are tied up by the bankers in a partnership as General Theatres, with members of both firms lockeying for position. Munro is in New York, but would not comment on the situation, although admitting that he expected to be able to make an important statement shortly.

Deutsch Talking Takeover of Sir Oswald's Circuit

London, May 25.
Quiet negotiation is under way between Oscar Deutsch and Sir Oswald
Stoll to acquire the latter's entire
circuit, which comprises the London
Colliseum and four theatres outlying Coliseum and four theatres outlying in suburbs and provinces. Deal, volving \$3,000,000, is holding up the Deutsch-Donada \$25,000,000 public stock issue, in which the Stoll property is to be included, if a sale is effected.

Negotiation is also delaying Lew Leslie's vaude presentation at the Coliseum, a show that tentatively was topped by Harry Richman and Florence Desmond.

Some months ago Deutsch acquired

Some months ago Deutsch acquired the Alhambra from Stoll, and is now erecting a super-spot on the site.

Garbo Big in Milan, But 'Zieggy' N.S.G.

Milan, May 14, reta Carbo, in 'Camille,' has set up a record at the Milan Corso Cinema, five big weeks at 75c to. The usual stay is seven to 10 days at 60c.

at ouc.

"The reat Ziegfeld has been somewhat of a disappointment, due largely to the Italians being out of touch with the personality of the subject.

U. S. Pix in Berlin

Berlin, May 16. Berlin, May 18.

With Par dishing out three openings in one week in expectation of the holiday rush, and 20th-Fox keeping a close second, Berlin seems like old times again.

Twentieth's Gable-Young opus, 'Call of the Wild, got off to a good start at the big Uta Palast im Zoo.

start at the big Ufa Palast im Zoo, the first American picture there in ages. Shirley Temple continues in Stowawa ' (20th) at the Primus. 'Ramona' (20th) will fade out to make room for Par's Texas Rangers' at the Astor on Kurfuerstendamm, while along the same avenue 'The Bride Comes Home' (Par) crowd out 'Born to Dance' (MG), which nose un again at the more out which pops up again at the more out of the way Titania, The third of Par's offerings will be 'Now and Forever' at the Atrium.

Full Text of Guild-Producer Contract

BASIC MINIMUM CONTRACT OF 1937

AGREEMENT executed at Los Angeles, Carlifornia, May 15, 1937, between the SCREEN ACTORS GUILD, INC. a California non-profit membership corporation, hereinatter called the 'Guild,' and such parties who are engaged in the production of motion pictures as may concurrently or hereafter become signatories hereto, hereinafter called the 'Producers'.

WITNESSETH:

WITNESSETH:

In consideration of the mutual agreements herein contained the parties agree as follows:

The Guild control of the Producers, and each of the control of the c

WHAT AN ACTOR IS

what an actor is

whether by contract or otherwise, or who acts before the
camera for any Producer, except as may be hereinatter provided, shall be a member of the Guild in good standing,
subject to the following qualifications:

(a) If any actor now under contract to any Producer is
not a member of the Guild and refuses to join the Guild, such
actor shall be exempted from this paragraph 2 during the
term of his existing contract as the same may be extended
according to the existing terms thereof. Each Producer shall
forthwith furnish the Guild with a list of all contract and
stock players under contract to the Producer at the date of
this contract. The Guild will then notify the Producer as
to the names of such of said players as are not members of
the Guild, whereupon the Producers will promptly turnish
to the Guild the approximate expiration dates of the contracts of such non-Guild member players.

(b) Stars and featured players may be exempted from this

tracts of such non-Guild member players.

(b) Stars and featured players may be exempted from this paragraph 2 during the first five years of this contract, and define first five years only, to the extent of ten percent of the principal players in the cast of each picture produced by each Producer. Principal players means actors whose base rate of pay is \$200.00 a week or more, but extras, stuntmen and day players shall not be counted as principal players. Actors under qualification (a) shall be included in the calculation in computing the ten percent of the cast who do not have to be Guild members in good standing under qualification (b). For example, if there are twenty principal players in the cast and two are not Guild members in good standing and come within qualification (a), the Producer is entitled to no additional non-members under qualification (b).

standing and come within qualification (a), the Producer is entitled to no additional non-members under qualification (b).

(c) During the first five years of this contract, and during the first five years only, if the cast of principal players is less than ten, one star or one featured player need not be a member of the Guild. If the star or featured player comes under qualification (a) no additional non-member is allowed under the star of the contract year of the exigencies of casting and as an extraordinary circumstance that shall not happen more than two times a contract year in the case of any Producer who produces forty pictures a year of more, and not more than once a year in the case of any Producer who produces less than forty pictures a year of more, and not more than once a year in the case of any Producer who produces less than forty pictures a year of more, and not more than once a year in the case of any Producer who produces less than forty pictures a year of more, and not more than once a year in the case of any Producer who produces less than forty pictures a year of more, and not more than once a year in the case of any Producer who produces less than forty pictures a year of more, and not more than once a year in the case of any Producer who produces less than forty pictures.

CHECKING BY THE GUILD

cast to be non-members. This qualification only applies during the first five years of this contract.

CHECKING BY THE GUILD

Each Producer shall give the Guild full opportunity to check the peformance of this paragraph, including access to sets, but the Guild's checking shall be done in such a manner as not to interfere with production. The Guild agrees that (1) it will accept as a member of the Guild any actor the Producer wishes to employ, subject to the imposition of reasonable terms in the case of members suspended by the Guild, or Actors Equity Association, or the British Actors Initiation fees, due of the Country Association, or the British Actors Initiation fees, due of the Producers calim a violation by the Guild of the provisions of this sentence, such question shall be determined by the committees provided for in paragraph 14 hereof and if such committees provided for in paragraph 14 hereof and if such committees provided for in paragraph 14 hereof and if such committees provided for in paragraph 14 hereof and if such committees cannot agree the matter shall be settled by arbitration in accordance with the arbitration provisions of said paragraph 14. It is the intention hereof to prevent the Guild from closing its books so as to prevent any person who wishes to act in motion pictures from joining the Guild. Nothing in the preceding sentence shall limit the right of the Guild to dupline or supendic strong the contract of a Producer, or if a member resigns, the suspension, expulsion or resignation shall not affect the player's obligation to perform any existing contract or contracts with any producer or producers or such producer's or producers' right to demand performance, except with the producers' robust any producer or producers or such producer's or producer's right to demand performance, except with the producer's robust and provided, further, that a greater number of the Guild, provided that in no event shall a Producer have the such a shall be a member of the contract; it being the intention th

shall be extended so far as his contract is concerned to cover men.

(b) The \$3.20 check for extras is abolished.

(c) The mi imum pay per day for any extra player shall be \$5.50. The minimum weekly rate for extras employed on a weekly basis shall be five times the daily rate for a six-day week. This applies to all extras and not merely the extras receiving \$5.50 per day.

(d) The wage scale in force contained in the Motion Picture Code under the National Recovery Act and in the rules enacted pursuant thereto shall be increased ten percent for all classes of extra players receiving thereunder up to and including \$15.00 per day.

STAND-INS MINIMUM

(e) The minimum compensation for stand-ins shall be \$33.00 per week (six working days), or \$6.50 per day.

(f) Straight time shall be paid for time actually consumed in traveling to and from location. Compensation for travel-interest of the consumer of t

quired by the Producers to pay such agency indirectly.

4. The Producers agree that reasonable access to the records of Central Casting Corporation or any agency used by the Producers, or any of them, for the employment of extras shall be afforded to the Guild. The agency referred to in the preceding sentence means only an agency used regularly or customarily by one or more Producers performing for such Producer or Producers substantially the same function as Central Casting Corporation, and does not mean agencies used casually and not generatly. Records do not include the financial records of the agency.

MINIMUM FOR DAY PLAYERS

MINIMUM FOR DAY PLAYERS

5. Each Producer agrees that the following conditions shall govern the employment of all-day players employed by the Producer and shall become a part of the contract with the day player, namely.

(a) Sections It 012, inclusive, of the present rules governing day players adopted by the Academy of Motion Picture Arts and Sciences printed on pages 8 and 9 of The Academy Bulletin of February 11, 1935, shall become and are a part of this contract except as specifically to the contrary herein provided.

(b) The arbitration provision in the Academy rules shall not govern, and the general arbitration clause hereinafter set forth shall apply.

(c) The minimum pay for day players shall be \$25.00 per day.

get forth shall apply.

(c) The minimum pay for day players shall be \$25.00 per day.

(d) Straight time shall be paid for time actually consumed in traveling to and from location. Compensation for traveling time shall not exceed one day's pay in any twenty-four hours. Travel time which occurs during the period for which the day player is compensated may be deducted from travel time.

(e) The day player shall receive one-half of the daily pay agreed upon if he makes, or reports pursuant to call for costume fittings or photographic or sound recording tests, and the straight of the daily pay agreed upon if he makes, or reports pursuant to call for costume fittings or photographic or sound recording tests, after the straight of the straight of

days when they are performing stunts.

6. The term 'free lance players' as used herein shall mean players employed for a specific picture, on a weekly basis and at a weekly salary in excess of \$55.00 per week! Producers agree that the following conditions shall govern the employment of all free-lance players employed by the Producers and shall become a part of the contract of the free-lance player, namely:

(a) One picture employment for free-lance players shall be at a weekly rate of compensation with a guaranty of at least one week's employment under the minimum contract least one week's employment under the minimum contract least perfected. The purpose of the foregoing is to restrict the specified. The purpose of the foregoing is to receive \$20,000.00 or more per picture.

(b) If the contract may be made with any cortact, except that a 'deal contract' may be made with any foreard, except that receives \$20,000.00 or more per picture.

(b) If the contract referred to in (c) hereafter is delivered by any Producer to any player and if the same is executed without alteration by the player and is so returned to the Producers by noon of the next succeeding business day after its delivery to the player, it shall thereupon constitute a contract binding on both parties even though not executed by the Producer, but the Producer on demand shall deliver as (c). The Producer shall execute with the player a written contract containing the terms of the contract printed on pages 4-7, inclusive, of the Bulletin of The Academy of Moton Picture Arts and Sciences of February 11, 1935, except said contract shall be changed as follows:

I. Paragraph 15 concerning arbitration shall be omitted,

and the substance of the Guild arbitration clause herei after in this contract set forth shall be substituted.

II. In respect to paragraph 27 concerning general right of termination, i every case of termination of the contract prior to the commencement of the term, the Producer shall be liable for compensation during the minimum guadrates being the period, but if the player receives other employment during such period, the compensation received by the player touch other employment shall be applied in reduction of the Producer's liability. Said contract shall be changed accordingly.

such other employment shall be applied in reduction of the Producer's liability. Said contract shall be changed accordingly. With respect to paragraph 31, the rules of the Lorden's therein specified shall not apply, but the corresponding rules of this contract with respect to the corresponding rules of this contract with respect to the shall apply. Said contract shall be modified accordingly shall shall receive straight pay for event in excess of fifty-four hours worked in any week, eginning with the commencement of the contract, and continuing from week to week, and prorated in case of a prorata week. The overtime shall be paid on the basis of 1/48th of the weekly salary for each hour or fraction of an hour or fraction of an hour or fraction of an hour or the shall be computed in accordance wordingly fours of work shall be computed in accordance wordingly for day players. Nothing herein, however, shall limit the free lance player's right to a twelve-hour rest period and holidays as granted by paragraphs 18 and 19 of page 6 of said Accademy Bulletin of February 11, 1935, and incorporated herein. The rights granted hereunder are additional and cumulative. Said contract shall be modified accord.

ingly, V. The heading of said contract shall be changed to read as follows: "Screen Actors Guild Minimum Contract for Free Lance Players-Continuous Employment—Weekly Basis—Weekly Saiary—One Week Minimum Employment." In bold face type at the top of the contract shall be printed the follower of the contract shall be printed the following. The actor may not waive any provision of this Contract without the written consent of the Screen Actors Guild."

Guild.

7. Reasonable access shall be afforded the Guild to the records of the Call Bureau or to any similarly constituted substitute owned or controlled by any Producer therefor.

MINIMUM FOR STOCK PLAYERS

. The Producer agrees that every contract hereafter entered into with a stock player shall conform to the following rules and contain in substance the following terms, which shall be a part of such contract whether or not contained therein:

is a less and contain in substance the following terms, which are less and contain in substance the following terms, which are less and contain in substance the following terms, which therein (a) The minimum rate of salary for stock players shall be \$50.00 per week.

(b) Return transportation shall be furnished the stock player, if brought to California from outside the state, if his salary is less than \$75.00 a week, if he does not secure other employment in or about Los Angeles, California, and if hreturn trip is commence within fifteen days after the term (c) Where a contract to employ a stock player has been executed, the player shall not be required to work without compensation after the date of the execution of the contract or after the commencement of employment thereunder. This includes a prohibition against free tests for stock players after the date of the execution of the contract or after the commencement of employment thereunder. Option test agreements are not to be construct as contracts to employ calculate the stock of the stoc

Tarzan or Charlie Chan, belongs to the Producer and not we the actor.

11. Stock players and term contract players, if required to render services on New Year's Day, Decoration Day, July Fourth, Labor Day, Thanksgiving Day or Christmas, or if required to render services on either the Sunday immediately preceding or the Sunday immediately succeeding any such holiday shall be entitled to an additional one-sixth of the weekly rate. The foregoing, however, shall not apply to stock players or contract players whose compensation is paid to them on a picture basis, or whose contract provides the maximum number of pictures in which such actor can be employed per year or other specified period.

GUILD MUST CONSENT

The Producers agree that no waiver by any actor of any term of this contract shall be requested of the actor or effective unless the consent of the Guild to the making of such request and such waiver is first had and obtained. Such consent may be oral but the Guild agrees that all oral waivers will be confirmed by it in writing. The Guild further agrees that upon being notified by any Producer that a company is going on location, it will appoint a deputy to be with the company on location, with full power to grant such waivers. The Guild further agrees that it will maintain a twenty-four hour service at Los Angeles, Californi, for the giving of waivers in accordance with the provisions of this paragraph.

of waivers in accordance with the provisions of this paragraph.

13. The term of this contract shall be ten years from the date hereof. On April 1st of each calendar year during this contract, commencing in 1938, a meeting will be held at Los Angeles. Californ i, between a committee to be appointed by the Guild and a committee to be appointed by the Froducers. The said committees shall at said meeting discuss such modifications of this agreement as may be suggested by either committee, and submit recommendations to the Guild and to the Producers, and if such recommendations are concurred in by the Guild and the Producers, they shall become a part of this contract. If the committees cannot reach an agreement, either committee may demand arbitraction on the following subjects, and on the following subjects only, namely:

(a) Minimum salaries for extras, day players, and looks players.

(a) Minimum salaries for extras, day players, and stock players.

(b) Hours of labor for actors receiving \$500.00 a week or unser. This includes actors employed by the day receiving \$533 per day or under. This includes actors employed by the day receiving \$533 per day or under \$535 per

arbitration relating to such subjects shall become a part of this agreement from the time of the decision of the arbitra-tors, or from such time as the arbitrators shall decide that they shall become effective.

INTERPRETATION COMMITTEE

arbitrargement from the time of the decision of the arbitrations are from such time as the arbitrators shall decide that they shall become effective.

INTERPRETATION COMMITTEE

14. The Guid shall forthwith appoint a committee and the Producer shall forthwith appoint a committee to perform the particular specified in subdivisions (g) and (h) of paragraph 3, subdivisions (h) and (l) of paragraph 5 paragraph 2 of this agreement. In default of greement between the two committees the matters left open for clarification and further definition in said paragraphs shall be settled by arbitration by a board of three arbitrators, one chosen by the Guild, one by the Producers and the third jointly chosen, and in default of agreement, the third arbitrator shall be chosen by the Board of Directors of the American the subjects to be arbitrated under this paragraph status shall be arbitrators, or from such date as they shall be arbitrators, or from such date as they shall shall be arbitrators, or from such date as they shall shall be arbitrators, or from such date as they shall shall be arbitrators, or from such date as they shall shall be arbitrators, or from such date as they shall shall be arbitrators, or from such date as they shall not call or engage in a strike affecting motion picture production against any forth their simple stream of the conditions and definitions to become effective.

15. The Guild agrees that during the term hereof it will not call or engage in a strike affecting motion picture production against any conduction against any dorth their simple stream of the conditions and definitions to become effective.

16. A joint concilation committee of four, two to be appointed by the Guild and two by the Producers shall six within seven days after call to attempt to conciliate any dispute between any Producer and any actor with respect to which dispute arbitration is herein provided for. If conciliation fails all such disputes shall be settled by arbitration as just and the producers and a similar committee to

BETTER TERMS

Actors Guild Basic Minimum Contract of 1937.

BETTER TERMS

18. Nothing herein contained shall be construed to prevent any actor from negotiating with and obtaining from any Producer better terms than are herein provided for.

19. This contract does not apply to contracts now existing between the Producers and actors. Within sixty days after receipt by the Guild of the written notice provided for in Paragraph 2 hereof any actor under such written contract who is or has become a member of the Guild may give the Producer written notice that he elects to come under the terms of this contract and thereupon he shall be subject to the terms hereof applicable to such contract and such terms hereof shall be deemed incorporated in the existing contract between the Producers and actors. Within sixty days after condicting provisions in said contract. Any actor notifying any Froduct, pursuant to the provisions of this paragraph, or the contract and the provisions of the paragraph of the contract with the provision of expulsion by the Guild, shall be equivalent to a failure, refusal or neglect on the part of such actor to a south eroducer the same rights and remedies as are provided in such existing contract with the Producer and shall give to the Producer the same rights and remedies as are provided in such existing contract with the Producer and shall give to the Producer the same rights and remedies as are provided in such existing contract in the event of failure, refusal or neglect by the actor to comply with his obligations thereunder.

20. This contract shall be ineffective for any purpose as to any corporate Producer until ratified by the Board of Directors of such Producer, except in the following respects, namely:

Subject to the quali

2 set forth, the Producer agrees that from and after the datehereof every contract it enters into with an actor for a period
of twelve (12) weeks or more, or which gives the Producer
an option on the services of the actor for a period of twelve
(12) weeks or more, shall provide that the actor agrees that
the actor shall be a member of the Guild in good standing
and shall remain so for the duration of said contract.
(b) Beginning June 1, 1937, the Producers shall operate
under the terms of this contract. On or before June 10, 1937,
ont its Boarer shall notottract. On or before June 10, 1937,
ont its Boarer shall notottract. On or before June 10, 1937,
ont its Boarer shall notottract. On or before June 10, 1937,
ont its Boarer shall contract. On or before June 10, 1937,
ontice the contract, then from and after such date the contract shall be in full force and effect, except that the June
1, 1937, commencement date of working conditions shall still
apply. If the Producer notifies the Guild that the Board of
Directors has refused to ratify this contract, then immediately this contract shall be ineffective for all purposes.
21. Subject to the limitations hereinabove in paragraph 2
set forth, nothing herein shall be so construed as to prohibit
set gualtions to be established by members under rules, and
the Guild of such discipline, shall in no manner or to any
extent deprive the Producer of such rights as it may have
under any contract with any player who may be subject to
discipline or from enforcing the provisions thereof as against
any such player.

22. With respect to all pictures in production on the date

discriptine of from enforcing the provisions thereof as against a 2.

With respect to all pictures in production on the date on which this agreement goes into effect, the Guild will issue all permits necessary to avoid interference with production. 23. This agreement shall be been on the signatories hereto and all parties who by reason gone the signatories hereto and all parties who by reason gone the signatories thereto and all parties who by reason gone the signatories the signature to the signatories that its signature to a substantial part of the production business of any signatory. Each Producer agrees that its signature to this agreement shall likewise bind subsidiary and controlled companies engaged in the production of motion pictures to the terms of this agreement. This agreement may be executed in any number of counterpart originals, each counterpart to have the same effect and all such counterparts, shall be construed together as one agreement.

EFFECTIVE IN NEW YORK

24. With respect to motion picture production in and around the city of New York, New York, by any Producer such motion picture production shall be exempt from this agreement until the Guild establishes a New York office, at which time it, will come under the terms of this agreement.

25. The operation of this agreement shall be limited to motion picture production within the territorial limits of continental United States of America exclusive of Alaska, provided, however, that the committees provided for in paragraph 14, shall attempt to work out rules covering motion any Producer and if the committees cannot agree the nunter shall be settled by arbitration and the agreement of the committees or the decision of the arbitrators shall become a part of this agreement in like manner as provided in paragraph 14.

26. In the event that children of tender years are unablegally to join the Guild.

point of the second of the decision of the decision of the second of the

ADMISSION OF NEW COMPANIES

28. Any person now or hereafter engaged in the business of producing motion pictures in the United States shall be afforded the opportunity of becoming signatory to this agreement either by signing this agreement or counterparts thereof. Nothing herein contained is intended nor shall it be construed as intended to prevent the Guild from entering into contracts with any such persons on terms more favorable to such persons than are afforded to the signatories

able to such persons than are afforded to the signature hereto.

29. Unless otherwise specifically defined herein terms shall be given their common meaning in the motion picture industry. 'Actor' includes 'extra.' The masculine gender includes the feminine and neuter, and the singular number the plural, when such construction is a reasonable one. 'Day player' is a player employed by the day other than an extra or stunt man. A 'stock player' is a player employed for more than a specific picture and for a term of at least twelve weeks (with or without lay-offs) who receives less than \$150.00 a week. A 'contract player' is a player employed not for a specific picture but for a term of at least twelve weeks (with br without lay-offs) who receives \$150.00 a week or more. The committees referred to in paragraph 14 hereof

shall work out appropriate rules for actors who do not come within any of the foregoing definitions or within the definition of a 'free lance player' hereinabove in paragraph 6 set forth and the same provision as to agreement and arbitration shall apply as in other cases to be determined by the committees under paragraph 14.

30. Wherever provision is made herdin for the appointment by the Producers of committees or arbitrators such appointment shall be made by the mutual consent of the Producers signatory hereto. However, if any such Producer signatory hereto. However, if any such Producer cither separately or jointly with any other Producer or Producers who are unable to so agree, may appoint committees or arbitrators, as the case may be, of its or their own choosing, and in such event the committees or arbitrators, so separately appointed shall function for and in behalf and only for and in behalf of the Producer or Producers who shall function for and in behalf shall function for and in behalf and only for and in behalf of the Producer or Producers who shall have made such separate appointment, and the discussions, negotiations and arbitrations with respect to which such separate papointment, be conducted with the committee or arbitrator or separately appointed, and the agreement or decision reached thereunder shall be binding upon the Guild and the Producer or Producers who shall have made such separate appointment but upon no other Producer or Producers. The Guild in such a case may appoint a separate committee or arbitrator appointed by the respective Producers but need not do so, and if it so desires may designate ommittees or arbitrators of the several Producers. Arbitration as herein referred to does not mean the kind of arbitration as herein referred to does not mean the kind of arbitration as herein referred to does not mean the kind of arbitration as herein referred to does not mean the kind of arbitration covered in paragraph 30) this agreement shall be construed as a separate agreement between th

PERMITS WITHOUT COST

PERMITS WITHOUT COST

32. Whenever the Producers are entitled hereunder to a permit or waiver from the Guild, the Guild agrees to issue the same without cost.

33. News reels, travelogues, news and sports commentators and persons rendering similar services in short subjects shall be exempted from the operation of this agreement; provided, however, that the committees provided for in paragraph 14 shall attempt to work out rules governing such production and persons, and if the committees cannot agree the matter shall be settled by arbitration and the agreement of the committees or the decision of the arbitrators shall become a part of this agreement in like manner as provided in paragraph 14.

34. In agreement in the manner as provided in paragraph 14.

35. The part of this agreement in like manner as provided in paragraph 14.

36. In the decision of a majority of the arbitrators shall be final, and such decision shall be in writing.

IN WITNESS WHEREOF the parties hereto have executed this instrument.

SAMUEL GOLDWYIN, INC., By Samuel Goldwyn, Presi Attest: Kenneth Thompson, Secretary. SCREEN ACTORS GUILD, INC., By Robert Montgomery.

NEW PAR HIGH. 94 CONTRACTEES

Having placed many people on its contract list during the past year, since Adolph Zukor took command of production at Hollywood, the Paramount studio reached a new all-time high for contract players last week, books showing 94.

Majority of the people under conto Par are in the featured, studio having fewer star ratings than some other major plants. Included the player list are numerous persons who have been imported from the other side, latest being Oscar Homolka, who arrived a week ago.

Among Par's contractees, however, are many who have come from radio and are conting on the air.

Plenty of Writin'

Cecil B. DeMille has pacted C. Gardner Sullivan and Harold Lamb to toil on the script of The Buccaneer, which Bucket ill produce for Paramount

neer, which ill produce for Paramount. Script up to now bears the handi-work of Edwin Justus Mayer, Pres-tin turges nd Jeani MacPher-

NAPIES MAMMY

Dame Mae Whitty in 'Walewska' Hoss-Backing in Monterey

Hollywood, May 25.
Metro signed Dame May Whitty
British player, to enact the role of
Napoleon's mother 'Madame
Walewska' followi work in
'Night Must Fall.'

Director Clarence Brown is lead-ing his troupe headed by Garbo to Monterey this week for horseback sequences.

Hogan Takes 'Ebb Tide'

Hollywood, May 25.
roducer Luci n Hubbard switched
directors on Paramount's Ebb Tide
at the last minute from Henry Hathaway to James

away to James set the starting date for next Thursday (27). Pic was postponed while Hatha-way washed up 'Souls at Sea' but that one hung fire too long. Hogan jumped Last rain From Madri he brought in last

Fanchon's Next Par

Hollywood, May 25.

Seena Owen and Grant Garrett
are scripting Miss Fanchon's next
production for Paramount, 'Su mer
Romance.'

Don Hartman authored the original.

LEON & EDDIE'S **WON'T BE IN**

'52D ST.'

Going out to joi other night club entertai Hollywood into Walter Wanger's '52nd Street,' Jack White of the rington, im ther

left Thursday night (20) for the Coast and will be followed toward the end of this week by from the Onyx.

Efforts to get together with

Davis of Leon & Eddie's for his inpayis of Leon & Eddie's for his inclusi in the picture have failed, even after he reduced his guarantee from eight weeks to five. He wants \$5,000 a week and at first wanted a gu rantee of eight weeks in Holly-wood or \$40,000, later reducing it to a \$25,000 guarantee. Inability to reach a deal means that Leon & Eddi will not invaded camerus.

People already signed and on the coast-include Dorothy Saulters, Sweet Fingers Johnson, Jerry Colonna, Georgie Tapps and Al North All are from the nitery field.

THAT MAN'S HERE

Ken Murray Sues Warners for Using His 'Trademark'

Hollywood, May 25,
Damages of \$100,000 are asked in a
suit filed by Ken Murray against
Warners for the announced use of
That Man's Here Agai as a pic-

Radio comedian clai to have ori inated the phrase, ich is his theatric trademark, he says.

Emanuel Cohen Shoves Off 'On Such a Night'

Hollywood, May 25.

Added to the cast of Paramount's 'On Such a Night' last week were Karen Morley, Alan Mowbray, Roscoe Karns and Milli Monti and pic got way yesterday (Mon.) with E. A. Dupont directing for Emanuel Cohen.

Screenlay is by Dosis Malliana of the Cohen.

Emanuel Cohen.
Screenplay is by Doris Malloy and
W. Lipman from an original by Morley P. Cassidy, John D. Klorer and
S. S. Field. Formerly titled
'Flood Crest.'

MG's Ruby Mercer

Ruby Mercer, who has been given contract by M-G-M, is due on the Coast to start her first picture on

12 PCT. PICS IN U'S BLOCK

Hollywood, May 25.

Sales policy set-u

for 1937provi

for 1897. provi bracket percentage pictures. Distributing forces will offer company's 50 features in bulk, excepting that in situations where westerns are not used, 40 pictures will be sold. Percentage pictures number more than during the current season, not all of which, however, delivered.

At the closing session of last week',
U sales convention here, distributi
organizati resented James
Grain ral sales manager,
with m diamond-studded

May Robson Quits MG: Freelances at Warners

Hollywood, May 25.
May Robson wound up her Metro contract last week and went into "The Perfect Specimen" at Warners as her first freelance job.

Metro released her a week early so she could take on the WB job.

DREAMING LIPS

(BRITISH MADE)

reduction, Stars Elisabeth Berguer, Pen-
res Raymond Massey and Ronney Brent.
frected by Paul Czinner. Adaptation by
frected by Paul Cainner. Adoptation of
Carl Mayer from play 'Melo,' by Henri
weenedeln technical supervision and co-
direction, Lee Garmes; camern, Roy Clark,
At Rivell, N. Y. week May 19, '37. Run-
At Rivell, N. 11, week may 10, av. Atun-
ning time, 70 mins.
danby
Alignel del Vayo Raymond Massey
Peter
Peter
Christine
Mrs. Stanway Sydney Fairbrother
Dr. Wilson
The Philosopher onald Calibron
THE Authorophet might a might be
His Friend

The easiest way to say it is probably the most direct: is is not a good picture. Miss rgner as lovely as ever to look u tures like is won't do her much good. It's not only above the heads

of average film-goers in content, but well enough made to fall into

the artistic flop division, which seems to have become so desirable lately.

Story is one of which Miss

Story is one of which Miss -ner and her husband, who directs all
her films, seem to be especially fond.
They did it once before, in Germany,
in German and English versions.
Latter was very lad, although the
German version did some business.
Bernstein's 'Melo,' was a dud on
Broadway, although it did very well
abroad.

Play from which it was taken, Henri Fernstein's Melo, was a dud on Broadway, although it did very well abroad.

Like Men and Sernstein plays it is Like to the logical in intent, a study in the mental realm of a woman involved in an offside sex adventure. Miss Bergner is very much in love with her husband, Romney Brent, a musician. She meets his friend, Raymond Massey, a famous violi ist, and it is immediately one of those things. She can't resist Massey, nor can he resist immediately one of those things. She can't resist Massey, nor can he resist in the life of the mess of the merica, she is to life the mess of the merica, she is to life the mess of the merica, she is to life the mess of the merica, she is to life the mess of the merica, she is to life the mess, she has to linger and suffer. So, not knowing how to get out of the mess, she has to linger and suffer. So, not knowing how to get out of the mess, she has to linger and suffer. So, not knowing how to get out of the mess, she has to linger and suffer. So, not knowing how to get out of the mess, she has to linger and suffer. Not is the casting too successful. Miss Bergner continues that tortured gamin illusion she does so well, but it is beginning to wear thin. Brent, as the husband, is fine, but Raymond Massey, as the other man. Formance in itself, but in das related to the rest of the picture. Technically this is a good job, photography and physical production being standard. An expensive picture, too, and looks it despite the implicity of the story.

AS GOOD AS MARRIED

Universal production and release. Stars
John Boles and Doris Nolan. Associate
producer, E. M. Asher. Directed by Eddle
Buzzeli, Screon play, F. Hugh Herbert
and Lynn Starling. From original by Nor-
man Krasna. Photography, Merrit Gerstad;
film editor, Philip Cahn; musical director,
Charles Previn. Special effects, John P.
Fulton. At Roxy, N. Y., week May 21, '87,
Running time, 73 mins.
Alexander DrewJohn Boles
Sylvid Parker
Fraser James
Wally Alan Mowbray
Alma
Miss DaEsther Ralston

The office secretary who marries ber boss to keep him out of girl and financial trouble. Placed where it belongs, this one will slide by if too me the single process of the sin

Mowboay, Walter Pidgeon and Tala Birell.
Birel

Herbert on Pons Yarn

Herbert. on Yons Xarn
Hollywood, May 25.
F. Hugh Herbert is scripting Music
for Madam 'Lily Pons starrer, at
RKO.
Jesse L. Lasky produces.

TURN OFF THE MOON (MUSICAL)

(MUSICAL)

Paramount the of a Panchon production Directed by goods Selley, Story, Mildreed Harrington; aduptation, Amragedie
Roberts, Hartin, Ware, Paul Gerard Smith;
nusle and lyrio, Sum Coslow; cament, Tel
Tesiafr, At Paramount, X. S., week May
Elliott, Direction, Sum Coslow;
Charle Rungles
Cutoline Wilson. | Jeanore Whiney
Terry Keth. | Johnny Jowns
Kenny, Phil Harris and Orrheitra
Luke. | Ship Harris and Orrheitra
Luke | Griff Satton
Truefore Speece | Griff Satton
Dr. Wastefeld | Andrew Tumber,
Maisle Jones | Gontaine Berger
Mr. Petkins | Condaine Broger
Mr. Petki

As a musical Turn Off the Moon's what it was originally charted for, Grade B ranking, Its comedy assets are Charles Ruggles and Ben Blue, but the score is one of Sam Coslow's weaker job's Story is no great shakes, and the score is one of Sam Coslow's weaker job's Story is no great shakes, Its comedy assets are Charles Ruggles and Ben Blue, but the score is one of Sam under the Fanchon banner. Moon'e volves Ruggles and lue into a pair of cronies. Ruggles is the proprietor of a department store and Blue, the night watchman. Assortment of hokum to which the film becomes heir stems from Ruggles' ment of the store's hone of his horocrope and the advice of his pet astrologer, Andy Tombes.

Johnny Downs and Eleanore Whitney are the younger romantic two-some, with their assignment to the store's honeymon cottage serving as a source of complications, songs and call the store's hone of the store's honeymon cottage serving as a source of complications, songs and store of home of the store's honeymon cottage serving as a source of complications, songs and fair moments. Downs singing sam with the store's honeymon cottage serving as a source of complication, songs and the store's honeymon cottage serving as a source of complication, songs and of the store's honeymon cottage serving as a source of complication, songs and dair right. But the smack incident in this sequence is Elue's burlesque Russian stepping.

Tombes gets some mirth into the astrologer, Marjorie Gateson figures sprucely as Ruggles' secretary-fiance, and Romo Vincent does an excellent impersonation of Charles. The service of the tunes. An ordinary picture 'undistinguished as to direction and writing. Odec.

Les Perles de la Couronne

Les Perles de la Couronne

('Pearls of the Crown')

('Pearls of the Crown')

('Pearls of the Crown')

Tobia release of a Paris, May 13.

Tobia release of a Paris, Paris,

Cloust
Catherie de edicie (little girl),
Catherie de edicie (little girl),
Catherie de edicie (little girl),
Catherie de Lautere
Henry VIII — Lautere
Henry VIII — Percy Marmont
Queen et Abyssinia — Percy Marmont
An Italian — Claude Dauphin
An Italian — Claude Dauphin
An Italian — Claude Dauphin
An Singing Worker — Wrette Ponsio
Catherine de Medicia (Marguerite Moreno
Mary Stuart — Jacqueline Delubach
Mary IV — Aline Simon Girard
An Industrial of the Middl. — Radinu
Henry IV — Aline Simon Girard
An Industrial of the Middl. — Radinu
An Industrial of the Middl. — Radinu
Henry IV — Aline Simon Girard
A Women of t — Dinnial
A Women of t — Dinnial
A Recoglutionary — Jil Marzie
Josephine de Benubarnois, Sacha Guitry
Josephine de Benubarnois,

A Revolutionary 11 Muzzen.
Barras Sacha Gultry
Josephine de Benubarnais,
Jacquellne Delubac
Bonupaite
Tailerrand
Queen Hoytense uette Duflor
Najoieon 1 Drain
Naniodeon 11 Drain
Naniodeon 11 Drain
Naniodeon 11 Each Gultry
Baryerss Engenie renerite Moreno
A Spiece 1 Lillie (transa)
A French Lady Cecils Son
A Singer Lillie (transa)
An Old Man. Jean Cequelin
A Grand Duke Gustor Dubose

Miniature Reviews

Good as Married' ().
Not strong enough for first
run singles. With John Boles
and Doris Nolan.
"Turn Off the Moon" (Par),
musical from title to cli-

max. 'Melody for Twe' .(WB). Musical elements carry picture through for okay twin-bill fod-

through for okay twin-bill fodder.

'Nobedy's Baby' (M-G). Fulllength Hal Roach comedy,
with songs, that will get by as
second half of a double bill.
'Charlie Chan as Olympies'
(20th). Warner Oland in the
14th of the Chan series, Moderately entertaining.
'Dragerman Courage' (WB).
Exciting meller about a minecave-in and rescue. With Barton McLane and Jean Muit it
packs a punch and will please,
'Angel's Holiday' (20th).
Jane Withers as an obtrusive
child mixer-upper, Okay secondary product.

VII obtained seven pearls to give to Catherine de Medicis when she came to France to become the wife of the Dauphi son of Francous It until the pearls of the Dauphi son of Francous It until the pearls of the Dauphi son of Francous It until the pearls of the Dauphi son of Francous It until the pearls of the Dauphi son of Francous It until the pearls of the pearls o

and Renies Saint-Cyr is for a few moments only as history is traced moments only as history is history is traced moments only as history is history in the box to moment of a high degree, and on a commendable plane. Settings and contuming have been well carried through while photography deserves praiseworthy comment for a French Hugo.

MELODY FOR TWO

(MUSICAL)

Wainer ros. production and release. Posity moment of cattle and returns to cap the process. Still, the rascals relent at the culprits. Heaves a clumps way about it will be compared to the poppa is bumped off in the process. Still, the rascals relent at the rectipit with the process. Still, the rascals relent at the process. Still, the rascals relen

are hardly stimulating, but the tunes should put the film upon a satisfying gait on multiple row.

James Melton's singing of 'September in the Rain' is the strongest musical moment of the film. Both Patricia Ellis and Wini Shery advice the strongest musical moment of the film. Both Patricia Ellis and Wini Shery advice the strongest musical too strippy for the part, but otherwise her costumes pass.

Melton, as a band leader and singer, mixes with his arranger and gets a peeve on because he has to play music provided by the latter. That busts tup Melton and his girl 'triend, Patricia Ellis, who also is Melton's Trom that time, and on, Miss Ellis handles the band and Melton takes up it ha girly musical crew. He hammers back to fame on the wings of swing, asided by Fred Keating, his manager, and Charles Foy, a dead-pan publicit. In the finale, for no reason, Melton will have a labring the strong the stro

NOBODY'S BABY

NOBODY'S BABY

Metro Goldwyn-Ll Songs,

Metro Songs,

Metro Goldwyn-Ll Songs,

Metro Songs,

Metro Goldwyn-Ll Goldwyn-L Goldwyn-Ll Goll

DODGE CITY TRAIL

DODGE CITY TRAIL

Csiumbia production and prises. Stars
Castumbia production and prises. Stars
Charles National Production and Crayson, Marion Weldon, Directed by C. C.
Coleman, Jr. Screen play, Harold Shumate;
Coleman, Jr. Screen play, Harold Shumate;
Stars Harold Shumate;
Coleman, Jr. Screen play, Harold Shumate;
At Chailer Shumate;
Charles Shumate;

Chan at the Olympics

Chan at the Olympics

20th-For, production and relega, when

Stone, associate producer. Festings Warning

Adaptation, Robert Ellis, Helen Logon;

Carki, musical disection, Samuel mylin,

clinic musical disection, Samuel mylin,

clinic musical disection, Samuel mylin,

clinic clinic musical mylin,

clinic clinic mylin,

charlie Chan. Warner Oland,

Edy Adams. Watherine de Mille

Betty Adams. Watherine de Mille

Betty Adams. Trouble Monry

Lee Chan. Krys

Arthur Hughes. C. Henrystication

Cartwright Jr. John Edityric Charlie

Charlie Chan, Jr. John Edityric Charlie

Charlie Chan, Fredrik Vosselin

Captain Strasset Fredrik Vosselin

Dr. Burton. Howard lok;

Another of those elaborately com-

Another of those elaborately complex detective yarus in which the inscrutable Charlie Chan, ith his customary finesse and Oriental adges, outwits a powerful ring of international sples. This time it is a robot airplane piloting gadget with which the film plays hide-and-seek, Action swings all the way from Honolulu to the Olympic Games in Berlin.

Berlin.

Chan, with a party of U. S. Navy officials, tracks the foreign agents by clipper ship, airliner and; finally, the ill-fated Hindenburg, to the games in Germany. In his sleuthing he is aided, by his 'No, 1 Son, Lec Chan, a member of the American swimming team.

Germany. In his sleuthing he is aided, by his No. 1 Son,' Lee Chan, a member of the American swimming team.

In Berlin, the invaluable gadgel is receivered, only so be temporarily leading the second of the control of the temporarily leading incidents. It had been hiden in the luggage of a girl member of the American squad on shipboard and Chan has quite a time tracking it down and uncovering the real villain. Needless to say, the actual head culprit is disclosed to be the east-suspected member of the film cast.

In the luggage of a girl member of the film cast.

In the luggage of a girl member of the film cast.

In the luggage of a girl member of the film cast.

Change of the luggage of

TOUGH TO HANDLE

Syndicate release of Maurice Comproduction. Stars Frankle Davio, Kine Hichmond, Directed by Roy Libey. Adultation, Shorman L. Lowe, Jack Nevillet Grighal, Pet S. Krub, Commer, Jine Confignal, Pet S. Krub, Commer, Jine Comproduction, Comproduction mins. Mike....

Unconvincing and slipshod in its wearisome attempt to spin a sensational yarn of racketeers being bested by a brave reporter and his newsboy pal, 'Tough to Handle' is suitable for only the lesser duals. This new meller is a bad volving all concerned, from

actors.
There is a mi imum the handling of this tur of sweepstake swi

There is an influent the handling of this tur of sweepstake swi third-grade, mediocre word for the camera work.
Story concerns a scowling group of miscreants, headed by a gent mamed Franko, which defies the laws of justice and credibility by sypping sweeps winners of their prizes. Franko is one of those guys who runs a nitery to cover up his metarious practices as a hireling of a mysterious Higher-Up. His hench men first kill an old maw ho bods and the control of the mysterious may be a mysterious practices as a hireling of a mysterious higher-Up. His hench men first kill an old maw ho bods are control of the mysterious higher-Up. His hench men first kill an old maw ho bods are control of the mysterious higher hand his grandske, mister the sea of the control of the mysterious higher hand his grandske he chock way from his grandske he chock way from his grandske he chock way from his grandske he chock way for his practice on the his high and after Ed and Mike have engaged the gangsters in some of the wildest and crudest rough-and tumble shown on "the screen in a long time, Franko and his wicked assistants are delivered over to the authorities.

Frankle Kane Richmond as the reporter, are starred in the film, which so no of a series for the duo. Harry Worth plays Franko, the sneering and over-obvious menace, and Phylls Fraser is Mike's songstress-sister led to the chief gangster's girl. She shows promise and is worthy of better surroundings.

Draegerman Courage Bros release of First Nati

production. Features Jean	Mule and Bard
ton McLane: Directed 1	Toule King
ton McLane: Directed a	ten bu Anthony
Original story and screen	piny by Antidony
May 20, '37. Running tin	ne. 59 mins.
May 20, 31. 110111111	
Elien Haslett	Jean muir
John McNally	ddison Bichards
John McNally	Holon MacKellar
Mary Haslett	reien mackenar
Pete	Gordon Uliver
Steve	lawbert Haywood
Steve	Them Handalaha
Captain Harper	Den Reduricas

to save his youngest child's life. It is during a tour of the hoodoo mine's deep passages of the hoodoo mine's deep passages or the convenion of the hoodoo mine's deep passages or the hoodoo mine's deep passages or the hoodoo mine's deep passages or the save passages or the hoodoo more than the deep passages or the hood of the host screen productions of its sort in many a day. McLane is a most suitable choice for the vital role of Beaupre and he gives a performance of rugged power that it musually with him in the cast, see hour it is attractive and sympathetic in a somewhat coloriess part. Henry O'Neill is fine as Dr. Haslett; Robert Barrat is the mine owner and other lesser parts are well played by Addison Richards, Helen MacKellar and Joseph Crehan. Camera work the ughout is exceptional, as is also for a well-managed plot, topnotch discimax with smoothness and dispatch. This picture will please audiences and has the stuff to stand alone, ithout dual support. Row.

THIRTEEN (RUSSIAN MADE)

Moscow, May 7.

Mosfilm release and production. Directedby Romm. Screen play by L. Prout and
M. Romm; camera, B. Volchek.

by Romm. Screen play by L. Prout and by Romm. Screen play by L. Prout and R. Romm: amers. B. Voichek.

Thirteen' is supposed to be a Soviet version of The Lost Patrol.' which intrigued Director Romm when he saw it. It is an effective variation on the familiar theme of Soviet patriotism becoming more and more frequent in Russian films. Additionally the state of the same of the

ANGEL'S HOLIDAY

editor, Jane Withers has a role that must have delighted her. She starts

editor, Jane Withers has a role that must have delighted her. She starts out by butting into everybody's business and winds up by bringing racketers into a situation which began as a publicity hoar revolving around the supposed disappearance of a film.

There never was a braver or smarter child than that which Jane Withers plays in this film, She dares to chide the toughest gangsters who ever lived, without winking an eyelsh, and unarmed at that. So, it is a natural conclusion to find her also solving the busted romance between the busted romance in the busted romance could be sufficiently as a pappy has returned to claim her from her uncle, so all's well that ends well.

Miss Withers is given a chance even to imitate Martha Raye for a slight change of pace, during a tomantic interlude between Robert Kent and Sally Blane. Miss Blane nugg.

The interlude between Robert Kent and Sally Blane the Robert Kent and Sally Blane. Miss Blane nugg.

To humorous asides there are a couple of comic strip characters included in the plot; one of these is the part of Gram played by Al Lydell.

Camera work is satisfyi

Die Stimme Des Herzens

research and the second second

TAKE MY TIP

(BRITISH MADE)

(BRITISH MADE)

(WITH SONGS)

London, May 7.

Gaussont ritah London, May 7.

Gaussont ritah London, May 7.

Gaussont ritah London, May 7.

Gaussont London, May 7.

London, May 7.

Gaussont London, May 7.

London, May 7.

Gaussont London, May 7.

Lo

George	Jack Hulbert
Buchan	Frank Cellier
	Philip Buchel
	H. F. Maltby
	Paul Sheridan

The World's in Love

(WITH SONGS) (AUSTRIAN MADE)

(AUSTRIAN MADE)

Vienness Song Con; release of Standard production, Stars Maria Eggeriti, Leo Signer, Adapted from Franz Lehar's specification, and the standard specific music, Franz Lehar; music arrangement, willy Schuldt-Gentner; orchestra, Julius Von Borsody, At Flinarte, N. 33, Running time, 57 inlus.

37. Running time, 87 mins.

Honn Rattiev arta Eggerth
Aldalbert von Waldennut. 1260 Slezak
Heien von Waldennut. 1260 Slezak
Feter von Waldennut. 1261 Wunsta
Anton Itan Moser
Tenne von Waldennut. 1460 Moser
Tenne von Walden

(In German with English itles): (In German with English itles)
Franz Lehar's operetta, (Clo Clo'
gave birth to this tuneful, backstage
romance. Marta Eggerth sings the
Lehar tunes appreciatively. Comedy
end is steered skillfully by Leo Slezak and Anton Moser and the film
sustains an amusing gait mainly because of the able blending of all
these elements by the director, W.
Tourjansky, who has done a good
job.

job.
Story is simple and very light.
Okay for the arties, dialog being
simple, and the literalism of the
English titles can be overlooked.

on the arties, dialog being simple, and the literalism of the English titles can be overlooked.

Principle virtue of the film is Miss Eggerth's personality and voice. Plot's an old one. Settings are unpretentious, but varied and a glimpse or two of tenna's night life is protypid to the control of the cont

WILDCAT TROOPER

Syndicate release of Maurice Conn pro-duction. Features Kernit: Maynard, Directed by Eliner Ciliton. Adaptation, Joseph O'Donnell; original, Janes Oliver Challoner, N. X., one day, int. May 22, 37. Running time 39 mins. ST. Running time 50 n
Dr. Martin
Dr. Martin
Pr. Martin
Proster
Proster
Proster
Proster
Proster
Buyer
Buyer his.
Kermit Maynard
Hobart Bosworth
Füzzy Kright
Lois Wilde
Jin Thorse
Yikkina Canntt
Eddie Phillips
John Merton
Frank Hagney
toger Williams
Bichard Curlia
Te Lorch

Mendament Maynard in the trappings of a mountie and a James Oliver Curwood northwestern yarn is getting to be a familiar combo the gun and gore fans, but it is doubtful whether he will soon replace his, frete Ken. Story, from Curwood's 'Midnight Call,' packs plenty of pistols, ponies, but lacks the convincing note which Ken's expert histronics lend. What Kermit lacks in acting he makes up for with his fancy saddle work, however.

As with Maynard's performance, acting never enters into things, but action does. Timp possesses a funder hard did from the convincion of the convincion of

THE VICAR OF BRAY

THE VICAR OF BRAY

(BRITISH MADE)

Associated British release of Julius
Hagen production. Sins Stanley Holloway
Directed by Henry Edwards. Original
Loft. At Piecadilly, London. Running
time 60 mins.
The Vicar of Bray. Stanley oliopay
The Control Bray. Stanley oliopay
Sir Richard McIross. Gray Allery
Sir Richard McIross. Gray Allery
Sir Richard McIross. Stanley
Sir R

Inside Stuff—Pictures

Recent move in the N. Y. state legislature, which terminated when Governor Lehman vetoed the measure that would have set up a virtual one-man control of the stage, is viewed by numerous industry chieftains as a hangover of the censorial attacks formerly directed at pictures. Attiture held currently by most leaders in the film business is that there is no such thing as a dirty or offensive screen production. Feeling throughout the film industry now is that the trend on censorshi is status quo. Though there are no new threats of censorship, it is di cult to remove a state censor board establishment once it has been set up. Obvious reason for this is that there are no legislatures who are willing to repeal the board because so much easy patronage is eliminated.

One thing that has kept the state legislatures in line on new censorship laws is the flare-up of sentiment among the people themselves. When a strenuous effort is made to pick on screen productions the reaction is such that the censors are represented as merely going through the motions, followed by a hasty retreat. This is because few active picture company leaders believe that there has been anything of importance censorable in the last three years. Voluntary censorship within the business has produced this result, they say.

Semi-monthly report of the Securities & Exchange Commission lists Standard Capital Corp. as owner of 26,500 vtc's and 111,283 warrants for certificates in Universal. Proportionate interest of various individuals not known, but statement reveals that George N. Armsby, trustee, Paul G. Brown, trustee-director, J. Cheever Cowdin, trustee-director, Peyton Gibson, officer, and Daniel M. Sheaffer, director, all have an interest via Standard, in which they have money.

In addition to their slices of the pool holdings, Brown has 9,900 vtc's in his own right, Gibson has 400, and Sheaffer has 13,700. Only prominent individuals whose say in Universal depends entirely on their direct holdings are Bob Cochrane, president, ith 26,473 certificates, and James P. Normanly with 100.

Standard's 111,283 warrants for certificates account for the interests of Armsby, Brown, Cowdin, Gibson and Sheaffer, since none of the officers, directors or trustees hold any options on their own behalf.

roup of Samoan natives staged a sit-down strike after the best approved American manner on Samuel Goldwyn's unit engaged in filming advance scenes for The Hurricane. Nordhoff-Hall South Sea thriller. They parked in their outrigger canoes and refused to put on skeded mass aquatic demonstration unless they got more coin. Leaders on being informed that United States government ruling had fixed their wage standard, and that nothing could be done about it quickly got over their skittishness. Goldwynites traveled 9,000 miles and brought back 140,000 feet of celluloid.

Warners is getting a beef on 'Helm Solomon,' picture it plans to make around the Jewish financier who carried a big part of the nut of the American Revolution.

'Studio had a full script by Art Gaffney in which Jim Tully had a piece. Gaffney has since died and Warners turned the script back, Same thing, Tully contends, was done on 'The Bruiser,' with studio subsequently announcing it's going to do a fight picture along stumble bum lines of the Bruiser.'

Tully has selved the studio to content the stud

Tully has asked the studio to square these things.

Central Casting reports that Hollywood hasn't enough dress extras to go around, in case of any emergency arising where two studios must meet their requirements on the same day. Total dress extra list comprises 207 men and 253 women, but not more than 100 are available on any one day. Initial outlay for a dress extra's wardrobe is \$1,000 and the minimum for upkeep is set at \$5 â week. This factor accounts for the shortage, Standard wage for dress extras is \$15 a day.

One of the Coast agents, who has a propensity for making a lot of calls, has figured out a means of beating the office phone rap, which differs there greatly from the home rate. Latter can be had on an unlimited local basis for a flat fee, while office rates are based on individual calls. Agent uses the home phone of a comedy trio he's trying to spot in pictures; in return for the phone service, agent chauffeurs the actors wherever they want to go. ever they want to go.

Pathe newsreel specialled the John D. Rockefeller death Sunday (23), rushing through an edition that was placed in the hands of theatres early the afternoon of his death. Special issue, comprising about 170 feet, was transported by plane to Washington, getting in houses there about 4 p. m. Sunday. Most other newsreels said that his prominence as a world figure had diminished considerably in the last five or six years, in explaining why they put out no special.

New technical process for creating spooky camera effects has been perfected by Roy Seawright, special effects photographer on Hal Roach's Topper, and his assistant, Frank Young. Pair conducted a series of experiments and finally found the right formula. Patent has been applied for. They have also effected improvements on old makeshift technical devices used for multiple exposures, they claim.

Samuel Goldwyn publicity organization is taking advantage of the current candid camera epidemic by getting up a fome titled 'Show,' using candid shots of stars, sets, personalities, etc., for blurbing purposes. Life has given okay to use its format. All pix on the coming season's schedule will be given the candid treat

Unethical tactics of publicity freelancers is irking the Hays office. With regular studio channels bottled against the release on offcolor photos and consorable stories, irresponsibles are said to be disseminating objectionable material. Result is that the Hays office has put a ban on handing its list of newspaper and other outlets to the nonconformers.

which should appeal to the pop-priced picturegoers here, and might do as a second feature in America. Picture serves to bring forward in

Wally Beery as Coach

Moscow, Idaho, May 25.
Wallace Beery has offered to sponsor University of Idaho football team
which has maintained cellar position
in Coast conference for years. Beery
has hunting ranch in Idaho and plans
to construct a landing field on. it
soon for flying trips from Hollywood,
Beery said he would help coach
the leam.

Mooney on 'Chan'

Hollywood, May 25.
Martin Mooney is dialoging Twentieth-Fox's 'Charlie Chan on Broad

v/ay.'
John stone produces.

ALSO: HUMPHREY BOGART . WAYNE MORES . JANE BRYAN . CARE

KNUCKOUT IN FIRST WARNER BROS.

SONGS BY M. K. JEROME AND JACK SCHOLL · DIRECTED BY MICHAEL CURTIZ

FILM BOOKING CHART

(For information of theatre and film exchange bookers, VARIETY presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of the reviews as given in VARIETY and the running time of prints are included.)

COPYRIGHT. 1937. BY VARIETY.

ALL RIGHTS RESERVED

COPYRIGHT, 1937, BY VARIETY, WHEN TIME REVIEWED MINS. BY VARIETY WEEK DIRECTOR OF RELEASE Melodrama Western Mystery Rom-Com Melodrama Mystery Com-Dr Melodrama Charles Starrett
C. Nagel-E. Hunt
K. Morley-R. Baidwin
Shirley-J. Mertey
A. Walbrook-E. Alien
Kibbee-T. Brown
Ameche-Sethern
Davis-H. Begart L. Barsha L. Gasnier R. Vignola B. Holmes G. Nichols P. Rosen N. Taurog L. Bacon Col Condor E. Cohen W. Sistrom P. Berman A. E. Levoy R. Griffith WB Col GN Par RKO RKO Rep 26th WB TWO GUN LAW
THE GOLD RACKET
IRL FROM SCOTLAND YARD
TOO MANY WIVES
SOLDIER AND LADY
JIM HANVEY, DETECTIVE
FIFTY ROADS TO TOWN
MARKED WOMAN 4/9/37 66 GIRL 61 83 71 80 56 4/28 4/14 5/12 wifith
WB

E. Frenke
J. Hagen
I. Thalberg
H. Roach
H. Sherman
B. Glazer
R. Sisk
W. Hackel
B. Kelly
J. Stone
Grainger
WB
WB /14 Sten-Wileaxon
E. E. Horton-G. Tobin
Shearer-Heward
Laurel-Hardy
William Boyd
McCrea-Stamwyck
F. Fester-J. Muir
J. M. Erewn
D. Parcell-William
Boyd
M. McGuler-T. Brown
De Haviland-Jan Hunter E. Frenke
M. Elvey
G. Cukor
J. Horne
N. Watt
A. Santell
C. Cabanne
S. Newfield
R. Staub
E. Forde
H. Young
L. King
A. Mayo TWO WHO DARED
MAN IN THE MIRROR
ROMEO AND JULIET
WAY OUT WEST
HILLS OF OLD WYOMING
INTERNES CAN'T TAKE MONEY
OUTCASTS OF FORKE FLAT
GUNS IN THE DARK
STEP LIVELY, JEEVES
LET THEM LIVE
THAT MAN'S HERE AGAIN
CALL IT A DAY Drama Comedy Rom-Com Comedy Western GN GN 4/16/37 10/26/36 5/5 MGM MGM Par Par RKO Rep Bep 20th U WB Western
Drama
Western
Western
Comedy
Comedy
Drama
Comedy
Comedy 5/12 5/5 5/12 4/7 68 67 60 89 4/21 5/12 M. Connolly
R. Cohn
Atlantic
GB
R. Friedgen
H. Stromber
H. Roach
R. Florey
A. Lewis
N. Levine
K. MacGowan
A. Korda
L. Brock
R. Pressell
WB De Havlland-Jan Hunter
C. Morris-H. Mack-Carrille
C. Quigley-D. Wlisoh
E. G. Robinson-L. Deste
R. Arlen-L. Palmer
Capt. W. Casswell
W. Beery-J. Beecher
P. Kelly-E. Armstrong
A. Tamiroff-L. Nolan-C. Trevor
Munl-Hepkins
F. Langford-P. Regan
Winchell-Bernie-Faye-Haiey
W. E. Halloway-D. J. Williams
D. Nolan-G. Murphy-H. Herbert
E. Karloff-J. Rogers
G. Brent-J. Hutchinson CALL IT A DAY

I PROMISE TO PAY
SPEED TO SPARE
THUNDER IN THE CITY
SILENT BARRIERS
KILLERS OF THE SEA
NOBODY'S BABY
KING OF GAMBLERS
WOMAN I LOVE
HIT PARADE
WAKE UP AND LIVE
ELEPHANT BOY
TOP OF THE TOWN
MOUNTAIN JUSTICE

CONTINUES OF THE AIR Drama
Melodram
Com-Dr
Drama
Outdoor
Drama
Comedy
Drama
Rom-Dr
Musical
Outdoor
Musical
Mystery D. R. Lederman
L. Hillyer
M. Gering
M. Rosner
R. Friedgen
R. Thorpe
G. Meins
Robert Florey Col Col GB GN MGM MGM Par RKO Rep 20th U 3/3 4/23/37 4/28 3/31 4/28 5/26 G. Meins
Robert Florey
A. Litvak
G. Meins
S. Lanfield
R. Flaherty
R. Murphy
L. Corrigan
M. Curtiz 85 80 91 81 86 68 82 4/28 4/7 3/31 4/21 5/19 Mystery Ielodrama WB MOUNTAIN JUSTICE

CRIMINALS OF THE AIR
JUGGERNAUT
NIGHT MUST FALL
MAKE WAY FOE TOMORROW
YOU CAN'T BUY LUCK
ROOTIN TOOTIN' RBYTEM
ESCAPE FROM LOVE
THAT I MAY LIVE
A STAE IS BORN
KNIGHT WITHOUT 'ARMOR
CALIFORNIA STRAIGHT ABEAD
MELODY FOR TWO Col
J. Hagen
H. Rapf
L. McCarey
M. Cohen
A. Schaefer
L. Landau
S. Wurtzel
D. Selznick
A. Korda
T. Carr
WB Action
Melodrama
Comedy
Comedy
Comedy
Western
Rom-Dr
Rom-Dr,
Rom-Dr,
Action
Musical G. Quijey-M. Kotth Borts Karloff R. Montyomery-R. Russell V. Moore-B. Bondi O. Stevens-H. Mack Gene Autry-Armida G. Stuart-M. Whalen R. Hudson-Robert Kent Gaynor-March Dietrich-Donat J. Wayne-L. Latimer J. Metton-P. Eilis C. C. Coleman
H. Edwards
J. W. Ruben
L. McCarey
L. Landers
M. E. Wright
E. Forde
Allan Dwan
W. Wellman
J. Feyder
A. Lubin
Louis King Col GN MGM Par RKO 4/30/37 5/5 5/12 5/19 RKO Rep 20th 20th UA UA WB 5/12 4/28 5/26 P. Kelly-J. Wells
S. Tracy-Tone-G. George
Astaire-Regers
W. Livingston
Bobby Steele
A. Menjou-L. Yeung
. Kelly-J. Alten-J. Arthur
Hopkins-McCrea
J. Boles-D. Nolan
E. Flynn-Mauch Twins FRAME UP
THEY GAVE HIM A GUN
SHALL WE DANNET
GUN SMOKE BANCH
GUN LORDS OF STREUP BASIN
CAFE METROPOLE
IT HAPPENED OUT WEST
WOMAN CHASES MAN
AS GOOD AS MARKED
PRINCE AND PAUPER R. Cohn
H. Rapf
P. Berman
S. Siegel
A. W. Hackel
N. Johnson
S. Lesser
S. Goldwyn
E. M. Asher
WB Com-Dr Rom-Dr Musical Western Western Com-Dr Western Comedy Com-Dr Rom-Dr. D. R. Lederman W. S. VanDyke M. Sandrich J. Kane S. Newfield E. H. Griffith H. Bretherton John Blystone E. Buzzell W. Keighley 60 93 111 Col MGM RKO Bep Rep 20th 20th UA WB 5/7/37 5/19 5/12 84 65 70 73 115 5/5 5/26 5/12 W. McDonald Alliance Iberto Giacalon J. J. Cohn Miss Fanchon Cliff Reid B. Kelly H. Schlom S. Wurtzel S. Wurtzel M. Schach E. Grainger WR J. Dunn-P. Ellis
John Lodge-A. Cellier
Belander Belander
M. Evander Belgel
M. Bronnan-M. Brian
W. Glbson-Jackle Meran
J. Darwell-S. Ruman
W. Rogers-L. Dresser
A. Harding-B. Rathbene
E. E. Horton-Eve Arden
D. Foran-J. Bryan
J. Muir-B. MacLane Com-Dr
Drama
Musical
Melodram
Comedy
Com-Dr
Com
Rom-Dr
Mystery
Comedy
Melodram
Comedy G. Wiles
B. D. Hurst
Stanley Irving
G. Sietz
Lew Seiler
R. Rosson Col GB GN MGM VENUS MAKES TROUBLE 5/14/37 58 5/19 VENUS MAKES TROUBLE
THE TENTH MAN
FOREVER YOURS
THERTEENTH CHAIR
TUEN OFF THE MOON
AFFAIRS OF CAPTY BUCKS
AFFAIRS OF CAPTY BUCKS
GREAT ROSPITAL NYSTREY
DAVID HARUM (REISSUE)
LOVE FROM A STRANGER
OH, DOCTOR
CHEROKEE STRIP
BRAEGERMAN COURAGE Par RKO Rep Rep 26th 26th UA Carl Brown
J. Tinling
T. Cruze
R. V. Lee
Ray McCarey
Noel Smith
Louis King Comedy Western Rom-Con WB WB WR B. Foy 59 5/26 R. Dix-J. Perry
Tex Bliter
Marx Bros.
J. Haley-P. Kelly-Laurel and
Hardy
R. Karns-H. Burgess
G. Raymond-A. Sethern-B. Holmes
B. Lavingston-R. Corrigan
W. Oland-K. de Mille
R. Milland-W. Barrie
G. Brent-A. Louise DEVIL IS DRIVING SING, COWBOY, SING A DAY AT THE BACES PICK A STAR Col E. Finney Weingarten Hal Roach CoI GN MGM MGM Meller Western Rom-Con Musical H. Lachman R. N. Bradbury S. Wood E. Sedgwick 5/21/37 NIGHT OF MYSTERY
THERE GOES MY GIRL
COME ON. COWHOYS
CHARLIE CHAN AT OLYMPICS
WINGS OVER HONOLULU
THE GO GETTER Par W. Sistrom Sol Siegel J. Stone E. M. Asher Cosmo E. A. Dupont
Ben Holmes
Joe Kane
I. B. Hum'stone
H. C. Potter
B. Berkeley Musical Par RKO Comedy Western Mystery Rom-Dr Rom-Dr Rep 20th U WB 71 80 92 I. Hervey-W. Connoily
G. O'Brien-C. Parker-E. Scott
C. Colbert-Melvyn Douglas
R. Taylor-B. StanwyckC. Veldt-R. Massey
E. Bergner-B. Massey
R. Wilcox-N. Grey
E. G. Robinson-B. Davis LEAGUE OF FRIGHTENED MEN
HOLLYWOOD COWBOY
I MET HIM IN PARIS
THIS IS MY AFFAIR
UNDER THE RED ROBE
DREAMING LIPS E. Chodorov
G. A. Hirliman
W. Ruggles
K. MacGowan
R. T. Kane
M. Schach
K. Glasmon
WB Drama Western Rom-Con Musical Drama Rom-Dr Melodram Drama Al Green
Ewing Scott
W. Ruggles
W. A. Seiter
V. Seastrom
Paul Czinner
M. Carruth
M. Curtiz Col RKO Par 20th 20th UA U WB 5/28/37 100 70 60 105 5/26 THE MAN IN BLUE KID GALLAHAD E. G. Robinsen-B. Davis

Beb Allen-B. Weeks
R. Gorten-S. Elters
C. Gable-Mynag
C. Gable-Mynag
Loy
L. Carrillo-L. Overman
H. Broderiek-V. Moore
B. Steele
J. Withers-Robert Kent
Richard Arlen-Ricarde Covtes
D. Falrbanks, Jr.-V. Hobsen
Cotton-J. Rogers
D. Woods-Ann Dyerak RED GALLAHAD

RECKLESS RANGER
TALK OF THE DEVIL
BNR THE DEVIL
BNR TARNELL
HOTEL HAYWIRE
MISSUS AMERICA
DOOMED AT SUNDOWN
ANGEL'S HOLIDAY
THE CALIFORNIAN
WIEN THIEF MEETS THIEF
THE WILDCATTER
CASE OF STUTTERING BISHOP Western
Rom-Dr
Melodrams
Rom-Dr
Comedy
Comedy
Western
Drama
Western
Rom-Dr
Drama S. G. Bennett
Carl Reid
Louis Gasnier
John Stahl
G. Archainbaud
Joseph Santiey
Sam Newfield
James Tinling
Gus Meins
Raoul Walsh
Ray McCarey
W. Clemens Col B. & D. Condor J. Stahl Pal Al Lewis A. W. Hackel J. Stone Sol Lesser Criterion Geo. Owen GN GN MGM Par REO Rep 26th 20th UA 6/4/37 5/19 5/26 WB w.B Mystery ROARING TIMBER
EMPEROR'S CANDLESTICKS
THE GREAT GAMBINI
TOAST OF NEW YORK
IT COULD HAPPEN TO YOU
LOVE IN A BUNGALOW
SLIM
BLAZING SIXES Outdoor Rom-Dr Melodrama Drama Rom-Dr Rom-Com Drama Western Jack Hoit-G. Bradley
Powell-Rainer
A. Tamiroff-J. Trent
E. Arnold-C. Grant
A. Baxter-A. Leeds
N. Grey-K. Taylor
P. O'Brien-H. Fonda
D. Foran-H. Valkis Phil Rosen
G. Fitzmaurice
C. Vidor
R. V. Lee
Phil Rosen
Ray McCarey
R. Enright
Noel Smith R. Flothov 6/11/37 Col MGM R. Flothow
J. Considine
B. P. Schulber
E: Small
L. Fields
E. M. Asher
WB Par RKO Rep U WB WB BLAZING SLAES

TWO-FISTED SHERIFF

YOU'LL BE MARRIED BY NOON
NORTH OF RIO GRANDE

MOUNTAIN MUSIC
RIDING ON AIR
RHYTHM IN THE CLOUDS

YODELIN' KID FROM FINE RIDGE
THE LADY ESCAPES
WALT DISNEY'S WARD
THE ROAD BACK Western Com-Dr Western Comedy Comedy Musical Western Comedy Comedy H. L. Decker S. Zimbalist Harry Sherman Ben Glazer David Loew A. E. Levoy A. Schaefer Starrett-B. Weeks
R. Young-Florence Rice
Wm. Boyd-Geo. Hayes
B. Burns-Martha Raye
Joe E. Brown
P. Eilis-W. Hull
Gene Autry-B. Bronson
M. Whalen-G. Stuart
Cartoon Leon Barsha
E. L. Marin
Nate Watt
C. Reisner
E. Sedgwick
John H. Auer
Joe Kane
Eugene Forde
W. Disney 6/18/37 Coi MGM Par Par RKO Rep Rep 20th UA L. L. Landau W. Disney J. Whale-E. Grainger WB WB U rama James Whale FLY AWAY BABY WHITE BONDAGE G. Farrell- . MacLane Jean Muir-G. Oliver F. McDonald Nick Grinde

Advance Production Chart

Hollywood, May 25. started May 1 trike of the Federated Motion Picture Crafts,

has had little effect on production at the major ios. Currently, 40 ictures are before the cameras, a drop of five from the previous two weeks total. In addition, Hal Roach, Paramount, 20th-Fox, Universal and Warners are above their current selling sked. During last two weeks only 10 pictures were previewed and readied for release. Total of 93 films are being edited, and the survey shows that 110 yarns are in the various stages:

of preparation. During the past two weeks 16 pictures have gone before the cameras.

Twentieth-Fox, with five, and RKO-Radio, with three, lead the studios. Universal started two during the Coast convention, while all other lots with the exception of Columbia and United Artists started one each. Greatest production activity is centered at 20th-Fox, Metro and Paramount. Other studios show in work: Warners, siz; United Artists, four; RKO-Radio, three; Universal, two; Columbia, Grand National and Monogram, one each.

Columbia

One in work, 11 editing, 17 preparing. In work:
reported Vaniety May 12. None started.
Readied to start: 'LIFE BEGINS WITH LOVE,' 'LOVERS ON PAROLE,'
THE AWFUL TRUTH, and 'THE SOUND OF YOUR VOICE.'

Grand National

One in work, six editing, seven preparing. Started:

"LOVE TAKES FLIGHT," produced by George A. Hirliman, irected by Conrad Nagel, original by Ann Morrison Chapin, screenplay by Lionel O, Houser and Mervin Houser. Cast: Bruce Cabot, Beatrice Roberts, John Sheehan, Astrid Allwyn, Elliot Fisher, Gordon Elliot, Edwin Maxwell, Grady Sutton, Arthur Hoyt, Harry Tyler.

Stery begins on a transcontinental air trip to Los Angeles with Beatrice Roberts, plane hostess, being offered a picture contract by Edwin Maxwell, producer. She's in love with Bruce Cabot, a pilot, and rejects the offer. Upon and allwyn, all abots in Morred to take a ship back to N. Y. carry-down, and the pair are found on a mountainside, with new ship is forced to work, and the pair are found on a mountainside, with not her exet film, Miss Roberts begins to take her flying seriously and eventually wins races, and finds an angel for a trans-Pacific flight, Cabot tries to persuade her to abandon the flight, but she refuses. She takes off from L. A. and while over the ocean finds Cabot stowawaying. He takes the controls and just before they are ready for a gilde into Manila, Cabot leaps from the Jane. Miss Roberts lands the ship but tells the truth of the flight, with Cabot showing up in well for the FACE.

Reddele to start. One of the Takes The FACTS.

Seven in work, ave editing, 16 preparing. In work:

WARDADWAY MELODY OF 1937, reported VARETY MARCH 3; 'MADAME
WALEWSKA, reported March 19; 'TOPPER, reported March 24; 'FIREFLY, reported April 28; 'MARRIED BEFORE BREAKFAST, reported
May 12 as, 'XOU'LL BE MARRIED BY NOON,' and 'SARATOGA,' re-

FLY, 'reported April 28; 'MARRIED BEFORE BREAKFAST,' reported May 12 as 'YOU'LL BE MARRIED BY NOON,' and 'SARATOGA,' reported May 12. Started:

'GENERAL MOSPITAL,' produced by J. J. Cohn directed by George Seitz, original by Erich von Stroheim, screenplay by Carey Wilson. Sast, Charles Grapewin, Cliff. Edwards, Janet Beecher, Anthony Nack Helen Troy, Edward Norris, Grace Ford, June Clayworth, Paul Stanton, Ed LeSaint, G. Pat Collins.

Stary concerns Franchot Tone, interne in a general hospital, who hopes to become the resident physician. Maureen O'Sullivan, a nurse, loves Tone, but remains faithful to her drunken husband. Leonard Penn, also operate on all his patients. Virginia Bruce, self-willed heiress, enters the operate on all his patients. Virginia Bruce, self-willed heiress, enters the toperate on all his patients. Virginia Bruce, self-willed heiress, enters the operate on all his patients. Virginia Bruce, self-willed heiress, enters the system of the self-willing of the self-willing the self-willing the hospital with a ruptured appendix, and Tone saves her life. They become visits from Penn. Tone becomes resident physician shortly before Miss visits from Penn. Tone becomes resident physician shortly before Miss visits from Penn. Tone becomes resident physician shortly before Miss visits from Penn intimates to Miss Bruce that her husband is in love with Miss O'Sullivan and she leaves him to go to Paris with Penn. That night, the train bearing them away is wrecked. Penn's lega are smashed and Miss Bruce is horribly burned and her beauty is marred for land of the penn's lega from amputation, but he is no longer free to marry Miss O'Sullivan's lega from amputation, but he is no longer free to marry Miss O'Sullivan's lega from amputation, but he is no longer free to marry Miss O'Sullivan and she leaves for another city while Tone returns to have the same to h

marry Miss O Sunivan. Site Services his work.
Readied to start: 'ONCE THERE WAS A LADY.'

Monogram

One in work, four editing, eight preparing. Started:

THE HOOSIER SCHOOLBOY, produced by Ken Goldsmith, directed
by William Nigh, eriginal by Edward Eggleston, screenplay by Robert Lee
Johnson. Cast: Mickey Rooney, Ann Nagel, Frank Shielas, Edward Fauley,
Bill Gould, Bradley Metcalfe, Doris Rankin, Harry Hayden, Cecil Weston,
Dorothy Vaughn, Maude Philby,
Shery depicts Mickey Rooney as the son of Edward Pauley, a shell-

PRODUCTION TABLE

(This table shows number of features promised to be delivered to exhibitors by the major distributing organizations, and the inde-pendent producers contributing product to their producing organiza-tions for the 1936-37 season.)

				Balance			
		umber (ix	Pix	placed	Stories	
roducers and	Number	now	DOM	in the	befere	prep-	
contributing	of pix	com-	in	cutting		ara-	
	promised.		work.		camera		
COLUMBIA	. 50	27	1	11	11	10	
Larry Darmour	. 8	3		1	4	1	
GRAND NATIONAL	. 44	27		6.	10	10	
METRO	48	25			11	10	
Hal Reach	. 4				1 over	1	
MONOGRAM	42				37	. 7	
PARAMOUNT	48					10	
B. P. Schulberg	. 8					.2	
Emanuel Cohen	. 8					2 1 2	
Harry Sherman	. 6					72:	
Frank Lloyd							
MAU KADIO							
David Loew						_	
George Hirliman	•.					1	
Sol Lesser	•					1	
REPUBLIC						8	
A. W. Hackel						2.2	
20TH CENTURY-FOX.	•					10	
Sol Lesser	•					2	
UNITED ARTISTS:	_						
Samuel Goldwyn	. 7						
Walter Wanger	. 7						
Selanick	. 5						
E. Bergner							
Criterion	. 2						
Korda London	. 6	11				•	
UNIVERSAL	. 36	35:				8	
Buck Jones.	. 6	6				1	
WARNERS	. 60	60				8	
Totals	. 588	358	-	93	9 over	110	

shocked war vet, who is inebriated most of the time and in trouble with the law. A milk strike hits the village with the farmers fighting the cooperatives. A new school teacher arrives at the general strikes to Rooney and attempts to straighten out the situation. Beard Shields, son of a milk dealer, falls for the gal and eventually sets fracking the straighten out the situation. The strike is reaching the straighten of the

Paramount .

Seven in work, 12 editing, 10 preparing. In work:
"ANGEL," reported Variety March 31; "EXCLUSIVE," EASY LIVING,
"ARTISTS AND MODELS," reported April 28; "DOUBLE OR NOTHING
and "SHE'S NO LADY," reported May 12 as "LET'S TALK OF LOVE."
Started:

'ARTIAS and 'SHE'S NO LADY,' reported May 12 as and 'SHE'S NO LADY,' reported May 12 as Started:

THIS WAY, FLEASE, produced by Melville Shauer, directed by Robert Florey, no writing credits. Cast: Charles (Buddy) Rogers, Betty Grable, Ned Sparks, Fibber McGee and Molly, Jerry Bergen, Romo Vincent, Porter Hall, Lee Bowman, Wally Vernon, Mary Livingstone, Cecil Cum-

Ned Sparks, Fider in Green and The Start Sparks, Fider in Green and Rogers, emcee at the theatre where she's employed. He's continually putting his singing inds on the stage and presents the usherette to the theatre manager, but the latter refuses to put her'on, saying that she had made several floppos previously. When the manager first he she had made several floppos previously. When the manager stee gal, Rogers takes a powder. The theatre manager, now up against it for an emcee with a draw, rehires the gal and she in turn aids in getting the manager to take Rogers back. Washup has the pair being married on the stage.

Readled to start: "EVERYBODY'S DOING IT." FLOOD CREST, "GOOD NIGHT LADIES, "EBB TIDE," HOPALONG CASSIDY RIDES AGAIN, "BULLDOG DRUMMOND," ARIZONA AMES," THE BARRIER," AN EMPIRE IS BORN, "BONANZA," MURDER GOES TO JAIL, and "SOPHIE LANG IN HOLLYWOOD."

RKO-Radio

Three in work, 13 editing, 19 preparing. Started:

"TARE THE HEIR." produced by Maury Cohen, directed by Edward Killy, original by Lawrence Pohle and Thomas Ahearne, screenplay by Arthur T. Horman and Bert Granet. Cast: Guy Kibbee, Cora Witherspoon, Dorothy Moore, Gordon Jones, Paul Guilfoyle, Barbara Pepper, Richard, Lane, Frank M. Thomas, Dudley Clements, William Corson, George Irving, Maxine Jennings.

Stary shows Guy Kibbee, leading veterinarian in a small village, with a social climbing wife. She is attempting to curb a romance between their daughter and a reporter, awaiting momentarily until Kibbee's rich uncle dies and leaves them his fortune. Latter dies and the Kibbee family goes to the big city to get the coin, but they do not realize the unk had been a top-filte racketeer. Reporters fail to recognize Kibbee as the heir, but one of them gets a yran from him in which he attacks gambling, etc. Newshound, seeing Kibbee with the dead uncle's business manager, writes a scathing report of the new acketer will denounces his own enterprises open, with the reporter told to take the air. However, he tells Kibbee the circumstances and instead of the latter taking it on the lam he buys out the newspaper and starts a crusade.

"A HOUSE IN THE COUNTEX", produced by Cliff Reid, directed by Richard Rosson, from a New York stage play with the same title by Melvin Levy, screenplay by J. Robert Bren, Edmund Hartmann. Cast: Fred Stone, Emma Dunn, Marjorie Lord. William Corson, Tommy Bond, J. Carroit Maish, Ray Mayer, Bradley Page, Frank M. Thomas, Lee Patrick, Paul Guilfidyle.

Stery concerns Fred Stone and his family, composed of Emma Dunn,

Richard Rosson, from a New York stage play with the same title by Melvin Levy, screenplay by J. Robert Bren, Edmund Hartmann. Cast: Fred Stone, Emma Dunn, Marjorie Lord. William Corson, Tommy Bond, J. Carroit Naish, Ray Mayer, Bradley Page, Frank M. Thomas, Lee Patrick, Paul College.

Georgia Stage Stage

20th Century-Fox

Eight In work, five editing, 10 prepari

EVERTHING. THE CALIFORNIAN;
VARIET May 12. Started:

**HEID!, produced by Raymond Griffith, irected by Alan Dwan, original by Johanna Spyri, screenplay by Walter Ferris and Julien Josephson. Cast: Shirley Temple, Jean Hersholl, Arthur Treacher, Thomas Beck, Helen Westley, Sidney Blackmer, Mady Christians, Gene Reynolds, Violet Kemble Cooper, Marcia Mae Jones.

Story shows Shirley Temple as Heidi left by Mady Christians, her aunt, with Jean Hersholt, her irascible old grandfather, in a Swiss Alpine village. Hersholt learns to love Shirley, who restores him to amity with the vilagers. The aunt returns to take Shirley away to Frankfurt by stealth. There Shirley meets Marcia Mae Jones, invalid daughter of the wealthy Sidney Blackmer, who leaves her in the care of the governess, Violet Kemble Cooper, a deceitful woman who hopes to marry Blackmer. Marcia towas Shirley's best friend in the loves Shirley but Shirley is pitifully lonely for her grandfather. Hersholt, also lonely, sets out afoot for Frankfurt to bring Shirley home. Meanwhile Blackmer returns to Frankfurt for Christmas. Shirley's best friend in the rich household is Arthur Treacher, the Butler. Blackmer is so grateful when Heidi teaches Marcia to walk that he wishes to doopt her. Heidi refuses. Marcia and Shirley attend the Christmas pantomine together. (Continued on page 23)

PENNSYLVANIA **ASKS NEW LAWS**

Philadelphi, May 25.

ills to end blind booking, compulsory block booking and ferred playing days have been troed into State Legislature by Senator Isr. Stiefel, Philly, and Representative John Dent, Jeannette.

First bill states; it is unlawful for any producer or istributor to lease silm without first offering the exhi itor an opportunity to view a projection of that film. It is also unlawful for any distributor to lease film unless he furnishes the exhi itor at or before the time of making the lease a complete and synopsis of the contents of the film. Such synopsis shall contain an oul-like of the story and scenes and a statement descri ing the manner of treatment of dialogue concer ing the scenes depicting vice, crime or suggestive sexual passion.

Second bill prohibits requiri a precedent condition to the licensing or leasing of film that the lesses shall take all or a designated number of photoplays or subjects out of the total number offered in order to obtain the ones which the lessee desires. Purpose and intent of this section is to make unlawful the practice of compulsory block booking, and confer on the operators of motion pictur theat the right to lease only such picture as in their patrons. In case of disagreement as to rentals asked by the distributor shall begin or take place on a specified day of the week.'

New 10% Meh. Tax
Detroit, May 25.

New 10% Mich. Tax Detroit, May 25.

Detroit, May 25.
Ten per cent state amusement tax, applying to theatres and baseball, hockey and football games, is proposed in a bill submitted to the state legislature by Chairman M. Clyde Stout, of the ways, and means committee.

While not earmarked, money is sought to supplement state aid for schools and fill the gap between the \$38,000,000, which is now scheduled annually and the \$47,000,000 which the Michigan Educational Assn. is demanding. Amusement tax is figured to produce between \$6,000,000 and \$8,000,000 yearly.

Whereas federal amusement levy is limited to tickets costing over 50c, the Stotit measure would begin taxation at 10c, thus hiting all nabes and kid admish. Exempions would be allowed for religious, charitable purposes, and symphony concerts. While not earmarked, money is

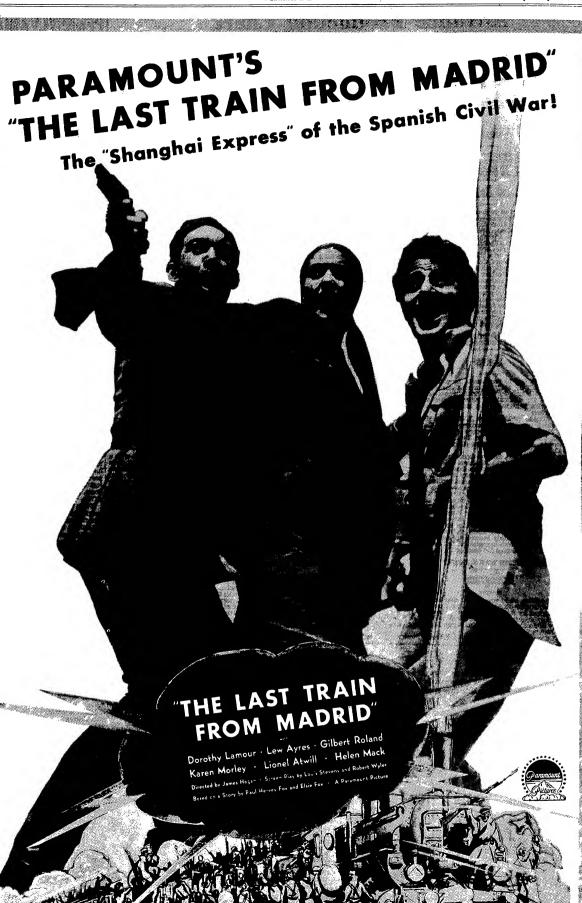
Nebraska Clear
Lincoln, May 25.
Nebraska's legislature closed without a single slaap at the amusement bix, especially films. Originally, at the beginning of session debate, 850,000 of proposed detrimental existence of the session debate, 100,000 or the detrimental existence of the session debate, 100,000 or t

CONTRACTS

Hollywood, May 25, iele Goodelle has been signed by Paramount. Formerly was on the air with Joe Lilli's orch in New

Paramount. Formerly was, on the air with Joe Lilli's orch in New York.
Ootton of June Storev and Regan, 20th-Fox stock players, been taken up.
Paramount litted the ontions on Paramount litted the ontions on Paramount litted the ontions on Paramount of the litter of litter

to a term acting contract by War-ners.
Metro has rewritten Ann Ruther-ford's acting contract, upping her from shorts to features.
Samuel Goldwyn signed Charles Kullmann, operatic and singer, to a term contract.



WARNER PROFIT **UP \$2,000,000 IN** 6 MOS.

Net operating profit of Warner Bros. and subsidiary companies rose more than \$2,000,000 in the 26-week period ending Feb. 27, as compared with the corresponding quarter in 1938. After deducting all charges, including amortization, depreciation and normal federal income taxes, but without providing surtaxes on unistributed earnings, net was \$4,040,388 in the 26 weeks ending on the Pabruary date, as against an enoperating profit of only \$1,976,245, after similar charges, in comparable period the previous year.

Net profit was \$7,686,486 in the 26-week period this year, before amortization, depreciation and federal tax deductions.

deductions.
Warner Bros. earnings for the 1937 Warner Bros. earnings for the 1937 quarter covered in the report, issued yesterday (Tues.) were equivalent to \$1.03 per common share on 3,701.090 shares outstanding in February, after allowance for current dividend requirements on the preferred stock. Earnings of \$4,040,388 also were equivalent to \$39.18 per share on the 103,107 shares of preferred outstanding. Dividends in arrears March 1 on the preference issue totalled \$19.25 per share:

Company made note of the fact that results of operations by subside and

Company made note of the fact that results of operations by subsids and branches in foreign territories, other than Canada, covered the 28 weeks ending on Jan. 2 or Jan. 30, 1937.

Large net operating profit enabled Warners to reduce the deficit of \$10,489,148, as of Aug. 29, 1936, to \$8,363,301 as carried to the company balance sheet on Feb. 27 this year.

Net income after deducting \$12,511,760 for amortization of film cost including depreciation of studios

including depreciation of studio properties, but before other income and charges, totalled \$9,558,649.

FOX MICH. REORG PLAN HELD UP BY DETAILS

Detroit, May 25.

Final decree approving reorg plan for the Fox theatre here, okayed several weeks ago by Federal Judge Ernest O'Brien following months of legal arguing, is being held up while several minor disputes in the new Fox Michigan Corp. setup are ironed out. Final approval on plan, however, is expected soon.

Among the points understood to be holding up the decree are differences over appointment and number of directors for the new corporation, which will control the theatre and the major share of which will be owned by Skouras Bros.; and a dispute over the necessity for a \$500,000 loan from the RFC.

New corporation, it's understood, Detroit, May 25.

loan from the RFC.

New corporation, it's understood, wants only five directors and wants to appoint its own. Court, it seems, thinks it should have a say in who's named to at least a couple of the posts; furthermore believes the directors should serve without pay, and that there should be at least seven of 'em. seven of 'em.

seven of 'em.

In addition, it's reported the court
won't approve a \$500,000 RFC loan,
which already has been tentatively
okayed by the local RFC office.
Money is said to be wanted to pay
back taxes, and not for improvements, and the court figures it'd just
be adding acouster big buyden on

ments, and the court figures it'd just be adding another big burden on stockholders. Latter, under the regreg blan, will get only 10 shares of \$3 preferred stock and 10 shares of common for each \$1,000 bond and interest thereon now held.

Plan proposed by Colwood Co., original owners of theatre and Fox building, calls for leasing the theatre to Fox Michigan Corp., for 15 years. National Theatres (Skouras, will guarantee the Fox Michigan setup fixed rental of \$125,000 yearly, 12½% of gross income if vaude is used, or 15% if only pix are shown.

Astor Sign Cost 6G's

New in-motion elaborate overhead New in-motion elaborate overhead marquee at the Astor, on Broadway, prepared by Metro for 'Captains Courageous' represents an expenditure of approximately \$6,000. Salls on the boat, which form a principal portion of the display, alone cost \$600.

\$600,
Outlay does not cover the cost of lighting or the mechanical device which keeps the boat rocking.

Theatres, It is payable on June 30 to stock on record May 31.
Company now is about \$6.75 in arrears in dividend payments.

Playing It Safe

Omaha, May 25.
Recent ruckus eaused by eity fathers in censorship blast against 'Idiot's Delight' and 'Tobacco Road.' legits bee discovered.

against 'Idiot's Delight' and To-bacco Road,' legits, has given the exhibs concern over what's in the films they show. One took it to heart enough to ask the Welfare Board if they wanted to see a screening of 'Cherokee Strip' (western) before it was booked.

LOEW'S INC. **BIG STOCK** DIVVY

Directors of Loew's, Inc., cut a dividend melon of nearly \$3,000,000 for common stockholders last week. Directorate ordered an extra cash divyy of \$1.50 and the usual 50c. quarterly, both payable on June 30 to stock on record June 12. This makes a total of \$3 that the company has declaired for common pany has declaired for common

makes a total of \$3 that the company has declared for common shareholders since the first of 1937. While the Street had expected an extra of 75c. or \$1, the healthy eash distribution came as a pleasant surprise to stockholders when the board of directors got together at the postponed session last Wednesday. Loew's paid or declared \$3.50 in eash extras and maintained its regular divey on a \$2 annual basis during the present fiscal year which ends next August 31. The company paid \$1,62½ on May 15 on the preferred, thereby maintaining the annual rate of \$6.50 on the preference issue. The cash distribution on the common, via both regular and extra

The cash distribution on the common, via both regular and extra dividends, after the June 30 payment will amount to approximately \$3,240,000 for Loew's current fiscal year. With preferred shareholders getting about \$884,000, both classes of Loew stockholders will have been paid more than \$9,000,000 in this fiscal year.

STANDARD TO PRODUCE **EIGHT: 6 WEEKS APART**

Hollywood, May 25.

Standard Pictures Corp. and
Standard Distributing Corp. have
announced eight feature length productions for their 1937-38 program
with first release, 'The Deerslayer,'
slated for August 1, and one every
six weeks thereafter.

In addition to the James Fenimore Cooper story, titles include
'First Woman.' 'Daughter of Ramona,' 'Big Business,' 'Bet a Million,' 'Argentine Take-Off,' 'Night
School,' and 'Love Star.'

B. W. Richards, formerly with
Paramount, heads the production
company and Lou O'Brasky the distribution unit. O'Brasky is now in
the east arranging distribution outlets. Richards claims that Standard
has ample financing and expects to
borrow name stars.

RUBIN FRELS CASE DOCKET

Starts This Week in Dallas—Many Legal Moves

Dallas, May 25.
Anti-trust law action of Rubin Frels against virtually all major distributing companies is scheduled to get fully under way this week here in the U. S. district court of Texas. This is the long-pending case, which was filed originally while the NRA code authority was in operation, in which Frels charges that he is unable to purchase pictures and that there is a conspiracy to drive him out of business.

Unusual aspect about the litigation is that the distributors moved for dismissal on at least three occa-

for dismissal on at least three occafor dismissal on at least three occa-sions on the grounds that there was no cause of action. This motion was granted several times but in each instance the petition was amended, thereby preventing actual dismissal. Court here inally consented to permit the action to go to trial.

Hamilton Divvy
An accumulation dividend of \$1.25
on the 7% preferred stock was de-clared last week by Hamilton United

Incorporations

NEW YORK

corporators: Course No. 1982.

corporators: Louis No. 1982.

A MacRae, 203 West 45th street, New York: Operating and producing lea-skat the Course of the Co

CALIFORNIA

CALIFORNIA

Secramenio.

Hollywood Press Club; no capital stock, Directors: F. Schroeder, E. O.

Strice Arch Bay Association; outdoor amusements; no capital; remitted to lause 400 Class B normansements; no capital; remitted to lause 400 Class B normansements; no capital; remitted to lause 400 Class B normansements; no capital; planets; Rubert M. Jaweon, Edward H. Griffith, Jesale E. Gibson, J. M. Stamford, H. M. Procent Leterational Ethicational Films; motion picture exhibitions; capital, 1,000 Directors: Charles E. Hewing, Cwirren S. Hewing, Ceell E. May, Harris Anderson and John T. Harms.

State Merel E. Harms.

12,000, none subacticle. Directors: Charles E. M. Egita, D. Schling, M. States C. M.

Harry Vinnicol, Frank Bana, ...
all of L. A.
Barle Ferris Radio Feature Service;
capital etocic 2,500 shares, non subscribed. Directors: Rex I., Rurrill,
C. M. Shannon, Henry L. Stewart all.

Visual Entertainments, Inc.; capital stock, 100 shares, subscribed \$3. Directors: L. Ryan, Irving Cohen, L. Kingeton, all of L. A.

MISSOURI

MISSOURI

Southiers States The trees Co. Springer State Co. Springer and to buy and sell theatre can proceed to buy and sell theatre canipment; 55,000 authorized capital. Incorporators: John Brown and A. S. Rosewall, Springeld, Mo., and P. R. Isley, Tulsa, Okla. Tivel Amusement Co. Savanuch. Moreon Co.

NORTH CAROLINA

Raleigh,
Gastonia Theatre Enterprises; 100
shares "Subscribed. H. F. Kincey. Roy
L. Smart and Henry L. Anderson, all
of Charlotte.

TEXAS

TEXAS

Reamont Broutesting Corp., Bender Broutesting Corp., Bender Broutesting Corp., Bender Broutesting Corp., Bender Broutesting, Columba, College, Broutesting, Broutesting, College, Columba, College, Broutesting, Broutesting, College, Colleg

K-A-0 Pays \$1.75

Keith-Albee-Orpheum Keith-Albee-Orpheum continued its policy of keeping up dividend payments on its preferred last week by again making a \$1.75 declaration out of eapital surplus. New dividend will be paid on July 1 to stockholders of record at the close of business, June 15. Payment covers the quarter ended Dec. 31, 1933.

When another \$1.75 payment was made on April 1, this year, the arrears owing on this stock totalled \$24.50.

Pathe Meet

Pathe Films Corp. directors will act on preferred dividend payment at their regular monthly meeting to-day (Wednesday). Aside from routine business and reading of current earnings, directorate is not expected to take any other action at today's confab. No divvy on common

Lefty Recalls the Guy Whose Film Test Came Back Tagged 'No Blood'

By Joe Laurie, Jr.

NATIONAL SCREEN EXPANDS Dear Joe;-

Later on additional offices will be opened, plans so far including Memphis and Oklahoma City.

2 'DAMAGE' PIX **SPLIT PHILLY CENSORS**

Philadelphia, May 25.
Columbia's 'Damaged Goods', and
Weldon Pictures' 'Damaged Lives'
have split the State Censor Board
here into an almost hopeless dead-lock. It has had both pix, which deal
with social diseases, for more than a
week without rendering a decision.

week without rendering a decision.

These two pictures have caused
the Board more trouble than all the
others we have reviewed put together, Mrs. A. Mitchell Palmer,
chairman, told VAMERY. She said
she is in favor of passing both intact, but is being opposed by the
other two censors. Division of
opinion may end up before Governor
Earle.

In the meantime, members of the In the meantime, members of the board are awaiting an opinion by Attorney General Charles Margiotti on legality of passing films with a proviso that children under 16 not be admitted. Mrs. Palmer declared she was told when the present board took office more than a year ago that this was illegal in Pennsy, but she is demanding another opinion. Mrs. Hester M. Eve and Patrick

Mrs. Hester M. Fye and Patrick Duffy, other board members, have suggested the pix involved be shown only at clinics and educational in-stitutions.

Special showing of Damaged Lives' was held at the Erlanger Thewas neid at the Erlanger Theatre Saturday night (22). It was attended by the Mayor and admittance was only on cards signed personally by him.

BERGMAN STAYS PUT WITH LORD & THOMAS

Maurice Bergman has reconsidered leaving Lord & Taylor to join the Buchanan agency, which has obtained two accounts that Bergman handled for L. & T. Paramount (nationally) and the Si Fabian group of theatres, Brooklyn. He was to have switched with these accounts to Hanff-Metzger June 1.

L. & T. retains the RKO-Radio picture account and Arthur Mayer's Riatlo, N. Y. Bergman takes care of the latter, while Jack Pegler is in charge of RKO.

N. Y. Court Throws Out M. P. Union Squabble

Suit to compel Harry Glover, as president of the Allied Motion Picture Machine Operators' Union, and Joseph Basson, president of Local 306, to throw out the agreement of last January reached between ITO/A and the local and to continue under the 1022 operator between Allied and the 1933 contract between Allied and ITOA, was dismissed on a technicality Saturday (22) by N. Y. Supreme Court Justice Levy. Gotham Amusement Corp. and other Indies who have been vigorously battling the new agreement, under which they are compelled to engage machine ops, instituted the court action. In dismissing the case, Judge Levy allowed plaintiffs ten days in which to file an amended complaint. Gotham et al had claimed the January agreement was illegally forced through by the defendants and that it had never been ratified by the ITOA board of directors. the 1933 contract between Allied and

Gaston Stern Delegated to Move
Company into Philly
Gaston L. Stern, National Screen
Service executive at the home office, has been delegated to supervise the establishment of new branches in Philadelphia and Washington for Nat'l Sereen Accessories. He will be in Philadelphia this week.
Later on additional offices will be opened, plans so far including Mem
we have the polying around to

that you're rich.

We have been looking around to see what we'll do with the dough when we get it and we're pretty mear all set with our list, I figure there's no use wasting time, we'll be ready to start spending as soon as we get it. You ought to get a load of us rehearsing with stage money. We take turns playing the part of the customer, and you'd be surprised at all things that you always felt you would like to buy when you're rieh that you don't even want when you got the dough. It's a lot of fun playing like that, but the worst part of ing like that, but the worst part of ing like that, but the worst part of the game is when you really want something, like groceries, and you find out that the dough you are go-ing to buy it with is stage money. Well, it won't be long now before we get it.

we get it.

We saw a little picture house we ean buy pretty cheap because the guy that owns it has to go back East on account of his health, he says it's too sunny for him out here. Aggie can sell tickets and I ean run the house. Maybe we can do our act once in a while, instead of running bank nights, give 'em a touch of vaudeville, and if they like it we can give our pais a chance to pick up a couple bucks to keep the wolf outla the ice box. I got a lot of swell ideas how to run a picture house, ain't I been on the stage for years?

years?

Me and Aggie saw a preview of the picture I was in where I played a banker. They showed the front of the bank and the back of the banker. Pictures are sure wonderful. I had my face faeling the camera every minute when they took the picture, but in the picture all I can see is my back, I wouldn't even known it was me, but Aggie recognized the run-down heels. Well, maybe if I own a picture house they will give me a chance to play a decent part so that they can book my house.

Listened in to W. C. Fields again

Listened in to W. C. Fields again Listened in to W. C. Fields again Sunday, and he sure is doing great, which goes to show you what a juggler can do if he puts his mind to it. And that Edgar Bergen is sure slaying them with his dummy, Charlie McCarthy, he's the best belly talker that ever drank a glass of water while singing 'Maggie.' Got a letter from Henry Bergman, you remember Clark and Bergman? They just closed with the 'Great Waltz.'

Waltz:

I received the copy of your new song, 'Unfair to Organized Love' and it's a pip, Me and Aggie are learning it and will put it on the first benefit they run here. There's a story going around out here about the actor that took a picture test and the report come back, 'No blood'. . . It may be an old agg because theire's very Icw new ones out here. out here.

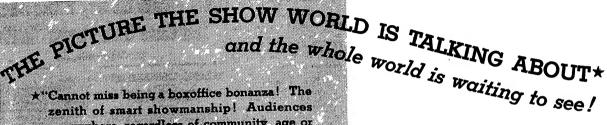
This is about the end of the record so I'll close with best to you and the 'set pieces' outside of the Bon Building. SEZ.

Your pal,

P. S.—Aggie and me saw P. S.—Aggie and me saw the Coronation pictures, it reminded me of the initiation night of the Woodmen of the World. I could see where the guy that handled the crown coulds got a big laugh if he took a fall, but those English guys have no humor.

British Exhibs in Town To See What's Doing

To See What's Doing Croup of picture theatre operators and owners from England arrived in New York City last Saturday (22) on a combined pleasure-business junket. They will study various phases of American exhibition and distribution in the east and on the Coast, concluding with a tour of inspection of Hollywood studios. Party, which is headed by Nat Cohn, leaves for the Coast the last of this week, arriving in Hollywood June 1.

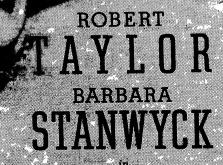


★"Cannot miss being a boxoffice bonanza! The zenith of smart showmanship! Audiences everywhere, regardless of community age or - Boxoffice tastes, will rave."

*"Will be a big money-maker everywhere! Robert Taylor, Barbara Stanwyck and Victor McLaglen, all in strong acting roles, increase its boxoffice value to high-power proportions!" - Hollywood Reporter

*"Sure-fire entertainment throughout! Taylor plays with conviction, one of his best exhibits. Miss Stanwyck has never been more appealing. Victor McLaglen in his best form.

Variety Daily



THIS IS MY AFFAIR

VICTOR McLAGLEN

and Brian Donlevy, Sidney Blackmer, John Carradine, Alan Dinehart, Douglas Fowley Robert McWade, Frank Conroy, Sig Rumann

Directed by William A. Seiter

Producer Kenneth Marqueen. Slöry streen iles Rivitin and Lamar Trotti. Songs of mood and y Gordon & Revel. Dances slaged by Jack Haskeli.

Darryl F. Zanuck in Charge of Production



OF YOUR FUTURE

Advance Production Chart

(Continued from page 19)

Hersholt is seeking Shirley and is put in jail. Blackmer discharges Miss Cooper who, for revenge, tries to give Shirley away to the Gypsies. Hersholt escapes from jail in time to foil her piot and Shirley is happily reunited with him.

"MLD AND Weenplay by Lynn Root and Frank Fenton. Cast: James Willing AND Weenplay by Lynn Root and Frank Fenton. Cast: James Willing, Jackie Searl, Berton Churchill, Douglas Fowley, Lon Chaney, Jr., Walter Bernan, Pauline Moore, Douglas Scott, Robert Willicox, Carl 'Alfaita' Switzer.

Story deals with the feud of two old men in Mesa City, Walter Brenans, asked with the feud of two old men in Mesa City, Walter Brenans, asked with the feud of two old men in Mesa City, Walter Brenans, asked with the feud of two old men in Mesa City, Walter Brenans, asked with the feud of two old men in Mesa City, Walter Brenans, asked with the feud of two old men in Mesa City, Walter Brenans, asked with the feud of two old men in Mesa City, Walter Brenans, asked with the Mesa City of the work of the control of the control of the control of the pole of the control of the pole of the control o

election.

Readied to start: 'ROYAL BRISTOL HOTEL,' 'DANGER, LOVE AT WORK,' 'CHICAGO,' WIFE, DOCTOR AND NURSE,' 'ALI BABA GOES TO TOWN,' and 'JEAN.'

Republic

None in work, 13 editing, eight preparing. Started and completed:

RANGE DEFENDERS, produced by Sol Siegel, directed by Mack Wright, original screenplay by Joseph Poland. Cast: Bob Livingston, Ray Corrigan, Max Terhunc, Eleanor Stewart, Harry Wood, Earle Hodgins, Thoms Carr, Yakima Canutt, John Merton.

Story shows Bob Livingston learning that his younger brother has been accused of murdering a rancher, and is now a hunted fugitive, although innocent. Sheriff is controlled by the leader of the usurping sheepmen, and inasmuch as the chance for a fair trial is slim. Livingston and his pals, Corrigan and Terhune, set out to clear the boy. They put up a candidate for sheriff and Livingston falls in love with the daughter of the murdered man. Livingston's brother is jailed and the trio raid the jail and free the lad. However, Livingston is captured just as his gal friend learns the identity of the slayer.

Readled to start: 'SHE DIDN'T WANT A SHEIK.'

United Artists

Four in work, one editing, eight preparing. In work:

'VOGUES OF 1938,' reported Variery March 24: 'STELLA DALLAS,' reported April 7; 'HURRICANE' and 'DEAD END,' reported May 12. None started.

Readied to Start: 'NOTHING SACRED,' 'ADVENTURES OF TOM SAWYER,' 'S2D STREET,' 'STAND IN,' 'SUMMER LIGHTNING,' 'MARCO POLO' and 'THE GOLDWYN FOLLIES.'

Universal

Two in work, six editing, eight preparing. In work:

'100 MEN AND A GIRL,' produced by Joseph Pasternak, directed by
enry Koster, no writing credits. Cast: Deanna Durbin, Leopold
tokowski, Adolphe Menjou, Mischa Auer, Alma Kruger, Viola Callahan,
ack Mulhall.
Story describes Adolphe Menjou. a musician out of work, as the father

Mischa Auer, Alma Artiger, Viologhe Menjou, Mischa Auer, Alma Artiger, Viologhe Menjou, a musician out of work, as the father of Deanna Durbin. In looking for labor, Menjou finds a purse containing a lot of coin. In an effort to make a showing, he flashes it at his boarding house and tells his daughter and friends that he has obtained a job. However, the next day he returns the coin to its owner, but continues to pretend he is practicing daily with Stokowski's ork. Deanna learns the truth, however, but in doing so makes the acquaintance of a wealthy patroness of the arts and music. Miss Durbin capityates the woman with her singling and she agrees to angel an orch composed of out-of-work musicians. Buffing the setup is arranged, Miss Durbin hearns the situation. He finally agrees to carry on with the idea of sponsoring the orch as a gag. However, he soon learns the true situation, and in an effort to get out from under

Theatre Changes

J. A. Siepker and associates, Webster Groves, Mo., are planning recetion of a 1,000-seater in Old Orchard, a suburb.
Rufus H. Limpp, King City, Mo., oil company owner, will erect new theatre in this town.
Frisina Amusement Co., Springfield, Ill., has taken over Fulton and Gem. in Fulton, Mo.
Farrar & Turner Circuit, operators of Cozy, Marion, Ill., have purchased site for a new 650-seater to be erected this summer.
V. J. Helling is managing New Ayalon, Lawrenceville, Ill., and Capitol, Bridgeport, Ill., for the Frisina Amusement Enterprise Circuit.

Colorado purchased from J. B Melton by Edward and Robert Ma-pel, owners of the Tivoli and Gcm

Columbus.
Frank Throop, treasurer of the
RKO Palace, replacing Daniel Pol-lard, who is leaving theatre biz for
an athletic director's post in Pitts-burgh.

Spartanburg, S. C.
H. F. Kincey and Roy L. Smart of
Wilby-Kincey, operating four Spar-tanburg houses, are members of
Gastonia Enterprises, Inc., chartered
this week end to operate motion pic-ture theatres in the Gastonia area of
the Carolinas.

Harold Mirisch has resigned as manager of the film booking department of Warner-Saxe theatres in Wisconsin. He had been identified with Warner theatres for 15 years, five years of which were spent in Wisconsin. His future plans are indefinite.

Des Moines.

East Des Moines will have new picture houses soon. The old Ritz at 1544 E. Grand ave. will be razed and a new theatre to cost \$18,500 erected on the site. Elias Garbett and his son, E. M. Garbett, will man-

age.
L: H. Kahn and L. L. Depovitz,
East Des Moines theatre men, will
build a new theatre less than a block
from the new Ritz.

Clayton Wright succeeded Bob Wells as manager of the Colony, Holywood boulevard subsequent run. Lou Halper announced several shifts in the Warner theatre line-up in Los Angeles area. Bill Hendricks (Continued on page 58)

Wanger Sets Ad Sked

Wanger Sets Ad Sked Hollywood, May 25, Advertising campaign has been set for Walter Wanger's 'Vogue's of 1938' and '52nd Street' in confer-ences held by Wanger with Charles Curran, account executive, and Al-lan Bogart, art director, of the Donahue-Coe, agency. Pair returned to New York last week after confabs

week after confabs. he demands that Stokowski direct the outfit. This is eventually arranged in the closing scenes. Miss Durbin sings our tunes in the film.

"REPORTED MISS." Miss Durbin sings our tunes in the film.

"REPORTED WISS." Miss Durbin sings our tunes in the film. The stoke of the control of the cont

EXPLOITATION :-: By Epes W. Sargant

Working Newsreels

Working Newsreels
Too many managers regard the
newsreels as part of the furnishings
of a theatre rather than as a ticket
seller, yet the newsreel can be made
a positive aid to the box-office with
very little effort. It will sell tickets
that cannot be vended through any
other source and at the same time
the reel can give definite tone to the
theater's offering.
Now and then some widespread
disaster such as the recent floods
will be played up, and even given a
one-sheet display in the lobby, but
few managers realize that practically every week there is something
that can be played up importantly
if they study the list of subjects.
For an example one hustler found

that can be played up importantly if they study the list of subjects.

For an example one hustler found he was getting good coverage on the President's proposal to enlarge the supreme court. The newspapers had made much of it, so he took extra space to advertise on the same page as the rumover on the court story. The Bijou theatre is now showing the Supreme Court discussion. Hear the arguments and then vote for or ngainst as you leave the theatre. In the inner lobby a ballot box was established with a supply of votes and pencils for marking. An attendant gave a ballot to each patron who asked for one. For three days a tabulation was made and sent to the papers and the theatre obtained three invaluable free ads.

For the flood stuff a special ad was

three invaluable free ads.

For the food stuff a special ad was run on the picture page: For additional views of this great disaster, see the newsreels at the Bijou. New pictures Mondays, and Wednesdays, That made business, too.

There's sold in the newsreels, but though a conditional properties of the total properties of the conditional properties and the disaster of the press probably draw more coin than most front men realize.

Adapted Striker

Adapted Striker

A toy elevator on a 30-foot compo board skyscraper in front of the Ritz theatre. San Bernardino, Calif., attracted the attention of passersby to Manager Howard Raiston's Top of the Town' lobby.

Sign offered free passes to those who could jerk a rope and send the elevator up the slyscraper so that it stopped at a bell, which then rang. Giant letters spelled out Top of the Town' down skyscraper front. Spectacular appearance of display, plus frequent ringing of bell by boy in charge, plus lure of free ducats, plus clatter of sooming elevator, added to success of the novelty.

Strong for Club

A Mickey Mouse Club starting with 5,000 youngsters as members is included in City Manager Bob Talmington of the Club starting with 5,000 youngsters as members is included in City Manager Bob Talmington of the Club starting of the Club starting of the Club starting of the Club starting places with kiddies with thousands enrolled in a Popeye Safety Club that meets Saturday mornings with WSPA hookup, eats, pictures, etc.

Simple Gags

Simple Gags

House manager in a spot where ballyhoo helps was stuck 1.5. an idea for a picture with two exploitation angles. Finally hit on a knockout that is so good he plans a repeat presently.

He has his signwriter do a 60-word spiel on the picture and hung it prominently in the tobby with the action of the picture and hung it prominently in the tobby with the persons reading the text distinctly and rapidly. A stop watch was held on the contestants, and any stumble or mispronounced word threat him out of the contestants, and any stumble or mispronounced word threat him out of the contestant, and any stumble or mispronounced word threat him out of the contestant, and any stumble or mispronounced word threat him out of the contestant, and any stumble or mispronounced word the fastest reader and the runner-up. No eather words were used, but the fastest reader and the runner-up. No eather words were used, but the kids grews only five boys were able to read through to the finish. It created a lot of fun, and a surprise, development was an editorial in the local paper the following afternoon on the virtues of good diction.

Reverse stunt will be tried next time, with the copy to be read through and then reperted burn the summer of the stundard the idea will be carried to the school rooms, with the cay the day before. Three out of the five grade schools have welcomed the idea and a fourth is under pressure or un off the stunt at the assembly instead of in the English classroom. Best point in the idea is that the second to make the result is assured.

Wrapper Tickets

Wrapper Tickets
Through a tic-up with local dairy,
Al Sobler, manager of Lou Metzger's
new Spreckels theatre, San icgo,
arranged a candy matthes for list.
Top of the Town' campaign, and
netted big smash in cutra advance
advertising for his engagement.
Children were admitted for a
Scooter Ban wrapper, but the dairy making up the difference in
admission. Dairy flooded town with hottle
dairy making up the difference in
admission. Dairy flooded town with hottle
dairy making up the difference in
admission. Dairy flooded town with
hottle of milk thing delivered; Sh
hundred groceries and drug stress
carried a large window streamer
blugging event. Dairy ran special
ads and secured 1 ewapper publicity.
Theatre party for dairy's diffulowes
and friends was arranged and tig to
paid for by dairy.
As part of Sobler's campaign, on
which he was assisted by Publicity
Anager Marian Gronow, he blance
of straw toppers, secured a coloriful
Kress window flash display of film's
song hits, and also landed a knockout
full-page co-op ad.

Swing Stuff

Swing Stuff

A 50-foot swing is setting the Jown agog at the Coliscum this week and the past few days, ballying for 'Swing High, Swing Low,' current at this Hamrick-Evergreen house.

Manager Lee Hartley figured out the stunt which nates tops lined the stunt which makes tops lined the stunt which makes tops in the stunt which have been results. The swing has each rope ensured the swing has each rope ensured the swing has each rope and is visible for blocks. A doorman is used to swing the usherctte, so cost is almost nil.

This gag not only attracted to current show, but when put up 'Mrs. Cheyncy' had been drawing light. From the cheatre to see another pix, from the one that is being plugged.

Getting Personal

Getting Personal

Frank Shacffer, of the Virgini theatre, Harrisonburg, that state, used the regular RKO tabloid on Shall Wc Dance, but he handled it differently. Across the typ of the front page he printed To the moviegoers of — and in addition to flarrisonburg he imprinted lots for flarrison to 350 tabs for each Each town was given the impression the appeal was directed to that spot particularly, and it seems to have had the effect of centering attention on the advertisement.

Boys were sent over to the feeders to make sure the distribution was complete. It meant is changes on the press, but in a small town that probably was an inexpensive matter.

Used Psychology

Used Psychology

Columbus,

The pathological angles of 'Night
Must Fall' provided Manager Russ
Bovim of Loew's Ohio and Fred
Oestreicher, Loew's press agent here,
with an opportunity to line up
learned and dignified exploitation for
the film's opening.
First step was to invite a small
graphy of the provided of the pr

WAIRCIS

WAIRCIS

WAIRCIS

Six in work, 13 editing, eight preparing. In work:

"IT'S LOVE I'M AFTER, reported Vanuty April 28 as 'A GENTLEMAN AFTER MIDNIGHT,' ANGLE SHOOTER,' reported April 28; 'MR. DODD TAKES THE AIR' and FIRST LADY, reported May 12. Started:

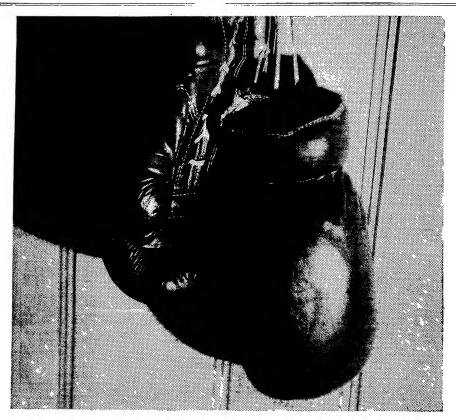
"THE PERFECT SPECIMEN,' produced by Harry Joe Brown, directed by Michael Curtiz, original by Samuel Hopkins Adams, screenplay by Lawrence Riley and Norman Reilly Rainc. Cast: Errol Flynn, Joan Blondell, May Robson, Dick Foran, Beverly Roberts, Edward Everett Horton, Hugh Herbert, Warren Hymer, Marie Wilson, Granville Bates, Donald Meek.

Story concerns Errol Flynn, 'The Perfect Specimen,' sheltered throughout his life in luxury by a doting grandmother. Joan Blondell, anxious to meet Flynn, drives her ca: through the fence on his estate, almost running oreots out her home, and drives through her fence. He talks her into taking a drive during which he blocks a truck driven by Warren Hymer. A light follows in which Flynn trounces Hymer. Hymer cannot go into a prizefight because of his condition and stands to lose the coin on which he and Marie Wilson were going to be married. Flynn substitutes for Hymer lank knocks out the gorilla. Flynn and Miss Blondell learn that the country is being scoured for the kidnapers of the perfect specimen and take refuge in the home of Hugh Herbort, an eccentric poct. The next night they stop at a hotel, but after registering fletitiously as man and wife, Miss Blondell flees, with Flynn taking a mechanic's job. Herbort is arrested when he attempts to cash a check given him by Flyns. Miss Blondell and Flynn arrive to prevent his incarceration when Flyns arrive to prevent his incarceration when Flyns granded there residency has a hotel, but after registering fletitiously as man and wife in that state they are legally married.

Readied to start: 'ALCATRAZ ISLAND.'

Warners

- di



SOCK COING!



And by the way, the 24-sheet above is currently appearing on 9000 stands in 1500 cities nationwide. Amplifying full page ads in 27 famed national magazines reaching 69 million readers. Only M-G-M does it!

Pic. Biz. on Spot

(Continued from page 3)

and independents off free. Legislators also grumbled over the idea of turning the Hobbs investigation over to the house judiciary committee, instead of to a special group which could handle it exclusively.

All of these objections apparently have been overcome in the six-page Dies resolution, which calls for a complete going-over of every branch of the industry. Beginning with an investigation- into possible existence of monopolies within the industry and continuing into the question of unfair trade practices, cut-throat competition and other delicate matters, sleuthers would busy themselves—whether or not the House is sitting, has recessed, or has adjourned—with a long probe of the nitre siturtion.

entire situation.
Under the terms of the legislation, entire sturtion.
Under the terms of the legislation, film lobbyists would be shoved under a government microscope; organizations and associations of exhibitors, distributors and producers would be scrutinized, to determine what efforts are being made to 'monopolize business, prevent competition and promote legislation,' and the whole picture of producer-exhibitor relations would be unfolded to find out just what the two groups have been doing to trip each other.

Included in the long list of film activities which will be put under observation if the resolution is passed, are:

Questions

Questions

Question as to whether monopolies exist and, if so, the individuals or corporations guilty of such monopolity.

monopoly.

2. Question of possible unfair trade practices within the industry.

3. Question as to whether—and where—cut-throat competition exists.

4. Question as to whether motion-picture employees are receiving fair wages and reasonable hours of work and whether working conditions are fair and satisfactory.

5. Activities of members of organizations and associations of exhibitors, distributors and producers

ganizations and associations of ex-hibitors, distributors and producers to 'monopolize business, preven-competition, promote legislation.' (Ir competition, promote legislation. (In this connection the committee is instructed to find out 'the total membership of such organizations or associations, the amount of money raised by each of such associations, and the amount of such associations, and the amount of money expended, if any, by such associations for propaganda purposes to bring about discriminatory legislation.')

Monopolies

6. Question as to whether or not ownership by a producer of stock or other interest in exhibiting corporations of concerns tends to create a monopoly and results in unfair competition, and whether or not producers should be prohibited from engaging in the exhibition of their products and should be 'entirely divorced from exhibition or distribution.'

7. Question as to whether any of the producers and the products are all the products

divorced from exhibition or distribution.

7. Question as to whether any of the producers and distributors have 'adopted such devices as uniform exhibition contracts, withholding of product from independent theatres, including the produce the controlled theatres, unfair and unreasonable coning and protection, compulsory block booking, and blind selling, forcing out of business and acquisition of independent theatres, and other unfair trade practices and, if so, the appropriate steps that should be taken to correct this condition and prevent a continuation of such unfair trade practices.'

8. Efforts of certain theatres to cut the price of admission below what is reasonable and fair in order to deprive competitors of profits and drive them out of business, and whether such cut-throat competition, if any, results in interior quality of pictures and in lower wages.

Admish Prices

Admiss Prices

Efforts of the theatre-owning
producers to regulate admission
prices of independent theatres by
limitation in exhibition contracts
and by withholding films for unreasonable periods from low-admission
houses.

sonable periods from low-admission houses,

10. Relations—corporate, contractual and otherwise—between the producers and distributors of motion pictures and the manufacturers of electrical equipment for reproducing sound in theatres, the principal music-publishing houses, and the manufacturers of so-called screen trailers, and the effect of such relations on the independent theatre owners and the public.

11. Effect on the independent theatre owners and the public of percentage playing, compulsory designation of play dates and other terms and conditions imposed by producer-

distributors on the independent theatre owners; also special favors granted to the producer-distributors' owned, controlled and affiliated theatres and discriminations practiced against independent theatres, in the matter of such terms and conditions, and the activities of independent theatres through their associations and organizations to monopolize the business of exhibition so as to be able to dictate to the producers the terms and conditions under which their product shall be run, and to promote discriminatory legislation. After applying the heat to practically every phase of the motion picture industry, the Dies resolution further provides for an investigation as to whether or not producers must have some dependable outlet for their products 'in order to insure continuous production on a high-grade basis,' and whether the 'present practices of producers tend to stabilize the entire industry and to insure to the independents better pictures, a more dependable supply and fairer admission prices.' distributors on the independent the

7-Man Committee

Legislation for the correction of motion picture abuses also would be studied by the seven-man committee proposed by Dies, and for the restoration of fair-competition conditions if it is found that such conditions for the restoration of the

tions it it is found that such condi-tions do not now exist.
While some skeptics were inclined to pooh-pooh the idea that Congress would find time during this session to fuss over any more legislation for the investigation of the picture in-dustry, other observers were equally convinced that the Dies measure carries more conviction than any of its

predecessors.

Bills of the nature of the NeeleyPettengill measure, on which hearings were held last year, did not
pack half the wallop contained in the
new Dies resolution, it is pointed out.
Fact that the indies—who previously
have been permitted to do a lot of
plous patty-caking with women's
clubs, civic organizations and other
gatherings which opposed block
booking and other industry methods
of distributing pix—will be put on
the spot if the law-makers get
peeved at their lamentations, also is
brought forpward as a sound reason
for considering the possible appeal
of the new law.

'Windjammer' Beached

Hollywood, May 25. O'Brien unit makir Hollywood, May 25.
George O'Brien unit making
Windjammer,' George Hirliman production for Radio release, completed eight days of sea scenes last
week and returned here for interiors. O'Brien, Constance Worth
and William Hall voyaged to waters
off Balboa and Cataliua for the maritime sequences.

itime sequences.

Director Ewing Scott toiled under difficulties, having his leg in a cast due to a broken kneecap.

Another WB in Philly

Philadelphia, May 25.
Warners is continuing building activities. Has just taken over a site on North Broad street in the North Philly section for the erection of a pay theory.

on North Broad street in the North Philly section for the erection of a new theatre.

Will be the third to be built on Broad street within a year. One, the Dante (indie) on the southern end of Broad, opened Thursday (13) and the Broad, about 20 blocks from the site just announced, and also indie, was opened recently.

SCRIPTING HIS OWN

Hollywood, May 25.
Konrad Bercovici is writing the screenplay of his own original, based on the life of Sir Richard Burton of Arabia, for Major.
Tammy Cotter is assisting him.

FEMME COMICS' SCRIPT

Hollywood, May 25. Leonardo Bercovici is working on the script of an untitled story to feature Alison Skipworth and Polly Moran for Republic.

Al Levoy will produce,

'RULER' IN TOW

Hollywood, May 25.

Max Miller is toiling on a treatment for Paramount's Ruler of the Seas, 'Cunard-White Star epic.

Production plans are still indefinite. definitc.

STIR PIC STIRS

Hollywood, May 25.
Warners rolled off 'Alcatraz Island'
with Dick Purcell. Ann Sheridan and
Mary McGuire as cast toppers yesterday (Mon).
William McGann directs.

THE WINNAHS!

UA Sales Prizes Dished Out—First
Time for Co.

Winners of the United Artists' sales drive which closed on May 1, first in the history of the organization, have been decided on final audit of the business done. Harry Gold's eastern division led the west, figures show. Grand prizes of de luxe radio bars are awarded to Bob Mochrie, whose district in the south led all others; Ewen MacLean of Los Angeles, whose branch came out on top in the west, and A. J. Jeffrey of Montreal, leading exchange in the east.

Four extra weeks' salary for leading salesmen in the various districts go to Jack Groves (Dellas), Frank Eisenberg (Minneapolis), Guy Gun-

ling succession of the control of th

BINGO BACK IN N. Y. CINEMAS

With warmer weather in the offing With warmer weather in the offing and the usual summer slump anticipated, there was a fresh outbreak of Screeno, Bingo and kindred money and merchandise games in Greater New York picture theatres in the last 10 days. Numerous indie exhibitors and independent circuits are taking the lead in re-establishing these audience contests on a wholesale scale.

ing these sudience contests on a wholesale scale.
While major circuits thus far have not gone in for such games on a wide front, confining their efforts to individual locations, many large indic chains, such as Randdorce Theatres, are installing Screeno or Bingo in virtually all their houses. Randforce notified managers in the pastweek to start using Screeno.
Added impetus to the extended use of these audience games has been given by the product situation, with circuit officials and exhibitors realizing that many of the more mediocre screen production shortly will be booked into their houses. Many exhibs soon will be dipping into the supply of pictures that were selved earlier in the season because tagged as lacking in substantial draw.
This problem of using up weak films during the hot summer month lull is almost an annual occurence. And with many so-called Bf films on tap for the next three or four months, exhibitors are looking for something to bolster their programs.

Interstate Meet

Galveston, Tex., May 25.
Karl Hoblitzelle, president, and R.
J. O'Donnell, general manager of Interstate Circuit, Inc., were her from Dallas this week with several hundred circuit officials for a three-day convention and day convention and to attend the opening of the new Martini theatre.

A. Martini, Interstate city manager here, and veteran local operator, was

University Theatre, 550 seater, Houston's newest, opened recently. D. F. Luckie is owner and operator.

Interstate circuit's three-day convention at Galveston, Texas, starting today (28) and running through Friday (27) is attracting executives of other companies. Ned Depinet of RKO left Monday (24) for Texas, while last night Andy Smith and Monroe Greenthal of United Artists boarded a plane for the confab. George J. Schaefer is coming on from the Coast.

Paramount will be represented by

From the Coast.

Paramount will be represented by
Leon D. Netter, home office theatre
operating executive.

Smith Ballew Joining Lesser for Westerns

Hollywood, May 25.
Sol Lesser has pacted Smith Ballew to star in a series of Harold Bell Wright and Zane Grey outdoors pix for Principal, to be released through 20th-Fox.

th-Fox. Ballew's first, 'Western Gold,' goes into production soon after contion of his RKO contract.

Vi Shore On 'Harmony'

Hollywood, May 25.
Radio has assigned Viola Brothers
Shore to write the script of 'Perfect
Harmony,' with Charles Boyer and
Ginger Rogers featured.
Edward Kaufman will produce.

Newest H'wood Idea Is Series Pix: B. O. Shows Yen for Same Names

1870 Props

Hollywood, May 25. Scouts are looking for antique fire-fighting equipment to use in 20th-Fox's 'The Chicago Fire.'

Now being inspected at the studio are two ancient hand pumps dating from 1870. They were purchased from the town of Marysville, Calif.

New Phoenix Firm Sets

rst of 12 on June Sked Hollywood, May 25.
Charles E. Coe, vice-president of Phoenix Prods, has arrived from Montana to function as technical adviser on the company's initial picture, Bold Heritage. Coe was in the government Indian service for 30 years.

Cameras will roll the first week in Cameras will roll the first week in June. Warren G. Campbell will pro-duce with Ed W. Rote as production manager. Robert Hill directs from an original by Thiele Lawrence. Company will make a series of 12 an original Company w films.

Those Reporters Again

Hollywood, May 25.
Universal has pacted Claudia Morgan for the top femme spot opposite William Lundigan in "That's My Story, 'newspaper yarn to be produced by Robert Presnell. Cameras rolled yesterday (Mon.), with Sidney Salkow directing.

Miss Morgan's dad, Ralph Morgan, has a featured character role. Others in the cast are Jack Smart and Hobart Cavanaugh.

Lubin on 3 Horses

Hollywood, May 25. Arthur Lubin has been pacted for three more mag thrillers by Trem Carr.

Hollywood, May 25.

Heavy box office returns registered by pictures turned out in series have caused practically every studio in Hollywood to turn to this type of programmer as a backbone for the production schedule.

for the production schedule.

Almost every studio in town is making at least one big musical a year now which is annually identified by the same title. In most instances, the studios are also sending out several pictures on the low cost schedules which are known to the public by identical titles and east.

public by identical titles and cast.

Paramount is going heaviest on the train idea. It has the annual production of 'The Big Broadcast' and it has now been decided to make 'Artists and Models' another yearly affair. 'College' series of musicals is already established by 'College' Holiday' and 'College' Hunor' and other of the same type will follow. 'Murder Goes to College' started a series of whodunits featuring Roscoe Karns and Lynne Overnan and the next one will be 'Murder Goes to Jail.' 'Sophie Lang.' the lady crook, is stablished and will be followed by more pictures with this character. Same applies to 'Bulldog Drummond.' In the western field, Paramount has found Bill Boyd in the 'Hopalong Cassidy' scries a consistent b.o. winner.

Oland Holds Forth

Oland Holds Forth
Twentieth-Fox was one of the
earliest to discover the value of
established characters, through
public reaction to Warner Oland's
characterization of Earl Derr Bigger's Charlie Chan.' Jones Familywas the second series started by
Darryl F. Zanuck and this is now a
hardy rival to the 'Chart pictures
in receipts. Latest inauguration is
Peter Lorre in the 'Mt. Moto' pictures. Success of the first 'Pigskin
Parade' has prompted 20th-Fox to
make this an annual production and
'Pigskin Parade of 1937' is now in
preparation. preparation.

Carr.

Carr also tied Norton Parker to Cold Diggers' pictures as a program script an untitled western.

New York Theatres



PARAMOUNT TIMES

"Turn Off

the Moon"

In Person HUTTON and Her Orc MARY SMALL

CAPITOL ** 'They Gave Him a Gun'





"Wings Over ROXY Honolulu On the Stage BUSTER WEST LUCILLE PAGE ALL 25 TO

Opens Salurday, May 29 "HIT PARADE" FRANCES LANGFORD and PHIL REGAN

UNITED RIVOLI B'WAY ...

PLAYING - DOORS OPEN 9:30 A.M. ROBINSON DAYIS
In "KID GALAUAD"
B'vay and 47th \$1. — Midnight Show
NEW TORK 4 25° 1. in.
25° 1. in.

RADIO MUSIC HALL
TA/LOR and STANWYCK

"THIS IS MY AFFAIR"
Spectacular Stage Produ

Midwest Exhibs Weeping Bitterly About Drop in Biz; Death of Banko Blamed, and Triple Bills No Help

Chicago, May 25.

ile business is agreed to be topamong the eastern theatres,
midwest exhibs are velping bitterly
about the unexplained but sharp
trop in bo. receipts during the past
few weeks. And they don't seem
able to figure a way out.

Lack of patronage is being blamed
on two items. Double feature policy and the absence of any bo,
sti ulus equal to the strength of the
late bank nite gadget. Midwest customers have become so accustomed
to iveaways through two-year
-up that they can' seem to become reconciled to the sudden no
coin status, now that the courts have
banned bank nights. Theatre men
are on the hot seat, looking around
desperately for some kind of stunt
first will be an added attractive to

desperately for some kind of stunt that will be an added attraction to the gambling-loving public. As for double features, while sin-

As for double reatures, while single-bill houses have found it difficult to compete with double-feature spots, aren't doing so hot, either. It's a case of too many bargain sales. That the twin- ill is not the answer is indicated best by the new trend towards

One of the leaders in the three-pix trend is the Essaness circuit pix trend is the Essaness circuit, which bitterly opposed double features. At one, time Essaness openly stated that would never go doubles; later the chain was forced into the bargai policy due to competitive pressure.

the bargai policy due to competitive pressure.

At its ace north side Sheridan Essaness is regularly presenting triple bills of representative product, with the tag-line in the newspaper advertisements. "Take Your Choice. See One Or All Three."

Yet, even with the marathon polities, and with kitchenware giveraways in addition at many indie houses, the public doesn't seem to be satisfied.

What makes it hard for the customers to figure is that bank nites and other coin giveaways were hit in the head suddenly by court rulings, instead of having died a natural death. This sharp elimination of the coin stunts has resulted in irritated feeling.

Leo Blank, Hero, Back

Chicago, May 25.
Leo Blank, midwest district manager for Warner ros. exchanges, back in town with \$1.500 for winning the Grad Sears drive. Every one of the exchanges under Blank's supervision went over its individual quota in the campaign.
Also awarded to Blank was an all-expense trip to Sweden for two.

2 Stenching Arrests

Houston, May 25.
Police held a man and woman
ere today after the woman ad Police held a man and woman here today after the woman admitted planting a stench bomb in Loew's State Theatre on May 9. House was one of three theatres bombed during a strike of stationary, engineers. Strike has since been

Touse the control of the control of

Col. Exchange Expands

Col. Exchange Expands
Philadelphi, May 25.
Work will begin shortly on Columia exchange's new \$80,000 building according to Harry Weiner, manager. Two-story structure will occupy site of two properties next to its present building, forcing out rand National and Republic, resent spot was giving fire maral the jitters.

'GIBRALTAR' SCRIPTING

Hollywood, May 25.

'Rock. of Gibraltar.' original by
Hugh King and Daniel Moore, is
being adapted to the screen for 20thFox by the authors.

Producer will be Kenneth Mac-

Courageous Silvers

Hollywood, May 25, ilvers refuses to hire a to take some of the strain off him in playing hi '52d Street' role for Walter

Wanger.
Script calls for the comic take 22 beam-end falls running gag.

M. P. BASEBALL LEAGUE

RKO, With Three Wins, Leads Columbia Second

Motion Picture Baseball League. Motion Picture Basepan League, comprised of eight teams representing RKO, Columbia, Skouras, Paramount, Consolidated, MGM, N.B.C. and Apeda Studios is way in New York,

way in New York.

RKO, picking up where it left off last season, has already ru up three straight victories agai no defeats. Columbia, in the two games it has played, pounded out a total of 25 runs and served notice it has plenty of power and will be a threat to RKO for the championship.

Skouras, after losing two straight came back to take the next two games and is in third place, followed by Par, Cons. MGM, NBC and Apeda, which is roosting comfortably in the cellar, with no wins and three losses.

WB, Philly, Goes Banko

Philadelphia, May 25.
Warners had a sudden about-face and introduced bank night in five spots last week. Some highly competitive situations are now using both and ba Banko banko was installed

games and banko alternate mights. Banko was installed in Sedgewick, Germantown, rdmore, Ambler and Grove.

Despite known, satisfaction of circuit exces with results being produced by games, many indie exhibs are stratching their heads and wondering if WB really put them in purely as matter of competish. Some talk around that the chain hopes to make use of the games so widespread as to arouse pressure groups and, make all houses discontinue them.

Operator Killed in Crash

Houston, May 25.
J. U. Tate, 38, projectionist for
Bluebonnet theatre here, an Inter-state nabe house, was killed and his wife injured last week when their auto crashed off highway between Beaumont and Port Arthur.

Four children survive.

Doc Wyler

Hollywood, May 25.
Robert Wyler is on loan from the
Paramount scripting department to
touch up the screenplay of 'Dead
End' for Samuel Goldwyn.

roduction

ADVANCE SET

ADVANCE SET

Mitchell Leichter, v.p. in charge of production for Advance Pictures, is back on the Coast after a tour of key cities. Claiming to have made arrangements for selling product in New York, Detroit, Buffalo, Pittsburgh, Cleveland, Cincinnati, Minneapolis, Chicago, Philadelphis, and Seattle.

Wells Bruen Joins Par

Wells Bruen, of Miami, has joined Paramount's publicity department at the home office. He is working on roadshow publicity for 'Souls at Sea' as a starter.

Mi

Perkins' Newsreeler

Hollywood, May 25.
Republi has pacted Albert R.
Perkins to script an ori inal with a
newsreel background.

Pic is figured as one of the stu-dio's heavier budgeted releases for next season.

'FIREFLY'S' TERRA FIRMA

Metro Uses Huge Lots of Cal. Moun

Hollywood, May 25.

Moltro has two camera crews peg-ging woodsy and outdoorsy land-scapes for The Firefly.

Units are in the Lone Pine region twixt mountain range and desert, Oliver Marsh and Jack Smith are in charge assisted at the lenses by Fred Mayer, John Greer, Frank Bjeering, John ickolaud. James Harper John ickolaud, ., James Harper and Don Brigham.

Cleanup in Nebraska

Lincoln, May 25,
State Attorney General Richard
C. Hunter has asked all county attorneys to bring injunction suits
wherever they believe lotteries exist, in an attempt to halt bank
nights. Hunter has become perturbed by the backout of Nebraska
banko officials, who made a gentlemen's agreement, he said, to take the
Getsion, no matter what, to the
State Supreme Court for final ruling
immediately after the Beatrice,
Neb. test.

Gage county indee Freed

Gage county judge, Fred Messmore, recently denied the Beatrice Theatre Corp. a new trial i the matter. Bank nights are still on in some towns, but the attorney gen-eral asked not only banko to go but also slot machines, punch boards, and any other scheme of chance.

Freed of Murder Rap

Robert O. Laws, booker in the local Fox Film Corp. exchange, was freed in police court Friday (21) by Judge William D. Alexander of slaying of his brother-in-law, C. J. Burton, on evidence that act was in solid-defense. incinnati. May 25

self-defense.

Laws fatally shot his brother-in-law, an ex-convict, when the latter attempted to attack him with a ham-mer in the Laws home. Shooting occurred early Thursday (20).

Parsons Lands 'Marines'

Hollywood, May 25.
Monogram's The Marines Are
Here, is being scripted by Edwin C.
Parsons.
Original story was written by
Lieut Franklin Adreon, Jr.

Stock Conversion

(Continued from page 3)

tories and facilities and personnel of its production department for the period from Aug. 1, 1936, to Dec. 31, 1937, at a salary of \$3,000 per week. It also provides for additional compensation equal to 7½% of the first \$2,500,000 of the profits, as defined in the agreement, and 5% of such profits in excess of \$2,500,000 from the film operations of the company and its subsidiaries on a consolidated basis between Aug. 1, 1936, and July 31, 1938. tories and facilities and personnel

Stockholders also will be asked to Stockholders also will be asked to pass on other terms which would enable the directors to renew this agreement or make a new one, on substantially the same terms for a period of not more than three years starting Jan. 1, 1938.

irectors also are to be elected at the meeting to be held June 15 in Par offices in New York City.

Par monices in New York City.

Paramount's earnings for the second quarter this year, according to Wall Street accounts are pacing for a mark that's over \$2,000,000 and may reach close to \$2,500,000. This is an estimate of the firm's consolidated net.

Figure runs to around that ich the firm showed for the first quarter, after all charges.

Washi May
Paramount ictures this week
sought registration for \$12,502,800
worth of new 3½% convertible
debentures due 1947, as well as
\$2,497,200 worth of the same tickets
still in the company's treasury, and
\$450,000 shares of \$1\$ common to be
issued in the future. Application
was made of the Securities and Exchange commission so that new
bonds, being exchange for the current issue of 6% liens, and common
shares may be traded in upon the
various exchanges of the country.
It is understood that the 450,000
shares of common are being listed
in order to provide the conversion
from the bonds into common as
stipulated with the new bond issue.

Pic Engmeers Get Inside on What's New in Gadgets at H'wood Conclave

Beg 'Pardon'

Minneapolis, May 25. ted of violating the Convicted of violating the state law prohibiting lotteries by holding 'Bank Nights' at their Dale theatre, Abe Kaplan and Louis R. Rubenstein have filed a plea with the state board of pardons for a pardon, although their offense carried no il

their offense carried no 11 sentence.

Pair, who paid their fine of \$250 each and made no request for remission, asked the board to remove the 'stigma' from their names.

WB PRESS SHAKEUP

Blum Shifts; Russlander, Daws Quit to Take Other Jobs

to Take Other Jobs

Three men have resigned from Warner Bros. publicity department at the home office, to accept other jobs.
Oscar Blum, of the press-book division, Monday (24) joined the Music Publishers Holding Corp., a Warner subsidiary, while Fred Russlander, press book editor, is joining the Atlantic City News, Atlantic City, next Monday (31), George Daws, who has been specializing on publicity in the east for Mervyn Letkoy, quitting to hook up with Newson Palmer & Co., publicity organization.
Lee. Blumberg, who was formerly in the WB theatre department, takes, charge of the press books. Other successors not yet named.

Ruth Schwerin at Mono

Ruth Schwerin, formerly of the Blackstone advertising agency, joins Monogram home office this week. To handle exploitation tieups and

CLEVELAND FIRE

CLEVELAND FIRE

Cleveland, May 25.

Hidden fire which started in a small ante-room off the Garfield's lobby swooped through the nabe, theatre last week and caused damage estimated at \$26,000 before firemengot it under control.

Back-draft explosions broke all of the house windows, nearly injuring spectators, then completely ruined the interior. Only things that escaped flames in the theatre building were the projection room and six adjoi ing stores.

INDIANA PAWLEY

Hollywood, May 25.
Scott R. Dunlap has signed Edward Pawley for a featured part in Monogram's "The Hoosier School-

William Nigh directs and Ken Goldsmith produces.

AGFA SPREADING OUT

Hollywood, May 25.
rnest Schwarz, Agfa-Ansco prexy,
was here last week chinning with
C. King Charney, local representa-

ve. Confabs will result in company xpandi its activities here.

3 RKO Writers Assigned

MINUTES ASSIGNED
Hollywood, May 25.
Gertrude Purcell is screenplaying
Music for Madame, Jesse L. Lasky,
production for RKO-Radio release.
Robert N. Lee goes on the screenplay of 'Forty Naughty Girls' and
Jacques Thiery is scri "They
Didn't Want Love.'

TITLE CHANGES

Hollywood, May 25.

Escape from Love' ill be released by 20th-Fox The Lady.
Escapes' 'Chicago' out 'In
Old Chicago'.
Columbia 'Taxi War' to'
A Fight to ish' and 'White
Heal' to 'A Dangerous Adventure'.
Crescent has changed 'The Right
to Kill' to 'The Law Commands,

STORY BUYS

Hollywood, May 25.
Film rights to 'Henrietta's Big
Night,' Liberty mag story by Edwin
Balmer, have been bought by Marion
Gering.

Gering.

Metro took screen rights to
Witness to a Murder, Harpers mag
piece published anonymously.

Hollywood, May 25.
Widespread renovation of theatres and replacement of obsolete sound and projection equipment; increased facilities of studios; noted improvements in sound recording and reproducing apparatus and an aroused interest in color processes; have been the highlights of the past year, delegates to the annual spring convention of the Society of Motion Picture Engineers were fold yesterday (Mon.) at the opening session of the convention at the Roosevett hotel, by J. G. Frayne, chairman of progress committee.

Convention got under way with

progress committee.

Convention got under way with 150 members registered. Delegates registered from Japan, England, Germany, Mexico and the Argentine. S. K. Wolf, president of the SMPE, delivered a paper on 'Educational Film Progress and Problems,' in which he declared that the educational sound-film has shown greater progress during the past year than at any previous time, and increase in production of films and sale of 16 mm. projectors and films has more than doubled any previous year's activities in both this country and Europe.

New

Announcement of the new Agfacolor process aimed for 16 mm, and
35 mm. films, together with commercial still photographs, was made in
paper and demonstration at the color
session. Process utilizes the silver
dye-coupling method, in which color
on film is obtained through incorporation of chemicals on the negative emulsions. Agfacolor, at the
present time, has achieved commercial color results in which negative
shot becomes the positive for projection purposes, but laboratory results
to date show that color negative can
successfully have prints taken off in
unlimited quantities. It is claimed,
for Agfacolor that laboratory processing will be nearly as simple as
the present method for black and
white films.

See Pix In the Making

See Pix In the Making

See Pix In the Making
Practical demonstration on 'How
Motion Pictures Are Made' at Universal was presented for delegates
and guests. SMPE group took over
two stages at the plant and were
given a ctu al demonstrations on
method of preparing and producing
a picture, from selection of story
through assembling of final sound
track. Homer Tasker, past president
of SMPE and head of Universal
sound department, arranged the
demonstration.
Convention banquet will be held
tomorrow (Wednesday) night at the
Roosevelt hotel. Convention winds
up Friday (28) with a television session, at which time Ralph R. Beal
of RCA will present a paper on
'RCA Developments in Television.'

RETAILERS LIKE BINGO

Brings People to Their Nei hood, Helps Biz

Philadelphia, May 25.
Bingo and banko continued in
Delaware county this week after ban
on them by Rae M. Kaplan, chief of
county detectives, was lifted. Kaplan
was forced to revoke the nix following lusty squawks from merchants
situated near film houses.
Storekeeps complained ban sent
customers into other counties to play
games and while there they also
filled market baskets. iveaways and
games may continue, it was decided,
until pending decision on legality is
handed down in Philly courts. Philadelphia, May 25.

ERPI SHIFTS

ERFI SHIFTS
G. L. Carri has been pointed commercial relations manager for Electrical Research Products, Inc., both reporting to the general operating chief.
Carrington formerly was Southwestern Bell Telephone, going with ERFI in 1926. Sheridan went from Bell Telephone Laboratories to ERFI in 1927 and most recently has been General Equipment manager.

Paul Franklin and Dan Jarrett are collaborating on the screenplay of Tools of the Legion, George A. Hirliman hair-raiser for George O'Brien.
J. D. Newsom wrote the story.

LABOR ISSUE AT N.

ROY LANGHAM DENIES C. I. O. LINK

lawyers were still mulling yesterday (Tuesday) over the term of an agreement which network ofhad

ild of Radio Announcers roducers. Contract on wages ing conditions will be subitted to the Guild's membership

itted to the Guild's membership for approval as soon as the web's attorneys have given the document their final okay.

Roy Langham, temporary head of the Guild, denied last week that his organization was affiliated with the CIO. Report in the trade has been that the Guild was getting its advice and skering on union organization and agreement negotiation from this source and that Columbia was anxious to get the issue settled before it had to contend directly with CIO spokesmen. Langham emphasized his denial with an assertion that not only did the Guild have nothing to do with the CIO but that it had no connection with any other labor organization.

it had no connection with any other labor organization.

Guild had, however, established a chapter at WMCA, New York, and had enrolled announcers and producers employed by network-operated and indie stations in various parts of the country,

CIO MOVES TO **SEW UP COAST**

Los Angeles, May 25, among independent radio tions was scheduled for the hig ush today (Tues.) by Committee for Industrial Organization, Organare on the ground and confabs with leaders of studio workers are

izers are on the ground and confabs with leaders of studio workers are set for tonight. Campaign may extend to the networks on the Coast and their affiliate stations.

Heat will be turned on Columbia, it is reported.

Organization of L. A. unit of Postal Telegraph has been perfected and demands for recognition have been made on the company.

American Radio Telegraphists Ass'n. some time ago moved to line up radio technicians but it went up in thin air after a brief flurry.

Following lead of employes in Frisco, workers at NBC studio have organized for collective bargaining. Setup will be in the nature of an inside union and no outside affiliation will be sought.

Committee of six has been named to draft the by-laws, with Tracy Moore of the sales department functioning as temporary chairman. They are Jack Votion and Honor Holden, of artists bureau; Claude Farrell, of on daintenance; Jean Darrell, program; Ed Ludes, and Joe Alvin, publicity.

rancisco, May 25.
Employes of the National roadcasting Company here, exclusive of
technicians, last week formed a protective association which numbers
practically all producers, announcers, members of the sales, auditing,
traffic, program, press and other departments, including the clerical
staff, Technicians have their own organization, the Association of Technical Employes, formed here a
couple of years ago.

Movement for the formation of the
association, which will represent
members in any negotiations with
NBC execs with reference to salaries, hours of employment, working conditions, labor disputes or
other grievances, was begun following the return of John Ribbe, producer, from the Pacific Northwest,
where various labor groups had
(Continued on page 31) rancisco, May 25.

Quarrel Hits New Snag

Philadelphia, May 25,
Agreement between WCAU and
Musicians' local on terms for putting house band in station next fall,
which seemed well jelled last week,
took a turn for the worse yesterday
with upped demands by the union.
Doc Levy, prez of outlet, last week
said he would install band if it could
be used sustaining and commercial
and was offered at 'reasonable' price.
He originally said he could take only
12 pieces, but had come around to
accepting the 16 men the union
wanted.
Prexy of the local, A. Tomei,
however, now is insisting on at least
20 men and \$75. a week. Levy indicated he thought a 'reasonable' price
about \$60.

JACK LAVIN. WHITEMAN'S G.M., QUITS

Jack Lavin has resigned as Paul Whiteman's personal representative. He joined the maestro over six years ago, and about three years ago Lavin organized an artists bureau to handle not only the band's bookings but the individual: placements of acts and personalities within the Whiteman setup, with the bureau turning out to be one of Whiteman's most profitable ventures.

Lavin submitted his first resignation to Whiteman last October but was induced to stay a while longer. Lavin has no immediate plans other than a vacation that may involve a trip to the Coast. May set up shop on his own.

With his datebook pretty well

on his own.

With his datebook pretty well
filled for the balance of the summer Whiteman is not contemplating
replacing Lavin right away.

STORER WANTS 7G'S; **ACT ASKS 'WHAT FOR?'**

Doug Storer, former Rockwell-O'Keefe staff member now on his own, has faled suit in the New York Supreme Court against £6 East and Ralph Dumke. Claims \$7,000 in commissions is owing him. East and Dumke deny the claim saying that they booked themselves direct with Kellogg and Knox Gelatine and that the majority of their guest star dates were set by William Morris agency. Storer bases his claim on a contract allegedly signed some years ago designating him to deduct 20% from East and Dumke's earnings. Matter has been in dispute privately between agent and act for some time on the act's plea that Storer had performed no value or service entitling him to commish. Storer took the nevertheless position and when private talks could not get him anything he turned matter over to Miller & Klein. A. Walter Socolow is attorney for East and Dumke.

Blair's Research Dept.

Chicago, May 25.

John Blair rep firm establishing a research and promotion department under direction of Dick McBroom, formerly of the NBC Chicago press department. McBroom joins Blair on June 1.

June 1:
Promotion and research endeavors,
will be to keep a constant stream
of data on sales, programs, markets
and stations to the advertisers and

Mrs. Bob Jennings Ill

incinnati, May 25.
Mrs. Page Crosley Jennings, wife of Bob Jennings, director of WSAI, under Bill Hedges, is in Jewish hospital recovering from an operation which she underwent last week. Her dad is Powel Crosley, Jr.

That Perennial WCAU-Musicians' SHEPARD EPISODE Quarrel Hits New Snag MAY HAVE ECHOES

Radio-Labor Difficulties Increased as C.I.O. Refuses to Permit Yankee Network Prez to Editorially Repudiate-Trade Is Divided on Wisdom of Action

NEUTRALITY

Events i in-labor situation ire seen as the issue that may possibly dominate the June convention of the National Association of Broadcasters. This became increasingly probable following the drastic action taken by John Shepard, 3rd, of the Yankee network, who last week insisted upon personally preceding and following a proposed C.I.O. spon-sored talk with a repudiation of C.I.O. and its propaganda.

Labor insurgency has bobbed up

throughout the broadcasting industry with dizzy rapi ity since the Supreme Court upheld the Wagner labor act. To the problems of labor unions among station and network employes, the C.I.O. has now added the extremely involved question of labor as a buyer of radio time. Shepard incident is feared by some

Withvcomb's View

iladelphi

iladelphi
American Federation of,
Hosiery Workers began picketing WIP Tuesday morning after
station refused to go through
with sale of quarter hour for
union propaganda. Don Withycomb of WFI promptly agreed
to sell the union time, issuing
statement that, in his opinion,
as an act of public service, both
sides should have equal access
to air.

WIP later in the day offered free time to union for debate ith spokesman for opposite side of labor issues involved.

of the far-seeing members of the radio industry in the event that labor should one day be in a position to retaliate against the broadcasting

trade.

One station man, who asks not to be quoted by name, declared: 'Shepard allowed his personal feelings to lead him into a bad public relations move. On the surface his action was bold and many people will say well taken. But the question arises: Has Shepard placed the whole radio industry in a hostile position toward a group that may be very powerful in the future?

Apollor trade observer expressed.

in the future?

Another trade observer expressed the opinion that 'the newspapers came off second best during the recent political campaign because they took sides and bet on the wrong horse. Radio gained prestige in the election by remai ing neutral. It might be wise to follow the same policy as far as possible in this labor union advertising proposition.

Labor neutrality may become an issue before the N.A.B. in June. Industrial communities in which union sentiment is strong are particularly embarrassing station owners therein. They cannot overlook the fact that their listening audience may include active adherents of unionism.

Nobody, of course, knows how long Nobody, of course, knows how long the present situation will remain true. C.I.O. is today's ogre. Tomorrow it may be a giant or a fallem meteor. Meanwhile radio stations functioning on a franchise cancellable every six months lack the vested rty rights that strengthen the ge business man's defenses. why one group feels that (Continued on page 31) property

History Repeats

That epitaph routine used by W. C. Fields Sunday night (23) on the Chase & Sanborn program goes back a good 90 years, Itstems to a forgotten monologist named James Richmond Glenroy. Well, not exactly forgotten. Just unknown to new generation. And radio. Glenroy was a show-stopper back when ushers were also waiters. He responded to the sub-caption, The Man with the Green Gloves.'

BASIL O'CONNOR NOT RETAINED BY WEBS

Report circulating around Wash ington mentioned that Basil O'Connor, President Roosevelt's law partner and brother of Chair

J. O'Connor of the House ules Committee, has been retained by NBC Columbi jointly as special counsel in the event of a Congressional investigation of the broadcasting industry.

proaceasting industry.

Speaking from his New York offices yesterday (Tuesday) Basil O'Connor declared that he hasn't even been remotely lined by either network or by anyone else in broadcasting for that task or any other relating to it.

Political integration in the Control of the control

other relating to it.

Political viewpoint in the Capital is that his retention would be a logical development. In New York's broadcast circles there have been long odds offered for some time that the current session of Congress will not make even an approach to putting the broadcasting industry through an inquisition.

WORK SPREAD RULE BY LOS ANGELES MUSICIANS

Hollywood, May 25.

Hollywood, May 25.

Two performances a week and two hours a performance is the limit imposed by the Musicians Union, L. A. local, on its members for radio work.

Though directed primarily against NBC, it will apply to all hookups and all members who come in the L. A. zone. Idea is to spread the work among members, a policy Hollywood officials of A. F. of M. have followed since the depression and sound threw its members for a double loop.

New edict makes it possible for members to average \$110 a week, but restricts them from picture studios.

Amos 'n' Andy Free

Chicago, May 25.
Pepsodent will release Amos in'
Andy to another sponsor Jan. 1,
1938. It will wind up an association
of nine years. New sponsor yet to
be negotiated.
Lord & Thomas act as the blackface team's rep.

Himber Show Mutes

rimper Show Mutes
Weekly Mutual web (Friday night)
show with Dick Himber's music,
buttressed by Gogo Delys, Stuart
Allen as singers, and Fred Uttal as
narrator, fades for summer with the
June 18 broadcast.
Sponsor is group of local coffee
roasting outfits,

RADIO 'SERVICE' STATUS SHUNS NEW N. R. A.?

Washington, May 25

Washington, May 25.

Broadcasters probably
have to subscribe to Government
hour and wage standards as proposed Congress Monday (24).
Black-Connery bill extent is still
argumentative buf first analysis indicated loop-hole for radio industry i
various exemption clauses.

While much huddling by lawyers
must precede final interpretations,
sponsors admit flexibility sections
seem to leave workers in radio stations outside the scope of plotted
Federal regulation of labor iti . Bill hits interstate commerce,
which covers radio, but exemply
'service trades,' in which broadcasting always hitherto has been classifled. Further loophole will be section leaving employers of few people
beyond powers of new labor standards boards.

Even if the measure is reframed
to that broadcasting comes inside

beyong powers of new labor standards boards.

Even if the measure is reframed so that broadcasting comes inside the provisions, bill probably will not be much of a hardship for radio enterprises. Hour limits may be imposed, although fact that the industry has topped pre-depression employment figures and supply of trained personnel is mone to great would carry weight. Board is told not to be unreasonable, particularly not to inflict any standards which would curtail employment chances. (More details of this proposed measure will be found in film section.)

DEALS ON FOR MARXES, JESSEL

Hollywood, May 25,

Half-hour show built around George Jessel and Harpo Marx at the head of a 30-piece orchestra is being offered. Marx would do a harp solo on each broadcast. If deal jells, show would go on for the summer. Groucho and Chieo Marx are also being offered for radio, with asking price of \$7,000 weekly for the pair. Brothers will forget about pictures for a while on completion of 'Day At the Races,' which washes up their Metro contract.

Dionnes' 1st Broadcast

Toronto, May 25,
Canadian Broadcasting Corp. has
fixed four-way deal for itself, NBC,
Columbia and Mutual chai ir
third birthday party of Dionne quintuplets on May 28, Arrangements
made by George Taggart, who manages CRCT and CRCY in Toronto
for corporation. Engineer Curly
Carrod ill handle pick up at Callander.
Guardians Dr. R. Dafoe and
Judge J. A. Valin will give history
of qui and will attempt to get
gals to speak into the mike. Quints
parlez French only.
Canadian radio promises there'll
en oe electrical transcriptions during the half-hour. Broadcast. last
minute by NBC because the chain
wasn't to get the real McCoy, obt
would be fed recordings. NBC i
anti-wax in policy.

Joe Penner Renewal

June 18 broadcast.

Sponsor is group of local coffee roasting outfits,

Schillin Hires De La Motta
Schillin agency, New York, begins concerted drive for foreign language accounts this week.

Charles De La Motta, former Italian screen comie, in charge of new division.

Hollywood, May 25.

Jue Penner and his entire Cocomal content of the content of th

Congressman's Excitement Over Can. Station on Mutual Peters Out Fast

Washington, May 25.

Washington, May 25.

Attack Mutual Broadcasting System tie-up with CKLW, at Windsor, Ont., launched last week by Congressional bloe, looks as though it will be a failure. Federal Communications Commission indicates no disposition dictate network affiliation policies and otherwise has no reason for paddling MBS.

Move against Mutual was launchee by Rep. Gardner Withrow of. Wisi-who charged if, is unpatrious. S. chains to employ Canadien outlets to reach domestic markets. Withrow wrote Chairman Anning S. Prall for information as to why Mutual hooked up with CKLW instead of employing one of the Detroit smallles which have no network connections. Congressman also reflected conviction that the Commish should take necessary steps to change this situation.

While no reply had been made through Monday (24), indications were the Commish will follow usual hand-off policy in affairs of this sort. Most members expressed ion that there is nothing resembling a conflict ith Federal regulations, principles or statutes. Networks are free to serve any outlet with which they can negotiate a deal, except for the Commish supervision over arrangements which may affect actual operation and control of stations with U. S. franchises.

Defending the deal explainers pointed out that CKLW not only is considered in the trade as a regular Detroit outlet, but also is the main feeder for MBS programs for the Canadian network. With VJR carrying Columbia and WJJ and WXYZ serving up NBC programs for the Canadian network. With the Ontario plant is a natural from the biz point of view.

DAYLIGHT TIME JAM

Three Broadcasts Every Night of WXYZ's 'Green Hornet' Show

Detroit, May 25

Detroit, May 25.

In order to give program early evening coverage in Detroit for the kiddles, Detroit Creamery Co., sponsors of The Green Hornet' serial (WXYZ), has set deal whereby thrice-weekly program goes over WJBK at 7:30-8 p. m. N. W. Ayer handled.

WXYZ, in whose studios serial has been originating for past couple of years, couldn't clear time for the early evening airing, due to daylight saving time. However, WXYZ continues, to produce drama, piping it to WJBK, and WXYZ's state web at 7:30; to WSPD, Toledo, at 8 and 19 p. m. over WXYZ. Expected settip will run through daylight time period, ending in September when WXYZ will switch back to its former sked at 7:30 p. m. iring of 'Hornet.'

Cleveland Ins. Outs

Changes around local radio row.
Duke: Lidyard, quitting WHKWJAY announcing staff, has joined
Gordon Vichek ad agency.
Rance Valentine, from N. Y., ike-

Rance Valentine, from m. ...,
man addition at WGAR.
Mary O'Kelly, Cleveland's only
femme program producer, leaves
WHK June 15 to marry Dr. Arthur
Deacock, of Columbus, N. J. Menreacock, of Columbus, N. J. Mendel Jones, conti ity director, ill replace Miss O'Kelly, with Beverly Dean moving u from a publicity post at station to assume Jones' duties.

Henry Busse's Successors

icago, May 25. With Henry Busse going on tou with Henry Busse going on tour, lineup of substitute bands has been set for the Mar-O-Oil Sunday stanza. Ted Weems to take the program May 30, Anson Weeks, June 2 and 27; and Bernie Cummins June 13 and 20.

Program is aired from local stu-ios over NBC-Red net.

Harvester Dealers Renew

Mason City, Ia., May 25.
Satisfied with a 13 weeks test series, International Harvester has renewed with KGLO form at 11. series, international Harvester has renewed with KGLO, farm station here, for a year. Some 60 McCor-mick-Deering dealers sponsor period which hi the air five days each week.

Visio Gets Nowhere

Los Angeles, May 25.
Dr. Lee de Forest told members of Cinematography Institute at University of Southern California banquet that television experiments are heading the wrong way. He said that the cathode beam is impractical but offered no alternative other than making a plea for energy direction forward other mechanics.
He foresaw for Los Angeles the ivotal point of visio and ventured that it will reach the peak of its development along the Coast due to topography and other beneficial elements. Los Angeles, May 25.

Newspaper Ads Explain WJBK Case to Public

Detroit, May 25

Hearing rumors attempts were being made to halt WJBK's airings of Defroit Tigers out-of-town games, Owner James F. Hopkins last week ladd the two-month old controversy before the public in paid ads in local sheets.

After being denied a writ to compel Western Union to furnish station with nlay-by-play accounts of the

After being denied a writ to compel Western Union to furnish station with play-by-play accounts of the contests, WJBK had only a few days previous to the ads: started airing the games by means of reports via Postal, with Al Nagler at mike. Figured, according to Hopkins, that, should attempts to halt broadcasts prove successful, public would know who dun it and thereby bring odium on onposish.

know 'who dun it' and thereby bring odium on opposish.

'Ads pointed out that WJBK was the 'originator of the telegraphic method of reporting baseball games starting in 1933' and that after 'appealing to the corporations' sense of fair play and were rebuffed' station resumed airings through other channels. Also declared stati will carry play-by-plays from all seven cities in American League, including New York.

Vince Callahan Takes Over

New Orleans, May 25.
incent F. X. Callahan arrived here Wednesday (19) to take over the general managership of WWL. He succeeds Capt. Arthur C. Pritchard as manager for the Loyold station. Pritchard, who had been manager for the past seven years, ill continue as associate.

One of Callahan's first acts was to name J. D. Bloom, Jr., chief engineer of the station. Edward DuTrell has been named chief operator of the transmitter and Francis Jacob chief operator of the control room.

No other changes in the staff personnel are contemplated at present, Callahan sai

sonnel are contemplated at present, Callahan sai.

We hope to make WWL, the outstanding station i the South, he said. 'Our first step will be a hearing June 8 before the FC.C. on our application to increase the power of the station from 10,000 to 50,000 watts.'

Bohemian Club Affair

rancisco, May 25.
Three special cars were added to
the Southern Pacific's Lark to bring
a delegation of Los Angelenos to San
Francisco last Friday for the Bohemian Club's first 'Los Angeles Night
i Bohem'

in Bohemi. In the group were Earl thony and Harrison Holliway of KFI-KECA; Walter Bunker, announcer; Sydney Dixon, in charge of NBC Hollywood sales staft, and Al Cormack, CBS western traffic chief. Dixon was chairman and Holliway

Carol Bowers to N. Y.

Chicago, May 25.
Carol Bowers is leaving radio de-partment of lackett-Sample-Hum-mert here this week. Joins Benton & Bowles radio department in New York in exec capacity.

Wants Commish on Sale of WJAY to WHK, Cleveland

Cleveland, May 25.
Ralph B. Humphrey, of Radio Air
Service Corp. and radio director of
the Great Lakes Expo, is being sued
for \$18,750 by Charles I. Kamerer, of Erie, Pa. Latter alleges he is of that amount as commish for sale of WJAY to WHK in May,

It is Kamerer's contention that Humphrey and M. A. Howlett, one-time manager of WHK, appointed him to negotiate the deal, which involved a sale price of \$375,000.

POWER PLANT DE-JUICES FIVE DETROIT STATIONS

Detroit, May 25.
Storms and strikes played havon with Detroit and Michigan stations last week, putting at least five outlets on the blink for periods rang-

last week, putting at least five outlets on the blink for periods ranging from a few minutes to five hours. First to hit was a power strike last Wednesday (19), which affected stati in Bay City and Saginaw. Both were off the air from noon until early evening after employes of the Consumers Power Co., servicing that area, pulled fires and switches in a labor dispute. Operations were back in full force in the early evening after Gov. Frank Murphy ordered service resumed while peace parleys continued.

Severe electrical storm Friday evening (21) silence WWJ, Detroit, for two hours and 21 minutes, when lightning scored direct hits. WJR, WXXZ and other local stations also were forced off the air intermittently. All outlets, however, were back on ir as quickly as repairs could be made.

Originates in S. Francisco For KNX, L. A. Give-Out

San Francisco, May 25.
Long distance remote series, or inating in the studios of KSFO, local CBS outlet, and released by KNX.
Hollywood, ill be sponsored by H.
Sutliff Tobacco Co. (Heine's Bland) weekly beginning Thursday, June 3, 7:15 p.m. PST. Labeled 'Smoke Rings,' shows will use John Marley and Marci Miller. D'Evelyn &

Wadsworth is the agency.
Sutliff also has two weekly pro-

Help Along Philly's 150th

iliadelphia, May 25.
Philly stations, at behest of Mayor, are plugging hard on city's celebration of 150th anniversary of si ing Constitution. Announcing on stations breaks: "This is WRIL in Philadelphia, the Constitution City."
Committee of five radio men, originally appointed by Mayor to posts they expected to be honorary snaps are finding them real job. Quintet—Ken Stowman, WCAU; Jee Connelly, WFIL; Jimmy Allen, WIP: Leonard Matt, WDAS; and Jim Aull, KYW—are meeting with Hizzoner twice weekly.

WGY Sprucing Delayed

Schenectady, N. Y., May 25.

WGY's new modernistic studio building, the ground for which originally was scheduled to be broken last winter, has not yet moved out of the blueprint stage. Delays, some of them due to changes made by General Electric officials and the time taken to obtain the approval of NBC (which will lease the structure for a long term'n may set the opening date later than Sept. 1.

Lenox Lohn, NBC president, recently visited WGY for an inspection and a broadcast on GE's Farm Forum.

Sagerquist Gets Okay

Chicago, May 25. ric Sagerquist will be the baton ric Sagerquist will be the baton-waver for the new orchestral setup with the 'First Nighter' program when it returns to its Chicago origination point on June 4. Through a dispensation from the Chicago Federation of Musicians Sagerquist will leave the program for a four-week absence, with a sub-conductor replacing for the interim.

Stuart Dawson at WBBM

Chicago, May 25.
Switch to five-day week by
WBBM, Columbia key, adds Stuart
Dawson, former NBC announcer, as

Will also require addition of five engineers, and two announcers, yet to be selected.

Pacific Coast Radio Notes

Arthur Caesar sold three radio Dumm. Phil Lasky, KSFO manager, playlets to be performed by AI is subbing for Dumm during his Joison.

Joe Parker defected from KGFJ (Los Angeles) to bark for NBC.

Glenn Morris being peddled around the Hollywood agencies for a Tarzan bit on the air.

Donald Thornburgh was chosen by Southern California Bankers Ass'n to address them on radio.

Marion Ciaire will be back on Rubinoff's program from Hollywood, June 6.

Frank Kennedy upped to chief en-gineer at KHJ (Los Angeles), placing Harold Peery, resigned.

Mayfield Kaylor, KEHE (Los Angeles) program director, on leave to win back his health.

Charles Peck, 13-year-old KFWB player, got a fat part in the picture version of 'Dead End.'

Jack Von Nestrand and Carroll O'Meara have been taken aboard the Young & Rubicam payroll in Hollywood as writers.

Tom Hanlon moved over to KNX after long service as chief announcer at KFI (Los Angeles). Doug Evans moves

Kelly Anthony sailing for England after a vacash among the hulas. When he's around he's assistant manager of KFI-KECA (Los An-

Tex Rickard, who runs KMTR (Hollywood) for Vic Dalton, passing a brief holiday i Washington.

Fletcher Wylle will do his com-mentating on KNX (Hollywood) next month between salad dressing blurbs.

Herbert Maas, who started with Columbia in Hollywood as an usher, draws an announcing berth under the tag of Kenneth Craig.

Vic Knight in Hollywood to produce Texaco summer show while Eddie Cantor takes time out to make

Zuma Palmer, radio editor of the Hollywood Citizen-News, and her niece, Dorothy Stone, spent several days seeing San Francisco last week as part of a three-and-a-half-week cruise to the Pacific Northwest.

Ira L. Smith is the new agricul-tural director of KSFO, San Fran-cisco. He becomes Farm Reporter daily except Sunday, at 7:30 a.m.

Blenda Newlin, the KSFO Frisco traffic staff, visiting her par-ents in Salt Lake City. the KSFO

Mrs. Dolores Unger, top secretary at CBS, San Francisco, vacashi in Los Angeles.

'Legislative Highlights' ircasts ended, public affairs announcer Rob-ert Struble of CBS-KSFO, San Franircasts cisco, returned from Sacramento, only to be summoned to Hollywood by Jack Dolph of CBS. He reported at KNX last week.

Farrell Buckley echnicians at KYA technicians at KYA. Formerly with KJBS.

Ellis imball's orchestra will be aired over NBC coast webs from Topsy's Roost at Playland-at-the-Beach, San Francisco, inning June

Rush Hughes, Langendorf Pictorialer, spieling from NBC's San Francisco studios this week. Back in Hollywood next Monday (31).

Chester Smith, leader at KFRC, San Francisco, and his one-man crew were dumped into San Francisco Bay when his sail-boat capsized recently A Coast Guard cutter rescued them

Margaret Yates, dramatic soprano radio-debuted last Thursday on KYA. San Francisco, and the Orange web (California Radi System) during Hugh Barrett Dobbs' 'Ship of Joy.'

Wallace Ferd, ex-WLEU, rie, Pa, has succeeded Tom Jones, resigned, as announcer at KYA, San Fran-

Hal Bock, of NBC's press staff in Hollywood, and his wife, planed to San Francisco for a week's vacash last Thursday after a stanza in

Williams Sisters harmony trio and Williams Sisters harmony trio and Charles Marshall and his Mavericks did a p.a. on board the Tatsuta Maru last week under auspices of the For-eign Trades Association of the San Francisco Chamber of Commerce.

Ken Stuart, sportscaster and nouncer, left San Francisco day (22) to succeed Mel Roach as emcee of the 'Listen, Ladies' show on KEHE, Los Angeles.

Al Pearce brings his gang to Francisco for a Ford broad June 22.

Meredith Wilson, NBC's Western Division music chief, took his baton to Lodi, Cal., Jast Saturday duct a 150-piece high school orch at the annual spring music festival in northern San Joaquin Valley.

Frank Manoff, announcer-techni-cian at KROW's San Francisco stu-dios, goes to KLS, Oakland. He was replaced by Lee Hoagland, formerly KMTR, Los Angeles.

Gene Tabor, Oakland tudi nouncer, KYA, out and to Los An-

Ken Burkhardt, formerly KROW but out of radio for several months, announcing speci shows at KLS, Oakland.

Art itchie new to KOL, Seattle Commercial department.

Darrell Campbell, technician, moved from KOL, Seattle, transmit-ter to studio control room.

rant Merrili, KOM-KJR product n director, returned from a tri New York and Chicago.

Friends of Darrell Donnell, editor of the San Francisco Exam-iner, were summoned to his Sea Cliff home last week to help him identify a small carnivorous animal which he, captured in front of the house by throwing his hat over it. General-opi ion is that it is an ermi

CBS' p.a. staff in San Francisco is playing host to bay district radio scribes during a flight over the new Golden Gate Bridge Friday (28) to o.o. official opening ceremonies from the air.

Samuel B. Dickson, NBC playwright in San Francisco, accompanied the web's coast special events chief, Don Thompson, to Rainier National Park in Washington last week-end. Pair planed north for the weekly national park broadcast over NBC from one of the new Mainliners.

Fred Hart, owner, and J. Howard Worrall, biz manager, of KGMB in Honolulu, gandering the Hollywood scene in tow of Donald Thornburgh.

Sam Hayes will do his news broadcasting for a Coast banking chai He was formerly the Richfield Re-porter.

Bakery Show Into Aud

San Francisco, May 25.

Homestead Bakery is sending its Bennie Walker amateur hour to Dreamland Auditorium Wednesday, June 2, for a p. at an exposition of California products being held May 26 to June 3 in conjunction with the Golden Gate Bridge iesta-Walker's tyros will air their regular weekly program over KGO from the Dreamland stage.

Several weeks ago Walker originated a broadcast at the annual Alameda County food show in Oakland Auditorium across the bay.

Leon Livingston agency handles the account.

Orient-bound for an eight-weeks' year-young blind organist, vacash are W. I. Dumm, Associated Broadcasters, Inc., prexy, and Mrs. has never played over ozone.

N.A.B. TRUCE ON RESEARC

Junior Gets Hard-Boiled

Toronto-Buffalo Shifts:

tions are doing consi

contemplating a shift.

with alarm at the general ex

home bred talent into more lucrative Buffalo fields. Four top performers have taken up abode in the Bison City during the last few months and a quartet and two other air solists have been offered programs and are

Alan Savage, erstwhile CKCL announcer is now spieling for WGR WKBW, Buffalo. Siegmund Smith, who handled sports assignments for CKTB, St, Catharines, and Stuart Ramsay, another CKCL mixeman, also are doing B.B.C. chores,

also are doing B.B.C. chores, ingers include baritione John Sturgess and tenor Jimmy Shields. Fromer has been booked as soloist at Shea's Buffalo and is doing four a day for seven days a week. In addition he vocals over WGR, doing a Columbia job on 'Buffalo Presents' each Saturday. Shields now is the B.B.C. staff soloist.

D.B.C., staff soloist.

Others due to shuffle off are Margaret McCann, C.B.C. soprano, Wishart Campbell, baritone, and Alf Rescorl's mixed quartet, 'The Fashionaires.'

JELLO'S SUMMER SUBS Jane Froman and Don Ross Hold Spot for Benny

Hollywood, May 25,
Jane Froman and Don Ross step
into the broadcasting breach on the
Jello program when Jack Benny and
Mary Livi ston take their threemonth summer vacation.
New lineup becomes effective on
July 4, and program will revert to
New York for its origin point.

Miss Roach Returns

Wynn Wright's Office

Wynn Wright, production man-ager of WWJ. has been elected presi-dent of The Players, succeeding Ray

Hollywood, May 25.

Displeases the Former

Toronto, May 25. Program producers of Toronto sta-

Boys and girls who used to send in their box-tops so they could get a badge and 'be just like the police captal 'are now bored by such stuff and consequently radio is scratchi its head for a new basic idea for child selling.

Club idea, where a pirate, police, fire or gang chief stood up and declared that every boy and girl listening could be as brave as he by sending a box top and getting a badge and membership card, was one of the most successful commercial ideas ever to hit radio, and such programs actually paid out in direct selling in greater percentages than any other type act ever used.

Figured that with a new crop of kids getting ears all the time, if would last forever, and drop-off was excused for a while, for any number of reasons. But lately the slump has been too much and, many trade dopesters say it's all washed up. Either the present day kids have become too cynical or else their older brothers and sisters or harassed mamas have told them it's all a fake.

True hero stories are also going a little sour with so much sameness, and premium gags are das, so there's midnight-oil-burning for those who think the best way to sell merchandise is to get kids to yammer at their mothers to buy the product.

WSAI-CREATED Trained Radio Talent in WKRC PROGRAM

Cincinnati, May 25.
Unusual situation of an NBC sta
on commercial simultaneousl Unusual situation of an NBC sta-tion commercial simultaneously broadcasting on a CBS station starts there tonight (Tues.). Crosley-pro-duced program, 'Hits of the Week, will not only be aired at 9:30 eow. WSAI, but will be fed to Columbia's

WSAI, but will be fed to Columbia's WKRC. It was originally on the verge of signing with latter exclusively. May Stern furniture store is sponsor. Agency is Frederick Ziv. Paul Sullivan will give hit news story of week. Red Barber the hit sports event ditto, and the hit moving picture of the week will be dramatically excerpted. Bill Stoess will conduct orchestra and Three Smoothies will warble. All regular staff entertainers of WLW-WSAI.

'Ave Maria' on WFIL Is Repeated for WIP

Is Kepeated for WIF
Philly's WFIL has set aside the
ban on carrying any and all religious
programs, which station maintained
till this week, and will carry the
weekly 'Ave Maria' half hour. Catholic commercial will be heard over
station, piped out from WHN, N. Y.,
on the WLW-line to Ciney. WHN
merely feeds each Sunday afternoon,
program having been heard for past
four weeks on WLW and KQV, Pittsburgh. Starts on WFIL this Sunday
(30).

(30),
That gives Philly two slices of the same show each Sunday, Program rides the WLW-line early in the afternoon, while at the dinner hour same show is repeated over five stations on the Inter-City System, including WIP, Philly.

Soft Drinks Vs. Beer

Des Moi

Des Moi , May 25.
Although the Iowa Broadcasting
System threw all beer advertising
overboard the first of the year, they
will soon have enough soft drink
advertising to balance, with the following accounts now being carried?
7-Up, Cleo-Cola, Pepsi-Cola, Dr.
Pepper and Orange Crush.
Cleo-Cola just started three quarter hours per week on KSO. Dr.
Pepper has sigrted four quarter
hours per week on KSO this week.

Miss Koach Keturns
Kathryn Roach has returned to
Chicago after her annual visit to
New York. Her program was fed to
WGN, Chicago, her home base, out
of WOR, New York, during the Manhattan interlude.
Sister of Pierre Roche of Roche,
William & Cunningham agency, the
household hints lady, broadcasts as
June Baker. She's also an exec at
WGN.

'Plainsman' for Lux

Hollywood, May 25.

DeMille. an air version of The Plainsman,' which he filmed for Paramount for Lux May 31, Gary Cooper and Jean Arthur reenact their film, roles.

Other guesters lined up for Hollywood broadcasts are Tyrone Power and Loretta Young in 'Hotel Metropole' on Hollywood Hotel, May 26, Fay Wray, Joan Blondell and 'Max Reinhardt, in that succession, Gorge Fischer's Hollywood Whispers over the Mutual network.

Lauretta Hopton, of the WMCA, N. Y., publicity dept., convalescing fr m an appendectomy.

BOICE, WITMER

Directors Decide to String Along with Joint Committee After Chicago Meeting

DUES BOOST?

Commercial Committee of the National Association of Broadcasters has agreed to carry on with the Joint Committee on Radio Research and Join NBC and Columbia in carand join NBC and Columbia in carrying the bureau's financial load. NAB's contributions to this venture will come from the 50% boost in association fees which the committee hopes to sell the membership at the NAB's annual convention, which opens in Chicago, June 20. Under the proposed resolution, broadcasters would pay the tithe, which is equivalent to the station's highest quarterly-hour rate, six times a year, instead of quarterly, as is the current arrangement. is the current arrangement.

times a year, instead of quarterly, as is the current arrangement.

Decision to go along implicitly with the Joint Committee was made at a meeting of the NAB's commercial committee in Chicago last week. NAB reps on the research bureau's setup had been chary of the direction, that the project's work had taken but after a session with Ken Boice, CBS v.p. in charge of sales, and Roy Witmer, NBC's sales chief, the NAB commercial committee came to the conclusion that it would be for the best interests of the association to continue to support the bureau. To date the project has depended solely expenses upon NBC and Columbia, but under the new entente cordiale the two webs will turn its appropriations over to the NAB which, in turn, will chip in a substantial amount and pass it all on to the bureau.

Questien of Methed

in a substantial amount and pass it all on to the bureau.

Question of Method
What had the NABers disturbed was the methods that the Joint Committee had adopted for its testing assignments. Bureau, as a result of these tests, began to talk in terms which were somewhat foreign to the broadcasters on the Joint Committee. Latter had been under the impression that the bureau would concernitself with determining the best methods for measuring station coverage, but the agency and advertiser delegates on the joint committee were more concerned with station listening areas by the device of finding out what percentage of listeners tune in regularly on stations whose signals reach their sets.

Broadcasters on the Joint Committee had their fears allayed when it was made clear to them in Chicago that the bureau was concerning itself with signal measurements and mail counts as well as personal interviews and that the into on station popularity as derived through the last method did not militate seriously against. previous claims set up by stations concerned.

popularity as derived through the last method did not militate seriously against. previous claims set up by stations concerned. One angle which had the broadcasters at the Chicago meeting puzzled, was the supervisory arrangement which the agency and advertiser de legates on the Joint Committee had imposed on the bureau. Without consulting the indie broadcasters, the others on the committee had named L. H. D. Weld, research director for the McCann-Erickson agency, as the supervisor of the bureau's operations. It's a salaried assignment. NBC and Columbia had consented to the move and indications are that the NAB will advance no objection to the setup as affecting Weld. The Chicago meeting agreed to engage a research expert who would serve as the NAB's technical spokesman on the Joint Committee.

Others include Hayward S. Thompson, vice-president, and Lawrence P. Smith, secretary-treasurer. Board members, besides officers, r. Dr. William H. Elliot, John R. J. Grylls, Sheldon R. Noble and Jacobs. Philadelphia, May 25.
A. W. Dannenbaum, prez of WDAS, in University Hospital here recuperating from operation for reinoval of gall stones and appendix. Doing okay.

Committee. Joint Committee's technical mittee is slated to spend a major part of the coming week collating the findings of surveys financed by the bureau in New England. It is doubtful whether the main committee will be able to get together before June 24 to go over the technical committee's analyses. NAB's delegates on the committee are displaced by the committee are displaced by the committee's analyses. NAB's delegates on the committee are displaced by the committee are displaced by the committee's analyses. NAB's delegates on the committee are displaced by the committee are displaced by the committee are displaced by the committee's analyses. NAB's delegates on the committee are displaced by the comm

Clock-Blocked Sponsors

DISPEL DOUBTS Admen Won't Relinquish Good Time-Shows Ready to Go But No Place

Safe From Radio

ianapolis, May 25.
'Moderns' in the ranks of the Dunkards, who convened near Logansport (Ind.) last week, were snowed under the nays when they attempted to push through an okay on use of radios in the home by members of this religious seet. of this religious sect

of this religious sect.

Ohio delegates introed the moti to permit radios, and debate waxed hot and heavy for hour and a half, and then the Presiding Elder cut it short by motion for oral vote. Deaf-

Frisco-Oakland **Duo Anticipate** 24-Hr. Schedule

rancisco, May 25.

A 24-hour daily broadcasting schedule is contemplated by KGGC here, ring in July, Increase in air time is planned to tally with similar arrangements being made by KLS, Oakland. Two stations form the recently inaugurated Bay Broadcasting System.

A new 250-watt RCA transmitter has been bought by KGGC, whose owner, the Golden Gate Broadcasting Co., is petitioning the Federal Communications Commission for a power increase from 100 to 250 watts daytime, and for a frequency change from 1420 to 1370 kilocycles. New 500-foot, tower on the roof of the Olympic Hotel ill be erected.

WOODRUFF NIXES BID OF BENTON & BOWLES

Hollywood, May 25.
Frank Woodruff, producer of the
Lux Theatre of the Air for J. Walter Thompson agency, nixed an ofter from Benton & Bowles to handle
Maxwell House Showboat, when program switches here for origin.

B. & B., through Herschel Williams now negotiating with others
for producing post. It is reported
that Bill Bacher also declined the
Showboat spot.

Showboat spot.

Flings the Gauntlet

Louisville, May 25,

'Mi ute Interviews' conducted by
George Patterson and Burton Blackwell over WAVE, received a surprise visit by Foster Brooks, WHAS
announceir Friday (21). Purpose of
the impromptu appearance of the
spicler was to issue a challenge to
the WAVE staff for a softball game.
Brooks' defy was left more or
less up in the air, after he stated
that his team was made up of WHAS
announcers and technicians, most o
whom were adept at handling the
ngy pellet.

Wyandotte's Lay-Off

Tell Us, Your Story, thrice weekly afternoon quarter-hour over nine CBS stations: (exclusive of WABC, N. Y.) for Wyondotte Cleaning Products, drops of air with the May 29 broadcast, After 13-week layoff, program-returns to same stati N. W. Ayer the agency.

Listerine has dramatic show, Grand Central Terminal, all set to go on the air, but it has elected to wait for the right network halt-hour, even if it means holding off until mext year. Agency on the account, Lambert & Feasley, had figured that some advertiser with a choice spot would decide to call it quits for the summer, and thereby provide Listerine with the opening that it has been laying for.

No such opportunity has been made available, nor is it likely to develop in the immediate future, since practically every account with a choice period protecting the franchise, with a cheaper summer show or through a guarantee to return after a nine weeks absence.

Mouthwash was slated to go on the air earlier in the spring, ut program difficulties got in the way. The show was a missing persons idea. NBC tabooed it because the network felt that it was similar to the one. Personal Column, that Procter Gamble was underwriting, while CBS considered the theme as too controversial, Circumstance of accounts waiting over long periods for the right spot to make itself available on the network has been no uncommon thing over long periods for the right spot to make itself available on the network has been no uncommon thing the past year. Coca-Cola is reputed to have turned to transcriptions because it could not be provided with a choice period on either the NBC red (WEAF) or CBS, while others, whose agency reps have been bobbing in and out of network sales departments trying to tag a happy-time segment, include Standard Old of New York. Westco (Dr. West dental products) and Old Gold (Loritlater Co.).

Interrupts Baseball to Carry Auto Speedway

Carry Auto Speedway
Chicago, May 25.
Almost unprecedented is WBBM's
decision to clip the ball game broadcast short to pick up another program, but the Chicago Columbia key
has decided to do only first of the
baseball double-header on Memorial
Day, and let the other go in order
to air portion of the Indianapolls
speed races.
Makes station probably the only
CBS outlet not to take whole race,
as CBS wanted assurance of its stations to take all or nothing, but such
a deal impossible on WBBM because
of baseball commitments. After
was better than none, so WBEM
agreed to break in on first ball game
to flash race news, and drop secon

agreed to break in on first ball game to flash race news, and drop secon game to carry finish of race.

Lap-by-lap stuff will be done this year for CBS by WBBM's Ken Ellington, assisted by Stan Thompson, Will. make Ellington's fifth year for the event, doing it once before for CBS, and four times for WFBM, Indianapolis.

WWJ 20% Ahead of '36

Detroit, May 25.

Detroit, May 25.

Biz at WWJ during the first 20 weeks of 10% over the orrespondin period a year ago. ure exclunetwork-biz.

Rate increases at WWJ range from 6% to 41%. Contributing factors, besides general upturn in biz everywhere, are given station's new studios and radio theatre, increase power, additions to talent staff more suitable organization.

Manny Shure Marries

Manny Shure, personal representamany Soure, personal representa-tive for the Easy was married here Saturday (22) to Ruth Guetling, non-pro. Romance started in 1931, during early part of Shuye's six-year, stretch as an RKO theatre manager

here.

Couple left Sunday (23) to take u
residence in N. Y. C.

ABIE'S IRISH ROSE "ABIE'S IRISH ROSE"
Abie-Richard Bond
Rosie-Marion Shockley
Levy-Aifred White
Pat-William Fay
Rabbi-John C. Berlin
Priest-E. J. Blunkhall
ROYAL GELATIN
Thursday, 8 p.m.
WEAF, NBC, New York

WEAF, NBC, New York

(J. Walter Thompson)
in a week for the revival of Abie.
Opening night, CBS had a sustainer.
Next night, "March of Time" gave it attention. Vallee hour offered it in brief excerpt. All of which adds up to a lot of publicity even though the excerpt as played for the cold sightless ether did not add up to lot of laughs.

Begular cast members played their

less ether did not add up to lot of laughs.
Regular cast members played their roles (slightly edited for airing) going on about 8:10 at NBC and running 10 minutes or so. That enabled the cast to make the curtain at the Little theatre.
No radio retest to only of the players, and the control of the players, and the control of the players, and the control of the professional courtery has often been plain log-rolling (as it was again between Rudy and Ethel Merman).
Bernard Gorcey, chief laugh-get-

Ethel Merman).

Bernard Goreev, chief laugh-getter of 'Able' was missing from the broadcast for the reason that he gets his laughs largely by pantomimic mugging. One or two snickers in the excerpt submitted but mostly tepid. Richard Bond as Able was the most aggressive voice on the broadcast. Others trailed off now and then. Sound level apparently didn't help.

But as a nubli its beach.

idn't help.

But as a publi ity break on the op-ranking variety hour of them all the Nichols had something. Land.

JIMMY KEMPER
With Bill Murray, Frances Woodbury, William Shelly, Manhattan
Four, Ai and Connie.
'Song Stories'
15 Mins.
Sustaining
Thursday, 6 p.m., EDST
WEAF, New York

WEAT, New York
One of the blossoms that spring
up every year when summer thins
out the commercial accounts. Sustainer shot brings Jimmy Kemper,
mildly pleasant warbler, hybrid voeal background in a variation of the
musical strength of the commercial strength of the
musical strength of the sheeping
prima donna. She deals him a hand
from the bottom of the deck, but
the film talent scout out front signs
him regardless.

the film talent scout out front signs him regardless. All routine stuff, but harmless enough for a sustainer at that hour of the day. Singing of Kemper and his satellites fills the bill. Canned applause sounds precisely like canned applause. Hobe.

LEAH PLOTKIN
'Exploring the Seven Arts'
Talk
15 Mine.—Local
WPA,
Wed., 9:45 p.m. DST
WQXR, New York
WPA is running a le

Wed, 9:45 p.m. DST
WQXR, New York
WPA is running a lofty-brow
broadcast weekly on N. Y.'s most
lofty-brow broadcaster. Exploring
dance, musie, poesy, prose, drama,
painting and sculpture, series is not
employing WPA radio talent, but
using aesthetic guests from outside.
When caught, Miss Plotkin, who
plotted series for, and is member of
WPA, stepped up herself for an uplift-the-masses minds session. A
WPA, stepped up herself for an uplift-the-masses minds session.
The proper series for the series for an uplift-the-masses minds session.
The proper series is not
the proper series

In present series there's a in thread of story with pair playing are necessary to make it significant. Demouncing the irony-tower isolation-jasts, she called for art for all the people and 'explored' the arts to attempt to prove her contentions, While not likely to win any convention of the series of the seri

J. C. FLIPPEN
With Ethel Shepard, Heien Yorke,
Rose Marie, Jimmy Brieriy and
Irving Aaronson's Orch.
Variety Variety 39 Mins.—Local BORDEN

Irving Abronson's Occasional Privage Abronson's Occasional Produced at WHN, feed to WOR, program makes passes at pretentiousness. But not enough effort has been expended on the program itself. Flippen has something for the air. Indeed he has had for some years. But lacks socko material. When caught he dished-up the same old saws; they wouldn't even have been able to crawl by muster on a splitweek in your office of the production of the production of the program of the production of the production of the production of the program at comedy from choice. With material and an apt co-worker for Flippen on the laughteying, program might rear up into importance in its sphere. Misses schepas afing the show its best moments. There is not incough contrast, however, in their voices or singing styles. Aaronson's crew is capable.

When caught tenor rierly doubling from appearance with Paul. Whiteman's orch at Loew's State, did not particularly impress. Head of the likewise, but by time her tonsilling turn came near end of program, it was already topheaven and such special production. Bert.

EVEXT WOMAN

"hat sort of talent. oth were one-shot guesters. Bert.

EVERY WOMAN'
With Kaye Brinker, Mitton Charles, Todd Hunter
Stodd Hunter
Stodd

JACK AND LORETTA CLEMENS
Songs, Patter
15 Mins.
KIRKMAN'S SOAP
2:15 p.m., EDST.
WABC-OBS, New York

Brother-sister duo were heard for a time over WABC, N. Y., solely for sponsor, but are now on CBS outlets in Albany, Boston, Buffalo, Cleveland, Syracuse, Rochester and Utica as well.

In present series there's a in thread of story with pair playing sweethearts, and announcer John Allen Wolf assisting in the situation of the series of the state of the series of the series of the state of the series of the s

PAULINE FREDERICK, PHILLIPS HOLMES

in which Miss Frederick starred on stage.
Play was not a good one, and it was a tiresome, mechanical scene from it that was used. Far overlength, its ucceeded only is dragging down level of the whole program, which had been skimming along on high level till 'Amber' was shot in near-end.
Scene had to do with young man's reconciliation with mother after twain had been separated since chap was a tot. What were primed as dramatic fireworks were smothered by heavy-booted dialog and slow Bert,

MARGERY WILSON With Leonard Barron Taiks 15 Mins. Sustaining

Talka
Sustaining
Truesday, 2:30 p.m., EDST
T

mines were reasily interested during the five minutes the statements consumed.

MIDNIGHT IN MAYFAIR With Howard Fogr's Orchestra, Joan Martin and Tom McOnolgie Massins ones, Comedy Statements of the Canadian Broadcasting Commission, is homeouse half hour of music from Montreal, with full credit to the Canadian Broadcasting Commission, is hampered by blatant attempts at English wit. It represents a new high in unfunny air clowning, Material is doubly unpalatable without benefit of visual build-up.

That moss-covered gag about the happiest days of the Canadian Broadcasting Commission, on the program, but it is dragged in again later. Even the one about a man playing, the role of a woman, relegated from burlesque usage is manhandled. Typical of how thin the funning becomes was the nifty about where is lago? He's gone to Chicago.

Howard Fogg's orchestra starts out fair enough but evinces poor spotting of the broad division aunes. Attempt to go swing in 'Oh, Say Can Iswing' is a sad try. Joan Martin looms as a radio personality, 'ff You Love Me' was her neatest contribution.

"TOMAHAWK TEALL"

Follow-Up Comment

Jack Fulton, on the CBS Wrigley five-a-week shot, is bringing it to a high level with his plenty-of-appeal voice and wise choice of numbers for the night spot. Evidently giving him more to do at the sacrifice of the poetry readings lends a better frame and a much lighter touch to program.

program.

Franklyn MacCormack, too, is doing a better job; his poetry reading done in a cleaner, man-to-man style, where, before, he had a tendency to wave it.

dency to wave it.

Wayne King 'formula' keeps clicking for Lady Esther face powder.
Riding CBS Mondays and NBC-red
Tuesdays and Wednesdays, the
lassies listen, are lulled by the glowing waltzes, and by the time Lady
Esther' speaks her piece the lassies,
in fairyland of wistfulness, are presumably quite ready to be sold
chawin tobaccy.

Waltzes conduce reveries, and in
dreams face powder is peddled. Oh,
Fudge!

"Vie and Sade," which Ivory Flakes and NBC continue to dub radio's happiest family, was caught during one of its somewhat routine work outs on last Friday (21) night discussions and the small-lown chatter never managing to reach a particularly high level of interest or intelligence. In its drawling way it seemed pretty drab stuff most of the time.

Vic was explaining in laborious detail the purpose of the 14 volumes of his Lodge Library, which he had just purchased. As Exalted Big Dipper of the Milky Way chapter of the order he was entitled to certain discounts in price for the books, subject to wairous fees and taxes, and deavoring to find out just how much the volumes cost. This went on for about the entire 15 minutes—with no definite answer to the question at the finish.

Announcer breaks all known records in unctlousness and pompous delivery.

Jimmy Fidler will have to be care-

Jimmy Fidler will have to be careful not to lower his stuff down to the fan mag and p.a. blurb status. His touching tale of how Ginger Rogers sought to have charges dropped against the youth who sent her a threatening letter, while interesting enough, was accentuated in a style that made the actress seem rather too good to be true. And his later Personality essay on the habits and manners of the Great Garbo was a bit silly, and appeared to have been clipped from some imaginative sobbie's press book.
This sort of stuff will lessen Fidler's standing with the less guilible

This sort of stuff will lessen Fider's standing with the less gullible

OUTCAST OF FOKER FLAT

With Jay Jostyn, Florence Malone, Fergy Alienby, Reid Brown, Ennice Press, Sustaining Monday, 8 p.m., DST.

WIZ-NBC, New York
Bret Harle's ramed yarn was adapted for air, and strikingly scored with original music by Wells Hively, through whose effort the radio form of Outcast retains the integrity Harte ingrained in 11—the radio form of Outcast retains the integrity Harte ingrained in 11—the malor of the striking of a sentimental meller devoid and sad little songs added much to the illusion piece created on the air. With a uniformly good cast projecting the dramatization, it turned out to be first-rate ether fare. Under less skilled handling the melodramatics would have gotten out of hand and made the story seem, a bit silly As it was, the simple proceed dignity and persuasiveness. Tragic heroics marking the finale were especially forceful.

Cast hailed from legit. Jay, Jostyn played the lead—the gambler raced out on a rail who dragged his companions down to his doom. Subordinates were fine.

Bustine Walter Freston sang the handler, Narrator William developed is companions down to his doom. Subordinates were fine.

Bustine Walter Freston sang the handler, Narrator William developed also good. But it was really the work of composer and adapter Hively who made the program.

Bert,

GENE O'HAIRE
Sports. Talks
15 Mins.—Local
KENTUCKY CLUB
T.-T.-S.; 8:45 p.m.
WGY, Schenectady
(Ruthrauf & Ryan)

(Ruthrauff & Ryan)

O'Haire succeeded Jim Healey.
Capable sportscaster but held back by an overload of advertising and an apparent agency attempt to make the program so regional that the local baseball angle is underremphasized. On first broadcast, almost five minutes' time was taken up with the plugging of Kentucky Club Tobacco, the new pocket pack, and concern's union labor policy,

(Continued on page 41) (Continued on page 41)

film fans. Incidentally, Fidler gave I Met Him in Paris' (Par) Four Bells as the best picture of the week,

I'm tans. Incidentally, Fider gave
Hall was the best picture of the week,
Hollywood Hote! Droadcast,
Friday (21) night, with Paramount;
new sophisticated comedy. I Met
Him in Paris, as the piece de resistance, was an entertaining CBS stantance, was singer-emce, went. Harwaiting the standard standard to the standard to the color,
and to the standard to the color,
and to the standard to the proceedings.

Air version of I Met Him in Paris'
used, the three leading players of the proceedings.

Air version of I Met Him in Paris'
used, the three leading players of they
hour about half of the story was conained in the air adaptation. If is a
gay yarn about an American girl in
three principals performed, they
three principals performed the
horse with finesse and, at the beginning, Louella Parson gave them a
big buildup, which included some
anedotes by the players of experiences during the filming of the Swiss
scenes at Sun Valley, Idaho.

Broadcast of film excerpt was
shorter than usual, winding up suddenly in the middle of the story, for
reasons best known to Paramount
and the ponsor, Balance of the time
was filled in with a song or two.

Maurlee Evans, working with Rudy
Vallee last week on the Royal Gela-

was filled in with a song or two.

Maurlee Evans, working with Rudy Vallee last week on the Royal Gelatine jamboree, naturally reminded of the Eddie Cantor-Leslie Howard combo. This stunt is amusing and was well done.

Vallee, coming back from London with a British accent, and British actor Evans not understanding him, was droll. Come again, requested Evans in a borrowed Dixie expression that fit the moment ideally.

Essence of such celebrity-joshing patter is its breezy sophistication of manner while sticking to broad lines of comedy, so that it doesn't go over leftfield fence.

Lucille Manners, who replaced dessics Dragonette back in February as the chief Aeminine balladist on Cities Service program, is going strong on this Friday 8 p.m. spot. Last week she opened her series of solos with an operatic tune, followed with a duet ('You Are Free') teamed up with Robert Fitzsimmen's, and then followed with 'My Little Mest of Heaven'. Tapered off with a Chinese ballad and 'Not So Long Ago.'

Chinese Danau and Ago.'
Ago.'
Miss Manners shows a well-rounded tonal quality plus finesse. She
has rugged singing competition from
Fitzsimmons.

James J. Walker, making one of his infrequent public appearances, walked away with the speaking hon-ors on an NBC broadcast of a lunch-on at the Lotus Club, commemorating the tenth anniversary of Charles A. Lindbergh's flight from New York to Paris. Same fluency of speech, crackling wit, good-natured humor, sure-fire human inferest touches and general suavity which made 'Jimmy' famous as an all-occasion talker were in evidence.

Ruth Etting whammed over several songs in snappy fashion Sunday (23) on Lee Reisman's program for Schaefer beer. Song stylist displayed her customary professional celat throughout. Hasn't been heard much lately on the air.

Reisman's music remai consistently warm-blooded. His arrangements are pips. Qualifies as a high mark on the WOR programs schedule.

Dorothy Lamour, the publicity department's big campaign of a couple of years ago, had to go into films and return to radio circuitously in order to get on an NBC network commercial. NBC in New York tried hard, photographed the gal from angles, and got her pasted u on the lockers of station engiftom Coast to Coast. But she from Coast to Coast. But she will be read to the radio of the radio of

is to go to Hollywood to get the radio.

Now Chase & Sanborn has written her into the Sunday night scripts, She's a singer and she's a straight woman, and it looks like she might get to be known for her voice as well as her appearance i skin-tight sati . Art conquers in the end.

Don Ameche sings, m.c.s. laughs it up for Chase & Sanborn. Doing a surprise on the first, credible job on the second, but overconvulsive in the giggle department. Excessive mirth from radio straights has been a fault of others before him. Build-up should stop short of incoherency. Script should also make it clear who's talking. Ameche booke in after who's talking. Amende booke in after who's talking. Amende booke in after who will be a supported by the support of the speaker.

Regional Raps Phone Rates

(Copy)

Lancaster

Mr. Paul A. Walker, Chairman Telephone Division Federal Communications Commission Washington, D. C. Dear Mr. Walker:

wasnigoti, Dear Mr. Walker:
We wish to call the attention of your department to what we consider a gross injustice and ask that you investigate the matter at your

sider a gross injustice and ask that you investigate the matter at your earliest convenience.

As of May 1, the Diamond State Telephone Company, Bell Telephone subsidiary in the State of Delaware, increased our rates for local remote broadcast lines approximately 243% for the first quartermite and approximately 44% for each additional quartermite. Using air-line measurement for mileage, which we heartily favor, instead of the old method of route measurement, radio stations are supposed to get a reduction in cost. However, the Joker now comes to light in Delaware, with a minimum charge to WDEL and WILLM of \$3 for the first quarter-mile and \$1.25 for each additional quartermile. Heretofore, the cost was \$0.87½ per quarter-mile irregardless of length of line with no minimum charge.

This means networks and larger stations using long line hauls are now receiving lower rates by air-line measurement while hundreds of stations operating in cities where most of their broadcast lines are purely local loops, a few quarters of a mile in length, ill suffer an increase in rate beyond all reason when the new rates become general.

If some companies during the recent investigation submitted new If some companies during the recent investigation submitted new schedules, using bulk costs by air-line measurements which claimed reduced line costs to broadcasters, they may have been correct about some stations, although it was never before known to hundreds of smaller stations that eventually they were expected to pay the bill. We trust your Commission will inquire into the new rate schedule for broadcast lines in Delaware and notify us accordingly.

Very truly yours.

Clair R. McCullough,
Gen. Mgr. Mason-Dixon Radio Group,

MARCH OF TIME LUXEMBOURG TEST

ime, Inc., cut two 30-min. recordings specially prepared March of Time' ether dramatizations in French for ozoning over the Coninent-covering commercial and unfettered station in the Duchy of Livemburgh.

Luxembourg.

Pair of discs will be given a whirl for reaction. Time for the two trial half-hours was not bought, the station speculating along with the

tion speculating along with the magazine company.

Two trial recordings are slightly linked up with the Time' monthly lewsreel. It is thought that if sponsorship for the French recordings is not obtained, the air rides will be continued as a ballyhoo for the newsreel released in France.

Jean Masson, program director at Radio Luxembourg, came over to the U. S. to assist in making the recordings. Andre Baruch, CBS mikeman, is the narrator for 'Le Marche du Temps.'

GREEN'S MUSIC SOLO IN HEAT FOR PACKARD

Hollywood, May 25.

Straight music will predominate the Packard show after Fred Astaire and Charles Butterworth check out June 1, Johnny Green's band is retained for the main billing, with soloing to be divided between. Turdy Wood and Buddy Blaire.

Considered unlikely that Astaire ill return to the air in the fall as he is planning a three months vacation abroad at the conclusion of his picture, which will take him into deep summer.

O'Keefe a Columnist

Walter O'Keefe, who takes Fred Allen's place for Bristol-Myers next month, has been contracted to do a daily column of topical comment for Scripps-Howard. Roy Howard handled the deal for the chain. O'Keefe makes the third radio comic doing a daily syndicate stint. Other two are Bob Burns and Ken Murray, the latter under the McNaught bannen.

Goodwin With Findale

Chicago, May 25.
Leaving desk to WBBM-Columbia
publicity department Friday (28).
Atbert R. Goodwin will take a week
off, and then join the Tom Fizdale
office.

RENE DAVIES PROGRAM

Marion's Sister Outlining \$3,500 P gram From Hollywood

Hollywood, May 25.
Rene Davies, sister of Marion, and Hearst social chatterer, is lining up a half hour radio program with Joe Cunningham and Ernie Stanton for comics and Leon Leonardi's picture.

band.

Picture stars have offered to help Picture stars have offered to help her over the first programs, but Miss Davies says she won't take anything she can't pay for, and since she can't at present pay the stars what they are worth, she plans to dig into the mi le strata of talent where the price is not so high and the routines often good.

Sponsor not set as yet, with several in the field and \$3,500 figured as the price for the ensemble for the half hour. Miss Davies plans to freeze several programs on platters to be sure her formula is right before selling or releasing.

Coast C. I. O.

(Continued from page 27)

considerable progress in the

made considerable progress in the broadcasting industry.

After a general meeting of all employes, at which vice-prexy Don E. Gilman explained their rights under the Wagner Labor Act and assured them that none would lose jobs, regardless of what union affiliations any individual or group should make, the NBCites voted to form their own protective association. make, the NBC'ites voted to form their own protective association, naming Ribbe chairman of a com-mittee which includes representa-tives of all departments. On the committee are Glenn Ticer, sales; Louise Landis, press; John Wagner, accounting; Grant Pollock, announc-ers; Dorothy Brown, program Wards

Louise Landis, press; John Wagner, accounting; Grant Pollock, announcers; Dorothy Brown, program; Ward Byron, producers; Jane Burns, hostesses. A charter was drafted Friday might and, will be voted upon by the entire membership some time this week. Board of mediators, limited to five members, has been proposed to handle dealings with the employers in place of the larger committee previously named. Hollywood employes of NBC are already taking steps to form a similar organization, it is expected that New York an icago workers may follow suit.

Other local radio employes so far have taken no steps toward organizing but are watching the progress of the NBC activities. KFRC, the Don Lée-Mutual station here, last week became the first Pacific Coast transmitter to put its technical employes on a 40-hour week. Five-year pact was signed by Lewis Allen phoyes on a 40-hour week. Five-year pact was signed by Lewis Allen Weiss, general manager of the Don Lee Broadcasting System. Weise came north from his Los Angelse headquarters to make the deal following word that the technicians had been approached by labor organizers.

Announcements of a mass meeting

office.

Is to write magazine press stories from Chicago office, and later go to hew Coast office to be opened by Fizdale,

PROCTER & GAMBLE \$4,000,000 BILLING TOO MANY EGGS IN ONE BASKET' AT NBC

Labor Issue

(Continued from page 27)

Continued from page 27)

Shepard's is the wrong kind.

Shepard, it is pointed out, has not only acted for his own stations but for stations which he does not own but merely hooks up on affiliation contracts. It all tallies into an example of editorializing by a broadcaster which many believe is awkward and di icult for radio.

Also, the idea of an advertising medium accepting paid space and then asserting the right, on an adtending column, cast doubts on the sincerity and legality of the copy in the ad is a situation without precedent.

Shepard's viewpoint of 'fight em to the last drop' condemned by one network official as 'heroic but unrealistic,' while a prominent advertising' agency partner declared: there's a right way and a wrong way to handle social pressure'.

C.I.O. cancelled the time before the skedded broadcast Stinday (22) on which John L. Lewis and Sidney. Hillman spoke. opening blast to organize textile workers of New England, C.I.O. dropped Shepard stations from its hookup and aired over a special link that embraced WPRO. Providence; WSPR, Springfield, Mass.; WCOP, Boston; WLILL, Lowell, and WORC, Worcester, Yankee stations that had been set were WAAB. Boston; WSAR, Fall River; WROD. Augusta, Me., and and WNBX, Springfield, Vt.

Lewis Natitude

Lewis 'stand was that newspapers

Lewis Attitude

Lewis Attitude

Lewis' stand was that newspapers do not announce his speeches as being in discord with their editorial policies when printing them, and consequently the C.I.O. was not going to tolerate repudiation directly prior to being ozoned. C.I.O. chief also added, 'the radio companies do not yet own the air, and it is this sort of thing which will result in legislation, if they try it.'

Though there were some rumbles that the C.I.O. planned to file formal charges against Shepard with the FCC, it looks now as if the matter will be buried.

future organizing.

future organizing.

Washington, May 25.
Feud between the Committee for Industrial Organization and management of the Yankee network over freedom of speech will not be stopped by the Federal Communications Commission. Reluctant 40 make predictions until the matter is formally before them, Broadcast Division members indicated Monday (24) they will pigeon-hole the anticipated protest on the ground of no jurisdiction.

Speaking unofficially and informally, Judge Eugene O. Sykes, broadcast branch chairman, and Governor Norman S. Case both expressed doubt there is any reason for the F.C. to intervene. On the basis of second-hand information about the nature of the alleged Yankee offense, they could not see any infraction of law or rules. Both remarked the anti-censorship clauses of the Communications Act limit their authority.

'Exclusive' Boast No Longer Important to Web Welcomes Split Appropriations of Toppers-But Fears CBS Sales Promotion Aggression

Sweet Memories

io comic who pays his exwife a percentage of his income as alimony turned down a picture offer of \$75,000 after his manager showed him that if he did take Hollywood assignment he would net less than he does from his mike income alone. As the manager had it figured, the comic, after giving the former frau her share, would have to bear the California and U. S. Government levies by himself, with the result that not only would the entire \$75,000 be gone but there would be a further clip on his radio income to meet the added federalt surtaxes as applied to his combined income.

Ife refuses to give up any portion of her split of the picture proceeds for California taxes.

Look Magazine Helps Dyer Compile 'Sensational' News

Chicago, May 25.

Chicago, May 25.

Dyer spotting a new type of program on his WCBD station here, starting this week. Tagged 'Cabbages and Kings,' it will present sensational facts about personalities in the news.

Program is compiled in conjunction with Look, picture mag, but is not sponsored by it. Ed. Roberts and Ed. Allen handling the show.

sell time to city garbage strikers after Mayor Jasper McLevy had been donated time to define admini-stration stand.

C.I.O. protested after Joseph Lopez C.I.O. protested after Joseph Lopez, station supervisor, acted under orders of John Shepard Yankee headquarters in Boston. Latter in-structed Lopez not to let atrikers buy spot, saying that C.I.O. favors 'illegal' sitdowns.

'illegal' sitdowns.

Bridgeport Herald queried F.C.C., and T. J. Slowie, secretary, answered that a broadcast station is not under a public utility obligation to accept all program material offered, and the commission has no authority to direct a station to accept any specific program. Slowie noted exception in case of legally qualified candidates for public office.

Execs of station WHN and representatives on the American Radio Telegraphists and the International Telegraphists and the International Alliance of Theatrical Stage Employers will go before an examiner of the American Relations of Second-hand information the nature of the alleged offense, they could not see raction of law or rules. Both ad the anti-censorship clauses Communications Act limit thority.

Indepent, May 25.

affirmed right of WICC to

Always leery of the precarious spot it's in when loaded up with too much business from a single source, NPC, it is understood, would like to work out an occasional sharing arrangement with CBS but it hesitates to make an approach because of Columbia's promotional habits. NBC is afraid that if it does push some part of a multiple million-dollar account CBS' way the latter will take the incident as a cue for the release of an claborate brochure heralding the claim that here's another advertiser that has seen the light.

With NBC the jittery feeling

the ctaim that nere's another advertiser that has seen the light.

With NBC the jittery feeling about having too many eggs in one basket develops every time an account concentrates its many programs that network. Though they are gratified by the 'prestige that such expansion suggests, NBC's sales heads are ever mindful of what a sock it would be to the company's billings if the account were suddenly to decide to retrench by pulling off some, if not all, the programs. One blow of this sort that NBC hasn't forgotten was the one it got when Colgate-Palmolive-Peet with a single sweep turned over all its business to Columbia, as the result of a comparatively minor

PAG Demination

P&G Demination

a comparatively minor

P4G Demination

NBC sales exces have 'made no secret of the fact that they won't mind seeing some of the Procter & Gamble business going to Columbia. This accounts' billing during 1937 is expected to go over the \$4,000,000 nark; although any set of circumstances might suddenly throw the switch the other way. Contrary to impressions held by the trade, it is now okay with NBC when such combines as General. Foods and General Motors divide their broad-casting business' between itself and Columbia. It might not be so pleased if one of these accounts passed up NBC altogether, but as long as it's allotted the major share everything would be regarded as perfectly bulanced.

There was a time that NBC's promotion department made a periodic habit of putting out statistics showing the number of accounts that have used this network exclusively, as compared to the Columbia lineup, Conditions have made that sales angle an obsolete one, with NBC now figuring that a wide variety of sponsors, with expiration dates of orientes extending over wide intervals, makes for the healthier state of affairs in the long run.

LYTELL WILL STRETCH **'VALENTINE' 16 WKS.**

ert Lytell will do 'Jimmy Valen-tine' as a 16-week serial for Edge-worth Tobacco starting on, or about June 1. Series will be recorded in 15- inute episodes for thrice weekly airing. Contract carries usual

tions. 'Valenti Valenti was a play by the late Paul Armstrong. Lytell who di it as a silent picture for Metro will carry the radio version beyond the Blackett, Sample &

Stanley Takes Summer Spot as Cantor's 'Nephew'

Hollywood, May 25.
Eddie Stanley holds down the comedy spot on the Texaco summer show in the absence of Eddie Cantor, who will devote most of his vacation to picture making. He draws the tag of Cantor's nephew.
Solosits on the show will be Igor Gorin, Ella Logan and possibly Pinky Tomlin. Jacques Renard's ork sticks through the summer as do Jimmy Wallington and Helen Troy.

Clocking Air Laughs

McCann-Erickson Checks Giggles Vs. Survey; Results Called Accurate

Hollywood May 25. McCann-Erickson agency exec ere have it all doped out how many laughs pile up on a Twin Star broad

cuiter, has polled the figures against those issued by Cooperative Analysis of Broadcasting. In a month where the laugh count diminished the the laugh count diministration of the laugh count dropped commensurately. It worked the other way around, too.

laughs pile up on a Twin Star broadcast, which has Hélen Broderick and ately. It worked the other way live tor Moore in the comedy spot. Two members of the firm sit in their individual homes and check them off as they issue through their sets.

Laughs are catalogued in two brackets—just plain ones and hearty or belly laughs. When the final count is made it represents a pooling of all manner of chuckling. Pointing out its accuracy, Jack Hasty, producer of the National Bistics are not enjoyed by dialers.

Laughs are catalogued in two brackets—just plain ones and hearty were clocked on the checker's own to represent the reaction and does not represent the transport of the audience. He pointed out that the latter would be misleading to Jimmy Wallington and Helen Troy.

WIRD, Tuscaloosa, has new program directress, Wilhelmina Quarles, and chief mikeman, Gerald Little.

Use Radio Advertising in Organizing **Trade Association of Sheep Ranchers**

VARIETY

Associated Wool Industri has taken to the air to sell sheep r nchers in the Rocky Mountain sector on the idea of contributing funds for the promotion of their product. It is the first time that broadcasting has been used for a purpose of this sort. Minute announcements ich the AWI has started to place on western stations through Lambert & Feasley seek to tell the ranchers why they should not only ally themselves with the campaign but consent to a proposed method of getting their financial support.

cial support.

What the AWI would like to have let do is impose a What the AWI would like to have the ranchers let do is impose a loc. fee on every bag of wool which they sell during the coming shearing season. Buyer of the wool would do the deducting and relay the money direct to the association. This arrangement would be similar to the checkoff system which prevails between certai industrial employers and labor unions. AWI figures on using between 12 and 15 stations in the sheep ranch area.

Efrem Zimbalist and Jack Heller, fellow guestees for Ben Bernie, June 1. Set by Frere Herman.

Tom Sabin's Service

Thomas G. in, one-time Nev England sales manager for NBC and recently radi

Republican Party during last au-tumn's Presidential campaign, has, formed an ether advertising and con-sultant, service.

Idea is to lend aid to agencies and advertisers in plotting programs and buying time.

'Epic of America' Cuffo to **WPA Offered to Networks**

WPA rollered to Networks
WPA radio project is propositioning CBS and NBC for time to air
a series dramatized from James Truslow Adams' ic of America, historical tome.
Author gave the government his
piece for air use free, with the stipulations that he must ok, scripts prepared, by WPA writers and that
"Stick" would gat to less the must ok.

lations that he must one street pared by WPA writers and that Epics' would get no less than major network spreading.

Piece has been air-conditioned and is now being lamped by Adams for

Police Cards to Radio

Philadelphi May 25.
Mayor has granted radio men here police cards similar to those used by news reporters for passing police and fire lines. Issuance will be carefully restricted to about 50 announcers and engineers who may need cards on assignment.
Identification pieces drawn by immy Allen, program director of WIP.

Emil Brisacher, 'Frisco, Sets 13 Station Campaign

San Francisco, May 25. stations from

coast, Gantner & Mattern Co. of San Francisco is employing radio for the first time to conduct a two-week test

first time to conduct a two-week test campai on behalf of Wickies (swi ing trunks). Firm is spotting announcements just before or after boys programs, ing the blurbs with current magazine and newspaper ads:
Stations signed through Emil Brisacher & Staff, San Francisco, for the campaign are KFRC, San Francisco, KRIX, Hollywood; WFAA, Dallas; WUR, New Orleans; KSD, t. Louis; WJR, Detroit; WSB, Atlanta, WGN, Chicago; WGAR, Cleveland; WORN, Chicago; WGAR, Cleveland; WORN, Chey MCR, New York, and WCAU, Philadelphia.

In the last

Sold 65% more Fords using KOA"..."We've had outstanding success with items advertised on KOA"

"We plan to continue on KOA for many years to come." These are the things advertisers say! KOA-covers a potential market of 275,500 families. In programs and power KOA is TOPS!

Canada Building Two 50,000-Watt Stations for 16-Hour Operation

Joy Heads KHJ Programs

Los Angeles, May 25.

Jack Joy, for seven years production manager and musical director at KFWB, has been named program director at KHW. He moves into the spot vacated two months ago by the resignation of Don Bernard, now freelancing in production.

Prior to his radio affiliation, Joy was a stage producer and created many tableaux and prologs on the coast. While at KFWB he is credited with building the first radio shows around film names.

Charles Bulotti, , who has been pinch hitting producti continues as supervisor of studio activiti

WDAS Opens Up Negro Market for Itself

Philadelphi, May 25.
WDAS, Philadelphia, has developed into the first local outlet making a direct appeal to colored listeners. Station's prez, A. W. Dannensum, cottoned to the policy of devoting hours of special entertainment to this race after a 1930 U. S. Census report revealed to him that 225,000 of Philip's 2,000,000 population are colored.

Although Dannenbaum soon found that there was little chance of getting any business from colored merchants themselves, he learned that there were a large number of white merchants who were anxious to get to the colored listener's ear. Dannenbaum's preliminary inquiry also disclosed that there is an intense loyalty among the race and that they will patronize advertisers who give them the programs they want.

Station is now carrying four shows

who give them the programs they want.

Station is now carrying four shows aimed at this trade, three of them sponsored. Liberal Store, credit clothiers, has an hour's program Sunday afternoon and is directed at a higher cultural level, with colored choruses, soloists and civic speakers. Other underwriter of colored shows on the stations is Moskin Credit Clothiers, a daily half hour of waxed band music and news about the race. Station picks up Negro bands from local niteries between 11 p.m. and midnight, using colored announcers.

MEXICO'S SCRIPT HUNT

Prizes from \$56 to \$7.25 Offered for Radio Material

Mexico City, May 25. Mexico City, May 25.

Eager to put Mexico on the map as a broadcaster, the National Revolutionary Party, the incumbent politicians, is staging a contest to bring forth good scripts. Contest closes July 15. Foreign as well as native authors resident in Mexico may submit and there are no restrictions on subject matter. Sole proviso is that material be in good taste and not offend manners, or religious beliefs. Scripts must be gauged to a minimum of 15 minutes and a maximum of 45. minutes of 45 minutes time. Six cash prizes, scaled from \$56 to \$7.25, are

Barry Bingham Honored

Barry Bingham, youthfu, ublisher of Courier-Journal & Times, and owner of radio station WHAS, has been awarded gold medal for outstanding public service by Junior Chamber of Commerce. Presentation was originally scheduled during January, but floor crisis caused postponement until May 19.

Bingham's father is Robert W. Bingham, U. S. ambassador to Great Britain.

Fredericka Millet Joins Fergason & Aston in N.Y.

r cigason & Aston in N.Y.
Fredericka Millet joins Fergason & Aston, station reps, next week. She will act as executive assistant to Pete Wasser, of the New York office.
Miss Millet was Bob Berger's assistant at National Democratic head-quarters during campaign. New move puts her on other side of the time-buying fence.

Montreal, May 25.
Government-controlled Canadian Broadcasting Corp, will start the erection of two 50,000-watt stations, one in Montreal and the other in Toronto, June 1. Additional high-powered stations are anticipated Maritimes and in the Rockies, it carried out, ill give the Dominion its first cross-country link of 50-kilowatters.

Also proposed by the CBC is the construction of a high-powered shortwave station, which will provide for the transmitting of Canadian programs to Europe. Large increase of the United Kingdom is planned. It is expected that the two new 50,000-watt stations will be in operation by Oct. 1, with each scheduled to go, 16 hours daily. Each station will be equipped with a 600-foot radiating tower.

Bi-Lingual

New stations will not in any way displace CRCM. Montreal and CRCT.

will be equipped with a 600-foot radiating tower.

Bi-Lingual

New stations will not in any way displace CRCM, Montreal, and CRCT, Toronto, with the latter continuing to operate under present policies. To meet the complaints of French-Canadian listeners that they were being slighted on French language programs it is planned to have a division of French and English programs between the two new outlets so that there will be programs in both languages on the air simultaneously.

One of the chief drawbacks to Canadian broadcasting, it was pointed out, has been that 40% of the total revenue derived from set licensing, has been consumed by leased wire charges, the two Trans-Canadarailway systems and the telephone monopoly being held responsible for this situation. New agreements are now being negotiated between the government and the monopoly-holders whereby this disproportionale operating cost will be reduced, particularly in view of the CBC's intention to be on the air 16 hours daily.

With regard to censorship, the only positive ban will be anything sugestive of an attack on race or religion, but it will be the policy of the CBC to encourage a fair representation of controversial questions. There will be a complete ban on birth control propaganda, nor will politicians be permitted to make personal attacks on opponents.

PARENTS MAG INVITED TO ADVERTISE ON CUFF

Parent's magazine has come into a self-promotional air program gratis quite without any suggestion or idea for stunt from the publication. WOR asked mag if it would tien for a weekly (Tuesdays, noon) quarter-hour in which perplexities of parents raising children would be threshed out. All mag had to do was supply the expert opinion on queries submitted by public; in return got credit fore, aft and during the programs.

credit fore, aft and during the programs.
Five other broadcasters linked on the Mutual net heard of program and asked it be shipped 'em, they also willing to cuffo the time. So now WAAB, Boston; KWK, Louis; CKLW, Windsor Detroit; KHJ, Los Angeles, and KBIX, Muskogee, Okla, have joined in giving the publication a scot-free commercial blurbing.

WMBG STAYS AS IS

Furgason & Aston Retains Sales Representation

WMBG, Richmond, remai

wands, Richmond, remai forgason & Aston Jist, Station talking a shift of national sales rep-resentation to John Blair & Co. After Bob Mitchell, WMBG's com-mercial mgr., got'home from New York last week it was decided to let the relationshi with F & A stay as is.

Arnoux WRTD Boss, Too

Norfolk, Va., May 25.

Campbell Arnoux, general mgr of WTAR, takes similar title for WRTD, Richmond, with Ovelton Maxey, sales mgr of KBTM, Danville, as resident manager of the new station. David Bain, of WTAL. Tallahassee, Fla., forms technical staff.

Staff.
Opening of station set for June 27.
transmitter is to be on Belle Island.
James River. Pent house studi
Richmond city.



I WAX WORKS FIGHT BAC

N. Y. Local on Transcriptions

Executive board of Local 802 meets this afternoon (Wednesday) to draw up a resolution on the transcription issue for introduction at the convention of the American Federation of Musicians at Louis-ville next month. Indications are that the local will declare itself: as favoring the imposition of drastic regulations on the transcription i dustry, affecting both commercial and sustaining discs.

One faction on the Local 802 board is strongly disposed toward the adoption on a national scale of the Chicago local rule which restricts the broadcasting of Chicago-made commercial transcriptions to those spots where the local union has decided whether to let the disc go through as is or compel the station to engage a standy man for every musician used in the transcription. Another coterie on the board would prefer to raise the scale on transcription recording so high that it would be cheaper for the commercial to hire local musicians.

musicians.

Another resolution which the board is slated to pass on is that concerning the adoption by the convention of a national scale for network broadcasts regardless of the program's ori inating source.

KIDS DUCK SCHOOL. SO NBC FIXES THAT

San Francisco, May

To obviate further squawks from the local Bureau of Permits because of irregular school attendance by some 15 juve actors on the NBC staff, rehearsal time of the S & W Junior News on Wednesdays and

Junior News on Wednesdays and Fridays is being changed this from 3:00 to 3:45 p.m. PST.
According to the complaint made to NBC by the Bureau, boys and girls used on these programs, which are produced by the Botsford, Constantine & Gardner agency, frequently took the afternoon off whenever they were called for a broadcast. Rather than risk the disapproval of school authorities or become involved in red tape by seeking special permits for these young sters to cut classes, NBC excess ar-

PAGING EDGAR DUDLEY

KDB, Santa Barbara, Wants Station to Report His Whereabouts

Santa Barbara, May 25 Santa Barbara, May 25.

Don Hastings, manager of KDB, wants to hear from any stations contacted by Edgar Dudley, Latter has a book entitled 'Racket-Ridden America' and seeks to make tie-ups through local stations.

Dudley sells his book to organiza-

TRANSCRIPTIONS TOSS OUT MUSIC

Disc Houses Seek to Destroy Petrillo's Propaganda Advantage of 'I Increased Employment' Slogan at A. F. of M. Convention

AVOIDANCE

icago, May 25.

Chicago recorders and recording studios have embarked on a policy of what amounts to a tacit boycott of the Chicago Federation of Musicians.
This general boycott follows the campaign of musicians union president James C. Petrillo against re-

Employment of members of Chi-Employment of members of Chicago musicians union has been curtailed by the recorders in every way, possible. Not only are they trying to strip the musicians from shows now current, but are even sidestepping platterizing contracts which call for the use of uni ized music-makers. They have in several instances turned down such coitracts from important advertisers, rather than be forced into a position where they would have have to go to the Chicago Federation of Musi ians to obtain permission to make these records.

Behind this boycott of musicians is the decision of the local recording offices to keep as much ammunition

(Continued on page 51)

Atlantic Ref. Football Budget for 1937 Expected to Exceed \$300,000

Dummy Too Fresh

Despite the avalanche of printed and palavered comment on Edgar Bergen's ventrilo-quistic act on the air, there are evidently many who still be-lieve 'Charlie MacCarthy' is ac-tually a living 12-year-young

boy. Hinterland stations carrying Bergen on the new Chase & Hinterland stations carrying Bergen on the new Chase & Sanborn Sunday night spread over NBC-red found trickle of complaints flowing in from benighted dialers that 'MacCarthy' was talking too fresh for so young a boy to the femmes on program.

On the recent (23) program an announcement distinctly drove home fact, that Bergen does both voices.

KMA, Shenandoah Sends

18-Person Unit on Tour
Shenandoah, Ia., May 25.
KMA's Barn Dance, with the
troupe numbering 18 persons, has
been routed for a personal appearance tour under the direction of
Howard Chamberlain, who was formerly with WLS' (Chicago) National Barn Dance. KMA contingent
will play several spots under American Legion sponsorship and broadcast direct from the stages of its various stands.
Where it can be arranged the
leading citizens of the town will be
invited to put on a 15 to 30-minute
boosters' program.

Atlantic ing, which last year topped all sponsors of football, will hurdle its own record this autumn. In '36 it is estimated fuel firm spent around \$260,000 on time and fees to the colleges for broadcast rights to the 110 games bankrolled. According to present plans Atlantic will swarm way over the \$300,000 figure coming autumn.

Last season, sponsor started contacting rather late, and since field was limited to the Atlantic seaboard where the product is peddled, colleges lined up were Pitt, Penn, Temple, Franklin & Marshall, U. of Va., Duke, Georgia, Yale, Cornell, Western Maryland, Maryland, Dartmouth, Syracuse, Holy Cross, Delaware and Lafoyette.

Earlier Approach

Lafayette.

Earlier Approach

This year advances are going to be made much earlier, and it is thought likely that a flock of southern institutions, which have heretofore coldly snubbed sponsored and, in many institutions to the control of the con

snubbed sponsored and, in many instances sustaining, grid broadcasts, will be brought to heel.

Pro outfits' owners have put feelers out to the N. W. Ayer agency, which spots Atlantic's biz, figuring account might be interested in their Sunday contests. Sponsor, however, has notified agency that it intends to bankroll only the college tilts.

Lauder Spurns Coin

Hollywood, May 25.
Harry Lauder declined guest shot
on Eddie Cantor program for Texaco.
Scot won't work on Sundays for

More Philadelphians Listen To This Station Than To Any Other . . . Local or Otherwise

"There's a Reason"*

50,000 WATTS

PHILADELPHIA

*Thank You, Grape Nuts !

ONE ASCAP FACTION WANTS TO COMPEL NEBR. STATIONS TO LICENSE DIRECTLY

Would Force Broadcasters to Deal with Individual rights from all such sources that particular program could not be cleared over the Nebraska station without the latter violating the fed-Copyright Owners - Likely, However, ASCAP Will Take Defense to Federal Courts

Board of directors of the American Society of Composers, Authors and Publishers is considering a proposal to suspend licensing operations immediately in Nebraska and to inform the Nebraska broadcasters that they will have to deal directly with the individual copyright owners. Although the Society doesn't take over \$20,000 a year out of Nebraska house favoring this bit of strategy hold that the drastic withdrawal of wholesale rights from music users in that state, would serve to Impress ASCAP opposition, throughout the country with the impracticability and costlines of their efforts. A statute barring ASCAP from functioning in Nebraska became effective two weeks ago.

Under the procedure advocated on

country with the impracticability and some source. A Nuisance with Walter O'Keefe for the Bristottoning in Nebraska became effective two weeks ago.

Under the procedure advocated on the ASCAP board, the society would first turn back the power of licensing to each of its members as far as that power affects Nebraska, and then

eral coprright law.

Despite the numerous arguments that have been advanced in favor that have been advanced in favor of this strategy, predominant opin-ion on the ASCAP board is for figh-ing the anti-ASCAP pieces of state legislation in the federal courts and for having each local act vacated by decision of such tribunals.

Hollywood Radio Script Writers Due in New York

Pete Peterson and Jack Van Nos trum, who did a goodly part of the writi on the Packard show, are due in New York from Hollywood next week to discuss an alignmen with Walter O'Keefe for the Bristol Myers show on NBC Wednesday nights.

Inside Stuff—Radio

With some 500 in attendance, the RCA-Victor dealers' two-day convention held at the Drake last week did some heavy cheering at the talk they received from David Sarnoff, and an announcement that advertising budgets were to be increased for the coming season.

Appropriation for disc records, recording attachments, and combo phonograph-radiog will be upped about 25%, business in that line showing life; and, for the first time in three years, RCA is going on a national newspaper ad campaign on its own. During past seasons has done only co-operative advertising with dealers.

New campaign will use some 200 newspapers, plus fortni in Saturday Evening Post; and every third week in Collier's.

Line-up of speakers beside David Sarnoff heard by the convention were mostly executives from Camden office, and included H. C. Boning, general sales manager; D. C. Richardson, record sales; Thomas F. Joyce, adverting manager; Vance Woodcox, sales manager; D. Wallerstein, in charge of record sales, and E. C. Cahill, manager service division.

Harry R. Luce, of Time and Life mags, and William S. Paley of CBS, were directed Friday (21) to appear in N. Y. Supreme Court for examination before trial of the \$100,000 libel suit brought by Dr. Harold M. Hays over a March of Time broadcast of Feb. 4.

Dr. Hays avers that he had consented to the defendants using his views on ambulance chasing and split-fee physicians, but with the understanding that his name was not to be mentioned during the broadcast. Instead, he claims, his name was mentioned three times and an actor impersonated him in translating his comments. He claims that as a result he has been held up to ri icule and his rep has been damaged.

rrin Dunlop, Jr., marked 15 years of his radio department in the New York Times by itemizing salient events since 1922 in radio history. Of some 60 dates cited, one-third concerned television. This reemphasized Dunlop's procecupation with television, a subject to which the Times has devoted enormous quantities of printer's ink, although most dopesters see television as remote and uncertain in scope when it does arrive. Dunlop is tops in prestige among the radio editors and takes his profession, naturally a new one, very seriously. His partiality to television and the British Broadcasting System, however, has puzzled many.

Mutual network deems its most successful program to date the Sunday afternooner for Varaday of Vienna, featuring Ted Weems' orch. Program has been going for two years now and the sales promotion dept. of MBS has been beseeching sponsor for some dope on his sales, etc., that may be included in a brochure on 'success story' slant to be thrown around in the trade circles. MBS' sales promotion lads have hit a snag in that Varaday absolutely refuses to give any info at all.

Varaday has lately added wax series of 15-mi programs spottin on small indie stations.

Lone Ranger' script serial, fed out of Detroit's WXYZ as a commercial to the Don Lee net of ten stations linked with the Mutual web, is available to other Mutual affiliates west of the Sippi as a sustainer with commercial copy cut.

Most of the small-town stations are carrying the program sans bank-rolling. Ranger' spongaged by Cordon Bakeries, after gratting asstern

nercial copy cut.

Most of the small-town stations are carrying the program sans bankolling. 'Ranger,' sponsored by Gordon Bakeries, after getting eastern
ide earlier in eveni , is shot west at 11:30 p. m. EDST, for its half-hour

Announcements in four languages are being used by CBS on its short-wave station W2XE. Recorded, the spiels are in English, French, German and Spanish.

Not permited by the FCC to carry sponsored programs, W2XE in the evenings short-waves abroad and to South America the regular commercials picked off CBS' cog WABC, N. Y. Those bankrolling the periods get W2XE ride free, however. Short-waver uses the commercials because of good program material.

President Roosevelt is apprised in advance of the various subjects that his wife has scheduled for airing on the series that she is doing on NBC for Pond's Cold Cream. The arrangement does not in any sense assume the complexion of censorship, nor is it a precaution against Mrs. Roosevelt's speaking out of turn. President just wants to make certain that the topics are kept in the right sphere and that what is broadcast doesn't leave itself open to twisting and spoofing by the administration's foes.

Ed Jerome recently told an interesting story about losing his voice at the age of 18 while singing 'Carmen' before a crowded opera house in Paris, about turning to pantomining and clowning in Europe, and about the sudden regaining of his speaking voice, for a career as a radio actor, on 'We, the People,' broadcast over the NBC blue Sunday afternoon. His friend, Philips Lord, conductor of program, introduced Jerome without mentioning the name.

NBC's Chicago end is relaxing considerably in its ruling restricting the number of vocals on sustaining orchestra remote pickups to four numbers every 30 minutes. Some of the bands are getting away with more than four vocals, demonstrating to the network's satisfaction that they can't present a good show under the restriction. Bob Crosby orchestra in addition to the Henry Busse band have been able to get more vocals on their shows.

WPA radio project has permission from Hallie Flanagan, chief of Federal Theatre Project, to buy four scripts a week at \$25 each from sources outside project's rolls. In past there were several instances when the 12 scripters assigned to unit did not get up enough copy for the seven-a-week shows project has spotted on indie stations in N. Y., and it proved necessary to appeal to the outside for material to carry out commitments.

L. Wilson, president of WCKY, celebrated his birthday anniversary Thursday (20). Staff presented him with 46 American beauty roses and card reading: To the best boss in the world.'

At same time L. B. received word that the new RCA transmitter for his station will be shipped June 9 and set up for operation by July 1. It will care for WCKY power boost from 5,000 to 10,000 watts.

Mary Livingston, ibber McGee and Molly reported in at Paramount last week for 'This Way, Please.' Also featured are Buddy Rogers, Shirley Ross and Ned Sparks.

Fibber McGee and Molly will play themselves while Miss Livingston (Mrs. Jack Benny) will be an usherette.

Reported that there is considerable agitation among announcers at WCFL, Chicago American Federation of Labor station, because they're not on a five-day week as other stations' men are. Present schedule is for six days of six hours, while others work men 40 hours in five days.

Lucio Villegas, waxing 'Echoes of Hollywood,' has struck a deal with picture studios whereby he is given use of sound tracks in exchange for picture plugs. Platters are distributed through South America. Villegas uses a chatter routine with interludes of production music on the spinners.

When the North Carolina board of conservation and development met it Raleigh the other day to hear 24 advertising agencies present their bids (Continued on page 38)

OVER THE COUNTER



OOD manufacturers can count on that many retail outlets in WTAM's airea—the entire Cleveland Chamber of Commerce retail trading area which includes 42 major markets in Northern Ohio and Western Pennsylvania. This intensive coverage exwhy distributors of goods of all kinds insist on WTAM when broadcast advertising is being scheduled.

A Basic Red Network Stati programmed and represented by NBC





Radio Directory

VARIETY RADIO DIRECTORY will afford direct entry to all radio executives because of its invaluable information.

An excellent media for advertising is one that, of necessity, is consistently referred to by those in charge of radio for sponsors, agencies, and press. Such is VARIETY RADIO DIRECTORY

Offering every radio station the opportunity of placing its message in a special section dealing with its own state.

Price per Full Page: \$125. Half Page: \$65. Quarter Page: \$35.

To be issued in July. Forms close in three weeks. We urge immediate inquiry.

Price per copy: \$5

Investigation-Minded Congressmen Keep Agitation Simmering; Focus Attention on Temporary Grants'

experimental

ises permitting extra wattage and frequency-trespassing looms as aftermath of Congressional enmity toward the Federal Communications Commission and the broadcasti

36

Although the lid has been kept on, resumption of warfare between legislators and regulators has centered around special privileges for fair-haired license-holders. Commish currently is surveying activi-ties of experimenters in response to prodding by lawmakers who are clamoring for inquisition of both the F.C.C. and the biz.

clamoring for inquistion or both the F.C.C. and the biz.

With the Commish stalling on new allocation policies, investigation-minded Congressmen have raised the question why 'temporary grants' should remain in effect year after year. Broadcast divisionites are jittery in the face of smoke signals from Capitol Hill.

Foreshadowing revitalized drive to obtain authority for special radio quiz, leaders of anti-broadcast bloc in the House of Representatives are studying a special report on the status of experimenters compiled by Andrew D. Ring, assistant chief engineer, and forwarded to Congress

with the Commish stalling on new ider which fair-haired broadcasters are using more duice than the rules allow or are occupying frequencies in violation of regulations.

Poed Grants

Review prepared by Ring showed that special grants for the following stations now are dead:

WMEC, WJZ, WEAN, KFHM, WMEC, WORE, WILL, KATA, WJAR, WFLA-WSLO, WILL, KATA, WJAR, WFLA-WSLO, WILL, KPRC, KSD, KTRH, WFEA, WTFL, WFEA, WTFLA-WSLO, WEBC, and KXA.

by Commissioner
Info will be used on the House floor to attract new interest i

nery currently slumbering in the House Rules committeeroom.

mitteeroom.

Lawmakers complain privately that the F.C.C. not only is ducking the issue but is trying to mislead Congress. Ring report failed to cover present holders of experimental permits, listing only stations whose special privileges have expired. This was not in accord with expectations at the Capitol. Inquirers looked for a statement that during intervening months the Commish has snatched back papers under which fair-haired broadcasters are using more juice than the rules allow or are occupying frequencies in violation of regulations.

Prof. Studies Air News

Chicago, May 25,
Using WIND as a laboratory,
Prof. Charles Laurel Allen, of
Illinois University, is experimenting with news broadcasts,
prior to teaching a course next
fall.
Put in about

Put in charge of the Ralph Atlass station news flashes one day a week, and is outlining course along with Al Hollander, WIND news editor,

WREN PURCHASE BY K. C. STAR **RAPPED**

Washington, May 25.

Expansion of the Kansas ity Star's radio holdings was jeopardized last week when Examiner George H. Hill, in response to rampant anti-monopoly sentiment, urged the Federal Communications Commission to nix rag's plan to buy WKEN.

On the ground the transaction would give a single group the tochold on both printed and aired advertising, Hill said the deal should be cold-shouldered. Added objection was the \$295,000 purchase price, which the examiner believed was excessive, since the value of the physical property is substantially under \$100,000.

Report bore a close resemblance

excessive, since the value of the physical property is substantially under; \$100,000.

Report bore a close resemblance to the dissenting opinion of Commissioner Irvin Stewart in the El Paso Times case where objection was made to concentrating control of radio and press in the hands of one faction. While Hill did not refer to this document, his conclusions stressed points almost identical with the reasons Stewart cited in balking at the Texas sheefs request for permission to set up a 100-watter in atom where the press is on the ropes and advertising volume is slim. Indicating the hard-boiled attitude which lately has characterized the Commish, Illi said in his findings that 'the result of granting the requested authority would be a step in the direction of monopoly—would place in the hands of the largest message in Kanasa City two of the largest stations now serving this area and would remove from the Kanasa City area a formidable competitor.' Star owns WDAF.

Cash aspects of the deal also did

Gov. of Minnesota Urges WTCN Get Green Light On Wavelength Exchange

Washington, May 28.

Reopening of the Minnesota cases, involving frequency changes for WLB. Minnespoits and WCAI, Northfield, to make possible full-time operation by WTCN, Minnespoits, was ordered by the Federal Communications Commission last week in response to appeals from Governor Elmer Bensoin.

While the hearing

while the hearing formally concluded nearly three weeks ago, the Broadcast Division directed the record to be held open until June 21 in order that the state exec can testify. Benson is expected to urge the Commish to approve applications, which involve shitting the two college-owned transmitters, WLB and WCAL, to the 760 channel used by WJZ, and giving WTCN hours on 1250 which the pedagogs now employ.

1250 which the pedagogs now employ.

Governor Benson's entry into the picture makes the case one of the most political cases ever considered. Previously the two Senators, Ernest Lundeen and Henrik Shipstead, Farmer-Laborites, had backed up the proposed shifts, despite feuds between the newspapers which own WTCN and the party to which the state exec and the two solons between the two solons between the messpapers of the two solons between the two solons be

CBS-WOAI Deal Thrown for New Loss by Commish

Washington, May 25 Washington, May 25.
Revival of the Columbia-WOAI
deal was barred for at least a year.
when the Federal Communications
Commission last week refused to
allow the web to without
prejudice the stymied application
for consent to acquire the San Antonio transmitter for \$825,000.

tonio transmitter for \$825,000.

While all parties insist the deal is dead, the Commish turned down a proposal which would enable CBS and Hugh Halff to come back at the end of the year and make another attempt to shift control of the plant. As things stand, no transacion can be engineered until next summer at the earliest. the earliest.

the earliest.

Stopper was In the form of a decision to allow retraction of the papers bearing a with-prejudice tag. Under the rules, no denied application or plea taken back under such circumstances. can be resubmitted until 12 months expire. A normal withdrawal, without any prejudicial stamp, can be filed agai ithin six months.

Although web people expected the Commish would be lenient, the Broadcast Division agreed imously to apply the paddle in view of the headaches which were attributed to the complicated WOAI maneuvers.

Marcus Bartlett, musical director of WSB, Atlanta, who finds time for educational pursuits at Emory U, has been elected president of Alpha Epsilon Upsilon, junior college honorary scholastic fraternity.



ENTERTAINMENT IN THE NEWS

News is indispensable to radio.

But radio now demands more than merely "news" out of the news. Radio newscasting must also entertain and do a selling job.

VanCronkhite Associates, Inc., announce two outstanding news features which are newsy-which entertain—which will do a selling job:

"THE NEWS OF THE WEEK"

A once-a-week, 15-minute newscast, graphically recounting the dramatic highlights of the week's

It is an ideal local program for Sunday morning or Saturday night.

It is expertly written for radio by one of America's best known news commentators.

It requires only one announcer for production. It is a tested program, yet it is amazingly inex-

It is instantly sponsorable!

2. "HEROES OF THE WEEK"

A once-a-week, 15-minute broadcast, summarizing the past week's thrilling and authentic deeds of heroism the world over.

Everyone thrills to hear the "inside" of man-kind's heroism.

It requires only one announcer for production. It is amazingly inexpensive.

It will do a whale of job for an advertiser.

Write or Wire

VanCronkhite Associates

360 North Michigan Avenue, Chicago State 6088-6040

"Radio's Only News Counsellors"

BARRY McKINLEY

Manage NBC ARTISTS' BUREAU GRIFFIN "ALL-WITE"

"TIC TOC REVUE"

WJZ AND NBC-BLUE NETWORK Monday 7-7:30 P.M., E.D.S.T.

JAMES L. SAPHIER

Thanks to Griffin Manufacturing Co. and

Birmingham, Castleman & Pie

R LAWYERS ON THE SPO

Rule Book Prominent at F.C.C.

Washington, May 25.

Federal Communications Commissioners are pulling the rule book on potential broadcasters. Apparently because congressmen are paying so much attention to commish activities, applicants must provide conclusive proof they have not violated anti-monopoly clauses of the communications act.

In recent weeks, F. C. C. examiners have laid considerable stress on the previous interests in broadcasting of candidates for franchises. Several reports have pointed out that the applicant never has been accused or convicted of infringing on anti-trust laws. In other cases, ventilators have given lengthy resume of the other broadcast connections of seekers for new-station papers.

Reason is that the law specifies that 'all laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade apply to broadcast pleas. Congressmen have been claiming that F. C. Chas encouraged monopoly by permitting chains to expand and ambitious indies to grab off stations by the handful.

F. C. C. BAR ASS'N Examiners Bramhall, Hill **CONDEMNS** PULL'

Washington, May 25.

Washington, May. 25.
Radio lawyers who profess to have inside tracks in and around the Federal Communications Commission were condemned yesterday (Monday), when the executive committee of the Communications' Bar Association adopted an amendment to the canons of ethics outlawing client-solicitation with vain claims of political and personal influence.

Amendment specifically chiede legal-lights who are reported to have fold applicants they can promise results via their prior employment by the FCC, or through personal contacts.

Notable for Going Into **Economics of Radio**

Washington, May 25.
conomics of broadcasting are getting growing attention from the Federal Communications Commission. Particularly true of examiners, who in recent weeks have gone into considerable detail on occasions discussing the dollars-and-cents effect of station sale, juice jumps, new transmitters, and similar changes in the business end.
Notable leaders in the movement to touch economic factors are Examiners John P. Bramhall and George H. Hill. In the intricate WMEX case, former concluded on basis of data about rates and volume of business that huge wattage rise would not injure competitors while Hill in the WREN-Kansas City Star sale report averred that transfer was undesirable in view of some of the probable economic consequences.

SEGAL-SMITH DUO

Accused of Setting Up Trouble-Making Dummy Corporation and Offside Substitution of Documents

31 DAYS TO FILE

Washington, May 25.
isbarment of radio attorneys
isomed this week as Federal Communications Commission probe into
irregularities in handling of broadcast applications neared a climax.
Accusation of unethical practices
was directed at Paul M. Segal and
George S. Smith, prominent radio
law firm. law firm.

George S. Smith, prominent, radio law firm.

Acting unanimously upon recommendation of special investigating committee headed by Commissioner George Henry Payne, the F.C.C. gave Segal-Smith team 31 days to show cause why they should not be suspended or barred from further appearance in radio matters as punishment for causing a dummy corporation to complicate broadcast squabbles and for tampering with papers in official dockets.

Declining to reveal his plans to meet the charges, Segal promptly issued a statement forecasting his vincitation and defending his past conduct. Rejoinder, contained an indirect dig at the Commish, with attorney saying he waited three weeks for notice of a time to appear before the probers.

fore the probers.

'Both Smith and I are confident (Continued on page 49)

'SHOW CAUSE' FOR F.C C. Suspicious of Segal-Smith **Unopposed Petition to Sell KFXR**

Washington, May 25.
Sale of KFKR, Oklahoma City, to a syndicate of local business men hangs in the balance following precedent-setting action by the Federal Communications Commission on unopposed petition for license renewal and permit to transfer the franchise.

Ventilation of the past activities of the station and further study of the transaction has been decreed by the Broadcast Division in a unique proceeding where the Commish law department, suggested close attention should be paid to the applications, which Examiner Robert L Irwin recently recommended should be granted. Case comes up for oral argument before the division June 10.

Although the examiner upged applications are the second process of the second pro

argument before the division June 10.

Although the examiner urged approval of the petitions, the Broadcast Division trio ordered lawyers in the case to stand quizzing whether provisions of the Communications Act against franchise-traficking have been violated. Irwin reported that record of operations presents close question whether the tastute has been obeyed, attorney to Exchange Avenue Baptist Church, nominal licensee, is Elmer W. Prait, former Commish examiner, while counsel for prospective buyers are Paul M. Segal and George S. Smith.

Exceptional

No formal recommendation was presented, but the Broadcast livision set the matter down for argument early this month after Commish lawyers suggested further study might be desirable in view of the possible law infractions and the high price put on the transmitter.

Veteran attorneys could not recall

another incident when a station sale had been held up because F. C. C. legalites were dissatisfied and granked that neither the license renewal nor the sale had been opposed by any rival broadcaster.

Case attracted attention originally when the two applicants, licenseholding Baptist group and Plaza Court Broadcasting Co., the potential buyers, waived the right to file exceptions and petition for argument. Simultaneously, the Commish was urged to hurry ratification of the deal.

WE EXPECT YOU TO PAY. SO PLEASE—NO PASSES'



ORIGINALITY...

WLW is originating more programs per week than ever before in its history.

Program originality is a strong factor in keeping

WLW—"THE NATION'S STATION"

VARIETY

The way to a man's heart is through his stomach -- and the way to a MARYLAND man's stomach is through

> THESE ADVERTISERS HAVE FOUND THE WAY!

WFBR--

Bond Bread Hauswald's Bread Koester's Bread

Chase & Sanborn Coffee* **Maxwell House Coffee***

> Contented Milk* **Ovaltine***

Grape Nuts* Quaker Oats* Ralston Purina*

Phillips Soups Goetze Meats

Esskay Meats Kraft Cheese*

Standard Brands Foods*

High's Ice Cream Jello* **Royal Gelatin***

Filbert's Oleomargarine Spry Crisco*

Pillsbury Flour*

*Network Program



Agencies—Sponsors

Schwimmer & Scott agency, Chicago, appointed to handle the new Sof-Wash account for an ether spread Starting a double test in the Des. Moines market on June, running five 15-minute periods across the board on KSO and three 15-minute shots weekly on KRNT.

Chicago Steamship Co. using sponnouncement campai on mid

Riverview Park plugging with spot announcements on WIND and WJJD, Chicago.

Malcom-Howard agency; Chicago placing a spot camaign for Logan Appliance Co.

Brent's Cleaning Co. has renewed Darrell V. Martin, radio: editor of the Post-Gazette, for 13 more weeks on WWSW, Pittsburgh. Program stays as is, combo of questions and answers about air personalities, gossip, news and guest stars, hitting the waves three times weekly, Monday, Wednesday and Friday, for quarter-hour sessions at 6:30 p.m. Account placed direct.

latt's Auto & Radio Stores have signed Jimmy Murray, p.a. for WCAE, Pitsburgh, and Wait Framer for once-weekly Man in the Street program over Hearts station for 13 weeks. It goes out for a quarterhour every Saturday afternion at 5:30. Account was placed direct.

Alka Seltzer has taken 15 minutes on WFAB, N. Y.; WELI, New Haven, and WNBC, New Britain, six days per week, Monday through Satur-day. Biz was placed through Nor-man B. Furman agency.

Davies Farm, upstate New York vacash camp, using five-min, periods on WHN, New York, on heels of baseball game broadcasts.

American Oil spotting series of 64 one-min. et.'s on stations from Maine to Florida, through Joe Katz. Blurbs are blurted at rate of four-aweek, and will extend into Sept. for what is account's only summer campai

'Lem'n Blend,' beverage, placing series of one-mi . World transcrip-tions on stations through the East. Agency, Walker & Downing, of

Bayer Aspirin extending its summer campaign by spreading out onto 18 Canadian stations. Account using et. Backstage Wife serial thrice weekly on the stations due for selection. Blackett-Sample-Hummert the agency.

Adam Hats has renewed for another year over WHN, N. Y. week-ly (Sunday) half-hour sports-spiel by Sam Taub.

N. W. Ayer agency does not have the Veldown account as wrongly re-ported. Blackett-Sample-Hummert spots the ad spreads for the feminine hygiene product.

Acme White Lead (paints) signs for 13 transcriptions, plus 30 spot announcements, over WWJ, Detroit. Set through Henry, Hurst & Mc-Donald, Chicago.

Detroit White Lead (Rogers paints) sponsoring 36 programs over WWJ, Detroit, Simons-Michelson Co.,

General Baking is arranging to expand the territory covered by its 'Terry and Ted' series. More transcribed programs are now in the works and B.B.D. & O. is it ing up the new stations for fall starting dates.

Joseph Magnin Co., Inc., (department store), through Sidney Garfinkel agency, San Francisco, has renewed its 'Hollywood Reporter' Sunday programs with Don Allen over KPO starting June 6. Following week quarter-hour shows move from 3:00 to 9:30 p.m., PST.

Allis-Chalmers Mtg. Co., (all-crop harvester), through Bert S. Gittins, Milwaukee, spotting transcribed dra-matizations, 'Pioneer Stori ,' on KGO, San Francisco, twice weekly May 18 to June 20.

William Esty & Co. lining up available time for a summer spot campaign on an account that it ex-

pects to acquire soon. It intends to use two markets for tests on the basis of six announcements a day, six days a week, over a period of 13 weeks. Agency is also quizzing stations about available spots in the way of time signals for a summer filer on Hinds Honey & Almond Cream.

Bulova through Biow, New York, has renewed for 52 weeks starting June 30 its time signals, five daily after 6 p. FST, over KGO, San Francisco.

Interstate Co., owner of Feather River Inn, vacash resort, through Drury Company, San Francisco, has signed for six quarter-hour programs with Tod Powell, sports commenta-tor, on KGO.

, through D'Arcy, St.
Louis, signed 26-week contract for
five daily broadcasts a week of
transcribed 'Si ing Sam' programs.
Starts May 24.

Fontana-Hollywood Co., (Calo dog cat food), through Emil Brisacher, on KSFO, San Francisco, ith two weekly five-minute 'Calo News-hound' transcriptions.

Sperry Flour Co. (division of General Mills): 'Woman's Magazine of the Air,' four quater-hour participations June 21, 24, 30, July 2, 2:15 to 2:30 p.m. PST. Basic Pacific Red and KFBK, KMJ, KWG, KERN.

KSO, Des Moines, has a new program for Sof Products Co. of Chicago with six quarter hours per week (Musical Time Savers) and three quarter hours per week participating on Hawkeye Dinner Time. Handled by Schwimmer & Scott, Chicago.

Ruthrauff & Ryan has placed for Dodge Brothers a series of quarter-hour transcriptions, with Frank Morgan, emcee, Freddie Rich's or-chestra, and guest stars, including Frances Langford, Dorothy Lamour, Judy Garland and Ella Logan.

S.S.S. Company of Atlanta, Ga, sponsoring the Music for the Family exclusively on WLW, Cincy. Time changed from Wednesday to Tuesday, 9 to 9:15 p.m. and tag for stanza changed to Tonic Time for new e.t. series by Transamerican. Agency is the Southern State Advertising Co, Atlanta.

H. Fendrich, Inc., Evansville, Ind., blurbing LaFendrich cigars with the Smoke Dreams series, 2:30 to 3 p.m. Sundays, terminated 30-week run on

Slight Error

Buffalo, May 25.

Local baseball announcer was complimented by Travis Jackson, manager of the Jersey Giants.

Theard your broadcast of the game today and it was fine; said Jax. But you made a slight error. When you said you could see me peering out of the dugout you were mistaken. I was laid up and didn't leave the hotel all day.

Mutual and starts exclusively on WLW, May 30. Talent is from Crosley staff. Ruthrauff & Ryan agency, Chicago.

Life of Mary Sothern, for Lehn & Fink, plugging Hind's Honey & Almond cream, dropped Mutual May 1, but stays on WLW, Cincy, Monday through Friday, 4:15 to 4:30 p.m.

cott and a hill-billy femme trio, of Crosley staff, to start series on WLW, June 24. Programs will be trans-cribed in New York for later runs on KDKA, Pittsburgh; WOR, Newark; WLS, Chicago, and possibility of ex-tension to several additional sta-tions. Account handled by H. W. Kastor & Sons, Chicago.

Ireene Wicker, will cut Friday 30-min. Musical Plays' for Kellogg to 15 mins. starting June 25. Balloons again to half-hour duration in late Sept. Program rides the NBC-blue.

rander (Sun Tan Lotion) started this week on WMCA, N. Y. with series of twice-weekly monolog script serial quarter-hours for 13 weeks. Title of serial, Sally at the Switchboard.

WTHT Gets Full Time

mond cream, dropped Mutual May 1, but stays on WLW, Cincy, Monday through Friday, 4:15 to 4:30 p.m.

Crown Overall's set Joe Lugar's orchestra, Charles Wayne, Mary Al-

Inside Stuff—Radio

(Continued from page 34)

for handling the \$250,000 fund voted by the general assembly to be used in advertising the state, Burton H. Smith of Charlotte appeared to ask that some of the money be used for radio.

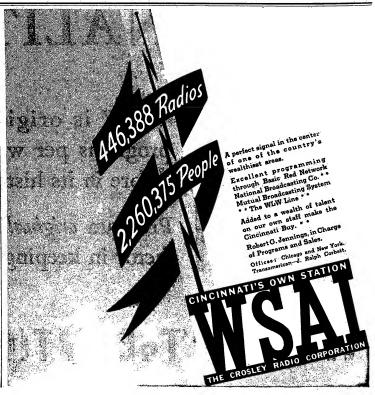
Richard Mason of WPTF, Raleigh, appeared to say that all stations i the state would co-operate in the state promotional program. Newspapers of the state have, through several of the more prominent publishers and officers of the state press association, asked that none of the money be spent with North Carolina papers. Several publishers have offered to carry free such ads as are prepared for use in out-of-state newspapers.

Lack of clear-cut policy toward station transfers was emphasized once more last week when Examiner Hill urged the F. C. C. to turn down plan for Kansas City Star to purchase WREN, K. C. outlet for NEC.
Hill found that the \$295,000 price is excessive and objected to furthering monopoly. As the third examiner to take a stern view of station sales and leases, Hill has presented the question of definite standards to the Broadcast Division in a new way.

The Hill action was in sharp contrast, however, with the general position of the Broadcast trio on the Arde Bulova-Paulist Fathers transaction for WOV. On that matter, the 'vision granted consent without even a hearing, although the price was more out of line, \$275,000 for a transmitter operating only a few hours a week. The tag on WREN, which shares time with KFKU and operates both night and day, was \$295,000.

For the first time in its history station WQXR, N. Y., is paying its way, according to Elliott Sanger, v.p. Latter stepped into the station about a year and a half ago and put it on a commercial basis after it had been trailing along experimental lanes in the high fidelity classification as W2XR. Don't see any gravy yet but it's covering the nut. Now with only eight class sponsors' assistance, including the first actual announced sponsor, Martinson's Coffee, station sees the clear. All will remain on for the summer and station sees some real profit in prospective biz via travel agencies and kindred summer biz which nets don't get and which hoi polloi stations cannot garner.

WLW, Cincy, will feed the Indianapolis Memorial Day auto race to Mutual web as well as WHN, N. Y., sustaining as race was not sold for sponsorship. Paul Sullivan will be at the mike.





-

40

RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

Outstanding Stunts:

GUEST STATION' DAYS

SUMMER RADIO COLUMNS TAPLINGER OFFICE

to broadcast opening of Great Lake's Exposition's second season, leading of with a second season second secon

PROGRAM PLANNING



Roman's orchestra also on program.

WGAR is picking up Wayne King,
who is opening Aquacade's water
theatre-restaurant, then switching to
other spots on the grounds. After

fair noises.

Doing the Editors' Work
New York.
New York.
New York.
Sow conducting a private whoopla factory, has systematized a set-up of guest columns by more or less to the radio work.
Bobby offers these to the radio work.
Bobby offers these to the radio work.
Unmists of the several hundred American and Canadian sheets carrying radio stuff.

It works out thus: Editor wants to go on a vacation but his paper doesn't suspend publication just on that account. Along comes the New York press agent with a full two weeks' supply of pinch-hitting boiler plate all bearing famous names.

Memorial Day Idea.

Memorial Day Idea.
New York City.
WOR, in an effort to do something appropriate yet unusual on Memorial Day, found the town of Woodbridge, N. J., ideal. Plyical small town holiday parad, high school oratory, band music, and so on, sized up as a good hour or so to pick up. So special events chief Johnny Johnstone nabbed it.
Not the least attractive aspect for the station is close proximity of the town and the goings-on to the WOR transmitter.

Bedside Interview with Lad New York.

A new special event idea was employed by Martin Block on WNEW, N.Y., last Friday (21) night when

he played a recording of his interview with Jimmy Tiernan, tiny survivor in the front-paged slaying case. Block and a staff engineer, working in co-operation with the N. Y. Journal, visited the Community hospital. Patchogue, N. X. to the control of the patch of the condition of the control with a portable recording outfit. Device was set up at the child's bedside, with Martin Block playing a series of juvenile records, such as 'Popeye,' and The Little Red Hen.' Then he went into his interview with the boy.

This recorded interview then was played by Block during his 'Make Believe Ballroom' broadcast Friday. Record contained voices of the nurse and Hannah Simons, Journas tritle Thernan's. Radio stunt also was employed as part of the WNEW-Journal drive to raise funds for the boy's future welfare, with \$4,000 having been coitected thus far.

Merchant's Pregram.

Merchant's Program

New commercial on WIND signed by Halsted St. Business Men's As-sociation gives a wife to the strain strain of the total of the title sent in by listeners which Ben Kanter and Bobby Dixon can't sing gives listener a two-dollar merchan-dise certificate. If they can sing it, a one-dollar certificate, Harold Collen did the agenti

KLZ Thought It Was a Gag

For two years KLZ has been broadcasting 15-min. calisthenics program at 6.45 a.m. suped by Walter States of the state of t

lind Actors on Air Columbus.

Blind radio actors will present a dramatization scripted by a blind author as part of a series of programs on education for the blind broadcast by WHKC.

broadcast by WHKC.

Half-hour play traces the progress of science against the handicap of blindness from the Biblical incident of Christ and the bergar to the modern Seeing Eye. Author is Bob Gay, field representative for the Ohio Commission for the Blind and himself Columbus only possessor of a Seeing Eye dog.

One episode will be acted by students from the Ohio School for the Blind with WHKC Players presenting the rest of the program.

Narrative Device

New form of ether script show being introduced by WTMI, Milwau-kee Journal transmitter. Tagged 'Letters for the Cartwright Family,' it presents its story form in the guise of letters which four members

Production Vs. Announcements

Much Discussed Issue Still Simmers-Northwest Sees Revenue Too Important to Drop

Portland, Ore., May 25.

Spot announcements may be unpopular with leading production agencies, but they play an increasingly big role in radio station sales reports. Day is gone when a spot announcement was something that a 100-watter peddled for lack of bigger ideas. The 50-word spiel is now an important item of big station selling.

Trend in these parts leans a good deal toward letting the agencies deal with those sponsors that want program production. Stations can reap a good harvest by concentrating their sales efforts on selling spots in and around the other fellow's entertainment. Since there's a steadily climbing demand and good prices paid for the 50-word sales blurbs, the attitude of stations is that it's a definite part of the business.

It's been growing to the point where some small agencies concentrate on nothing but spot announcements. Advertiser is of course sold on the gag that his blurb will proceed or follow some popular program. It's all a thorn in the flesh

of the family write to each other.

Letters are read over the air in the voice of the person writing them. It's a three-a-week script written by WTMJ continuity men.

Talent Angles

Some unique angles have been developed in the radio columns of the Des Moines. Register and Tribune by Moines Register and Tribune by Moines Register and Tribune by Moines Causing or a series of photographic doubles, listing local radio personalities with the film stars they resemble; a page or radio mothers and their children on Mother's Day; photographs of KSO-KRNT employes who are still bachelors even though June is close at hand, and candid camera photos of local and network stars who disliked the particular photographs displayed.

Bachelor's Inquisition
Bachelor's Inquisition proved a
novel half-hour show on KRNT
when the station's two bachelor
girls, Gwen McCleary and Mae Floyd
Sinex interviewed the ten most
eligible bachelors employed by Iowa
Broadcasting System, and including
Broadcasting System, and including
Broadcasting System, Gene Shumate,
Bill Spargrove, Ed. Linehan, Buck
Rasch, Ray Scobee and Freddie
Lamm.

Program was put on 'cold,' and some funny questions got funny answers to an entertai ing show.

some tunny questions got funny answers to an entertain ing show.

'Who Am I?' A Mail-Puller
The property of the property of the dead of the dead of the dead of the central property of the central property of the dead of th

20,000 replies were received each week.
Show is off the air temporarily due to strike conditions in the sponsor's canneries.
Who Am I? was produced by Arnold Maguire, using a group of dramatic readers for the game, vocal soloists and an orchestra, and Archie Presby as host at a 'studio party.' Charlie Marshall, comedian, as the 'spirit of the sponsor,' inserted the plugs.

KLZ's Doggie Progra

Deprezer Dog lovers are being given an inning by KLZ. Chris Cusack, canine authority, answers questions for 15 mins. weekly about dog feeding, habits, training, etc.

One of his own dogs furnishes the sound effects,

Lay Off the Broccoli

Telling housewives just what they can expect when they go to market to get their fresh vegetables and fruits this spring, summer and fall (Continued on page 41)

of the larger production agencies that want to build up the standard of radio showmanship.

Mac Wilkins (Mac Wilkins & Cole Agency) boils it down in this way: (Chiseling in a lot of spot announcements around the entertainment provided by a sponsor who really puts radio on the map is comparable to some poor guy who supports his wife all week long just to see her step out with another fellow on Saturday night.

Billboard Analogy

Bud Lynch of the same agency, who has 22 program productions on the Northwest ether, puts it another way:

the Northwest ether, puts it another way:

Suppose an advertiser bought a series of high-priced billboards using the best available talent for their attractive display. That's done every day. But then suppose the billboard company decided to enlarge the board's area and tack on a lot of extra ads around the edges making the thing look like an old time vaudeville curtain. What do you think the major advertiser would say about that? He'd squawk his head off, and he'd have a right to. Yet the radio sponsor of today is exactly in that boat. The difference is that the stations don't yet think his squawk is legitimate.

Short, Short **Presentation**

Advertisers want RE-SULTS! A regional cleared channel — 590 kilocycles — 5,000 watts and affiliati
with the N.B.C. Red Network make WOW the
radio capital of Nebriowa.
Check WOW by any yardstick — coverage, power, mail, showmanship, accept-responsi ility. It's in this immensely

OMAHA, NEBRASKA

590 KG

Owned and Operated by the Sovereign Camp of the Woodmen of the World



One Million Tourists

Will Visit Michigan's Lakes and Resorts This Summer . . . AND They'll Bring Their Radios With Them.

Pleasure Bent Spenders

Who Add to the Market Value of Michigan's Retail Sales Volume Accruing From a Population of Over Four Million People Residing in the Territory Covered by

MICHIGAN RADIO NETWORK

8 EIGHT STATIONS IN MICHIGAN'S 8

WBCM, Bay City and Saginaw WFDF, Flint WJIM, Lansing

WXYZ DETROIT

WOOD-WASH, Grand Rapids WIBM, Jackson WELL, Battle Creek WKZO, Kalamazoo

Radio Reviews.

(Continued from page 30)
O'Haire working with Announcer Chet Vedder on two long stretches to dialog, which interrupted sports chatter. The second salvo was only a little less heavily weighted with coyr.

To dop it off, about 30 seconds were devoted to the New Yorkmen league and the score given albany's road game as fact Albany station broad state and the score five the country of the page 10 pay by plays for Wheat had completed its description of the nine-frame context with a much different tally listed, Such aridiness did not help the standing either of WGY or of the tobacco tapper.

Jaco.

REVEN SCHIEBECK

IRVEN SCHIEBECK Sports
15 Mins.—Local

Speris Speris Speris Speris Speris Speris Speris Speris Statistics Statistics Speris S

YOUR WITNESS'
With Margaret Brayton, Edwin Max,
Fred McKaye, Erin Colville, Howard Swart, Phil Tead, Lee Milar,
Iner Seabury, Howard McNer,
John Deering, Julian Madlson, Guy
Ricardi.

Bicardi.
Mystery drama
45 mins.
Wed. 16 p.m., PST.
KNX, Hollywood
Columbia kicked up plenty of dust
on this one before it was put on. It

RADIO SALESMAN

We have a vacancy in our sales force for a man who can produce selling radio time. We will pay a straight sales commission of

KXBY

Doing Top Spot Job For Advertisers In KANSAS CITY, MO.

HAL R. MAKELL

Furgason & Aston Chicago

is what the chain prefers to call 'an innovation in radio broadcastieg.' Players were decked out in costumes and lines were spouted from memory. Here's what you'll see when television comes, raved the press department, And so-on.

Ashmead Scott, who wrote and produced the whodunit, idin't let them down. It's dramatics with a fresh for a well counted by the control of the control

in the actor's carcass. Hetm.

FRANK NUGENT
With Nat Brusiloff Orchestra
Film Chatter, Music
15 Mins—Leas!
HUDSON DAY LINE
M.W.F. 7:30 p.m. EDST.
WEAF, W.G. 10 p.m. EDST.
WEAF, D. 10 p.m. EDST.
Frank Nugent, film critic of the
N.Y. Times, on his initial appearance, stood out like a veteran at the mike, presumably indicating careful grooming by program's production staff.
His terse comments on late film entries to the Broadway scene were varied and different enough to hold proper interest.
Regina Crewe and Rose Pelswick comment on screen fare for same sponsor other nights. Wear.

Joe Laurie's Air Date

Joe Laurie, Jr., guests tomorrow (Thursday) night on the Rudy Vallee show, doing five-minute Hollywood comedy sketch in the 'Lefty' char-acterization of his Vanisry column. Agented by Sam Weisbord, of the Morris office.

It's All Yours, Allen

Hollywood, May 25. Ken Murray's program took quick advantage of an opening and moved up a half hour for the coast re-

Switch took show out of competi-tion with Fred Allen.

Roger Huston Quits KHJ
Hollywood, May 25.
Roger Huston has resigned as commercial manager of station KHJ to join the KNX sales force.
Thayer Ridgway moves up from the sales staff into the vacated spot.

COLD ALONE IS NOT ENOUGH

says the Ice Industry of America

BROADCASTING ALONE IS NOT ENOUGH



Represented by E. KATZ, Special Advertising Agency

Showmanship Chart

(Showmenship being largely dependent on stunts, tie-ups, etc., in connection with established holidays and events, Variety herewith presents a calendar for the month of June. This calendar is published monthly from material copyrighted by the National Retail Dry Goods Assn.).

SPECIAL YEEKS DURING JUNE

Convention of the National Association of Broad-casters. June 20, for three days; at the Hotel Sherman, Chicago, Ill.

Send. a Child to Camp Week, June 20 to 26; sponsored by the Children's Welfare Federation of New York, 225 E. 38th St., New York City.

National Swim for Health Week, June 21 to 26; sponsored by the National Swim for Health Week Committee, c/o Martin Stern, 122 East 42nd St., New York City.

SPECIAL DAYS DURING JUNE

City.

SPECIAL DAYS DURING JUNE

(1) Kentucky admitted to the Union, 1792; see joined Union, 1796.

(3) Confederate Memorial Day in Louisiana Tennessee; birthday of Jefferson Davis (1808)—observed in Alabama, Afransas, Florida, Georgia, Louisiana, Mississippi, South Carolina, Texas and Virgini (6) Birthday of Nathan Hale, patriot, 1755.

(9) Birthday of John Howard Payne ("Home, Sweet Home"), 1791.

(10) National Flower Shut-In Day,
(12) New York City incorporated, 1685.
(13) Children's Day (celebrated in churches).
(14) Flag Day; Harriet Beecher Stowe
Tom's Cabin'), born, 1811.
(15) Pioneer Day in Idaho; Arkansas admitted
the Union, 1836; Franklin's kite experi
(17) Bunker Hill Day in Boston.
(19) Children's Day.
(20) Father's Day; West Virginia joined Union, 1863.
(21) Summer begins; New Hampshire joined Union,
1788.

(21) Summer begins; New Hampshire joined 1788.
(23) L. Sholes patented typewriter, 1869.
(25) Virginia admitted to the Union, 1788.
Last Stand, 1876.
(26) American troops landed in France, 1917;
Fast of Tammuz (Tammuz 17—begins sunset p day).

(Sales promotion note: June's average volume in de-partment stores is 7.9% of the year's total, ranking the month seventh among the twelve. Best sellers are men's clothing, men's furnishings, boys' wear, wash goods, aprons and house dresses, popular price dresses, sports wear, appliances, sporting goods, tires and lug-gage. According to several surveys, June still, leads all months in the number of marriage licenses issued.)

Radio Showmanship

(Continued from page 40)

is the aim of a new series which KSTP has cooked up with the fed-eral department of agriculture. Dubbed 'Housewives' Market Re-ports,' the series gives authentic, impartial reports as to quality, type, price, all given by Harry Charter of the Minneapolis division of the U. S. department.

department.

Series first went on the air las

year over KSTP and was so popular
that station is renewing the stint for

This Is How We Do It

Duluth's new transmitter, KDAL, as a 'get acquainted' gesture, lakes any listeners who show up at the studios on guide-conducted air tours. After ogling the biz offices, studio announcers booth, control room an press room staff members as glimpsed at work at their various stinic, and the guide—back of the glass partition and out of mike range—translates the goings-on in layman's English.

17 High Schools Merge Musle

CKLW next Friday (28) will feed to Mutual a half-hour broadcast of portion of concert by combined bands of 17 high schools in this area. Combined band, numbering about 500 musicians, will be under Dr. Edwin Franko Goldman.

A Hot Subject

KGLO's newly inaugurated North Iowa forum of the air, was newly inaugurated North Iowa forum of the air, was debate between a pair of native Englishmen living here on the question, 'Resolved, the Duke of Windsor got a raw deal.'

W. Earl Hall Clab.

w. Earl Hall, Globe-Gazette managing ed., and John Price, KGLO prog. director, arranged.

WSB's Wet-Dry Debates

WSB's Wet-Dry Debates

Wets and drys of Georgia are having it out (free) over WSB's facilities as Georgia voters prepare to go to the pollis June 8 to vote on the prohibition repeal is manager of Alanta Journal's 50-kw station, offered time to the two accredited organizations supporting and opposing the repeal amendment without charge and they're pouring the forensic fireworks into every nook and cranny of the state.

Strategic movement puts station ace high with both sides and countless new friends (and listeners) are net result.

That Informal Touch

That Informal Touch

St. Louis.

WTMV's 'After Breakfast Club'
program, conceived by Woody Klose,
is a weather news, gags and miscellaneous -period in which Fred
Moegle, announcer, warns listeners
'You'd better not listen to this program. There's no good reason for
it. The music isn't too good; the
weather news is just weather, and if
you have anything better to doyou'd better do it. Hubby has gone
now and you can relax. You can
even smoke that cigarette if you
want to.'
Making use of NBC's Thesaurus
library, Moefle elects music as that
plate the strength of the program and
the Rhythmakers and also presents Thesaurus comic. Pinky Leesents Thesaurus comic. Pinky Leesents Thesaurus comic. Pinky Leesents Thesaurus comic. Pinky Leesents Thesparts comic. Pinky Leesents Thesparts comic. Pinky Leesents Thesparts and also presents Thesparts comic. Pinky Leesents Thesparts comic. Pinky Leesents Thesparts and more complaint against kidding has been received.

Wilkinson Bankrupt

James Wilkinson, listed as a radio artist, employed by NBC, filed a vol-untary petition in bankruptcy Mon-day (24) in U. S. District Court, He listed his liabilities at \$1,230, no as-

One of the creditors is William Neuman of the Marks Music Corp. who holds a note for \$125.

Jack Pearl Silent

Jack Pearl Tades from the Brown-Williamson Tobacco Co's series (NBC-blue) with the June 25 broadcast. Tommy Dorsey's band is set to stay in the half hour spot. Also Morton Bowe and Edith Wright. Dorsey's new contract takes him through the summer and part of the fall.

Frisco Space-Time Swap

San Francisco, May 25.

As the result of a trade agreemen recently effected between KFRC local Don Lee-Mutual outlet, and the San Francisco Examiner, Hears morning daily, KFRC is airing a weekly program by Anita Day Hubbard, the Examiner's 'Good Neighbor' in return for space in which to

bard, the Examiner's 'Good Neigh-bor', in return for space in which to call attention to its shows. Mrs. Hubbard recently Joined the Examiner to conduct a column of advice on heart and home problems in competition to ex-policewoman Kate O'Connor's column in the rival sheet, the Chronicle.

Dugout Pickup Sponsored

Montgomery, Aia, May 25,
WSFA has the local ball club
sponsoring a broadcast picked up
remote from dugout in ball yard 45
mins before each game.
Programs are buildups for baseball and exhortations to lure the
natives out to the park.

Joe Cook Option Indef

hell Oil's Saturday night hour on Shell Oil's Saturday night hour on NBC may be clipped to half that time with the June 19 broadcast.

No decision has been made as to picking up the next option on Joe Cook's services.



INITIAL NEW YORK THEATRE APPEARANCE

LUCILLE MANNERS

NBC's Leading Soprano

ROXY - NEW YORK This Week (May 21)

> On the Air EVERY FRIDAY NIGHT

Cities Service Program WEAF, 8-9 P.M., EDST



KATZ SPECIAL ADVERTISING AGENCY

WPA'S 'SOCIAL-MINDED' **SCRIPTS SETS ON WEVD**

WPA radio project has arranged for a series of ten dramatizations, propared by its writers and pro-jected by its players, over WEVD, New Yor

New Yor
For long the Government group
has been buttonholing the labor
union' broadcaster to cutfo its faciliti Arrangement was finally
made after the workers' conscious
roadcaster got the WPA to agree
to the stipulation that the playlets
would be social-minded.

Quite a Guy

Atlanta, Ga., May

Atlanta, Ga, May
Paul Donehoo, Atlanta's blind
crooner, has received an invitation
from Robert L. Ripley to appear on
his NBC Bakers' broadcast. Donehoo has been heard frequently on

WSB.

He is a musician, attends theatres and sports events regularly, and is an expert chess player and mentalist.



phil baker

GREAT AGREATA AGREATA E. J. R. E. F. I. N. G. G. G. L. F. R. E. F. I. N. G. G. SUNDATS T.39-WAD DST WAND CRS

F.C.C.'S WASHINGTON **DOCKET**

DECISIONS

DECISIONS

Washington, May 25.
California: KGGC, San Francisco, granted change i hours of operation from specified to unlimited, commish sustaining Examiner George H. Hill.
Connected: WTHT, Hartford Times, granted change in hours of operation from daytimes to unlimited (requests facilities of WNRI, Newport, R. I., 1200 kc with 100 watts). Examiner R. H. Hyde sustained.
Illinois: K. E. Schonert, Hartisburg, granted new high frequency broadcast station to be operated on frequencies 31.600, 33.600, 38.600 and 41.000 kcs with 100 watts. WMBD, Peoria Broadcasting Co., Peoria, granted power boost from 500 watts nights, I kw days to 1 kw nights, kw days, and install new transmitter, commish upholding Examiner Hill.
Kansas: KWBG, Hutchinson, denied frequency change-from 1420 to 550 kc and power boost from 100 to 250 watts, Examiner Melvin H. Dalberg sustained.
Massaschusetts: WAAB, Boston, granted increase in day power from 500 watts to 1 kw, commish supporting Examiner Robert L. Itwu. Michigan. Cadillac Broadcasting Co., Detroit, application for new station to be operated on 1140 kc with 500 watts daytimes dismissed without prejudice. Examiner Dalberg sustained; W. H. Marolf, Escanaba Adenied as in default new station to be operated on 1500 kc with 100 watts, commish sustaining Examiner R. H. Nebraska: WOW, Omaha, denied extension of special

dismissed with prejudice, sustaining Examiner R. H. Hyde.
Nebraska: WOW, Omaha, denied extension of special temporary authority to operate with 5 kw nights.
Commissioner Sykes dissenting.
North Carolina: WSIS, "inston-Salem, application for new station to be operated on 1250 kc with 1 kw dismissed at applicants request.
Pennsylvania: WQAN, Scranton, granted use of transmitter of WGBI, Scranton, as mai transmitter, and power jump from 250 to 500 watts, also granted license to use present main transmitter as an auxiliary transmitter for emergency purposes only. WGAN Scranton, granted license to use present transmitter of WQAN as WGBI's auxiliary; WFIL, Philadelphia, granted extension of special temporary authority to operate on 560 kc with 1 kw nights, from June 1 to June 30.

operate on 560 kc with 1 kw nights, from June 30.

Rhode Island: WNRI, S. George Webb, Newport, denied extension of completion date on new station to
be operated on 1200 kc with 100 watts nights, 250 watts
days, commish upholding Examiner Hyde; E. Anthony
& Sons, Inc., Pawtucket, denied new station to be
operated on 1200 kc with 100 watts nights, 250 watts
days (facilities of WNRI), Examiner Hyde sustained,
Texas: KFPM, Greenville, denied frequency change
from 1310 kc to 1420 kc, power increase from 50 to 100
watts, change hours of operation from specified to
daytime, Examiner P. W. Seward sustained; Hunt
Broadcasting Association, Greenville, granted new station to be operated on 1200 kc with 100 watts days,
commish supporting Examiner George H. Hill,

SET FOR HEARING

Alabama: A. L. Beaird, Jasper, new station to be operated on 1500 kc with 100 watts.

California: Airfan Radio Corp., Ltd., San Diego, new station to be operated on 1420 kc with 100 watts.

Illinois: WTAD, Quincy, increase power and time of operation from I kw days only to I kw unlimited; Decatur. Newspapers, Inc., Decatur, new special broadcast station to be operated on 1550 kc with 1 kw.. Indiana: Curtis Radiocasting Corp., Richmond, new station to be operated on 1420 kc with 100 watts nights, 250 watts days.

Nerth Carolina: Carolinas-Radio, Inc., new station to be operated on 880 kc with 1 kw. Broadcasters, Inc., Gastonia, new station to be operated on 1420 kc with 100 watts nights, 250 watts days.

NEW APPLICATIONS

Florida; WJAX, City of Jacksonville, Jacksonville, special experimental authorization to operate with 5

special experimental authorization to operate with 5 kw until September.

Illinois: WJBL, Decatur, change frequency from 1200 to 1310 kc, contingent on granting of WBOW, Terre Haute, Ind. receiving frequency shift to 1290.

Idaho: KSEI, Pocatello, change power from 250 watts nights, 500 watts days to 250 watts nights, 1 kw days.

Indiana: WGRC, New Albany, change frequency from 1370 to 880 kc, hours of operation from days to unlimited time, using 250 watts, and install directional antenna for night time use.

Kansas: KGNO, Dodge City, install new transmitter,

erect vertical antenna and boost power from 250 watts to 1 kw.

Louisiana: Southern Broadcasting Corp., Bogalusa, new station to be operated on 1500 kc with 100 watts nights, 250 watts days.

North Carollian: Capitol roadcasting Co., Inc., Raleigh, new station to be operated on 1210 kc with 100 watts nights, 250 watts days.

North Dakota: Ecfeld to unlimited (contingent upon granting of new frequency to KLPM, Minot).

Virginia: S. L. Slover Corp., Norfolk, new station to be operated on 1370 kc with 100 watts nights, 250 watts days.

Washington: Tom Olsen, Port Angeles, new station to be operated on 1420 kc with 100 watts.

EXAMINERS' REPORTS

EXAMINERS' REPORTS

Illinois: Addition of a new transmitter to the Frank
E. Gannett chain was favorably recommended by Examiner Robert L. Irwin who found the request of the
Northwestern Publishing Company of Danville in the
public interest. Daytime station, to be operated on
1500 kc with 1500 watts, would be managed by E. C.
Hewes, editor and publisher of the Danville Commercial News, bought by the Gannett Company, Inc., in
1934. Granting of request would give Gannett people
their seventh transmitter, to add to their string of 20
news rags. Horace L. Lohnes and Fred W. Albertson
appeared in Gannett's behalf.

Maryland: Desires of Frank M. Stearns of WashingD. C., to establish a 250-watt daytime transmitter
on 1200 kc at Salisbury, were okayed by Chief Examiner Davis G. Arnold because of a need for service
on the Delaware-Maryland-Virginia peninsula and the
interest displayed by townspeople who are without a,
local station. Although he has had no experience in
broadcasti , tearns—a retail oil and gas distributor—
proposes to manage the new transmitter himself. A
resident of Washington, he proposes to move to Salisbury, if the application is granted. Stearns was represented by Clarence C. Dill and James W. Gum.
New York: Okay for a one-kilowatter daytime station for Troy was indicated by Examiner Hill. Toenable Troy to overcome a feeling of rivalry' which
exists between it and Albany and Schenectady, a
transmitter of the type proposed would contribute
considerably, Hill declared.
Pending applications from Utica and from Pittsfield,
Mass., for the same 950 kc frequency would cause
mutual interference, Hill found, but station would be
generally in the public interest, convenience and necessity. Philip G. Loucks and Axthur W. Scharfeld
appeared for the Troy Broadcasting Co., applicants in
the case.

North Carolina: Application of WSOC, Charlotte, for

North Carolina: Application of WSCC, Charlotte, for a juice-jump from 100 watts nights, 250 watts days, to 250 watts nights, kw days, was frowned on by Examiner Melvin H. Dalberg because area already is adequately served and granting of the application would not contribute to any improvement in night-

time service.

Station, an NBC affiliate, competes with Columbia Broadcasting's subsid. WBT. Pair of transmitters already has provided Charlotte with superior service. Dalberg contended, and granting of the request would not be in accordance with the 'fair, efficient and equitable distribution of radio service as contemplated in the communications act of 1934." Ben S. Fisher was retained by NBC.

Oklahoma: Switch from dauting to subject the service of the communication of the communication of the communication and the comm

able distribution of radio service as contemplated in the communications act of 1934. Ben S. Fisher was retained by NBC.

Oklahoma: Switch from daytime to unlimited for KADA, Ada, was recommended by Examiner P. W. Seward because of a need for additional night time service existing in the community. Transmitter, a smallie operated on 1200 kc, is the only one in the city, Seward pointed out, and service from other transmiters is not easily available nights. Paul Spearman represented C. C. Morris, owner of KADA.

Tennesses: Change from daytimes only to day and night operation was advocated for WAPO, Chattanoga, by Examiner John P. Bramhall. Station, now operating 100 watts days, on 1420 kc, would boost its day power to 250 watts and tack on night power of 100 watts. Night time reception is poor, in the vicinity of Chattanoga, Bramhall indicated, and granting of the application would be in the public interest, convenience and necessity. W. A. Patterson, applicant, was represented by Frank D. Scott.

Wisconsin: Permission for WSAU, Northern Broadcasting Company, Wausau, to change from a daytime station to unlimited, will be recommended to the commish by Examiner P. W. Seward.

One of several transmitters to join the rush for unlimited operation, WSAU showed ample resources to operate during night time hours and a need for additional service. within the area proposed to be served. Station, which uses 100 watts on 1370 kc, was represented by Ben S. Fisher and Glenn D. Roberts.

KYA Staff Dinner

Entire KYA staff, with exception of artists, was present at a dinner given last Friday night to celebrate the inauguration of the station's new transmitter May 24. Local and east bay radio writers from newspapers and magazines also attended. Ford Billings, general manager of the California Radio System, with which was the control of the california from Los Anand magazines also attended. Ford Billings, general manager of the California Radio System, with which KYA is tied, was in from Los An-geles for the feed and the official ceremonies Monday. Bob Roberts, KYA manager, was the only speechmaker, tossi chids to his staff members.

Clifford Johns Pinch-Hits
Buffalo, May 25.
Clifford Johns, actor, who played
in the New York edition of 'Steve
dore,' has turned advertising copy
writer and press agent for a week,
He's batting for Addison Fletcher
Busch of the WGR-WKBW staff
who is vacationing.

TRUMPET KING OF SWING

LOUIS * ARMSTRONG

(J. Walter Thompson) P.M. D.S.T. Every Friday, WJZ Blue Network

Just Completed Two Successful Weeks in Chicago NOW
PARAMOUNT PICTURES
HOLLYWOOD, CAL.

DECCA RECORDS

MGT, JOE GLASER BOCKWELL-O'KEEFE



Friday-7:15 P. M. WJZ

Fred Allen

Portland Hoffa

in "Town Hall Tonight" SAL HEPATICA-IPANA

WEAF-Wednesdays 9-10 P.M. EST Dir.: WALTER BATCHELOR



EASY ACES

BROADCASTING 6th YEAR FOR BLACKETT SAMPLE HUMMERT, INC.

NACIN

General Electric Asks

Washington, May 25.

Construction of super-power interconstruction or super-power inter-national stations on high frequencies was proposed to Federal Communi-cations Commission, last week by General Electric Co. Plea for per-mits to set up 100,000 watt short wave plants at Schenectady was filed to satisfy ambitions.

After reputedly wanting to ask for the right to use some of the five frequencies reserved for government use, G. E. petitioned the Commish to grant occupancy privileges on two channels now set aside for relay broadcasting. Wavelengths mentioned are 9,530 and 15,330.

Another bracket of applications came from the Mormons, who want to erect short-wavers at Salt Lake City operating with 50 kw and using 15,250 and 21,460.

WXYZ Tower Operating

Detroit, May 25. WXYZ's new 283-foot vertical an tenna, atop 15-story Macabbees building, now in operation after six weeks of construction.

Tower, which is 474 feet street level, erected under dir of Lynne C. Smeby, ineeri pervisor of station. der direction ineering su-

New WBBM Studios

New WBBM Studios

Chicago, May 25.

Two more studios in the WBBM-Columbia remodeling deal will be completed June 9, finishing up the job except for two small dramatic studios which are not to be done over until fall:

CBS key now has one theatre studio, three full orchestra studios with observation booths, three dramatic, one organ and one news studio, all of which have air conditioning equipment.



HERE AND THERE

Joe Weed, station rep, ducking out of N. Y. end of June for a month's trek through territory in which are located the ten Canadian stations on his list.

Perchik Melik, warbler on WPA radio project, has altered her label professionally to Anne Milford.

Ann Leaf has been booked for opening week of Cleveland Expo (May 29) for Radioland exhibit.

'Montana Slim' guests on 'Ham-merstein Music Hall' (Kolynos) over CBS on June 8.

Howard E. Pill, g.m. of WSFA. Montgomery, Ala., sailed yesterday (Tuesday) for International Rotary Convention, held this year in Nice, Pill is prez of Montgomery's chap-

iane Dillaire on leave from KLZ, Denver, dramatic staff for 12 weeks' stretch with summer stock troupe at Ramona Park, Grand Rapi

OBS has the exclusive on the airing of the Latonia Derby for three-year-olds on June 12. Will devote half-hour, starting at 6 pm. DST, to the gee-gee gallop.

Bernard Wilson, new program director at KGVO, Missoula, Mont., is from WIBM, Jackson, Mich. Replaces Ed Cooney who has migrated to KGHL, Billings.

Balto Sunpapers last week again iterated stand against carrying ra-io columns, asserting readers never squawked about their absence from

Earle Gluck, general manager of WSOC, Charlotte, N. C., has been appointed to naval reserve policy board.

The Church in the Wildwood, a transcribed sustainer of sacred songs



Bed Network Provi-outlet, dominates Island and the south-n section of Massa-



Bidu Sayao, Brazilian soprano, on Ford hour next Sunday (30).

Joe Weed, station rep, ducking out of N. Y. end of June for a month's trek through territory in singer and now conductor of a summent's trek through territory in mer school of music at Schroon Lake, N. Y.

Fred Kirby has organized a stage unit from the hillbilly talent at WBT, Charlotte, N. C. With him are Happy Sam Fowler, Ted Poole and Elmer Warren.

Burridge D. Butler, WLS top, back after wintering in Phoenix, Arizona, getting KOY in shape.

Lulu Belle off on a six-week vacation after roadshowing one-niters for WLS seven weeks.

George Partridge's spelli bees done for season at WICC, ridge-port.

Walter Knick, pi ist with Billy Grantham's band, now soloing on WBNS, Columbus.

WHKC, Columbus, has installed United Press wire for Bob French's news broadcasts.

Corwin Riddell is back on the announcing staff of WOAI, San Antonio.

Jimmy Borsey qui the Kraft Music Hall (NBC) July 1, opening nine days later at the Congress hotel, Chicago.

Royal Wax sponsoring series of NBC Thesaurus waxes on LR4, Buenos Aires.

Ward McCauley, literary eviewing books on weekly program ver WJBK, Detroit.

Jack Wyatt, formerly with NBC, N. Y., joins announcing staff at WWJ, Detroit.

Myren J. Bennett, formerly with BC, new spieler at WXYZ, Detroit.

William F. Mitten, former Boston newspaperman, is handling the newscasting for WCAM, Camden, N. J. Main source of the outlet's news service is Transradio Press.

Travis Barnes, singing salesman, sold program for Cuthrell Co. over WTAR, Norfolk, and takes solo part himself.

Jack Light, asst mgr, WTAR, Norfolk, in for second eye operation with local hospital attaches hopeful

"Romance of Helen Trent," Edna Wallace Hopper's CBS serial, wind-ing up its fifth air year, remains a high standard for morning audiences. Well produced, well performed and

HEY'RE COOLING OFF IN



Secret Revealed

Toronto, May 25.
Vincent Boyd, pianist who boasts of being world's fastest keyboard artist, set for guest date on Robert L. Ripley's 'Believe It Or Not' NBC program next month.

Before turning on the speed he bathes his arms and hands in steaming hot water for 20 minutes and then has a thorough massage.

expertly written, it looks good for another half decade.

Sam H. Harris, producer of legit You Can't. Take It With You, ac-cepts Radio Critics Award for what group deemed year's best play over a WMCA. N. Y. hookup tonight (Wed.). Harry Hershfield, for the air-reviewers of legit, will make the presentation.

Worthy Hills' band, now in eighth straight year at Pavilion Royal, Savin Rock, Conn., getting benefit of special New England hook-up in-cluding WELL, New Haven; WCOP, Boston; WSPR, Springfeld; WATR, Waterbury; and WNBC, New Britain.

WELI, New Haven, portabled Yale derby crew races down Housatoni Saturday (22).

WICC, ridgeport New Haven, checking in half-hour earli , 6 a.m., through summer.

George Tempkins opening 'Young Playmates' juve series at WICC, Bridgeport.

Freddy Hall and Bill Derwin palsy walsying amateur baseball games on WATR, Waterbury.

Marion Bergeron, 1933 'Miss America,' added to Sunday variety frame at WELI, New Haven.

Herbert Anderson next Sunday (30) winds up fifth year of 'Chapel Echoes,' inspirational, at WICC, Bridgeport.

Bill Gay, of WMBD, Peori III. leaves in a few days to spieling as-signment with station KNX, Los Angeles.

Bob Evans has resigned as sports-caster for WGAR, Cleveland, to join Mansfield (O.) baseball team as business manager.

Newman Burnett, former actress with the Cleveland Play House, in-ing WJAY-WHK as announcer.

Ralph Kirberry cutting transcrip-tions for Chevrolet with Gus Haen-schen's orchestra.

Hal Culver, mikeman at KWK, St. Louis, resigned to take similar post with WLS, Chicago.

Lester E. Cox, pres. KTMV, E. St. Louis, making rounds of Chicago agencies.

Alex Buchan, sportscaster for the WTMV, leaves on June 9 for trip to Scotland, land of his birth.

Uncle Jimmy and his Texas Cowboys, WTMV, East St. Louis, hill billy act, join Georgia Wildcats on WLW, Cincy.

Cabin Boys, pickaninny quintet of screen and radio, opened at the Beale Street Palace, Memphis, Sunday (23).

Browne and Lavelle, of Alka Seltzer program, played Imperia theatre, Charlotte, N. C., last week

Dewey Long, sales manager for WBT, Charlotte, N. C., has returned from Atlanta, where he went on a business tri for Radio Sales.

riarhopper Band, a WBT; Char-lotte; N. C., hilly-billy act, is doing a series of stage appearances. John McAllister, born in New York City, is the boss of this mountain band.

Fred Steele, for five years com-mercial manager of WAPI, Birming-ham, has joined WHBQ, Memphis, for both sales and production.

Les Weelans, musical director KLZ, Denver, vacationing, Norman Sorenson subbing on his programs.

Martin Block, Ted Webbe and Richard Brooks, of WNEW, N. Y. announcing staff, and Max Weirier, station engineer, will vie for rifle marksmanship honors today (Wed-

nesday) at Coney Island after several days of preliminary shooting.

Chaz Chase and Danzi Goodelle have been booked by Frank Cooper, of Curtis and Allen, for the cross-country tour of the Al Pearce (Ford) program over CBS each Tuesday. Troupe will be picked up next week (1) from Philly, first stand on 40-odd weeks' trek.

T. A. McClelland, chief engineer of KLZ, Denver, is to hospital with pneumonia.

Palmer Greer, transmitter engineer, formerly of WHIO, Dayton, has joined WKRC,

Leonard Kapner, manager of WCAE, Pittsburgh, has left for Cali-fornia and a month's vacation. While on the Coast, he'll visit Ford Bil-

Betty Dugan, who for years conducted 'Juvenile Round-Up' or WWSW, ittsburgh, now has a juvenile of her own. Hubby is Buddy Miller, radio

Kilbuck Theatre, Pittsburgh, seats 40—is now airing an ori inal one-act script over KDKA, every Sunday afternoon. Productions are directed by Robert Alan Green.

Jack ollister doubling as sports-caster and publicity director for special events at KDKA, Pittsburgh Kay Barr, another ex-fourth estater is in charge of regular exploitation

Arthur Caesar authored The Greatest Judge, a playlet with Jewish characters, for Al Jolson on latter's Lifebuoy program over CBS.

Woody Klose, program director of WTMV, E. St. Louis, lined up Mayors in 13 Illinois communities to make speeches on station's second anni-versary program Wednesday (19).

Clifford Glick joined the sales staff of the Mutual Network Mon-day (24). His previous connection in a similar capacity was NBC, for eight years.

Ed Cooney, mikeman at KGHL, Billings, Mont, marries non-pro Mary Wold on June 14.

Henny Frankel added to WOR audates.

Tom Foley, of the N. W. Ayer agency, leaves today (Wed.) as advance p.a. for the Al Pearce (Ford dealers) program, which goes atouring.

Offer Elsa Maxwell

N. W. Ayer agency last week auditioned for two of its accounts a variety show headed by Elsa Maxwell, famed party-plotter,

Proffered program is built around Miss Maxwell's penchant, so much in favor with socialites, and features her as m.c.

It Does Happen

Lynchburg, Va., May 25.
Speaker at a Lions Club pow-wow
forgot the mike was on, and gave
WLVA a spell of jitters,

Started spieling what sounded like innocent yarn about a Negro camp meeting. Sock ending, plenty blue, said to have hit the air despite speaker's attempt to cover the mike with his palm.

Engineers reached to cut him off, but too late.

WHK Hit from Sky

Cleveland, May 25.
WHK, Cleveland, was forced off
the air for two hours last Friday
night (21) when its transmitter was
struck by lightning. Damage done
to equipment figured around, \$1,000,
WGAR and WTAM broadcast intermittent amplications of the control of t mittent announcements the WHK mishap.

WHK's major power line went at 9.18 and the outlet wasn't back on until 11.02. Bolt blew out five fuses and a rectifier tube and burned out a transformer.

WMBD's New Equipment

WMBD, Peoria, May 25,
WMBD, Peoria, Ill. soon to start
on an equipment building program
which will five times over increase
its transmitting equipment, following
the nod from the Federal Communications Communications to the start of the start

when the start of the start of the start

when the start of the start of the start

communications communications that will use the cations Commission which will up its daytime power from 1,000 to 5,000 watts and double the night time

Project will be finished about

KGLO's A.P. Mention

Mason City, Ia, May 25.; KGLO recently was instrumental in a capture of a hoodlum and was given full credit by sheriff of county. Station broadcast description and warning of the hood and the law nabbed him 30 minutes after hear-ing the air warning. ing the air warning,

Successful stunt earned the station free advertising on the AP wires.



Here's a clue to covering the Hartford market that cannot be overlooked. And here's how it was discovered.

market that cannot be overrooked. And bere's how it was discovered.

From February 28 to March 6 we engaged the fact-finding Ross Federal Research Bureau to analyze the listening habits of the Hartford market. They made thousands of telephone calls, and here are the facts which speak for themselves.

WTIC not only blankets Connecticut, but also large sections of western Massichusetts and eastern New York, as well as New Hampshire and Vermont, In WTICs primary coverage area and Vermont, In WTICs primary coverage area is a rich audience of 1,737,810, and in its secondary coverage area there is an additional factor of 3,338,436.

Write Today for the Booklet Containing Full Facts on the Ross Federal Survey 50,000 WATTS—HABTFORD, CONN.

60.72% were tuned to

24.37% were tuned to the next most ular station.

6.54% were tuned to the third most popular station.

2.28% were timed to popular station.

6.09% were tuned to all

S0,000 WATTS—HARTFORD, CÓNN.
The Travelers Broadcasting Service Corp.
Member NBC Red Network and Yankee Network
Paul W. Morency, General Manager James F. Clancy, Business Manager
Representatives: WEED & CO.
350 Madison Ave., New York, N. Y. 203 N. Wabsah Ave.,
Michigan Building, Detroit, Michigan

On the Upbeat

placing Sid McNutt's which goes Pacific northwest tour. Lewis con from College Inn, San Diego.

Marvin Frederic follows Reggie Childs into the Commodore Perry hotel, Todelo, O., May 26. Latter goes to New Penn Club, Pittsburgh.

Mart enny band switches from Vancouver hotel to Royal York hotel, Toronto, Horace Lapp exits latter spot for Banff Springs hotel in Al-berta, Can.

Oak Grove Casino, Milford, Conn., opened last week-end under new management, Petrocy Bros. Paul Tremaine premiere attraction Satur-day (22).

George Hall booked for what look like longest advance one-niter to date at Bronx Winter Garden, N. Y Oct. 9. ill Wolfe set for CRA.

Don Ferdi's orchestra, at the Strat-field hotel, Bridgeport, Conn., has taken on Barbara Perkins for vocal-izing. Has a twice weekly NBC

Maximillian Bergere band opens Park, June 19, for an indefinite stay Just closed the Miami- iltmore.

Olentangy Park, Columbus, has a double for Memorial Day, booking Jan Garber as an added attraction to Austin Wylie. Latter is in park for week of May 29, following Johnny Burkhorth.

Paul Tremaine gets a dozen days with the Fireman's Carnival at Trenton, N. J., from July 5 to 17. Also slated for Jaffa Mosque, Al-toona, Pa., June 19. ROC set both.

Charles Boulanger booked for Lakeside Park, Barnesville, Pa., May 29. Follows with Crystal ballroom, Cumberland, Md., June 2.

Eddie Wittstein will fly up from the Hamilton hotel, Bermuda, h regular stand, to play the Yale so nior prom in New Haven June 21.

Virginia Beach suft club has Emerson Gill as first band leader through June and probably Johnny Johnson for July and August.

Herb Gordon's orchestra, recently at the Wardman Park Hotel, Wash-ington, has returned to Riley's Lake House, Saratoga Lake, for the sum-mer season.

Pierre Kara's band opens the roo of the Walton hotel, Philly, May 29

Bianche Caitoway will return to the Southland, Boston nitery, which she opened this past fall for one year starting Sept. 15.

Grady Mullin's Southern Gentle men Orchestra opens at The Pines Pittsburgh, May 29, for indef stay

Freddle Starr's band debuted at the Roosevelt hotel, N. Y., May 20

(Continued on page 46)

Set by Harry Kilby.

Barney Rapp's one-niters between closing at Chase hotel, St. Louis, and preem at Beverly Club, Newport, Ky., on June 15 are: Fontaine Gardens, Louisville, June 3; U. of Tenn., 4; Olentangy Park, Columbus, O., 5 (two days); Richmond, Ky.; U. of the South, Sewanee, Tenn.; Cotillion Dance, Hopkinsville, Ky.; Williamson and Charleston, W. Va.; Pikeville, C. C., Pikeville, Ky., and Meadowbrook C., Beacon, O.

Kay Kyser plays the Modernistic ballroom at State Fair Park, Mil-waukee, May 30. When he made the spot last season he broke the record, with 8,147 paid admissions.

Blue Barron closed a nine-month engagement at the Southern Tavern, May 14 to go to N. Y. for a record-ing date. Does a one-niter trek for CRA before opening at Westview Park, Pittsburgh, Pa., on June 14.

Harry Lewis orchestra started summer engagement at the Dessert hotel Roundup Room, Spokane, re-Harry Lewis orchestra

GORDON and BEVEL'S

l Hum a Waltz

From 20th Century-Fox's "This Is

WithoutYour Love

Kitchy-Mi-Koko Isle

MILLER MUSIC. Inc. INIO BEGADWAY . NEW YORK



The English Swing Novelty it

CUBAN PETE

Watch This Number Sweep The Country! Still the Nation's Walts

SEVENTH HEAVEN

HOLLYWOOD SONGS-

RCA BUILDING-RADIO CITY-NEW YORKKY PHILL KORNHELFER, Gen. Mgr.

Another "These Foolish Things

THE YOU AND ME USED TO

The No. 1 Song

Just Released

A STAR

The Greatest Song of the Year

GONE WITH

IRVING BERLIN, Inc.

799 SEVENTH AVE. NEW YORK HARRY LINK, Gen. Prof. Man

Dobbs Sues 3 Writers Alleging Song Borrow

Alleging Song Borrow
Al Sherman, Jack Meskill, Abner
Silver, all songsmiths, and the Joe
Morris Music Co., were named defendants in a \$150,000 plagiarism
suit filed Monday (24) in N. Y. Federal District Court by George Dobbs,
who has also composed songs.
Dobbs claims defendants lifted the
music of a song he composed in 1929
entitled My Baby's Wise, and used
it in their latest tome, 'On the Beach
at Bali Bali.'

CODE DRAFT IS READY FOR F. T. C.

Final draft of a code of fair trade practices for the music industry will be laid before the Federal Trade Commission by the end of this week. Immediate action on the document was assured by FTC spokesmen at a meeting in Washington Friday (21) with a delegation from the Music Publishers Protective Association. If the code is approved by the commission this week a trade conference on the pact will be held in New York the week after next. Tentative date cifed by the commish is June 10.

Group that called on the FTC last

is June 10.

Group that called on the FTC last week consisted of John G. Paine, who quit the chairmanship of the MPPA to become gen. mgr. of the American Society of Composers, Authors and Publishers, Harry Fox, newly appointed MPPA gen. mgr., E. B. Marks, Sam Fox and an associate of Joseph V. McKee, MPPA cunnel.

CHESTER COHEN PUSHED YOU' INTO NO. 1 SPOT

Leo Feist, Inc., nas succeeded in taking a tune out of 'Top of the Town' (U), and raising it to top place among song-film performances. Song is 'Where Are You?' Through a mathematical error, due to a checker failing to count a Charley Dornberger playing, the number did not get the No. 1 rating it had won on the 'most played' list for the week ending May 15.

Chester Cohen, professional manager of Feist, is credited with pushing the song to the pinnacle against real odds by an intensive exploitation of all plug avenues.

Three Years to Catalog 164 Pages of Copyrights

Mills Music, Inc., has put out a 164-page catalog listing copyrights it controls which have been assembled from 1896 to 1937. In the book's classification of 'Yearly Song Hits,' as applied to the Mills catalog from year to year, 'Sweet Rosie O'Grady' heads the list for 1896, while 'Organ Grinder's Swing is rated as the No. 1 song for 1836.

Compliation of the catalog, which took three years, was directed by Mack Stark, Louis Schwartz and Harry Godfrey. Mickey Alpert supplies music for Ben Marden's Riviera, Englewood, N. J., opening May 27.

Professional Men's Fete

Installation of the new officers of the Professional Men, Inc., at the Astor last Friday (21) was accompanied by a banquet and a speech by Gene Buck. Following were the installed:

Mose Gumble, pres.; Rocco Vocco, 1st v. p.; Joe Santly, 2d v. p.; Bob Miller, 3d v. p.; Irving Tanz, 'treasurer; Michael Schloss, financial sect.; Dave Kent, sergeant-at-arms; Mack Stark, Jules von Tilzer, Chester Cohn, Danny Cameron and Jack Richmond, board of governors, and Jonie Taps, Johnny White. Sam Richmond, board of governors, and Jonie Taps, Johnny White, Sam Smith, Elmore White and Charles Warren, board of trustees.

Last Week's 15 Best Sellers

†Little Old Lady	Chappell	
*September in the Rai	Remick	
Carelessly	Berlin	
Love Bug Will Get You	Santly-Joy	
*Blue Hawaii		
Boo Hoo	Shapiro	
*Never in Million Years	Robbins	
*Sweet Leilani	Select	
*Where Are You?	Feist	
*There's a Lull in My Life	Robbins	
*Was It Rain?	Santly-Joy	
It Looks Like Rain	Morris	
*Moonlight and Shadows	Popular	
*They Can't Take That Away	Chappell	
*Let's Call the Whole Thing Off		
 Indicates filmusical song. † Indicates stage productions are pops 	luction song.	The

Musician Sentenced

Cleveland, May

Cleveland, May
Frank Hesidence, of Akron, O.,
dance band leader and director of
the 107th Cavalry band of the Ohio
National Guard, was sentenced last
week by a federal judge here to
serve two and a half years in the
Lewisburg (Pa.) penitentiary for
embgzzling around \$700 by padding
the band's payroll.
Hesidence pleaded guitty tohorges saving his actions were

the band's payroll.

Hesidence pleaded guilty to charges, saying his actions were silly and that he did not realize the seriousness of the offense. Judge S. H. West retorted it was too serious, fining him \$500 in addition to serving time.

Bandleader was accused of listing several mythical musicians on payroll, taking their pay checks, endorsing and then cashing them himself.

Music Notes

Joe Keit has joined the New York professional staff of the Joe Morris Music Co.

Helen Meinardi and Hoagy Car-michael have peddled another song to Paramount titled 'I Met Him in Paris.' Ditty will be published by Famous,

Connie Boswell will do a song specialty in Paramount's 'Artists and Models.'

Vincent Lopes orch doing recordings with Yoshl Fujiwara, Japanese tenor, who will warble in Japanese to Americanized arrangements of native tunes.

Marty Arden cleffing Fanchon & Marco shorts for Radio.

David Rubinoff's Banjo Eyes, piano composition dedicated to Eddie Cantor, will be published by Carl Fischer.

Eddie Lane's band replaced Jo-seph Zatour at the Shelton ho-tel, N. Y.

Tyson's Radio Pow-wow

Representatives from NBC, lumbia, Mutual and the National Association of Broadcasters held a lengthy session with Levering Tyson, of the Advisory Council on Radio in Education, yesterday afternoon (Tuesday), discussing further ways and means of co-operation between the two groups. Plans embrace special broadcasts and the financing by radio of a survey on the topic of loudspeaker education.

Broadcasters at the meeting were John Royal, Frederic Wills, of CBS; Fred Weber, Mutual gen. mgr., and James W. Baldwin, NAB managing director.

EXCHANGE OF JOBS

Chicago, May 25.

Herb Lutz of the local Famous music office goes to the Coast next week to take charge of the Holly-wood branch of the E. B. Marks

He replaces Walter Donovan, who, strangely enough, comes to Chi to fill the vacancy left in the Famous staff here by Lutz' departure.

WILLIE HOROWITZ TO NEW YORK FOR KEEPS

Chicago, May 25. Willie Horowitz, who has been chief of the local Robbins office for several years, goes to New York in two weeks to become professional manager for the Miller firm, Rob-bins subsidiary. Horowitz will offitake over

June 21. June 21.

Benny Goldberg of the Robbins office in Boston in Chi to take charge here. Music row reps and the band leaders tossing a farewell party and shindig for Horowitz, who is sticking here until the Bernie Cummins orrebestra opening at the Edgewater Beach hotel.

Joe Venuti stays at the Nicolett otel, Minneapolis, until July for CRA.



'Sing and Be Happy' 'What A Beautiful Beginning' 'Travelin' Light'

MOVIETONE MUSIC CORPORATION 1250 SIXTH AVENUE



WARREN AND DUBIN **SEPTEMBER**

IN THE RAIN

REMICK MUSIC CORP. 1250 Sixth Ave., ECA Bidg., N. T. CHABLIN WARREN, Frot. Mgr.

EACH OTH

JUST AS YOU AND IT

WRITERS-PUBS NEAR TRUCE

iption rights to the SPA for the ther, in turn, to split up among its mbers entitled to the royalties. Pobs reserve the right to deduct first y debts due them from writers on

Music Publishers Protective Association will continue as the sole agency for the disposal of these rights and to deduct 10% for the licensing service. This agreement ill affect only those works turned over to publishers by writers after June 1, 1937.

More Income

New arrangement will constitute something of a gain in income for the writers. Under the old contracts writers of production numbers col-lected 50% of whatever was derived from the sale of sync and tran-scription rights, while the authors of

Witnark Presents

Starring DICK FORAN THE GREATEST WESTERN BALLAD IN YEARS

MY LITTLE **BUCKAROO**

. WITMARK & SONS 1250 Sixth Ave., RCA Bidg., N. Y. CHARLIE WARREN, Prof. Mgr.

TALKS BEAR FRUIT

IN AGREEMENT

IN AGREEMENT

IN AGREEMENT

IN AGREEMENT

IN AGREEMENT

IN AGREEMENT

Dispute Over Transcription
and Sync Rights Looks

Practically Settled

Soo% TO SPA

Peace between writers and publishers on the synchronization and transcription rights issue was indicated late yesterday (Tuesday) when ittee of representative publishers and a delegation from the Songwriters Protective Association got together on a tentative agreement making the latter association got together on a tentative agreement making the latter association a arty to the distribution of royalties collected from these mechanical rights. Agreement will be submitted to the publishing industry and to the SPA council for approval.

Under the proposed pact the public turn over 50% of what they collect from the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the SPA for the sync and transpition rights to the sync and transpit to the sync and transpit to the sync and transpit to the sync a

Several major publishers were for engaging the SPA in a court fight and also wholesale rejection of SPA members' new works unless they included concession of the mechanical rights, but calmer viewpoints prevailed and a committee was appointed to meet with SPA councilmen to find out what their grievances were and what they wanted. At the second get-together last Friday (21) it became evident that the SPA spokesmen were not in harmony among themselves as to what they wanted. Irving Caesar, SPA, prez, suggested that the writers be alloted half of the monies collected from transcription and sync licenses and that their

the monies collected from transcription and sync licenses and that their share be turned over to the SPA for distribution. Pulso on the committee said that they had no objection to this arrangement as long as the Music Publishers Protective Association was allowed to continue to deduct 10% as agent in the disposal of the rights to users.

After Caesar remarked that it was the SPA's plan to deduct 5% for its distribution service to members, Joe Young, an SPA councilman, demurred. Young was against anything that would bring him less money.

thing that would bring him less money.

It became evident during the course of last week's two conferences that the heads of the SPA are determined to devise some system of collection that will serve to fatten the association's exchequer. SPA councilmen pointed out that the association needs money to pay its lawyers, its general overhead and, if possible, the salary of the president of the organization.

Besides Caesar and Young the SPA has been represented in these conferences by Sam Lewis, George W. Myer and Abel Baer, while the publisher delegation consisted of A. M. Wattenberg, chairman; Louis Bernstein, Jack Bregman; and Walter Douglas.

GORDON and REVEL Click Again!

in 20th Century-Fox's "WAKE UP AND LIVE" Featuring Walter Winchell, Ben Bernie and Alice Faye

NEVER IN A MILLION YEARS IT'S SWELL OF YOU THERE'S A LULL IN MY LIFE WAKE UP AND LIVE I'M BUBBLING OVER

Robbins Music Corporation

799 7th Ave., New York

Most Played on Air

Combined plugs on WEAF, WJZ and WABC are computed for the week from Sunday through Saturday (May 16-22).

- Carelessly
 There's a Lull in My Life
 Never in a Million Years
 Love Bug Will Get You

- Love Bug Will Get You Where Are You? September in the Rain It Looks Like Rain They Can't Take That Away Sweet Lelisni Too Marvelous for Words Let's Call Whole Thing Off That Foolish Feeling They All Laughed Dream Ranch
- They All Laughed Dream Ranch You and Me That Used to Be Wake Up and Live Blue Hawali Was It Rain?

- * Was It Rain?

 * How Could You?

 *It's Swell of You

 Boo Hoo

 * Sweet is the Word for You

 When Two Love Each Other
- Maybe
 You're Precious to Me
 Indicates filmusical song.
 Production Number.

ASKS CAESAR REFUND \$650

Francis Gilbert, of Gilbert & Gilbert, has received instructions from Francois Salabert, French publisher, to bring suit against Irving Caesar unless the latter returns the \$650 he got from Salaber for the continental rights to 'Is It True What They Say About Dixie?' Salabert's claim is founded on the allegation tha Chappell Co., Ltd., published the same number in France while under the impression that the foreign rights which it obtained to 'Dixie' included

which it obtained to 'Dixie' included French territory.

As publisher of 'Dixie' Caesar made a deal with Chappell in March, 1936, whereby that London outfit was granted foreign publication rights without territorial limitation. For the rights to 'Dixie' and 'The Rooster's Crowing' Caesar got an advance of \$1,000 from Chappell. Salabert closed for the rights to 'Dixie' in France, Spain, Holland, Luxembourg and other continental countries on Aug. 18, 1936.

After Chappell had put out a

tries on Aug. 18, 1936.

After Chappell had put out a French version of 'Dixi' Salabert protested that he held the rights to the tune. Following a considerable exchange of letters between the two foreign pubs, Chappell informed Salabert that it was prepared to settle the controversy by letting the latter have the tune. Salabert responded that he was no longer interested, since the sale of 'Dixie's' sheet music had run its course. Salabert's next move was to demand reimbursement of his money from Caesar.

HOTELMEN HUDDLE ON SOCIAL FUNCTION PLEA

Arthur Murray, manager of Barc-lay Hotel and prez of local Hotelmen's Association, has called meet-ing of exec board of latter org Thursday to consider demands of Musicians' Local,

Lead-In Strains for Plug Credit; **CBS Warns Remotes on Practice; Last-Minute Publisher Pressure**

CBS last week warned remote dance bands to desist from the practice of slipping into their broadcast repertoires any tunes which have not been cleared through the network's program department. What the web had reference to particularly were the few bars to a song which leaders interpolate into a program the last minute as a favor to some professional contacteer.

Network order was prompted by something other than a wish to enforce its regulations on the number of broadcasts permitted a current pop release during the evening stretch. It is afraid that a band will play a number which is not covered by the web's performi rights licenses.

Hollywood studios with publi ing

Iteenses.

Hollywood studios with publi ing house affiliations are beginning to get prive to a device that the latters' professional departments commonly use in the drive to get No. 1 place on the weekly most played lists for a picture tune. This common resort is that of getting a broadcasting band or vocal group to include a couple bars of the melody in the repertoire. On the reports from which these weekly capitulations are compiled the few strains count as a plug, but it's a plug that means nothing to the exploitation of the film or the sale of sheet music. of sheet music.

Interpolation of the few strains is

seldom announced on the air, and the event would escape the com-pilers of the report if the song plug-ger concerned didn't take the preger concerned didn't take the pre-caution of calling up in advance and asking the checking service to watch

DUFFY GOING

BUMPY IN

SENATE

out for so-and-so's performance the tune. To get these few bars into a program the plugger has to work at high pressure. He usually makes it a last-iminute contuct, pleading with the band leader quartet arranger that he is sorely i need of that plug.

Networ is rarely informed of the proposed use of the few strands. If it were, the chances are that it would be bluepenciled on the ground that some other band had received approval to use the tune within the prescribed period. Webs try to keep current releases from being overplayed by allowing but one broadcast of such tune during every two to four hours.

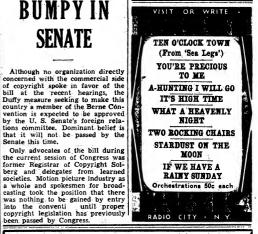
As far as the American Society of Composers, Authors, and Publishers is concerned, some credit is gif for this type of plug, although there has been considerable agitation among indie pubs to disregard the few strains performance allogether and impose a rule allowing for no royalty credit unless at least half a tune's chorus has been used.

CROSBY RAISES \$3,000 FOR JOE SULLIVAN

Hollywood May 25.

Honywood, May 25,
Benefit for Joe Sullivan at Pan
Pacific Auditorium, Sunday, netted
stricken pianist \$3,000. Some 14 new
bands participated in five-hour
swing concert.
When the surface and the surface and

Event was promoted by Bing Crosby for his former accompanist now in Monrovia Sanitarium.



Philadelphia, May 25.

Tooters are asking that no non-union musicians be allowed to work at functions in the hotels. They threaten to picket any hotel which doesn't come to an agreement with

With pleasure we announce a great musical score from MGM's forthcoming production FEATURING THE MARX BROTHERS

"A DAY AT THE RACES"

TOMORROW IS ANOTHER DAY A MESSAGE FROM THE MAN IN THE MOON ALL GOD'S CHILLUN GOT RHYTHM **BLUE VENETIAN WATERS**

AMERICA'S LATEST FOX-TROT BALLAD SUCCESS

EACH OTH WHEN TWO

Name Band Fever at Stanford U Has Campus Tooters Perturbed; Authorities Frown on Prices

of Women at Stanford de-clares that increased ticket prices keep out the poorer students. Mean-while the studes are calling for the most outstanding of current names, and getting them.

Band bookers in New York think that the authorities at Stanford are

that the authorities at Stanford are exaggerating the situation. Campus orchestras will continue to find enough work te keep them going around their own bailbuwicks and will remain an important source of organized dance units. As things stand the band business day many important money combinations have a campus background. Among them are Fred Waring, Hal Kemp, Ted Weems and Kay Kyser.

ALL-GIRL COLORED BAND

Reese Du Pree, operator of the colored Strand ballroom in Phila-delphia, has taken Harlem Playgirls, first all-colored girl band, for a

barnstorming through the South and

Midwest.

Band, out of Minneapolis, is being handled by Du Pree on a percentage basis. He is working out the route and lining up the dates, although not owning.

Consolidated Sets String

Into Million Dollar Pier

CRA sewed up the Million Dollar Pier, Atlantic City, N. J., with book-ing of its name bands during the sea-son from July 1 to Labor Day. Spot has an NBC wire this year.

Bands set are Jan Savitt, Johnny Hamp, Clyde McCoy, Clyde Lucas Don Bestor, Harold Stern, Jack Denny and Russ Morgan, Majority are for a week's stand.

Waller Into Deep Dixie

Fats Waller starts a tour of the South in early June for Harry Moss via an arrangement with Phil Ponce Waller's manager. Opener is on June 4 at V. M. I. annual cotillion dance.

After three weeks in Dixie band treks north to New England for an-other short play of the Yank terri-tory before taking a week's vacation.

Tom Gentry's Singers

Opening at raystone ballroom.
Detroit, May 21, Tom Gentry's band
has added two new vocalists, Hal
Jefferi , to be known as Jeff Hall,
and Helen Parks, both from staff
of WJJD, Ralph Allass indie here.
Deal set by local Consolidated
Radio Artists.

Chicago, May 25.

HEADS INTO DIXIE

creased prices, ile the Associated of Students' manager envisions class and club treasuries drained by the big fees collected by the name mastros. Campus leaders are convinced that eventually no dance will, be a click unless a topliner orchestrad is the attraction. So far every dance with name orchestra has paid for its self even though admissions have been upped to \$2.50 and \$3.50 for 1 mmy Dorsey and Vincent Lopez and to .86.50 in the case of Phil Harris. Palo Alto, Calif., May 25. Palo Aito, Calif., May 25, What has been going on in the East for the past five years around college dances is just beginning to be felt at Stanford University and other institutions: along the west-coast. Demand among the collegians for top name bands pushed the campus orchestras almost completely out of the picture. About all they are now getting to play are the smaller fraternity and club dances and out of this predicament has come vigorous sequences. has come vigorous squawks.

Campus combinations have gained the sympathy of the Stanford ad-ministration. Latter sees 'Stanford democracy' tottering under in-

Horins Presents

THE LITTLE **OLD FASHIONED MUSIC BOX**

VIENNA DREAMS

MERRY GO ROUND BROKE DOWN

I'M HATIN' THIS WAITIN' AROUND

THE MOON IS IN TEARS TONIGHT

From EADY, WILLING AND ABLE TOO MARVELOUS FOR WORDS

HARMS, INC., RCA Bldg., MACK GOLDMAN, Frof. Mgr.

-- FLASHES-And Now The New Novelty Song Sensation That Is Stopping All Shows!

'THE ORGAN. THE MONKEY AND ME'

SMASH HIT ON EVERY PROGRAM!

SAM FOX
PUBLISHING COMPANY 2---- NEW YORK

its from the RKO Radi

OUR PENTHOUSE ON THIRD AVENUE LOVE IS NEVER OUT OF SEASON IT GOES TO YOUR FEET

Deal set l Radio Artists

THE WIDOW IN LACE

NEW FACES

LEO FEIST, Inc. 1629 BROADWAY . NEW YORK

Sounds Wrong

Larry Shea and Jimmy Eaton have written a theme song for the bookies and Mills Music, Inc., is doing the publishi Title is Thank the Horses.' Number is billed as a novelty love ditty.

SALT LAKE CITY **SUMMER DATES**

Salt Lake City, May 25:

Summer danceries in and around Salt Lake City open on Decoration Day with out-of-town bands outnumbering home-town cleffers. Carvel Craig orchestra steps in at Hotel spot will have three price scales in effect this year. On Mondays, Tuesdays, and will have three price scales in effect this year. On Mondays, Tuesdays, Mednesdays and Thursdays, admish per persons will be 50 cents; Fridays, 75 cents and on Saturdays, 42 couple. Craig's outfit hails from San Francisco and filled a 12-week engagement in same spot last year.

Carol Lofner will be at Saltair, with pre-season dance skedded for Saturday, (29) and regular season opening on May 31. Verdi Breinholt, home-town leader with a band composed of Coast musicians, break in at Lagoon, Johnny Peterson, uke playing meestro, will lead hand at Old Mill.

Lagoon,
Johnny Peterson, uke playing
maestro, will lead band at Old Mill,
canyon resort, while Wally Williams'
band will be retained at Rendezvous,
Hotel Utah beer drinking spot, Ethel
Price, femme leader, moves in Club
Heidelberg, with all dame band,
Owns resis professer.

neigeiperg, with all dame band.

Once again, patrons at any of the above dance spots will be unable to obtain liquor, with beer being the only liquid refreshment okeh in Utah.

FRISCO STRIKE HITS WALDMAN, AL KAVELIN Wright's for stands i

San Francisco, May 25.

Strikebound for three weeks, two local orchestras left town over last weekend. They are AlKavelin's, from the Mark Hopkins, and Herman Waldman's, from the Sir Francis Drake. Kavelin goes to Milwaukee. Waldman to Houston:
Joe Reichman's band, which was playing at the Fairmont Hotel until hotel employees went on strike will

hotel employees went on strike, will depart for the South sometime this week. Reichman has deal on the week: Reichman has deal on the fire with the Hotel Ambassador for a return engagement to the Cocoanut Grove.

Hylton May Return

Possible that Jack Hylton. maestro, will return for his second visit to U. S. sometime this summer. Matter depends on whether of

mer. Matter depends on whether or not he can be cleared through immigration authorities and also on matter of an engagement.

Band is under management contract to MCA, but there was some ill feeling between both ends last year. Hylton is reported to have returned home in a huff. MCA is now looking for a spot to place him, ith Drake hotel, Chicago, one of the more likely prospects because of his success there last year.

Aragon's CRA Week

Chicago, May
CRA finally cracked the Aragon
ballroom, Chicago, with a solid
week's booking for Ina Ray Hutton,

June 12.

Il's the first full week engagement for any CRA band at the ultra dance spot and the first girl band to go in for a week's stay. Rita Rio played a week-end there last year.

At same time CRA entered its first major Hollywood spot with signing of Jack Pettis 'crew' for the Trocadero. Date still indef, but set

itzpatrick at Jantzer

Portlan re., May 25. Fitzpatrick's band is Fitzpatrick's band is a popular biz-getter at Jantzen Park Ballroom. Fitzpatrick built up quite a rep in Coast broadcasts and is here to stay two weeks.

Eddy & Eddy, dance tear
with the orchestra.

Lee's Spirits of Rhythm filling in for exiting Stuff Smith crew at the Onyx Club, N. Y.

CASTLE FARMS DATES

Consolidated Penetrates Spot With Lew Brown, Clyde McCoy

Consolidated Radio Artists has cut into another nice midwestern spot for a couple of its bands during the summer months with signaturing of Lew Brown and Clyde McCoy for Castle Farms, Cincinnati.

Brown opens June 21 to remain until July 4. McCoy follows on July 5, staying until July 11 after which he moves to the Graystone ballroom, Detroit for preem July 14. Brown is a possibility for the Meadowbrook, C. C., Cedar Grove, N. J., around July 18 when owner-maeestro Frank Dailey exits again for the road.

On the Upbeat

(Continued from page 44)

replacing Charlie Dornberger, Starr stays until Guy Lombardo returns.

Nye Mayhew opens the Glen Island Casino, Larchment, N. Y., May 27. Hal Kemp plays the three day weekend opening on alternating basis.

Johnny Long's orch set for sea-son's engagement Beach Club, Virgini inning May 29.

Charles Stenross band into Deshler Wallick, Columbus, May 28, -placi illy Baer.

Jimmie Lunceford scheduled for one-nighter at Valley Dale, Colum-bus, May 29,

Bernie Cummins' band opened two weeks engagement on Hotel Claridge Roof, Memphis, Thursday (20).

George Hamilton into Hotel Pea-body, Memphis. Engagement at Beverly-Wilshire, Hollywood, follows.

Eric

Artie Mayno's orchestra signed for S. S. Mayflower, New York-Bridgeport excursion tub, this summer.

Fats Waller one-nights Sunday (30) at Roton Point park, South Norwalk,

Ben Poliack band, on tour, stopped off for one night at Trianon, Seattle, Tuesday, May 18, and got nice tak-

en Pollack orchestra back in Hollywood after doing a series of one-night stands through the north-

lenn Miller does the Raymor ballroom, Boston, first week of June for Rockwell-O'Keefe.

Harry Rosenthal's band at the Versailles, N. Y.

Tom Gentry current at raystone ballroom, Detroit.

ick Fidler doing a one-niter se-ries for CRA.

Earl Sodahl's band at Radisson hotel, Minneapolis, has added Jani Green for vocals.

Chick Webb begins a five-week one-niter tour for CRA, starting May 25. its Savoy ballroom, N. Y.

Joe Haymes and Les Brown band

set for Pleasure Beach, Bridgeport, Conn., weeks of June 6 and 15, re-spectively. Ferde Grofe flies west to conduct at Hollywood Bowl June 21.

Charlie Barnett plays Huns Prep at Princeton, N. J., June 5.

Neil Golden stays at the Brass Rail, N. Y., through June.

RADIO CHANGES **SHORT JITNEY DANCES**

Spokane, May 25.

Spokane, May 25,
Nightly radio broadcasts of Billy
McDonald and his Highlanders has
caused a change i the dance policy
at Natatorium Park. To make the
five-cent dances profatable, the orchestra played short snappy numbers
that didn't register favorably with
radio audience.

So Nat management is now charg-ing general admission and dances are longer, smoother.

Jan Garber will play for seniors of University of Michigan, Com-mencement night, June 19, at annual mencement night, June 19, at an

ROY SONGS. RUSTY HINGE

Swing Fox-trot Decca Record No. 1273-A

WE CAN'T GO ON THIS WAY

Torch Ballad

A Waltz ith a New

ON A LITTLE SHIP SAILING THE SEA

ROY MUSIC CO





REMICK MUSIC CORP., N.Y.C.

FLASH !-Here's the Long-Awalted Score by JOE YOUNG and FRED E. AHLERY for BEN MARDEN'S "IVIERA FOLLIES of 1931"

THE IMAGE OF YOU I'M HAPPY DARLING DANCING WITH YOU A WHIPPOORWILL IN A WILLOW TREE

LEO FEIST, Inc. • 1629 BROADWAY • NEW YORK

Agency Bill Passes Pa. Legislature: **Enforces Licensing, Outlaws Chiseling**

Philadelphi , May irresponsible, unlicensed

agents were outlawed in Pennsy agents were outlawed in Pennsy with one fell swoop last Wednesday (19) when legislature put final okay on Frey bill, amending act of 1929 regulating employment agencies, which will be signed by Governor Earle this week, is concluding shot of campaign begun last fall by United Entertainers' Assn., to rid the state of unscrupulous agents. The act, which has had incorporated into it the best features of the rival Walsh-McGee bill, had the whole-hearted support of the ity's licensed agents.

icensed agents.

licensed agents.

Its strongest point is the requirement that every person or corporation that books talent in Pennsyon no mater how small a scale—must obtain a license. Fee is \$100. Thus MCA, Rockwell-O'Keefe and other big New York outfits, which place artists here, will have to obtain their sheepskins within the next few weeks.

The bill brings into the fold a The bill brings into the fold a large class of agents who avoided licensing—and the strict attending rules laid down by the state department of labor and industry—by styling themselves 'contractors.' They jumped the rules by claiming they hired talent for their own use and leased it to proprietors of niteries.

leased it to proprietors or interies. To come under the wire now as a contractor, the agent will have to prove he is a real producer, assembling all talent at his own expense and accepting no fees either directly or indirectly. All acts would have to be sent out as units.

be sent out as units.

As the bill now reads, the only agents exempted from its provisions are those engaging talent for use in their own performances or entertainent producers and managers assembling, managing and directing their own performances at their own expense and who charge no commissions or fees directly or indirectly.

Triplicate Contracts

The department of labor and in-dustry, which, through its agent here, Vie Girard, works in close harmony with the United Entertainers, will with the United Entertainers, will demand a triplicate contract form signed for every job. One copy will go to the agent, one to the act and one to the employer. This form, which is being worked out now by Tom Kelly, prexy of the Entertainers, and reps of the licensed bookers, must show name of act, salary, comission taken by agent, whether wages include transportation and room and board, and numerous other details.

details.

In cases where the contract form is not made out correctly and does not give all necessary information, or where there is any other violation of the act, the UE will turn over the data to Girard, who is empowered to take an agent to court, where he is subject to a fine of \$100 to \$4,000, or a year in jail, or both. Kelly was unsuccessful in an attempt to have stricken from the bill a requirement that entertainers under 21 years of age cannot work in iteries. This has long heer a

der 21 years of age cannot work in iteries. This has long been a Pennsy law, but has been winked at by authorities. Kelly said he hoped to prevail on them to continue to al-low actors under legal age to work. as a high percentage of performer are between 18 and 21.

Surfside (L. I.) Opening With Elaborate Setup

Roadhouse season around New York swings into action this week ith the opening Thursday (27) of the Surfside, formerly the Sun and Surf, at Atlantic Beach, Long Island. Show is one of the most elaborate yet trie one of the most elaborate yet trie one of the most elaborate Rostiz and Fontana, and Paul Sydell.

Rosita and Fontana, and Paul SydellAlso scheduled to have opened
Thursday, now postponed a
week, is Ben Marden's new Riviera,
on the other side of the George
Washington Bridge in Englewood.

J. Marden's old spot burned
down last fall, with the fact that the
new structure isn't fully completed,
bringing about the delay.

Surfside is making a unique offer

Surfside is making a unique offer Planist-leader asked for two weeks to patrons; for \$3 per patrons get salaries and return transportation in bathing privileges at Atlantic Beach, diwner, dancing and the floor show. Sayeg.

FULLER OPENING ANZAC TIME TO U. S. ACTS

Hollywood, May 25. Fuller theatre circuit of Australia is offering 12 weeks of vaude to available acts. New time is being

available acts. New time is being booked by Bert Levey. Marks the first stage opposition that. Tivoli chain has had in years.

Sir Ben Fuller started planning a vaude comeback i Australia following the big opening of the A. B. Marcus show in New Zealand, last month.

INDIE DET. SPOT DICKERING FOR **OPERETTAS**

Detroit, May 25 Downtown theatre, former RKO operated by Krim Bros. dickering for an 'Opera Under the Stars' it to supplement pix duri summer months. Manager conferring with Fortune who stages the operettas for the Shuberts at Jones Beach, Long Island, every summer.

If deal goes through, figured pre-

If deal gest through, figured presentations would start about middle of June and run through Labor Day. With unit already set for Toledo, operettas would be jumped weekly between here and Ohio city.

Operettas were tried at Navin baseball field a few years ago. Latter venture, which ran for two seasons, wasn't an outstanding success, due chiefly to bad breaks in weather and accessive outlar for stage, hands, neccessitated by need for moving stage on and off diamond when Tigers baseball team played at home.

Downtown has already signed for next fall's session of San Carlo Opera Co., with tentative opening date set for week of Oct. 2. Possible run will extend two weeks. San Carlo formerly played at idle houses here, but Downtown will suspend pix for duration of stand.

Dempsey Denies Quitting N. Y. Spot; Major Owner

In answer to reports that he contemplated withdrawing from the N. cafe bearing his name, Jack Dempsey issued a statement to the effect that he is the controlling owner of the establishment and in-tends remaining as such. Under-stood that Dempsey controls 65% of the enterprise, with Jacob Amron having a smaller share, others also being interested.

peng interested.

Dempsey explained that out-of-town engagements had kept him away from the cafe frequently during the winter and spring, but that such appearances are about over and he intends devoting much of his time to the place.

to the place.

Dempsey's is claimed to have earned over \$100,000, most of the coin being used to pay off on equipment and fees to the fistic figure. Cafe is drawing on its own, dearth of stellar boxing shows at the Garden affording little support from that source.

Rosenthal's Orch Set

For N. Y. Versailles

Harry Rosenthal and his band will open at the Versailles, Y., night open at the Versalites, x, night spot Thursday (27), contemplated Paris engagement being called off. Contract for a mi imum of six weeks at the De Luxe, a night club in the French capital, was entered into with Edmund. Sayag, but was snagged over financial matters.

3.000-Capacity Colored Nitery Opens in Philly

Philadelphia, May 25.
New nite spot, said to be largest
in world, opened here last week.
Tagged 7-11 Club, cabaret seats 3,000

Six bars operate continuously and there is a continuous all-colore show. Operated by Jimmy Toppi.

ALCOHOL ENDS MUNICIPAL **LEASE**

inaspolis, May 25.
rotests of clubwomen and reform groups ended the proposed
lease of the Municipal Gardens to
Louis Howe, lawyer-maestro. Latter had negotiated deal to operate
place after dark as.a mitery. Fact
that liquor was to be served on
premises stirred up storm. It raged
for a week on page one here.

Most quietd statement of the one.

Most quoted statement of the op-position was one of femme's re-marks: We want the Municipal Gardens to be a decent place where cent women can meet without sitting on beer kees.

on beer kegs."

To which Lawyer Lowe answered via letter: We are the victims rather than the advocates of the fact it is necessary serve alcoholic beverages in order to operate a restaurant and night club successfully."

THREE ACTS JOINING PEARCE GANG TREK

Chaz Chase, Danzi Goodelle a Sammy Barton will augment Pearce's Gang on the latter's go will coast-to-coast tour strictly Ford dealers and their families. C tis & Allen set the outside acts;

It will be Barton's first appearance in the U. S. in 14 years, the comedy bicyclist having been in Europe that length of time.

Pearce's tour starts June 1 in Detroit, winding up June 29 in San Francisco. Will play only for the auto-sellers, their families friends, with all shows gratis.

Musicians Continue **Picketing Philly Nitery**

ildelphia, May 25.

Members of Musicians' Local con-tinued picketing of 20th Century nitery here this week as manage-ment continued in refusal to oust Barney Zeeman orch and install union outfit. Possibility loomed that waiters, bartenders and cooks, highly organized at the spot, may walk out in sympathy.

Six pickets somewhat pared the weekend biz of the big mid-town

Garr, Cross and Dunn Set for Ky. Nite Spot

Chicago, May 25.

Eddie Garr, as m.c. and Cross and Dunn are set for the new Beverly Hills Casi the river from Cincinnati starti June 15.

Through the local ligh & Tyrrell

Dancer's \$1,750 Award

Chicago, May 25.
Damages of \$1,750 were awarded
Sally Warren, nitery dancer, i a
suit she brought against Illinois
Central Railroad. She charged that
a scar, which resulted from injury
received when ring on a trai,
prevented her from wear itery
costumes.
Case was tried in Circuit Court of
Judge Roman E. Posanski.

From Legit to Units

Teddy Hammerstein and Denis Du For are planning a vaude unit for next season instead of doing a play. Outfil tried one show on Broad-way this season, "Howdy Stranger," which di n't show a profit.

Confab of Nitery Ops With Philly Mayor Ends in Pyrotechnics; Lid On

ELAINE BARRIE SIGNS FOR PIX HOUSE P. A.'S

Elaine Barri , ex-Mrs. John Barry more, is teaming up ith Harry Holman, vet vaude sketch-player, for First date is through Paramount at the chigan, Detroit, week of June 11, yehicle will be one of Holman's favorites, 'Hard-Boiled Hamp-

Michigan, Detroit, week of June 11. Vehicle will be one of Holman's old favorites, 'Hard-Boiled Hampton.'
Miss Barrie, who divorced Barrymore a few weeks ago on the Coast, played a personal, but solo, at the Orpheum, Los Angeles, a couple of washer ago.

WB HOLDS PITT. **VAUDE FOR SUMMER**

. May 25.

ing two months, Stanley, WB deluxer, is deing right through warm weather. Harry

termi ing right through warm weather. Harry Kalmine, circuit's zone manager, is making regular trips east to line up talent, most of the time booking to the cuff, but situation has eased up somewhat and house at the moment has enough shows to last it through June and into early part of John Shep Fields' band is current, with St. Moritz Ice Ballet' and Three Nonchalants coming in Friday (28) to be followed by a local amateur show, the Wilkens Hour on WJAS headed by Brlan McDonald, Jerry Mayhall and Jock Logan.

For week of June 11, Stanley has Benny Goodman's orch; June 18 is still temporarily open and June 25 Ozzie Nelson brings his outfit back for second time within a year. For July 4th week, house is building an all-Hollywood show around Henry Armetta, Dixie Dunbar and Leon Janney.

Kalmine is also dickering with Dick Stabile and his band, closing three-month stay here at William Penn hotel's Chatterbox Thursday (27), Dance dates will keep Stabile usy well into summer, with chances that his Stanley date will come shortly before he returns to Chatterbox October 1 for the winter season.

Marian Marschante Dies In Spokane Auto Crash

In Spokane Auto Crash
Spokane, May 25.
Marian Marschante, 28, itery
singer, was killed here Friday (21)
in an auto accident. Miss Marschante
was singing in the Dessert hotel's
Roundup Room here.
Nev Tanner, Roundup Room organist, was driving the car from
which the singer was thrown into
the path of another machine when
the two cars collided. Tanner was
held on ical charge of manslaughter.

Fay's, Philly, Given One Week's Respite

Philadelphia, May 25.

Fay's theatre here, vaudfilmer skedded for shutters last Thursday, was held open additional week because of hot biz and cool weather last week.

House elness

House closes definitely thi day (27), according to manager. id. Stanley.

Philly Actors' Benefit

Philadelphia, May 25.
United Entertainers' Assn., itery and vaude performers' org here, will give itself benefit show and dance June 15 in Moose Hall. Special permission for show was granted by Mayor Wilson.

WALDRON IN CHI

Chicago, May 25.

Jack Waldron opens Friday (28)
t the Yacht Club here for an incfinite engagement. (28) cfinite engagement. Comes from Hollywood Rest.,

iladelphla, May 25

iiadelphia, May 25.

Nearly 500 operators of niteries and other entertaliment places, called to a meeting in Mayor S. Davis Wilson's reception room Friday afternoon (21) for what was expected to be a peaceful lecture on what kind of shows they could and could not put on, were treated to a rare exhibition of fireworks instead.

Excitement ended with the Mayor threatening to can the Director of Public Safety and Superintendent or Police if the city Isn't rid entirely of vice within a week. Niteries and other spots have put the lid down for 10 days as a result of the Mayor's order.

orders.

Mayor started things off peacefully enough by telling the assembled owners that he wanted to make a seven-day town of Phillip' and inferred he wasn't going to bother anyone as long as they cooperated. He told of the conventions he brought to town and how they helped the nitery bizness.

Then he went into the type shows he wanted outlawed. He declared he would permit no exhibitions of lesblans, female Impersonators or minors. He put the nix on papier mache decorations and said all places must comply with rules of the fire marshal's office.

fire marshal's office.

Then Hizzoner made a mistake, He asked if anyone had anything to say. Patrick J. McGee, counsel for the Retalt Liquor Dealers' Association, arose. He said he represented half the liquor dealers in the city. Then he lammed into the police department. He charged wholesale sale of liquor on Sundays, lewd shows and gambling at many tapperies.

Not only is the Sunday sale of

Not only is the Sunday sale of liquor widespread,' he said, 'but certainly must be with the knowledge of the police.' That's where Mayor Wilson threatened to fire the cops.

Wilson threatened to fire the cops. Next day, representatives of the Liquor Dealers admitted to the Mayor that McGee was their counsel, but denied he had any right to speak for them. They said they thought conditions in the city very good. The Mayor threatened to have McGee disbarred and demanded proof of his charges. McGee had a conference with the Mayor yesterday (Monday) in which he agreed to provide the proof. He is sailing for Ireland today (25).

ROBINSON SET FOR DALLAS **BOWL SOLO**

Bill Robinson has been signed by the Pan American-Greater Texas Exposition, Dallas, as a free-act in the Cotton Bowl for two days beginning June 19. Colored dancer's sal-ary for the two-show engagement will be \$2,500.

June 19 is Emancipation Day, bi gest holiday for the colored race i the south, hence the Robinson book-

Cotton Bowl, seating nearly 60,000, is being used as bait by the expo to draw tourists and natives alike. Admission is free, with the expo goi in heavily for names.

in heavily for names.

A previous booking for the Bowl, though following Robinson's date, it that of Jack Benny and Mary Livingston. Latter are skedded for three shows in three days starting July 3, at a total salary of \$15,500.

Dixieland Band Going On Tour of 1-Niters

Dropping out of the Paramount, N. Y., early last week on holdover of Internes Can't Take Money' (Par), because the management asked a 20% cut be taken, the Dixi land Jazz Band is going out on a tour of one-nighters that will wind up with a six-week booking at the Ft. Worth Frontier Days Celebration starting June 27 starting June 27.

Band leaves on the tour guest appearance on the Pon air program June 8.

Nitery Reviews

CHEZ PAREE

(CHICAGO)
Chicago, May 19.
The poore

Now Appearing

CLEO BROWN ROY ELDRIDGE

And Band

AT THE "Home of Swing" In Chicago

FAMOUS THREE DEUCES

222 North State St.

AGENTS

day, Convales ng Cards Assortments I Commissions particulars DOROTHEA ANTEL

Show People All the World Over Will Be Interested to Know That ALPAIPV FIGURE THEIR SIDNEY FISHER THEIR

Kormerly at 29, Wardour Street, Now Located at More Commodic Premises at 75/77, Shaftesbury Avenue PICCADILLY, LONDON, ENG.

The THEATRE of the STARS

LOEW BLDG. ANNEX

160 WEST 46TH ST. NEW YORK

Bryant 9-7800

SIDNEY H. PIERMONT

BOOKING MANAGER

LUBIN

but that's enough to line up standees to last until dawn.

but that's enough to line up standees to last until dawn.

He does everything in great style. Carries drummer and planist, and does couple comedy numbers and so couple comedy numbers the fast gab and song, he demonstrates how he once committed mayhem on a piano in Chinatown, N. Y. Girl line is newly costumed, and surrounded by new scenery. Presently going in for more leg display than is usual in Chez shows, but yeen so, it is doubtful that any cover-up campaigns will ever affect his spet. Coronation number by the street of the s

up to topline stunt pecause or su-so wardrobe. Also on the show are Barbara Parks, fine thythm singer, but better for radio than niteries, and Pierre Andre, who announces show. Band is still Henry Busse's, almost a show. in itself, and doing a swell job for both dancing and acts. Loop.

PICCADILLY ROOM

(PHILADELPHA)
(PHILADELPHA)
(Philadelphia, May 19.
Picadilly Room, which opened here last week is new idea to Philly niteries. Ike Beifel continues white the state of the large converted house, while Ben Rash has taken over front room on commission basis, named it Picadilly, and installed a colored show.

Piccadilly, and installed a coloreus show.

At one end of the room is mediumsized bar, at the other a small bandstand with a handkerchief-like dance floor in front of it, and in the center are tables. Everything done in chrome and leather, makes place attractive, although it isn't ultra-ultra. Seats about 100.

Opening show boasts Gladys Bentley as headliner. She's very disappointing. Just an oversized colored mammy, minus the mammy instinct.

Makes her appearance in purple silk dress suit and high hat, which is mice-looking enough, but not a lot else can be said for her. Her specialty of course, is blue songs. But what she offered when caught were apparently neither blue enough nor clever enough.

Most than can be said of entire show is that it's loud, room is rather small and shouting by all the acts is guaranteed to whift the ears a-plenty. This isn't entirely out of place, however, with type of patrons Rash is attracting. Most distenses at the course of the course

oiled and looking for say the character the noise for gaiety and are pleased.

Tiny Bradshaw, m.c., is fairly satisfactory for type of place. He works hard and has a food worke. Link and has a food worker that had an all the control of the contro

HARLEM CASINO

(PITTSBURGH)

(PITTSBURGH)

Pittsburgh's only colored spot continues to work on a policy of quantity can be continued to the continues to work on a policy of quantity can be continued to the continue to the

Saranac Lake

Happy Benway
It's still snowing up here.
Grand opening of Johnny Highlan's St. Regis Ladi ' Green Room,
was a de luxe affair, place is 100%
theatrical.
Leon

was a ue luxe affair; place is 100% theatrical.

Leon rottes (Loew's, lushing) getting quotati on camps up here.

Fred Rith, the baritone of many known retes, who has seen much of the bed thing during the past 10 years, at the will Rogers Hospital.

Dr. Dan O'Neill, the actors' dentist here, threw away a pair of crutches only to get the numps.

William White, writer, hubby of Ruth Morris, is here at Camp Intermission fixing up things for the arrival of Mrs. William (mother) Morris.

Mari ianchi a check-

Mari janchi

The Christy Mathewsons, the Mathewson home

The Christy Mathewsons, are at the Muthewson home Park Ave, here, Buster Holt (Fenway, Boston) Tony Zim (R.K.O., Boston) both angling for a summer vacash spot here.

Wile to those you know in Saranac and elsewhere who are sick.

 15 YEARS AGO (From VARISET and Clipper)

New Famous layers booking contracts called for percentage and guarantee, with right to dictate ad-mission scale. Exhibs no like.

Rumor boys added United Artists to that reported Goldwyn-First Nat. deal. Matter fell through before they could bring in the rest of the busi-

There were 17 states with new censorship bills and three with existing censorships had bills to make 'em' tougher. Just to help along, 10 states sought to bar Sunday shows.

Bert Lahr tackled vaude with a soubret. Sime said 'Strictly small time in work and material.' Just out

lice Brady moved from Brook-lyn to the Palace and drew the class audience of the season, Bessie Clay-ton in her ninth week of the season at the same house, but not consecu-

Picture stocks came to life after several weeks of doldrums. Famous Players up to 64, Loew's, now the old reliable, was regarded with dis-favor.

Hilda Spong the fronter for National Stage Women's Exchange. To help needy actresses. Forerunner of the current Stage Relief Fund, but along slightly different lines

Famous Players offered Al Jolson \$150,000 and a percentage after costs for a single film.

Players Assembly, co-op composed of Equity members, in a jam. Played 10 weeks for \$27 net.

Barnes' huge elephant, Tusko, on a riot in Centrali , Wash. Kept the bull men out all night, but recaptured without having done much damage. Famous for his bad temper and his breaks,

Marcus show ended its 40 week tour and glad of it, Had a tough time in spots, but carried through.

Insiders discussing possible sale of Barnum show to Ballard-Mugivan. For once rumor had it right,

State, with only indifferent programs, continued to pack 'em in Had been doing it since the open-

Bill Dooley in a jam with six flap-pers in Cincy. They talked back at

him and he had to have them ejected. Rest of the audience though it was a part of the act Girls sued, but lost.

B'way swung into the summer season with 40 houses lighted. Some of the lights were flickering, though,

Nitery Placements

Frank Gaby, Luba Malina, Danzi Goodelle; Texas Rockets, Eleanor Knight, Caperton & Columbus, Jerry Goff, Adelphia hotel, Philadelphia.

Jack Gwynne Co., Congress

Al Smiley has quit acting to open the Club Esquire in Hollywood.

Hal Thornton,
Top, N. Y.
Benny Fields;
Paul Sydell;
Beach, L. I.

Paul Sydell;
Beach, L.I.
Three Dandies;
N. Y.
Raye and Naldi,
Room, N. Y.
Alleen Cook, singer; Le Mirage,
N. Z.
Brown and Ardsley,
Central hotel, N. Y.
Ruth May, singer; Brewery, N. Y.
Daphne Ryan; Crisis, N. Y.
Patricia Bowman, dancer;
Travis, singer; Clyde Hager,
Versailles, N. Y.
Cross and Ben Yoet's Collegians:
Marion Pierce; Buster Collive
and George); Lois Kay; Ben Marden,
Riviera, Englewood, N. En Marden,
Riviera, Englewood, N. J.
Judy Starr, singer; Cyril Smith,
comic; Gentlemen Songsters; Bardonic, Sentlemen Songsters; Bardonic, Gentlemen Songsters; Bardonic, Sentlemen Songsters; Bardonic, Sentlemen Songsters; Bardonic, Sentlemen Songsters; Bardonic, Sesab Wari , mimic; Asis, Sesab Wari , mimic; Asis, Sesab Wari , Micla Goodelle, si ; Plaza hotel,
N. Y.
Sicla Goodelle, si ; Plaza hotel,
N. Y.

"One Man Swing Band

HELD OVER PARAMOUNT, NEW YORK

Doubling Into 19th Week Club Mirador, New York

June 4-10, CHICAGO, CHICAGO Mgt. RUDY VALLEE CORP., N. Y. C.

ALWAYS WORKING

'WHITEY' ROBERTS Last Week, Auburn and Portland, Me

St. Johns, Canada

SMITH A" DALE

LOEW'S STATE

NEW YORK

This Week (May 20)

Presenting Their Hilarious

"AMUSEMENT A LA CARTE" With MARIO and LAZARIN

WM. MORRIS OFFICE

RICHARD (RED) SKELTON

"HOW TO DUNK PROPERLY"

ver for 5th Consecutive Week at Palace Theatre, (April 30 to June 3)

Opening LOEW'S STATE, New York

WEEK JUNE

ЮX

ROSITA and FONTANA

OPENING MAY 28 SURFSIDE CLUB, Long Beach, L. I.

PAUL SMALL

WILLIAM MORRIS AGENCY, Inc.

Variety Bills

NEXT WEEK (May 31) THIS WEEK (May 24)

with bills below indicate whether full or split week

day of

RKO

CHICAGO Palace (28)

Palace (28)
Mann Duprice &
Red Skelton
Lynn Martin Co
Red Rablnson
7 Danwills
(21)
Rosyettes
Red Skelton
Buster Shaver
Riedwins
Stanley 2

CLEVELAND Palace (28) Chester Hale Co Dick Don & D 8 Ambassadors Starnes & Annavan Starnes & Annaval Boreo Ethel Shutta (21) Cab Calloway Bd Lindy Hoppers KANSAS CITY Mainstreet (28) Mogul

Loew

NEW YORK CITY Sincialr 2'
Louis Sobol Jackie Heller Harry King Mclisse Mason Sibyl Bowan Joe Lewis Pop Stoy 2' Limb 2' Capitel (22)
5 Tip Top Girls
Popeye
Jesse Crawford Co
Phil Regan
Lime 3

Radio City Music Hall, New York WEEK MAY 27th

RAY ROYCE

Placed by LEDDY & SMITH

NEW YORK CITY
Paramount (26)
Ina R Hutton Bd
Condos Bros
Vic Hyde
Mary Small

Mary Small
BOSTON
etropolitan
Jack Williams
Sylvia & Clem
Feter Higgins
Stadler & Ros
Ross & Stone
Decardos

CHICAGO
Chicago (28)
Geno (28)
Geno (28)
Geno (28)
Chicago (28)
Clyde Lucas Bd
Masters & Rollins
Mariori
Lillian (28)
Lillian (28)
Lillian (28)
Loew's (28)
Camilla's Birde
Paul Regan
Marcy Bros & B
Liazeed Arabs

PHILADELPHIA
Allumbra (27-28)
Sally Rand Rev
Earle (28)
Ben Meroff Ore
Anna May Wong
(22)
Allen & Kent
Stephin Fetchit
Calif Collegians
Nico. (26:98)

J. Dorris & Seamon
Balabanow Rev
FITTSBUTGES
FITTSBUTGES
BARRIS
B Nixon (26-28) Sully & Thomas Nelss Tr Oxford (3-5)
Paul & Esther
(27-29)
Osaki & Taki

CHICAGO State Lake (28) INDIANAPOLIS Indiana (28) Jack Lenny Co
Dake 4

Bar Se Eddie
Rmiles & Smiles
RANSAS CITY, MO
Harry VanFossen
Serge, Flash
B& Bevely Bemis
John Harry VanFossen
Some Flash
Some Serge, Flash
Some Serge,

London

EAST HAM Granada

EAST MAM

G & Transman

G & Transman

Lovando Ormonde

Lovando Ormonde

Lovando Ormonde

Thorp & Stanton

Tex McLeod

FINSRURY FARK

Rimes of Transman

SINGTON

Bine Hall

1st half (21-26)

3 Willarda

Kingsley, & Pord

LEWINHAM

Jock Lewis Co

Western Bros

'Ren Harvey

Carrell & Howe
Linas Singh Co.

Linas Singh Co.

Witerate Palace

Flutence Desmiond

Will Mahoney
Vio Oliver

Lornice Stope

Lornice Stope

Faul Remos Co.

Tailo Boys

Tailo Hayes

Jé Vie Falace Gis

BRIXTON Paluce
Jack Lewis Co
Bil & Bil
LEXTONSTONE
Rialto

Je Vic Palace Gla HRIXTON Asteria Hatle & Poster 'AMDEN TOWN Gaument Act, Superb J Manley Bros

Jack Lewis Co
Bil & Bil
TOOTING
Granada
une In

TOTTENHAM COURT ROAD Parameunt Anton Bd Dave Poole 1 Brilliant Blonder 3, Music Hall Boys Blu & Blum

WALTHAMSTOW

Provincial

Week of May 24

Week
ABENDEEN
Thedi
Dave Willis
Jimmy Cklinisy Florence Hunter
Cliff Harly
Jee Boys
Vera McLean
Tiller: Gis
P'& J Desmond
Roy Davey.
CARDIFF
Capital
Al Bowlly

CARDIFF
Capitol
Al Bowly
EXEFER
Paince
Dora Dayld
GLANG
GLANG
GLANG
Levis Discover
Pavilion
Levis Discover
Pavilion
Levis Line
Levis

MANCHESTER
Paramount
Clapham & Dwyer
Beryl Orde
8 Step Sie
Brookins & Van
YEOVIL
Palace
Irene Mansell

Froics
Ralph Wattdns Orc
Martin's Rh'mba Or
Joe Lewis
Oshins & Lessy
Harriet DeGon
Patsy Ogden
Johnny Coy

Glen Island Casin Nye Mayhew Orc

Greenwich Village

Casino
Alleen Cook
Vera Dunn
Peter Randall
Ann Stuart
Duryea's Doll
Variety 4
Clyde Brennan Orc

Clyde Brennan Orc
Harlem Uproar
Erskine H'wkine Bd
Lillian Fitzgerald
Edna Mae Holley
Edna Mae Holley
B; Castle & ScottMae Brown
Willie Jackson
Tiny Bunch
Lovey Jane
Lovey Jane
Ede L McKin
Ede L McKin
Fred & Cinger
Edwards Sis
Fred & Cinger
Edwards Sis
Paulline Bryant

auline Bryant helma Middleton

Hickory House Joe Marsala Orc Adele Girard Jim Moorehead

H'lyw'd Resignan

Hutel Ambassi

Larry Siry Ore H W Thompson

Rudy Vallee Orc Judy Starr Lyril Smil Gentlemen sat Baron & Kids Se Waring

Hetel lit Carl Holf Orc Florence & Alva 3 Internationals Albernice

Cabaret Bills

NEW YORK CITY Peral Benga Betty: Brite Betty: Brite Betty: Brite Betty: Brite Betty: Brite Florence Chumbsce Florence Chumbsce Florence Chumbsce Florence Chumbsce Florence Chumbsce Florence Rekkofs Rekkofs Rekkofs Rekkofs Rekkofs Rekkofs Richard Florence Florence Commette Comme

Barney Gallant's fune Elkins Juan Craig Musical Rogues Merl & Merlain Dandles

Bertelotti's Jimmy Whalen Orc Tommy Harrls Orc Yula Elournoy Nysa Alna Joyce Faye Greta Lewis

ill's Gay 90's
Eddle Leonard
Loe Huward
Rudy Madison
Spike Harrison
Ethel Glibert

Cafe Ball
Chic Farmbert
Eddia Lambert
Roger Steele Ore
Jack Wallace Ore

Callente

Beth Raborn
Helen Shaw
Ruth Wayn
Carol Sis
Rhythm Boys
Callente Cabelleros

Caliente Cabelleror
Chateau Modern
Lonise Raymond
Allan Foster
Al Apollon Ore
Claremont Inn
Jolly Coburn Ore

Club Gaucho
Vaccaro's Orch
Jose Dinz
Trini Plaza
1.lia Moya
Helen Virgil
Dinitri

Cinh John Adams Al Benson Shirley Watts Neil Stone

Club Mirador Chb Mirador
Maridie Hart
Buddy, Wagner-Orc
Vie Flyde
Aima Beray
Joan Vickers
Bearl Reynids
Warren & Bodee
Red, McKenzle Orc
Rifa Henni
Thil Sare
Allily Convey

Club Yumuri Anionio & Carllo Sarita Herrara Roslia Ortega Don Hillerto

Cutton Cfu
Ethol Washington
Nicholan Bros
Duke Ellington Fessle Dudley
3 Giantstof R'yth'm
Lyle Anderson
Alam & Anise
May Digney
Wen Cethert Choir
Ed Minley Otch
Bill Builey Cutton Clu

El Chico

3 Maracco Ernie Hatet Orc

Motel Edison

Bobby Hayes Orc
Ralph Torres
Theodora Brooks
Oscar Deye
Muriel Byrd
Bob Berry

Hotel, Essen House Nat Brandwynne O Hurris & Ashburn 4 Rhythym Hoys Maxine Tappin Dick Stone

otel Fifth Ave Laurel-in-Pines (Lakewood, N. J.) Terry Green Mona & Marina Fred Berhens Ore Hotel Gov. Clinto Phil D'Arcy Orc Stuart Jules Kay Marshall

otel Lexington Shirley Lloyd Jeno Bartal Orc otel Lincoln

Hotel McAlpin Enoch Light Ore Mary Dahls A Gonzáles Ens Muriel Sherman

Hotel Muntclair (Casino-in-the-Air) Coral Islanders Hal Hope Oro Herh Weil Electronic

Hotel Marray Hill (Fountain Room)

(Fountain Rudin)
Joe Cappi
Nancy Garner,
Hotel New Yorker
(Sum er Terruce)
Evelyn Chandler
Baptle & Lamb
Hotel Park Centra

Motel Tack Central
ferry Blaine (You
James Costello
Brown & Ardsley
Che and Celebrate
Che and Celebrate
Otto Tames Costello
Brown & Ardsley
Che and Celebrate
Otto Tack
Che and Celebrate
Otto Tack
Che and Celebrate
Otto Tack
Hotel Plans
Lore
Hotel Repair
Hotel Plans
Lore
Hotel Repair
Motel Collaborate
Motel Collaborate
Motel Collaborate
Will McCune Orc
Will McCune Orc
Hotel Roseseetk
Hotel Roseseetk
Hotel Roseseetk
Motel Roseseetk
Hotel Roseseetk

Hotel Roosevelt

Freedele, Sitary Ore-flotel Save, Plana Ray & G. McDonald Emile Jettl Ore Editel Shelton Editel Shelton Editel Shelton Ell Dantalg Ore Martinez & A C. Barra Har Can Franklin Patrick, Moriey Steele Sk. Mority (Sky Gardens)

Hotel St. Regis (Viennese Roof) Jacques Fray Or A Rasch Dancer Henry Dick A. Robins

Hotel Taft
Geo, Hall ro
Dolly Dawh
Johnny McKeever
Hotel Vanderblit
Eddle Lane Oro
Goodelle & Fairle
Dorothy Howe
otel Waldert
Astoria
(Starlight Rant)

Leo Reisman Oro Navier Cugat Oro Raphael Hotel Wellington Ed Mayehoff Orc Hotel Weylin

Hater Weylin
Alex Fogarty
Charlie, Wright
Jiminy Kelly's
Lionel Rand Ore
Joe Canello Ore
Gunello Ore
Gunello Ore
Jiminel Costello
3 Raymonds
Larine
Eddle Davis Ore
Hirado Ore

H. Rosenthal Larrosenthal Larro LOS ANGELES

Hawatina Parmille

Versaliles

Gagnon & Brough Dorathy Roberts Naomi Warner Speck Watkin Layce Graham George Redujan O Peggy Fa Vield Fay King Sisters , met Jörden Buddy La Al Heath

The Reddin Bill Burt Stanley Hickom Muzzy Marcellin 4 Debutantes Hudson Metzu Ted Flo Rito Paris In

Paris In
Deminicolum
Ken Intryou
Ken Intryou
Kabrielle & Cellia
Yeone
Rudy & Lafosca
Thora Matthaise
Margorith del RiJuan de Marthi
Fett Gorent Orr
Seven Sena
Lindia Milline Or
Somerset finuse
Relly Boriba

Bill Zerker Camille Saray

Topsy's
The Dee Slater
Bonnie Lind

Bellevue-Stratfurd

Meyer Davis Oro

Ben Franklin Hotel
(Georgian Room)
Moe Jaffe Oro

Moe Jaffe Oro Benur the Bum's Leo Zollo 3 Roberts Bra Millon Frome Stunrt & Lea Raigh Brown Dines Dancing Deb

Club Parrakeet

Pat Curroll
Maxine Manner
Léona Rice
Jane Morgan
Irene Berry
Agnes Johnson
Al Eldredge Oro
Trocadero

Phil Ohman Ore

Van Levis Oro Henry Pairle

George Oliver Jahnny Mangui Ted Hendrex Jerry & Sonny Gene Osborne Doc Dougherry Nicky Gallucel Silver Lake Inn (Clementen)

(Clementan)
Olive White
Vera Dunn
Beth Challis
Pairich & Ren
Jean-Goodner
Huddy Roser
Mysile Plaia
Mickey Violin, 2
Mickey Familiant
Streets of Pari

Streets at Par Jean O'Nell Isance (unlhoun Andy Russell Rumona Harry Aldridge Rita, Crosett Edw Carson Jewy Fine Ore 1214 Sprace. Frances Fay Acomerang Hat Hixon Jimmy Blüke Prill & Holmes

20th Century Ta

Barney Zeeman Esther Martin Roscoe Alla Hazel Lemard Whil'd & Lorr 4 Esquires

Winif'd & Lorral
Bequire Cib
Tommy Monroe
Sunay Marcelle
Sally Jammar
Ann Rusin
Marcelle
Sally Jammar
Anney Barselle
Marwick Sis
Nancy Barsell
Pegsy Daily
Ubang! Club
Doc. Hyder's Ore
Gindya
Stump & Slumpy
Jackle Mabley
Markel Mabley
Markel Mabley
Robby Brans
Robby Brans
Robby Brans
Robby Brans

Barrien
Bobby Brown
Dobby Brown
Vernan Guy
Parlain Ore
Cong Murray*e
Gabby Jee
Joe
Doby Le
Doby Le
Doby Vaughan
Barbara Gon
Freddle Lane
Milz Barl
Vola Klain Ore
Freddle Lane
Milz Barl
Vola Klain
Bill Dockett Ore
T-11 Club
Bill Dockett Ore
T-11 Club
Bill Dockett Ore
T-11 Club
Bill Dockett Ore
T-12 Club
Bill Dockett Ore
T-13 Club
Bill Dockett Ore
T-14 Club
Bill Dockett Ore
T-15 Club
Bill Dockett Ore
T-16 Club
Bill Dockett Ore
T-16 Club
Bill Dockett Ore
T-17 Club
Bill Dockett Ore
T-18 Club
Bill Do

Venice Grill Emily Ruse Billy & Kitty Duva Joe Relly Marty Barton Orc

Joe Helly
Marty, Barton Ore
Wallon Roof
Inshelk & Geta ves
Phil Arnold
6. Alliesy Gills
Royal Da.
6. Alliesy Gills
Royal Da.
6. Michael Charles
Royal Da.
6. Michael Charles
Royal Da.
6. Michael Charles
Royal Da.
6. Michael
Royal Da.
6. Mich

Dan Düñean Ore Yacht Chh Mury Hulbard Patrleta Robinsa Marcha Lee Scotty Middleton Lillion Chapthi -Marle Lamant Cula & Meta Viola Klaus Ore

Ritz-Cariton (Crystal Roam)

PHILADELPHIA

Horacio '.ito Le Mirage Arcadia Int'l
Mayfuir Girls (8)
Marton Wilkin
Jack Wulters
Putsy Ogden
Chus Carrier
Mario Villani
Milton Kellem Orc
Shava Sherman
Don Renaldo Or

Horacio Atto
Lo Mirage
Harry Harton Ore,
Cookie Williams Or
Alleen Cook
The Milliams Harywood,
Ciliff Allen
Churlet Kenne
Santu & Modya
Leon & Eddie's
Williams Harywood
Ciliff Allen
Churlet Kenne
Santu & Modya
Leon & Eddie's
Williams Harywood
Ciliff Allen
Churlet Churlet
Fallet
Callet
Cal

Dorothy Day
Audrey Kennedy
Marge Fox
Bubs Bubette
Joe King
Fran Cuswell
Buddy Fisher
Al Wilson
Billy Thornton Ore Vine Mori's

Vine Wo Ore.

Mori's

Mor Chez Michaud Joe Follman Or Walt Gallagher John Grady

Colony Clah Margie Druntmond Gypsy Rita Sunny Ray Dorothy Klaiss Dolly Delmont Frances Maddux 3 Colonials Orc

Embassy Club Embassy Club-Cliff Hall Linda King Virginia Renaut Dot Collins Judith Manning Kathryn Burkitt Gloria Mausier Susan Austin Jill Rees

Jill Reese
Evergreet Qanine
Relatine & D'rilgan
Relatine & D'rilgan
Relatine & D'rilgan
Rethien & D'rilgan
Vincent Norma
Vincent Rethien
Vincent Norma
Vincent Rethien
Rethien & Girls
Rethien & Rethien
Rethien & Mende
Rethien & Rethien
Rethi Gus Martel Orc
Surfidide
(Athantic City)
Shep: Fields Orc
Benny Fields Orc
Benny Fields Orc
Benny Fields
Footland Footland
Fault Sydell & Sydel
Tavers Os Green
(Central Park)
Hughle Farrett Orc
Ubengl Chib
Oyle Alston Orc
3 Golos
Orls Johnson
Toudelayu
Gladys Beniley
Valhalla
Maurice Shaw Orc

Maurice Shaw Orc Marita. Lorraine Barrett Rond Hal

Plecallly con (1523 Locust) (1523 Lacust, Gladys Bentley Julia McKenny Tlny Bradshaw Phil Scott

bhil Scott
Lanin- ne
Jilling While
May Jolks Smith
Blanketh Bonting
Join Hamilton Or
Figgre's
Trays Garth
Gree wood &
Ristord & Fuerling
Monga Alba
Monga Alba
Pat, Shevin Ore

Jack Linder Goes West

inder, who has tried his hand at pretty nearly every branch of the business, from indie vaude booking to operating a stock house at righton Beach, Brooklyn, is now en route to the Coast for a crack at picture agenting.

Left by car yesterday with his family.

Air Lawyers

ued from page

that our conduct as practitioners and that our conduct as practitioners and lawyer. Il bear any scrutiny by the Commission or by any of the court's before which we have practiced for many years. Segal sai 'We also feel certain that Commissioner Payor's colleagues on the Federal Communications. Commissionally of the commission of the court of the commission of the court of the cour

lames Payne

lineing full blame on Payne, attorney recalled that Smith previously had been rebuked in a letter which said there was no cause to cite him and declared the head of the investigating group did not give other commissioners full information about the way the probe had been conducted. Segal said if he could have been heard, the Commish would not have issued the citati Developments constitute the first

have been heard, the Commish would not have issued the citati Developments constitute the first cracking down on any radio lawyer since broadcast regulation was started ten years ago, came after the special probers declared their inquiry indicates the 'demeanor, good faith, and conduct' of the legal team may amount to 'unbecoming, unethical, and unprofessional conduct and demeanor as practifioners before this Commission.' Citation charged them with disregarding their oath of practice 'uprightly and according to law' and said their activities had the result of concealing material facts about legal qualifications, professional standing, character, integrity. Frincipal basis for the charges was the study of the 640 cases, combined with subsequent efforts of the Palmer Broadcasting Syndicate' to obtain construction permits for three local stations, and investigation into the paper-tampering incident which occurred early this year in connection with the request of Richard N. Casto, Johnson City, Tenn., for Iranchise.

In its statement of particulars the Commish declared both Casto and Palmer Broadcasting were dummi introduced for the purpose of decling and misleading the Commishering and the commishe

Palmer Broadcasting were dummi introduced for the purpose of deci ing and misleading the Commission in consideration of applications and in order to delay and hinder other applicants. Accusation said lawyers were thoroughly aware of these facts when they represented Casto and Palmer.

Palmer organizations is declared to be a paper corporation set up by Segal and Smith, staffed by three female employees of their law office. According to records, the stockholders were Helen R. Duvall, Ethel C. Murphy and E. Z. Miller, and the corporation claimed to have as assets \$1,000 in cash and \$20,000 in securities.

corporation claimed to have as assets \$1,000 in cash and \$20,000 in securities.

Complai about the Palmer Broadcasting Syndicate ori inally was preferred last August by Portland Broadcasting System, which won permission in the \$40 decision to erect a 500-water in the Maine metropolis. In an idavit asking the Commish to dismiss the Palmer plea for a 1210 local, George W. Marti, president, alleged the dummy was established to serve the iterests of the Eastland Co., whice owns the Congress Square Hotel Co., licensee of WCSH, and which tried to win a 100-water on 640 at Portland. Portland Broadcasting System alleged that the Palmer Broadcasti Syndicate's 1210 plea was filed merely to complicate the 640 cases, which care still pending in court.

Phony corporation, which Segal was charged with having incorporated in Delaware in June, 1934, was said to have failed to file any required reports, to be delinquent in taxes, never to have maintained of fices; and to have failed to acknowledge correspondence.

Never Carried Through

Commis records show that none of the three Palmer pleas—for sta-

Never Carried Through
Commis records show that none
of the three Palmer pleas—for stations at Cheyenne, Wyo, Lewiston
and Portland, Me.—ever was pressed
to a conclusion. Cheyenne application, itted June, 1934, was defaulted non-appearance; the
Lewiston application, filed October,
1934, was sent back because of conflict with Commish rules; and the
Portland application, entered June,
1934, was withdrawn after the Commish declined to dismiss in accordance with the Portland Broadeasti
motion.

waude motion.

In the asto incident, motion in the strong in the asto incident, make at it ions mentioned both the unauthorized and unlawful' substitution of CCC records and the fact that Casto was merely frontling for unknown parties.

Paramount'

Warner

Independent

linkenues
linken

Week of May 24

Righto
Loranna
Thorpe & Signion
OLD KENT ROAD
Anton Bd
Will Russell
STREATHAM
Aprila
Teddy Joyce Bd
Uniace
Jack Lewis Co
Rill

Jack Dempsey's E Carpenter Orc Do Pierrol's do Feser in Jane Stanley Tom & Charli Louise Brydon

Chita
Lin Rancheros B
Adelina Duran
Carlos Montoya
Rokita Rica
Don Alberto Orc

El Torentor Don Juan Orc Malda Cortez French Casino Adglet Ball Bruz Fletcher Charles Lawre

Hiswid Restauradi Mitchell Ayres Ore E Jehennick Gree Jenn Sarrenne Jenn Sarrenne Jenn Sarrenne Germanne Germanne Heiner Germanne Germanne Heiner Germanne Hei Jimmy Burns Ann Pe lington 3 Racket-Cheers Tiny Wolf Johnny & Geor Art Stanley Ore

Art Stauley Orc.

Beverly Whishire
Reyal Hawalians
Harry Owens Orc.

Billingure Bowl

3. Radio Regnes
Pierro & Tennule
Herrice Lynne
Dick Welsster
Joy Hodges

3. Rhythm Rascale
Fred Scott
Enrice. Ith'ha, Orc.
Jinning Grier Orc.

Cafe Casanova

Earl & Jas Lynch Casanova Ore Beth Wilson Rex Weber Cafe
Park Ave Boys
Vi Bradley
Stan Clair Oro
Clover Chih
Bob Grant Oro

Rath Robin Calgary Bros Santschi & Buck Phil Harris Ord El Mirador Dorothy Clare
Rainsdell Girls
Slim_Martin Orc
'anious Donr
Eddle Beal
Louis Prim

Wanda Diana. Toy Sol Brighta Orc Little Club Tiny Meredith dane dones. Paul Kendall Helen Warner Rose Valyda

Joey

The Reddin

PARAMOUNT, N. Y.

VARIETY

Current stage setup goes away overboard on rhythm, but not much of it is of/a standout quality. Ina Pay Hutton is the topliner. What of it is of/a standout quality. Ina Ray Hutton is the topliner. What here band mixes is catchy enough dansapation, between the control of the

doesn't distract any from the focal points of the act's interest.

Other experts in rhythms, but of a varying sort, on the bill are the Condos Bros. Mary Small. Vie Hyde and the Winstead Trio. In the case of the brothers, it's in their feet, and plenty of it. The two lads tap themselves to a brilliant faretheewell, uncrking the most involved twists. In broken and mixed rhythms. They registered handsomely and gave every indication of being on the way to the top of their field.

Billed as a 'one-man swing band,' Hyde's specialty is playing three trumpels at the same time and accounting for an arresting conglomeration of hot licks. Hyde also does rube patter, centering his humor on the fact that he halls from Miles, from the control of the field of of

or it's put out by a relative.

In between the Condos duo and
Hyde is the Winstead Trio; two boys
and a girl, who lend heaps of zest
to their trick style of swing harmony. Theirs is a nicely balanced
routine, with good judgment shown
in the selection of their novelty
numbers.

numbers.

As the holdover from the previous stage show Mary Small takes 'em for whatever they have left in applause. The youngster shines, regardless of the type of tune she undertakes. Her current repertoire goes from swing to ballad to blues, and for a richly earned encore she feeds 'em a medley of romantic ditties.

rs.

'Turn Off the Moon' (Par) is the ature. Business Thursday night as good.

Odec. was good.

STATE-LAKE, CHI

Chicago, May 21.
Thinking that his radio build-up will make Haven MacQuarrie bo. in a big way, the State-Lake gives his Too You Want to Be An Actor? turn some heavy exploitation, the heaviest his house has given anything in this house has given anything in this house has given anything in the his house has given anything in the his house has given anything in the his house has given anything his house who do want to be actors, but after the first day, there's some doubt that MacQuarrie is bo., for, the early evening show saw only about half capacity, something very rare for this house.

There is no doubt about the non-curtaining qualities of "Do You When the hing very rare for this house.

There is no doubt about the non-curtaining qualities of "Do You When the hing very rare for the house of the most drab, machow mais one of the most drab, unshow mais of the moust ever seen on the stage; while year humor it does hold is of the man-wearing-a-lady's-hat-a-ta-party type, and MacQuarrie himself lacks even a suspicion of the colorful personality needed to mc. a turn of the colorful personality needed to mc. a turn of the colorful personality needed to mc. a turn of the color of the color of the colorful personality needed to mc. a turn of the color o

knockabout, and a suw moutour content.

Randall Sisters, girl trio brought over from the Congress, jump from hilbility to hot numbers, but not entirely. Hilbility is always in, and girls need a lot of work and some recutining before their act clicks.

And then comes Pinky Lee and Co, being introduced as from radio, which makes radio to blame for something else. Lee is a small-time small timer doing a weak act with-

out any artistry whatsoever, and to make things worse has a complete set of outworn gags and business. Eccentric comic does bits, songs, and rarity at the State in the past couple chatter, all in a half lisp-half of years. Being the, long-afficity set of outworn pro-Eccentric comic does bits, songs, and chatter, all in a half lisp-half stammer style.

Picture is Tet's Get Married' (Col), and business was not so good on Loop.

EARLE, PHILLY

After several weeks with the vaude ide of its bills featured by big names (Rand and Lombardo being the last two), the Earle comes up this week with a generally entertaining fiesh show, but one that is not so strong, probably, on the marquee draw. Californi Collegians' and Stepi Fetchit are head-lined. Pic is 'Melody for Two' (WB). First show Friday found only a fair house with indications for merely so being the indication for merely so being the indication for merely so and then had to cancel due to an injury incurred in New York, reappears with much of his usual 'slow motion' routine, trimmed, however, this time by several minutes. Familiar highlights are still there. Gang out front takes it extremely well.

The Collegians are different from most outfits of their kind. In the putting over of straight merely most outfits of their kind. In the putting over of straight merely in the collegian are still there. Gang out front takes it extremely well.

The Collegians are different from most outfits of their kind. In the putting over of straight merely only the collegian of the forward of the particular. They render a medley of up-to-date hit tunes, including numbers from their pix, 'College Holiday,' Top of the Town' and 'Champagne Waltz,' following with their familiar burlesque, 'I'm Working My Way Through College' which first emphasizes the comedy element which is a keynote of the performance, with the 20 members of the orth doing side-show and acrobatic characters and circus animals. Some of the impersonations, even though exaggerated, aren't half bad, including Groucho and Harpo Marx, Haillie Selassie and Rudy Vallee.

Offering may be a trifle too long but there's no denying the Californi Collegians do click strongly in their comedy moments.

Offering may be a tri

FOX, DETROIT

Poor stage shows have been a rarity at the State in the past couple of years. Being the lone, strictly vaude house in all Manhattan, Loew's Broadway spot has had the pick of variety acts and the picking has been pretty good—up until this week. Currently, method of acts that's working a sight and sound hardship on the audiences.

It's one of these layouts that starts.

choice, but the combination of acts that's working a sight and sound hardship on the audiences.

It's one of those layouts that starts in high gear with a fast dancing-novelty, and then, with the exception of a couple of highlights, dross with a thud and remains in the light trough. The slutan starts with Raymond Wilbert in the deuce—his hook strictly from Dixie—and is made complete in No. 3, where Anna May. Wong clearly proves that singing isn't her business. Or, to look at it from another angle, she has no business singing.

Film players usually can get by with less than the average stage act. But it's next to impossible to get by with eight high singing.

Film players usually can get by with nothing at all. Miss Wong containts the base with a soft of the with the state with a surface of the start of the start

but the house was hot for them at the bows.

But here again the show reaches a cliff and drops off. Enoch Light's orchestra holds the curtain spot, and, with the exception of the eight-man glee club singing Beautiful Lady and Ruthie Barnes' ancing, delivers little that's impressive. Musically, the 12-piece crew (including Light) is only fair on a stage. Singing of Muriel Sherman is, perhaps, passable, but the duet with Light isn't. Act's highlight is Miss Barnes, a rechleaded heel 'n' toe'er who has plenty on the hoof and looks like an excellent bet for a picture or musical berth. She tied up the show at this catching, and, despite the fact that this was a comparative cinch, rates the reception.

Show's opener, is The Robins, two

the reception.

Show's opener is The Robins, two boys and girl, who combine fast acrobatics with dancing. They set a pace that the rest of the Wilber's a pace that the rest of the Wilber's deuce act, in which he makes hoops act as though they went to college, would look and sound much better if a good percentage of his talk was eliminated.

FOX, DETROIT

Detroit, May

Switch from straight vaude to production type stage shows at this pots marks return of a permanent house line, after several years lapse, and from indication at early show caught Friday evening (21) payees are going to gobble it up.

Change-over to Fanchon & Marcoproduced shows is for the summer shows.

Show's opener, is The Robins, two boys and girl, who combine fast a pace that the rest of the show is marks return of a permanent house line, after several years lapse, and from indication at early show caught Friday evening (21) payees are going to gobble it up.

Change-over to Fanchon & Marcoproduced shows is for the summer shows.

Show's opener, is The Robins, two boys and girl, who combine fast of the show is a girl, who combine that the creation of the makes hoops devened at a though they went to college, and the good percentage of his talk was elimiated to follow. Wilber's would look and sound much better if a good percentage of his talk was elimiated to the sound to the makes hough they went to college. Would look and sound much better if a good percentage of his talk was elimiated to the sound to the makes hough a payed of the sound to the produced to a good percentage of his talk was elimiated to be a control of the sound to the makes hough and the stalk was eliminated to the sound to the terminate that the grown policy of his most state of the sound to the terminate that the growing policy of fooling the Themme specially is outstanding.

To billing in current show falls to Gene Autry, cowboy film hero, and his nag, Champ Jr. A natural for kids, and a pleasant variety for kids.

To billing in current show falls to Gene Autry, cowboy film hero, and his nag, Champ Jr. A natural for kids and the province of the strain of the

pretty motheaten in vaude lately. Kemper and Haggerty dig 'em up from way back for their laughs.

Fast hoofing act is Gilbert and Claire. Work hard and energetically with considerable flash, Finish with a stair routine which has enough a stair routine wh

zing for any house.
Picture is 'Charlie Chan at the
Olympics' (20th). Business good at
the supper show, Friday. Gold.

MET. BOSTON

Boston, May 22. Benny Goodman's band is on the Met stage this week and, incident-ally, a picture, 'Go-Getter' (WB) on the same bill. At least the film is incidental to the thousands of danceincidental to the thousands of dance-dizzy, ing-silly youngsters who herded into the deluxer over the weekend to sit in on one sock jam session and musical cutops by the

hot clarinet kid's troupe.

Added to the unit for the Hub date are Dale Winthrop, tapper, and Larry Blake, mimic. Peg LaCentra is also back with the band. Miss Winthrop, as clever a femme terper as the vaude season has produced, pulls off one long sweet stop-time liming government from the Goodman orch. She's one of the many ace elements of this show.

Then Larry Blake, the lad who cases into his characters while he describes 'em. A run-off of such seriem stars as Lionel Barrymore, Robinson, Laughton and Beery, plus a variety of dialects, all click with the mob.

Miss LaCentra vocals charmingly

Miss LaCentra vocals charmingly Lull in My Life, and Let's Call the Whole Thing Off, and there was a demand for more.

Whole Thing Off, and there was a demand for more.

What the loyal disciples await with most anticipation is a torrid tune tangle by the trio and quartet. Goodman, Krupa and Wilson tear off Body and Soul' and Tiger Rag' for an opener, then Lionel Hampton adds his vicious vibraphone to the heating up of Stompin' and Nagasaking the control of the state of s

House packed on second Saturday show caught, and not a few of these colored rooters.

PARAMOUNT, L. A.

Los Angeles, May 20. Celebrating his 59th birthday (25), Bill Robinson is headlining the Paramount stage show currently, and mopping up as he always does. Bojangles was in rare form at the opener and mob seemingly couldn't get enough of his stepping and his gagging.

Another local favorite on the bill is Pinky Tomlin, offering a routine of new and old tunes of his own mposition, and registering for solid

returns.
Fanchonettes play an important part in current show, with a couple of outstanding production ensembles, and a stepping number with Robison that rates them experts as honfare.

of outstanding production ensembles, and a stepping number with Robisson that rates them experts as hoofers.

Girls' opening routine has them eaverting to a Tomilin tune, 'Edge of a Chair,' in which they dexterted they are the county manipulate chairs all over the county of the

ROXY. N. Y.

With a not too strong feature film as the main attraction, there was a chance this week to bolster the stage show, but the latter is one of the weakest which the house has put on in some weeks.

on in some weeks.

Minus any central idea upon
which to string together into some
crescendo the half dozen vaudeville
turns, the 50 minutes given to stage
entertainment is comprised of disjointed numbers without any
pointed climax either for the eye or
the ear.

the ear.

Headlined is Lucile Manners, soprano, who lately has succeeded
seems Dragorette on the Cities
Services Dragorette on the Cities
Services Dragorette on the Cities
Services and Services on the Cities
Services of Services on the Cities
Services on the Cities of Services of Services

The Cities of Services of Services on the Cities

The Cities of Services of Services on the Cities

The Cities of Services of Services on the Cities of Services of Services on the Cities of Services on the Cit

is colorful.

The veteran stump speaker, Senator Murphy, The People's Choice, gives a five-minute harangue on present day political issues which the audience seems to enjoy greatly. Dolores and Andre do a bit of adagio clowning and Tommy Trent offers a puppet show with an unusual finish.

usual finish.

Cooke and Brown work hard for a
minimum of response to their eccentric tapping.

centric tapping.

In between, and before and after, the Foster girls appear several ti in their familiar groupings, tumes are becoming.

tumes are becoming.

The newsreel is given almost exclusively to Cronation scenes as
recorded by Universal. There is a
carton, Spinach Roadster, which is
noisy, and a Columbia comedy release called Three Dumb Clucks,
which is pretty terrible.

Feature film is 'As Good as Married,' (U).

Embassy Newsreel, N. Y.

Coronation again is the principal feature of the week's pictorial news events; this time, however, the actual ceremony being depicted. Using the clips of Movietone, Metro and Paramount, the British pageant views are repetitious. However, in one release the newly crowned king is shown wearing different robes. Apparently in cutting both clips it was difficult to slice out certain footage. On the handle of the control of the

100G Nitery Burns

Finale is a production number based on house's screen feature, Turn Off. the Moon' (Par), well staged and closing the show with a flash street poet of the Aple was been also has Par Coronation forwarree commercial, Safety in the Alt, and cartoon. Biz oke at opening session, auguring for healthy week.

ADUCA INHETY BURNS.

ranks big ca than usual.

counting Glesson, who takes no par in the show outside of making the backstage announcements. In spite of two II-minute acts, show's tempo is all that can be desired and unit ranks big calibre. Music, too, is better than itemate.

PARLEZ VOUS PAREE

(FAY'S, PHILLY)

EMPIRE, PARIS

Paris, May 10.

Paris, May 10.

Not as many name acts as usually presented here on this bill, but the variety of those offered help it round into a show that pleases on the whole. Toppers are the Schwarz Sisters, who have been seen frequently in Paris and have established themselves as first-class entertainers.

miners.

Openers are the Trio Volair, aerial acrobats. Routine has not changed since last time seen at the Alhambra, but, act has improved considerably. Comistic time seen at the Alhambra but, act has improved considerably. Comistic time seen the control of the

Jaughs. Tor fair quota of Dancers, Joan and Steve, follow with an aerobatic routine. Both are covered with coat of sparkling crystal, which reflects the colored lights played upon them. Beneath their glittering paint they reveal a pair of nearly perfect bodies which glide in shining movement. As is the case too frequently, the girl outdances her partner.

in smining movement. As it in teases too frequently, the girl outdances her partner.

A switch in the program, due to the absence of both the Mackweys. American comedy act and the Boyer method in the second of th

glomeration of opera selections and semi-classical offerings, is sung by E. Savona, Jean Mourier and R. Tulman. Farce is introduced by N. Moyseenko.

Intermission entertainment at the opening of the second half is in the formal of the second half is in the opening of the second half is opening to the second half is opening the sec

CHICAGO, CHI

Chicago May 21.

Good, clean-cut bill here this week, packing plenty of color, novelty, and, more important, plenty of entertainment. A number of changes have made in the St. Moritz Ice Foliest III. A seemingly for the better. A last seemingly for the color of the h. An A some y to r bill.

nicely to unity and lengthen the stage bill.

Have spotted Alpine scehe first. Opens with 16 girls working in the elaborate Swiss set, doing a neat, though simple, routine to yodeling of George Dammert. While all still on the stage Fox and Lui, couple of meaning the stage of th

pans, timing, and smooth routine add to a standout.

Working in one, for switch in scenes, Paul Howard does a confortion dance routine that's okay. Best scenes are supported by the state of the state

mer Olympic champion. All have plenty of stuff, and sell it with showmarsh. Kit Klein especially, but the stuff of the stu

HIPP, BALTIMORE

Baltimore, May 21.

It's Major Bowes again at the Hipp, this time the International Revue. Working full stage in cyc, acts enter through globe centered on platform and banked by flags of all nations on both sides. Doings run a bit over 45 minutes.

Jack Squires back as m. using straight introductions throughout with no attempt to gag or be funny. Show moves along at a fair pace presenting the usual Bowes type of mateur entertainment, mild and rather mediocre.

Opens with the Burgian Down

rather mediocre.

Opens with the Russian Duo, two girls in some so-so bock stepping, followed by William McCollough in an old time swiss bell ringing stunt. The student of the student of

done selection.

Johnny and Julius, two youths, one with a trumpet a la Clyde McCoy, and the other imitating a similar instrument, follow to fair returns, with Joan Zappa, on her toes, in a travesty on a ballet dancer showing some fair spinners as a finish, next. Good spot here for Roy Richards with some okay impersonations including all the old standbys of Wichell, the Shadow, Penner, Arliss, F. D. R. and Armetta. Earns a nice sendoff for his efforts.

Danny Drayson, most professional

sendoff for his efforts.

Danny Drayson, most professional appearing member of the cast, on next with well-sold hard-shoe hoof routines rounded out by fair comedy. Supplies only real sock in the show. An instrumental foursome follows with simulations of Wayne King, Casa Loma, Rubinoff, Ted Lewis and the finale, showing tableau of Spirit of 76, Statue of Liberty and Columbia on a shield lowered through the flies. The band plays 'Dixie.' And how!

Film (RKO).

LOEW'S, MONTREAL

Headlines'

LOEW'S, MONTREAL

Montreal, May
Acts mostly new to Montreal and a fill line so well turned out and difficult to the second of th

set turns seen on this stage in years.

Maude Hilton and Gladys Fox.

Maude Hilton and Gladys Fox.

Well known here and liked, have a ribbing act with Eddie Sanborn stooging that the fans find quite to their taste. Some of the gags are dish, but anything goes and the turner taste. Some of the gags are dish, but anything goes and the turner taste. Some of the gags are turner taste, and the turner taste in the second to the second to the second to the turner taste. It is not to the second to the second taste of the second

New College Inn Show

Chicago, May 25.

New show for the College Inn (Hotel Sherman) opening June 2 will comprise the Paul Batcheller line of girls, Paul and Ewa Reyes, Three Heat Waves, Stanley Jacobson and the Coleman Clark table-tennis h.o., plus the 23-piece orchestra led by Al Trace.

Set through Music Corp. of America Heat Corp. of America Heat

Harry Lauder

(Continued from page 1)

ture greats in the entertainment field will be Great Britain and Aus-trali . In those countries burlesque is not dead. Understand me, I don't mean burlesque as the word is measured in this country. By bur-

don't mean burlesque as the word is understood in this country. By burlesque I mean high class farce entertainment with music.

The condition in America is bad because the individual finds himself burled in a crowd and does not any longer have an opportunity to show what he do. Variety shows dovetail the revue and the whole is potpourri. Performers can no longer hold the stage by themselves. The single has vanished. Personality is ing that gets a performer over, says Sir Harry, and 'hence the popularity of Harry Lauder year after year.'

He recalled

Lauder year after year.'

He recall miself out of the
Lanarkshire coal mines onto the
Lanarkshire coal mines onto the
stage of the Scotia Music Hall in
Glasgow as a young man of 23.

"The night, I did my first turn,'
he said, 'I went to Mrs. Baylis, the
proprietress, for the verdict on my
future. She said to me, Laddie, go
home and practice.' I made up my
mind that must have seen
something in me to go that far. I
went home and did practice, ind
I've been practising ever since. I'm
still practisi

The Human Touch

The Human Touch

The Human Touch
secret of projecting oneself
across the footlights, he asserted, is
to get the sincere human touch intoyour work. Lauder is doing for the
Scottish people and for the world
via the medium of the stage the
same thing that Bobbie Burns id
for an earlier generation with the
heart of humanity. To illustrate
his method he delivered a parable,
one of his favorite ways of pointing
up what he has to say.

The first time Sir. Harry undertook to portray the character of a
baker and sing a baker's song he
took counsel with his brother-inlaw, whose life was a baker's
daughter. He bought a suit of clothes
and daubed it over with dough and
flour for his characterization of
Doughy, the Baker. He learned all
there was to be learned of the characteristics, the problems, the life of
the baker clan.

A RUB-Bashin' Dame

acteristics, the problems, the life of the baker clain.

A Rib-Bashin' Dame

The night he introduced the song
the parents of his brother's wife
were there, sitting in the third row.
All through the performance the
wife kept 'bashing her man in the
ribs until by the ti the show was
over his ribs were well bashed in.'
The wife wouldn't speak to her husband for two weeks. At the end of
that time he asked her what was the
matter.

band for two weeks. At the end of that time he asked her what was the matter.

'How,'she demanded in a dudgeon, 'would Harry Lauder know so much about our lives and what passes between the two of us if you didn't tell him?'

Sir Harry told the anecdote to illustrate why folks believe in him because he will be at no end of pains to make his material ring true.

'That's why,' he says, 'when I was earning 21 pounds a week in my early days in London I was getting another hundred guineas every night from the biggest lords of the Swm at their after-the-theatre parties. No matter how high they come or how matter how high they come or how low, it's always in human nature to recognize uman nature. And they love it.

A William Merris Iscovery
It's all of 30 years and more now
since William Morris first heard of
a droll little Scotch comedian who a droll little Scotch comedian who was having great success on the other ide, went over there, and bought up all of Lauder's British contracts. In the years between, Sir Harry claims to have seen more of the United States than probably anyother personality in the amusement biz. He's trouped from the St. Lawrence headwaters to Puget Soundand from Edmonton to Florida. Hence he clais to know America better than most. The years have brought him a philosophical mellowing despite that I feel that I am as good at my business as I was 30 years ago.

He'll i ulge himself these days in a maxi two. He has the true

Unit Reviews

Vaudeville Marches On (CAPITOL, ATLANTA)

is unit is the third one Art Gleason has brought to Cap this season and takes the palm over his other two, Town Scandals' and Folies de Jour.' It boasts sock acts that please the customers and moves along snapply in 48 minutes.

Traveler parts to reveal band on a behind scrim following fanfare. Gleason, backstage, spiels over pasystem anent 'Vaudeville marching on' despite vicissitudes that have best it in last decade and that's cue for Lillian Mayfair, Vivian Manners, reie Romer and Julie Allen to come on for military dance number, finish from Gleason, still backstage.

Femmes are Inlowed by Ray PARLEZ VOUS PARLE.

(FAY'S, PHILLY)

Philadelphi May

This is a good middle-clars variely show, billed as predominately girl stuff, but actually a well-rounded 58 minutes of terping, music, novelties and acrobatics. It is all pretty-clean, well away from the blue, but flexible as to aud.

Featuring 22 girls, they sented in three production numbers at curtain resing, middle and finale. Featuring 22 girls, they sented in three production numbers at curtain resing, middle and finale. Featuring 22 girls, they sented in three production numbers at curtain resing, middle and finale. Featuring 12 girls in the backer ground without being the backer of the prediction stuff is a little better than in average unit. Top billing goes to Babette Fontaine, who does girl-in-bronze act. Painted golden brown and wearing, fig leaf effect only, curtains part on tableau of her standing on a pedestal as fountain, with line in frontableau of her standing on a pedestal as the foundation of the stuff of the production of the stuff of the stu

from Gleason, still backstage.
Femmes are followed by Ray Zeller and Ruth Wilburn who juggle hats individually and collectively. Zeller working in a lot of comedy. They are on 11 minutes, a lot of the time being taken up with Zeller hurling hats into audience, including the balcony.

Bobby Graham, personable 19-yearold band leader, takes over at this
point and moves down to mike and
sings 'Lonesome Road,' encoring by
rattling the bones to 'Chinatown,
while stepping off a fast tap routine,
while stepping off a fast tap routine,
The four girls come back with
baby dolls in their arms and after
offering a bit of dance to 'Sing,
Baby, Sing, putting the dolls through
their paces to the tune 'Doll
Dance.'

Dance.'
Nick Darso and Marie Leed follow with a comedy act, former uses Italian dialect to good advantage in his cross-fire with femme. Sings a parody on 'Oh, Marie,' working in bits of arias from practically every possible or more than the companies of the com

his cross-fire with femme. Sings a parody on 'Oh, Marie,' working in bits of arias from practically every popular open for the property of the

company comes on 100.

There are 16 in the company, not

Piccadilly Circus in his own motor car, with the shouts of the London populace's acclaim ringing in both their ears.

I was a wee boy just when my father died and my mother said to me. 'Harry, you're the head of a family now and you'll have to earn the living for all of us.' Maybe that's how I know the butts-and-bens' of Scotland so well—I lived in them. So, being all of 11 years old, and doing a man's work, I bought me a man's ipe and tobacco, the brand I still

Sir Harry plans to remai lywood until around the first of June. He has to get back to London and Glasgow for engagements and looks forward to being occupied much of next year by appearances at the World Scottish Exhibit in

at the World Scottish population of Los Angeles Scottish population of Los Angeles Scottish population and formula heard of Scott heart of Scott

Scottish population of Los Angeles and all Southern California heard of Sir Harry's advent here with glee. They have kept the telephone in his suite ringit stantly ith requests for personal speeches, here It wouldn't be so bad, 'except that lot call up collect.'

I still

benjo plucker. Starts off. slow with usual stuff, but wins hand at end on trick imitations with the instrument.

Two guys and a girl tapping, Condition of the condition of the

Wax Fights Back

(Continued from page 33)

as possible out of the hands of Presi-

is possible out of the hands of President Petrillo when he goes to face the national convention of the American Federation of Musici s. in Louisville next month.

No Employment Ald

By refusing to make which utilize union musicians recorders feel that Petrillo will not be able to go before the AFM and show the assembled unions what he has been able to accomplis the way of obtaining control of record music in Chleago; specially in the way of getting standby musicians for recorded programs other local union jurisdictions.

cago recording studios are to lilustrate to the unio throughout the country that Chicago recording studios are for musicians in other cities through the enforced booking of standby musicians, but has actually resulted a loss of, work to Chicago musicians, but has actually resulted a loss of, work to Chicago musicianskers.

To this end, they are doi

call up collect.

John Schultz Ailing
Schultz, head of Fanchon & Marco's agency end in New York, has been confined to his home with an eye ailment.
Expected back at his the next couple of weeks.

Helen Meinardi and Hoagy Carminchael collabed on 'April in My Heart'

A loss of work to Chicago musite makers.
To this end, they are do with music entirely wherever sible. For music they ar ukcleles, sweet potatoes, har Cappella choirs, and whistlers. Some of the recording studios are taking among themselves possibility of making a general protest to Joseph Weber, president of the AFM, against the Chicago musicies makers.

Some of the recording studios are taking among themselves possibility of making a general protest to Joseph Weber, president of the AFM, against the Chicago musicies.

Legit Actors Find Radio a Dilemma; On the Road Local Critics Complicate

By HOBE MORRISON

By HOBE MORRISON

With the revival of the road for legit, growing headache for actors and managers is the gratis, radio guest appearance thing. Requests for appearances on non-paying radio shows have long been nuisance to legit players in New York. But they're better able to protect selves within the confines of Broadway. Out of town, however, they're fairgame for every broadcaster and every house press agent.

What lays the legiters low on the foad is the number and complexity of the angles involved in the radio setup. In unfamiliar surrounding players aren't able to distinguish worthwhile stations from the others. To a stage name one set of call letters is apt to sound pretty much like another. Result is actors tend to have set policy of either okaying ornixing all bids regardless. Complicating things for the legit player who tries to pick bigger stations or to nix requests are the various local newspaper ownership angles and tie-ups.

tie-ups.

Actor that turns thumbs down on a request to guest gratis on newspaper station almost-certain to find himself in the doghouse with the dramatic editor. Even if he can stand that, the show's press agent usually howls for help rather than risk having the show feel editorial displeasure.

me cramatic editor. Even if he can stand that, the show's press agent usually howls for help rather than isk having the show feel editorial displeasure.

Radis-Their Side-Line
Another angle on the road is the number of drama, and comment radio shows handled by drama and pix critics and other scribes. Show criticism is no gold mine in the road towns and the boys and gals who sit on the aisle for a living frequently turn to radio to bolster their bankrolls. All of which is just too had for the actors.

Possibility the newly-formed New York legit press agents group may take some action to curb what many of its members feel is a racket preying on stage players. Publicity men: are currently absorbed with their efforts to effect basic contract deal with the Broadway managers. When that's completed, several matters will come up for attention by the association. One may be the radio setup, although unlikely anything startting will come of it since membership is understood to hold widely conflicting views regarding ballyhdo value of radio at the bo.

In New York requests for gratis radio stints usually come to legit players rather than pix names. Latter are generally in for brief stay and frequently contrive to hide out to get privacy. Added fact is that Hollywood makes them experts at ducking unwelcome demands and attention. And film press departments are sinclined to dish out the freeze to mine walk light.

ducking unwelcome demands and attention. And film press departments are inclined to dish out the freeze to minor radio lights.

Among legit names, certain players get reputation for being blank prospects for the free guestee routine. Some, like Katharine Cornell, are known to nix all bids for any kind of appearance. Miss Cornell, in fact, has never once faced a mike. Other names, such as Helen Hayes. Beatrice Lillie and so on, are so well associated in public and broadcaster mind with big money programs that not a sustaining impresario to ask them for a bene-

Troupers Club Holds Its Annual Election

roupers C: Ass'n, group of traveling stage employees, held its regular annual elections quarters May 16.

Marty Gibbons was elected president. Robert Welch, v.-p., Louis J. Thomas and Charles C. Nichols, financial secretaries; George G. O'Neill, treasurer; Harry B. McGrane, assistant treasurer; Joseph Kennedy and Alec Borden, recording secretaries; Robert Doll, sergeant. Directors—Ben Beerwald, Al Glacdon, Hugh Scollan, Fred R. Le Varge, Ernie Trace and Rex Owen.

Thomson's Time Out

Barry Thomson has left the cast of 'Idiot's Delight' on tour and is in Hollywood. Seeing the dentist and will rejoin the show on the Coast. Actor will have the title role in 'Amphitryon, 38," the Lunts' next for the Theatre Guild.

George Abbott Makes Two-Play Agency Deal

Two-Play Agency Deal

An unusual ticket deal for the end of the season was entered into for 'Room Service,' new comedy hit which George Abbott opened at the Cort, N. Y. last week. Arrangement with the brokers is coupled with 'Brother Rat,' also an Abbott show, at the Biltmore. First proposal was for the agencies to buy the same amount of tickets for both attractions. A compromise was made whereby the agencies gaurantee to sell 100 'Rat' tickets nightly and will buy 330 tickets for 'Service' for each evening performance. Usual percentage of returns applies. 'Service' is the first comedy about shoe-string show business to click, while 'Rat' is the first opply about life in military academies to land in the money. Latter attraction while not up with the straight show lead ers, has been a consistent moneymaker. Both were produced without name players and both are slated to stick through summer.

Abbott is the only manager to enter summer with three attractions, he also having 'Boy Meets Girl, Warners' are interested in 'Boy' and 'Rat' but are not in on 'Service.'

Colo. Springs Plans Summer Stock Co. With Film Players

Season of legit stock, with film names as guest stars and permanent company of picture contract players will be given this summer at Colorado Springs. Opening is tentatively set for July 12 (may be a week earlier if a Hollywood name and the proper play are available) and will continue at least six weeks. Will continue until Labor Day if successful. Hunter Gardner, legit actor and director, will be managing director. Actor wound up long tour. in First Lady last week and after acquiring play rights in New York, left for Colorado Springs to supervise pre-liminary preparations at the Fine Arts Center there. Expects to, arrive in Hollywood next Saturday (29) to begin lining up picture names. and supporting players.

Opening bill will be chosen from 'Idiot's Deight, 'Tonight at 8.30' or 'Personal Appearance,' depending on what film names are available. Balance of the season will be picked from 'End of Summer,' 'Biography,' 'Goodbye Agai', 'Accent on Youth,' serious play, such as either 'The

'Goodbye Agai 'Accent on Youun,' serious play, such as either 'The Shining Hour' or 'He Who Gets Slapped,' and, if possible, a Broadway tryout. Understood a number of film names have tentatively

Slapped, and, it possible, a Broadway tryout. Understood a number of film names have tentatively agreed to guest-star. Also that several studios are anxious to set their contract players for legit seasoning. Factor in the willingness of pix players to trek to Colorado Springs is its comparative proximity to Hollywood (four hours by plane), yet the absence of critics from the Coast or New York. Name players with legit traini figure they can turn to stage without losing too much time and those without legit experience hope to get stage testing without risk of critical shellacking. Added incentive the theatre, \$1,000,000 project ith complet technical equi ment and the last word in actor's comfort an aveniences.

In addition to irecting prions, Gardner will probably design the sets. Top price will be \$2.50, with bills being changed weekly. Theatre will not be run to show profit. Colorado Springs Fine Arts Center being amply endowed institution. Resort's normal population of 25,000 is multiplied during sumer season.

Denver's '37-'38 Legits

Denver's 57-36 Legits
For the coming season 'Arthur M.
Oberfelder has booked seven legits
for Denver. They include 'Brother
Rat,' Aug. 29: "Tovarich,' Nov.-6-6;
'Lady Precious Stream,' December;
'Frederika,' Jan. 28-26; 'You Can't
Take It With You.' Feb. 25-26; 'The
Women.' March 4-5; 'Victoria Regina,' April 25-26-27.

Billy Sheehan Passes

W. k. roadway character, known front of narticularly house, passed last week when Billy Sheehan, known as the gardenia king, died. Said to be the first one to nonularize that flower in Time Square. He had a wholesale florist connection and purchased blooms for many box office men, supplying them with carnations, too. Sheehan was most recently em-ployed as stage doorman at the Lit-

OF MICE AND MEN' **DEBUTS IN FRISCO**

San Francisco, May 25.

John teinbecks' novel, 'Of Mice and Men,' had its world premiere in dramatic form at the Green St. theatre here last Friday (21). 'The play, which marks Steinbecks' debut as a playwright, is being presented by the San Francisco Theatre Union on Friday and Salurday ights for a limited period. The cast includes Wellman Farley, Sal Pizzo, Mary Liles, Alice Hult, Joel Coffield, Verne Kennedy, Stanley Morris and Charles Crawford.

Of Mice and Men, is to have a

'Of Mice and Men' is to have production on Broadway this fall.

'Judgment Day'

(Continued from page 1)

staffs, other writers and columnists praising the play after the first line critics had turned thumbs down. Instance is that of the late Percy Ham-mond of the Herald Tribune who didn't like the thing, but Richard Watts, Jr., his successor, in a Sunday column, thought it the 'most stirring and exciting evening in the theatre since the screen took more of the stage's excitement off to Hollywood.

stage's excitement off to Hollywood.'
Another case was that of John
Anderson (Journal) who wrote: 'I
have only one neck and Mr. Rice's
play has given me a pain in it.' Yet
Louis Sobol, the sheet's Broadway
columnist, telegraphed Rice that it
was a 'swell melodrama,' while Gilbert Seldes on the same sheet devoted a column in praise of it. Three
critics raved over 'Day,' but all the
others panned it to burnt toast.

When the O'C'asev pursising start-

When the O'Casey uprising start-ed, Rice hopped aboard again and

Maybe It's True

'Judgment Day,' review in VARIETY, issue of Sept. 18, 1934, by Ibee was adverse to the drama. Reviewer wrote: 'Perhaps the play is too foreign and the impression was it might have been much better received in some spots abroad than here.'

here.'
Although the play ran 12
weeks, it lost money steadily
and Elmer Rice, its author
producer, turned the play over
to actors. It was then
moved from the Belasco to the
Fulton, but quickly folded.

in a speech at Columbia University said among other things: 'Critics are drama's worst enemies. They are stupid, jaded, 'Illiterate drunkards... One is a professional keyhole peeper', but 'three or four may have some sense theatre sensitivity. Rice explained his remarks as being the 'culmination of 20 years of hate' and that 'few dramatic critics know anything about acting or directing or have any idea of what goes into the making of a performance.'

have any idea of what goes into the making of a performance.

The critics were prompt to retort and reminded Rice that it took him a long while to make up his mind, since he made objection to the praise of such plays of his as 'Street Seene' and 'Counsellor at Law.' In the latter show Rice had a piece of the managerial end and together with royalties is, id to have made a fortune. One reviewer condoned the attacks pointing out that the author had turned manager and in renting the Belasco was taking a double chance in presenting his own plays there. Rice also thought that first-nighters were the 'scum of the earth' and that Hollywood scouts were worse than the critics. It appears that when Rice started writing propaganda plays he falled to strike a popular note and had three flops in a row.

Inside Stuff—Legit

'Room Service,' which was presented at the Cort, N. Y., last week by George Abbott and was accorded rave notices, was tried out in Philadelphia last season by Sam H. Harris. Latter recognized the comedy's possibilities, but when first and third act weaknesses were not revised to his liking, he let the rights revert to the authors. Harris previously asked Abbott to consider collaborating but the present producer was too much occupied with other shows at the time. Understood that Abbott's suggestions were followed by Murray and Boretz, the authors, in rewriting the script to its present form.

meanurs were uniowen by Murray and Boretz, the authors, in rewriting the script to its present form.

When first tried out by Harris 'Service' was a three-set show but it is now played in one set, original production having been discarded entirely. It was one of the plays produced by Harris under an arrangement with Metro, with Max Gordon also interested. Film end stood the loss. Abbotic is partial to the Cort, having a dash of superstition, that theatre having housed his 'Boy Meets Girl,' in which Warners is also a partner. 'Boy' moved from the Cort to the Ambassador last week.

After 'Service' folded out of town, Harris wanted George S. Kaufman to doctor the script and restage the show. Kaufman, bowever, said at the time that he didn't think the play's possibilities warranted giving the necessary time to it. Figured it could only be a 'moderate' success. Also remarked that he was, 'too old to take any interest in those light farces.' Added that of course he always likes to work with Moss Hart. Was busy at the time putting the finishing touches on 'You Can't Take It with You, with the latter.

Quick success of Service provides unusually fast takeoff for play agency of Liebling and Wood. Was the agency's first sale. Show, at the Cort, is expected to gross an average of nearly \$15,000 a week into the fall. That will give co-authors royalties of \$1,200 a week.

Number of legit house managers are visiting New York for restrime in years, attending the cohvention under the auspices of the National Theatre Council. Among them are Harry Brown, manager of the Nixon, Pitisburgh; Con. Little, Maryland, Baltimore; Eddie Plohn, assigned to handle the National, Washington, this season; Paul Beesman, American, St. Louis, and Robert Stevenson, Jr., Erlangers, Buffalo. Most of the house men are with rlanger theatres and were called in by the mai office.

father, who is seriously ailing. Latter was formerly one of Broad-y's best known box office men,

'Sea Legs,' one-set musical which opened at the Mansfield, N. Y., last week, was doubtful of continuing up to Saturday night when the bankroll came through, although the show management called on Equity for half the salary guarantee money to pay salaries. Claimed the show will stick another, three weeks and, if business develops, engagement will go through summer as anticipated.

A. N. Smallwood, the reputed backer, is said to be a realtor. Harry Bannister and J. Edmund Byrne are the presenters. Show was first called "When the Cat's Away." As a farce, "The Cat Came Back," it was tried out several years ago, by A. H. Woods.

Dance Digest takes the New York dance critics over the jumps. Saying we conscientiously object to the flippant, wisecracking attitude such as Danton Walker on the Daily News, Samuel Chotzinoff on the Post, the marrative substitute for criticism as in the American, the 'on the fence' attitude of John Martin (Times) blowing hot and then cold, the irritable condemnation of the ballet-omanie, Irving Deakin on the Daily Mirror; the preoccupation with the music to the exclusion of the dance as exemplified by the music critics who covered the ballet, such as Pitts Sanborn of, the World-Telegram, Henriette Weber in the Evening Journal, Mr. Crotzinoff in the Post, and I. K. of the New York Sun.'

Backstage side of the curtain of the Martin Beck theatre, N. Y., where High Tor, is housed, has crossed American and Canadian flags sewed to it. Although two members of the Tor cast are British Empire subjects, Peggy Asheroft, English, and Hume Cronyn, Canadian, they had nothing to do with placing flags there. Was done during last summer and fall run of the D'Oyly Carte Opera company, English Gilbert and Sullivan troupe, at the Beck. Used a Canadian flag because they couldn't find an English one in the neighborhood.

Federal claims for admissions tax against a revival of 'As Husbands Go,' when presented at the Forrest, N. Y., several seasons ago, has been dropped. Collector estimated that around \$1,000 was due the government. Play was put on by Wee & Leventhal, but was taken over during the Forrest engagement.

Murray Winkler, an attorney, signed the contracts and because of that ne claim was made agai im.

Alex. Yokel, who leased the Fulton and recently subjet to the Minskys r two-a-day burlesque, says he is unworried over the situation caused y the commissioner's refusar to renew burley licenses. Minsky people thicipate securing a license as indicated by their having paid two weeks.

They posted \$10,000 in cash as security for the payments on the lease.

Eddie Dowling and Rae Dooley have new 'papa,' the kid was only si up the infant. Understood that the baby, now three months of age, is of Polish-

Strawhat Digs Talent Instead of New Plays

reedman and Julian B. Tutof the Hartford Times, are sponsoring a reverse summer Mer rial theatre, using new talent inst new plays and old plays hatters. ight (Wednesday). hatlers. ight (Wednesday).
Pair have hit upon gag of testing radi vaudeville nd burley performers in dramatic roles at their freak spot. There will be so standard legit people employed, but instead, alt roles in revivals will go to professionals of other fields in their first legit attempts.

FEDS TO BUILD OWN THEATRE ON COAST

Los Angeles, May 25.

Howard Miller, western regional director of the Federal Theatre Project, has announced plans for erection of a 250-seat theatre here early next fall. Musart will be converted into a Negro house, producing plays written nd acted by Negroes.

Negroes.

Miller announced that FTP illopen George Bernard Shaw's 'oo True to Be Good' at the Hollywood Playhouse in September. Also an FTP company will begin a tour of 11 western states playing 'The Merchant of Venice' around Sept, 15.
Following the announcements.

Miller left for New York.

B'WAY CHALLENGES COAST

Something to Think About

Governor Lehman of New York has vetoed the Dunnigan bill which, in effect, sought to establish one-man censorship of the legitimate stage, without doubt he took into account the protest from the public, press and nearly every organized group. the theatre, His nix of the bill is the occasion for some gratification, but there will be little permanent joy until the lesson is absorbed by the men and women whose profession is the stage.

An assault of this character must be avoided in the future. And there only one way—eternal vigilance.

The handwriting was on the wall several weeks ago, when the burlesque mess began to make the front pages of the dailies. What was everybody's business turned out to be nobody's business, and the Dunnigan bill, revolutionary in character and victious in intent, was slipped through both houses of the legislature without public hearing or industry protest. Apparently no one connected in a responsible way with the theatre knew anything about the bill until after its passage.

Then there were hurried calls for mass meetings, petitions by theatregoers and solicitation for support from the press. The job of defense, once organized, was ably handled. The stage was in a tight spot and the Lehman yeto saved its neck.

But the issue never should have developed to the desperate situation there a veto was necessary. Someone should have stopped it earlier.

The events which gave the opponents of the theatre a chance to slip through the Dunnigan measure were the accumulation of a Broadway scandal with respect to operation of burlesque shows. Week by week the strip shows with their disgusting dialog were building up a hydrogen supply which needed only one spark of decency to make an explosion to threaten the entire amusement world.

It isn't pleasant to yell 'copper,' but sometimes it is essential. at isn't pleasant to yell couper, but sometimes it is essential. Veryone with any interest in show business knew that burlesque, once a sturdy and respectable branch of show business, was galloping, red-eyed, to certain doom. The penal laws, easily enforced upon complaint, were forgotten. A liberal city government was content to let matters run along. Then the blow-off.

The legitimate theatre, to which press and public gave unanimous support in the veto campai might well look into its own affairs with some migivings. If the crisis just passed serves to awaken a higher sense of responsibility among those who operate the stage, then the turmoil, uncertainty and aroused sentiment may well have been worth while. It's something to think about, something to be concerned about.

One Man Censorship Meets Defeat With Dunnigan Veto; And in Omaha

One man censorship was knocked out twice last week, the points being distant but almost simultaneous. Governor Lehman vetoed the Dunnigan bill in New York, a measure which aroused the legit theatre and the press of the metropolis to frantic protest. In Omaha, the mayor who demanded that last season's Pulitzer prize winner, 'diot's Delight,' delete a number of passages, suddenly changed his mind after being upbraided, indicating that the sticks are against censorship as much as Broadway.

Broadway.

In the western city it was first announced that the play had cancelled the date and the Theatre Guild in N.Y. declared it would never book Omaha agai Liate in the afternoon Omaha's mayor, Dan Butler, was visited by Alfred Lunt, who, with Lynn Fontanne, is starring in 'Delight.' He had agreed to cut some lines but when informed of the number, said it couldn't be done. Lunt told hizzoner that the horrors of war as expressed in the play are 'indecent and internationally so. It appears the mayor also objected to a mention of an affair in the Governor Bryan hotel, Omaha, in the play. There no such hotel.

Mayor Butler, who stopped the

omana, in the play. There no such hotel.

Mayor Butler, who stopped the first performance of Tobacco Road, which, however, after getting a court writ played two performances anyhow, was criticized by Bishop G. Bromly Oxman, who took exception to his remarks that no one would dare take a 17-year-old child to see 'such garbage'. Clergyman said he was taking his 14-year-old daughter to see the performance along with some other adolescents from her school. The Rev. Oxman's comment was along the lines expressed in New York against censorship. Among other things he said 'successful politician should be ise enough to know that censorship is more dangerous than an occasional realistic line. Persons or 'ganlzations who turn to censor-(Continued on page 57)

Campaign Costs

Cost of the legit theatre's protest of the Dunnigan one-man-censor bill was around \$600. Most of the expenditure went to the printing of slips which were signatured by audiences. Another item was the purchase of 210 gross small pencils which were also handed to theatre-goers. It is expected the bill will be paid by the League of New York Theatres.

After some \$6,000 slips had been sent to Albany, Governor Lehman's office advised the Joint Committee of the Legitimate Theatre Opposed to Censorship, not to send the balance which kept pill in the League's offices.

OFFER AUSSIE TOUR TO **LUNT AND FONTANNE**

Sydney, May 11.
ir Ben Fuller has made an offer to Alfred Lunt and Lynn Fontanne for a season covering Australia and New Zealand.

American stars have not as yet indicated, however, whether they will accept.

Sam Byrd in Maine

Sam Byr who will produce new Paul Green drama in the Fall, left last week (19) for Skowhegan, Me., where he'll remain until ready to begin casting it late in the Sum-mer for an out-of-town tryout. Just returned from South Carolina, where he huddled with Green about the latter's script.

Will have the lead in 'Rollo's Wild Oats,' opening bill at the Lakewood Theatre, Skowhegan, beginning May 29.

PLANS CAMPAIGN

Speakers Stress Need for Drastic Measures to Better Legit Setup in N. Y. and on the Road

OPPOSE HOLLYWOOD

By JACK PULASKI

Convention of the legitimate thes tre, under the auspices of the proposed American Theatre Council, be gan its four-day sessions at the Astor Y., Monday tendance was under-estimated and

it was necessary to set up more tables for luncheon, during which the keynote of the convention was

veyed in brief addresses. All groups and unions were represented except the musicians, but stagehands head forcefully spoke in support of the convention's objectives and said the 'theatre may have to lock horns with the picture people.'

with the picture people.

That was not the only reference to Hollywood. The picture end was mentioned again during the luncheon and later at the business session which extended during the afternoon. Sidney Howard just back from the Coast said: I wonder why we are here—managers, authors, stagehands, designers and others. I wonder why we are not in Hollywood, but there is a good reason—like Bernard Shaw, we are all stagestruck.

There are enough factions to start There are enough factions to start one of the finest of free-for-all fights, but we are here to fight for more freedom from the domination of Hollywood.' He mentioned the number of people from out of town being present and felt the 'New York theatre wants to be told where to get off.'

ring Back to Road

ring Back to Road
James J. Brennan, a vice-president
of the IATSE (stagehands union)
and re-elected head of number one
local, said his people welcome the
opportunity to take part in any proceeding which will bring back the
road, for that is where most of IA's
people are interested. He added:

(Continued on page 56)

SHUBERTS SUED BY PIRANDELLO ESTATE

Select Theatres Corp. and Lee and J. J. Shubert were named defendants Friday (21) in N. Y. Supreme Court by Stefano Pirandello, who seeks an injunction to stop the Shuberts from producing the play, Travarsi. Plaintiff is acting for the estate of, his dead brother, Luigi Pirandello, author of the play. Claims playright contracted with ilbert Miller to produce play, the latter paying \$1,000 advance.

Pirandello wants Miller to continue contract and the Shuberts to lay off.

Dramatists Guild's New Assessment Schedule

Members of the Dramatists Guild, at a meeting this week, voted an increase of assessments as follows: \$5 a week for plays grossing up to \$9,000 a week; \$10 per week for plays grossing from \$9,000 to \$15,000; and \$15 a week for productions grossing over \$15,000 a week.

Musical show assessments, based on royalty, will be each \$1 per week on grosses of \$18,000 to \$25,000; and \$3 per week over \$25,000.

Members of the Guild still remain exempt on the first \$2,500 of annual

ATC CONVENTION N. Y. Actors Hold Midnight Meeting To Aid Spanish Loyalists' Cause

LYTELL QUITS PLAY

Leaves One Golden Play for Another
—On Radio This Summer

Bert Lytell has withdrawn from the cast of 'Suzanne and God.' John Golden play, due to script revision. Piece, by Rachael Crothers, opens in New York this fall, starring Gertude Lawrence. It recently tried out for two weeks in Philadelphia Lytel' will do 'Jimmy Valenthee' as a radio serial for a sponsor this summer, and likely another play for Golden next autumn.

'ETERNAL ROAD' REOPENING **SET BACK**

Plan to reopen 'The Eternal Road' at the Manhattan O. H. next Monday (31) has been deferred, with a decision to be made later this week whether the costly biblical spectacle will be relighted in New York. Arrangements had been made to cut the operating cost again and reduce the ticket scale to \$2.20 top. Future of 'Eternal Road' appears to be up to the creditors other than those who backed the \$500,000 production, Approximately \$100,000 is owed, an accumulation of red during the engagement. Creditors have been advised that the only way they can be paid in part or whole would be from anticipated profits if and when the show resumes.

JERSEY COAST DATES FOR ANTIQUE MELLERS

Two old type melodramas, used as cabaret attractions, are slated for seashore resorts this summer. 'Naughty Naught,' winding up at the converted church known as the American Music Hall, N. Y., will probably be spotted at the Ritz Gardens, Atlantic City. Latter is a boardwalk night spot adjacent to the Ritz hotel.

boarwaik night spot adjacent to the Ritz hotel.

'Murder in the Red Barn,' which preceded 'Naught' at the Music Hall, is being angled for Asbury Park's convention hall. Both attractions will have accompanying olios. Contracts for both mellers are due to be signatured this week.

Candid Camera Addicts Picking Their Shots

Ticket agency men have often wondered at the peculiar requests for tickets in certain locations, especially aisle seats on the last rows. Recently there has been a wave of requests for such tickets and it was finally discerned that the requests come from candid comera addicts. An electric gadget makes it easy to take interior shots ithout special lighting and amateur photographers spot celebrities as quickly as autograph hounds.

Formcrly there were frequent re-

graph hounds.

Formerly there were frequent requests for the back row aisle seats from ti id persons who insisted on those locations because of the possibility of fire or other casualty. With such occurrences rare, the requests finally dropped to zero.

John Root Gives Up

John Moot Gives Up
Margaret: Mullen, of the cast of
Room Service, will be married on
Sunday (30) to John Root, legit
scene designer. Wedding is to take
place 'somewhere in Pennsylvani.'
Root id the sets for 'Red
Harvest,' in which Miss Mullen recently appeared on Broadway.

By ROBERT REINHART

roadway is het up about Spain. Not only hot, but worked up and doing things. That is to say, cer-tain section of Broadway is, ut it's a cross section. It's not just the proa cross section. It's not just the professional radicals, or the down and outers, or the independents, but all kinds and lots of them with jobs—some of them top-notch jobs. Something seems to have hit the actors who have been sitting around the 45th street pubs for years indulging in snall talk. Maybe it's a social conscience. Anyhow, whatever it is, last week there was the Dunnigan bill to fight. Now and for some time before this, however, juveniles and ingenues seem, to some extent, have dropped Hollywood considerations and are rushing around promoting meetings in some cases—For Spain.'

Spain."

There was such a midnight meeting on Monday (24) at the Belasco to which nearly 300 people came and stayed for almost two hours. It was a dramatic, picturesque sight. The house was dimly lighted, as the Belasco always is. On the stage, turned into a platform for the occasion, sat

(Continued on page 57)

PHILLY MAYOR'S **LEGIT CONTROL**

New censorship setup for Philadelphia was seen last week in Mayor S. Davis Wilson's dictum before a gathering of several hundred theatre

S. Davis Wilson's dictum before as gathering of several hundred theatre and nitery men. According to Hizzoner's ruling, producers must submit a script for approval before any legit show may open in a Phila-delphia theatre, Violation of the rule would make the theatre owner liable to revocation of his license.

While Wilson still maintains the smoke screen of his so-called Theatre Control Board, the fact that he is the real and active boss of the situation was revealed again recently when he abruptly closed 'Orchids Preferred' entirely on his own intitative. Understood the censor board membership, previously known for its liberal views, concurred in Wilson's action, but on previous ocasions (such as the case of 'Mulatto') the board favored allowing plays to go, but was overruled by the Mayor.

As it now stands, Philly's legit

the board favored allowing plays to, but was overruled by the Mayor. As it now stands, Philly's legit censor situation is virtually the same as during J. Hampton Moore's buenose mayorality administration, when scripts had to be okayed by Henry Starr Richardson, the mayor's personal one-man censor board. At the incepti of his term, Mayor Wilson made a show of liberality, appointing an independent and broad-minded' board, which speedily permitted the showing in Philly of Tobacco Road' and Sailor, Beware, both of which had been nixed by the previous regime.

But Wilson tipped his mit completely last fall in the case of New Faces, rising in his third-row seat ostamp wrathfully out of the Forrest theatre in protest against the skit in which Mrs. Franklin D. Roosevelt was portrayed, That and the Mulatto' incident are known to have caused considerable friction between the Mayor and his board, whose members serve without pay Understood they grumbled to friends about being 'stoges' and 'goats' for Wilson's private censorshi

L. I. Student Strawhat

Studio of Acting, N. Y., is forming student stock company for the summer season at the John Drew Memorial Theatre, East Hampton,

Sarah Enright, Maynard Morris and Reginald Lawrence o.o.-ing can-didates.

Plays Out of Town

THE DARK MARE

Pasadena, May 17.

tt director

Jimmy Judson
Patsy Challgren
Mildred Young
Banbara Parmley
Stephen Powers
Phyllis Cooper
Seen Gustave Tweer
Barton Boolh
George Reynolds

Premised on the ancient story of the wife who opposes her politician husband, The Dark Mare, by Joseph Carole, benefits from a treatment tuned to modern family and political trends and emerges as good prospective many and the process of the proce

THE LONELY MAN

Chicago, May 25.

Chicago, May 25.
Drams fantasy in three sets and a presented by WPA Federal Theatre Project. In the control of the second by Howard Koch. Presented by WPA Federal Theatre Project. Drested by Robert Millon, under the surjected by Robert Millon, under the surject of the surject

tion on the part of casti and careful planning.

Kondolf and his associates have taken a fantasy, and have wrought out of it a play which is completely interesting to the most humble in the audience. It has taken the fantasy of the return of Abraham Lincoln to these United States, and has maded the control of the contro

DOUBLE BED

Hollywood, May 25. Farce comedy in three acts by Samuel Jesse Warshawsky. Presented at Little theatre of Beverly Hills May 10, '37, 1-

rected by Frederick Gehrma	nn.
George Weston	Pat O'Malley
Joe Schell	Peter Potter
Pauline Schell	Rose Love
Blanche Schell	Louise Lanning
Dr. David Shott	harles Brewster
Cora Sholt	Cathleen Nelson
Julius Shott	Joel Friedkin
Ella Bond	Ethel Bell
Fred Bond	alcolm Graham
Randolph Marshall	Doug Spencer
Emily Curey	and phencel

roy Toms, Sr., Lloyd Cabbell, and Samuel Clark.	naught. Murf.
	Greatest Find Since Garbo
a successive upward series of steps on the part of the local Federal	Beverly Hills, May 22.
Theatre Project. It marks the high	hy Rulph Birchard and Ben Bard, Pre-
mark for production on the part of the WPA theatre group, and it,	Bard playhouse.
along with other efforts of the Chi-	Leopold Gustav G Jack Carson Buck Benning Edmund Glover
cago FTP, ranks as solid theatre. Local WPA group has done many	Keony Jamison Julian Madison Ruby Nash Frances English
fine things in the theatre since com-	Larry Bur e. Jack Cordell
ing under the leadership of George Kondolf, but 'Lonely Man' rates as	Linda Lana Revel
the best of all these things.	Ren-GreenLoe Pardridge
Play, while not a commercial in that sense of the word, is, neverthe-	Arthur Cooway
less, worthy of good, solid produc-	Steve Andrews
tion. And the local FTP group de- serve plenty of credits for its fine	Carl SchultzJack Muller Marian Kling
presentation of a difficult play. For	Solly Grissell
here is a play which probably would find no producer on Broadway, and	Standin
if such a producer could be found	Newest play to give the inside
-to present it so whole-heartedly,	workings of a studio and rib sa- tirically is The Greatest Find Since
and give it the complete co-opera-	tirically is The Greatest Find Since

Getto, which is another of the Ben Bay awing cast' plays.

It thered by Ralph Birchard and Be Ba is, piece is a travesty in five scere but often makes previous play k may be be be better the benefit of the makes previous play k with a plant and those who within the plant and those who will be be be been and dialog that the general public would miss their point by seven leagues. But for those in the trade there are plenty of genuinely appreciated laughs.

Rather lengthy, play gives Bard actors plenty of opportunity to display their wares and the front is nicely mounted for the agents and the talent scouls.

the talent scouts.

Story itself does not impress. It is strictly characterization and ialog throughout. Everything happens in a picture studio.

As the chest-beating and desk-pounding producer, Jack Carson is acceptable. Edmund Glover and Julian Madison also perform well.

Ben Bard directed.

PLAYS ABROAD

II. DESERTO TENTATO

(THE DESERT ATTEMPTED)

Thorence, May 11.

yastey, play in one act by Corrido Pavollni, with music by Alfredo Casella. Directed by Dr. Lothnr Wallerslein; dance,
direction, Margherita Wallman; musical
direction, Arthur Wildows Romanuck,
The Corridor Romanuck,
The Corridor Romanuck,
Florence, rich the May Music Pestival.

direction; Antonio Guarnieri, actilings vegenette. An Treite Wy Mangle Presilvation. Processer, in The Art Treite Wy Mangle Presilvation. This play has been much publicized in advance as an attempt to represent the Italian conquest of Ethiopia in the form of an old mysery or morality play. The music was said to be the equivalent of the control of th

COLAS BREUGNON

Moscow, May 7.
Play adapted by N. Nemchenko and V.
Novikova from Romain Rodiana's novel of
the same name. Directed by N. Okhlopkov.
At the Realistic theatre Moscow.

Deletikas of the course of a philosophical point of a philosophy of Romain Rolland's charming play of the 17th century. The result is not entirely satisfactory.

Novikov and Belenkaya deserve much credit for excellent work in trying parts, the latter especially because she has to grow from girlhood through 30 years to the borders of old age in the course of the play. Novikov does well in conveying the rebellious capricious soul of a cabinet-maker who is a post and a gourmet in the fashion of Rabelais. See the course of the play and catches the details, but sacrifices Rolland's complicated development of a philosophical point of view in doing so. It is probably something that demands the space of a novel and can't really be handled on the stage at all.

ICH LIFRE DICH

ICH LIEBE DICH

(I LOVE YOU)

Berlin, May 10.

Comedy in three acis by Itoman Niewiarowicz, German adaptation by Julius Horst,
Iriected by Statil-Nachbaur. Scutings,
Kulmel, Winkel. Presented at
Komedia, Berlin, by S. Eva Grete Welser Pere dolf Platte

Plays on Broadway

MONEY MAD

MONEY MAD

Comedy in three acis (four scenes) by
Fritz Riocki, Presented by Edwin A. ReiFritz Riocki, Presented by Edwin St.,
Y. May 24 371 2473 6470

Mitton Chance. Devide Caryl

Mitton Chance. Bernice Caryl

Mitton Chance. Industry Sotz

Felexcaph Roy John Poster

Grave Humberston. John Charte

Grave Humberston. John Charte

Grave Humberston. John Frester

Mitton Victoria

Mitton

This comedy in one set, a Polish slant on shrews and how to tame them, presents one of the trickiest problems that directors fall heir to hamely, a cast for two. What sleep less nights may have been spent are not in evidence in the finished produce of the problems that directors fall heir to hamely, a cast for two. What sleep less nights may have been spent are not in evidence in the finished produce of the problems that directors are not in evidence in the finished produced to the problems of the problem

ROOM SERVICE

Pares is these acts (flow several by John Interest of the Control o

cast on warblers, while dancing is more to the fore.

The matron who owns the boat has a bad-tempered tomcat named. Henry VIII, and the cruising party becomes involved in a plot to tost to be a young man infatuated with doctor is summoned, but turns out to be a young man infatuated with the hostess' niece, then changes his mind and goes for her daughter. He also is supposed to have a wooden leg and gimps about except when hoofing.

Sea Legs' is the second musical show within a week, the first (Orchids Preferred') having been promptly shuttered. It is the initial musical try by the presenters, although one was identified with several low-cost comedies. Legs, however, has several names which are back on Broadway for the first time since they stepped into 'As Thousands Cheer,' and it is their dancing that easily tops the performance. Rosco Ates, who is also starred, has the comedy assignment, which misses fire. He plays a looselipped, sloppy steward with tomany lines, mostly concerning that east.

which misses fire. He plays a looselipped, siloppy steward with too
many lines, mostly concerning that
cat.

There were favorable reports after
a weak opening in. Boston, but probably from those wearing rose-colored
glasses. Charles King, as the captain, tries, but cannot recapture the
spirit that was displayed in another
national tries, but cannot recapture the
spirit that was displayed in another
is spirit that was displayed in another
is spirit that was displayed in another
and the most of the
control of the control of the
worthwhile dancing, and two chorines are also specialists in that line.
Kathryn Mayfield, as the prima
donna, does not impress early in the
show, but is better later on.

Duets mostly got of Miss Stone and
Collins, with Ben Yost's male singing
eight coming in on most of the
choruses. They do best with Ten
O'Clock Town' and Touched in the
Head and Smitten in the Heart',
about the show's standout tunes
along with 'Infatuation' sung by
Miss Mayfield and Collins. King
Miss Mayfield and Collins. King
Miss Mayfield and Collins. King
Sex, also a rather catchy melody.

Sex Logs', bogged down with its
book, is a doubtful summer entry.

Thee.

Equity Indies Call for Caucus June 2; More Protests Issued

With the idea of whooping up the Equity election to be held June 4, the opposition party composed of the younger militants in the association will hold a rally at the Victoria holel, N. Y., June 2. Indies who aim to spot half a dozen candidates on the council will be addressed by nominees and those who named them.

Opposition came out with another.

nominees and those who named them.

Opposition came out with another protest over the claims of the committee supporting the administration particularly the interpretation particularly the interpretation of the meaning of the proposed constitutional amendment on the secret vote now in process of decision by referendum. In a letter to the indepents Ernst again stated he did not think that the amendment meant that all motions at meetings would have to be voted on by the secret ballot method. Indies insist the idea only goes for elections and referen-

have to be voted on by the secret colors and referenciums.

In a circular sent out by the regulars it is charged that the misinterpretation of Ernst's views was repeated. Circular has it that four eminent lawyers' had examined the proposed amendment and thought that 'every motion of any kind at any regular meeting' would require the secret vote method. Ernst was one of the four lawyers, whose opi ion had been set forth in the Equity house organ at his request. Previously an administration circular had garbled his opi it was alleged.

Regular platform in addition to 'amilitant campaign, against disunity in the association,' includes 'a practical secret ballot, a campaign to increase the number of voters in Equity, a government of Equity by a majority for the majority, no competitive mass readings, Equity shop for 'Fadio artists and co-operation with the proposed American Theatre Council.'

Third party ticket with E. J. Blunkall connesing Frank Cillings.

Council. Third party ticket with E. J. Blunkall opposing Frank Gillmore for presidency and also having council candidates, did not open offices planned, but is operating from the Lambs club.

REINHARDT CALLS OFF FED OPUS: TO SALZBURG

Hollywood, May 25.

Max Reinhardt is setting out for
Salzburg July I with his proposed
production of von Hoffmanstahl's
Great World Theatre' for the Federal Theatre Project washed up atleast until next year.
Walter Huston had to pass up the
play due to picture commitments.

Leblang Estate Plans New Broadway Hotel

Times Square may have a new hotel, if plans go through concerning the office site at 1482 Broadway, formerly known as the Fitzgerald building. Tenants have been told to vacate all quarters above the second floor. Idea is to convert the second floors to hotel usage on the theory that midtown New York is over officed but that more hotel space could be made profitable in the 42nd street zonc, especially in light of the World's Fair of 1939. Building of the Joe Leblang estate is operated under the guidance the bank holding

lang estate is operated under the guidance the bank holding the first mortgages of that property and the adjoining Longacre building (1476) at the corner of Broadway and 42nd street. Late ticket magnate's affairs became involved after the purchase of the Longacre building, when the depression slumped realty values. Combined properties at the time of that purchase, howwere valued at \$15,000,000.

Council Meeting Deferred

There will be no meeting of Equity's council this week because of the convention of the legitimate theatre which opened at the Astor hotel, N. Y. on Monday (24). Number of Equity leaders are delegates to the meetings sponsored by the American Theatre Council. Next council session will be held next Tuesday (June 1). After the annual meeting and election it is usual for the council to hold sessions every other week until fall.

Two B'way Hits Close

Saturday will see the end a great run of Victoria Regina' which will close at the Broadhurst, N. Y. after a split run of 65 weeks. Show opened last season, layed off for three months last summer and spanned another season. Drew excellent grosses and is closing with a pace of \$19,000 or more.

pace of \$19,000 or more.

Another withdrawal is 'King Richard, II,' which was a surprise success and which also calls it a season Saturday. Got as high as \$23,000 and is also closing to \$19,000 better. Shakespearean revival had not been presented in New York for 50 years. It will have played slightly more than 16 weeks, a new consecutive playing record for the drama.

EQUITY SURPLUS HITS \$349,000

Auditor's report submitted to Equity's council last week showed the association's financial status to be in better condition than for years. Surplus on hand for the year ending March 31, 1937, amounted to \$24,000, as against none earned during the previous fiscal year. That cash, added to assets of \$325,000, gives Equity a current surplus of \$349,000.

Most of the money gain came from British actors who are estimated to have paid Equity over \$20,000. Alien players are required to pay 5% of their weekly salaries, mi imum weekly nick being \$10.

weekly nick being \$10.

Britishers, who thus contributed, include such visitors as Maurice Evans, who appeared in 'Statfelena' and 'King Richard,II.' which is ending a high-gross engagement at the St. James, N. Y. this week, also John Gielgud, who scored strongly in 'Hamlet.' Other British stars such as Noel Coward, Gertrude Lawrence and Lesi Howard have resident

Gielgud, who scored strongly in Hamlet. Other British stars such as Noel Coward, Gertrude Lawrence-and Lesli Howard have residentalien standing and are not required to pay the Equity percentage. Unit importations, such as the D'Oyl Carte opera company, are similarly exempted from payment, but are required to pay Equity dues. British Equity is considering imposing a similar requirement from American players in England. For some time that body has collected approximately \$5 for each engagement played by visiting professionals. There is no affiliation between the two actor organizations, but the British group has Cosely followed Equity's set-up. Equity's struplus includes the head-quarters building on West 47th streep, N. Y. valued about \$225,000. Balance is invested in bonds and other se-

is invested in bonds and other se

Princess Troubetzkoy Wins St. L. Play Prize

The Young Elizabeth, a four play by Princess Ameli Ri Troubetzkoy of Virgini judged winner of St. Loui i Theatre's annual contest wrights.

wrights.
Cash award of \$250 is made to writer of play selected by William C. B. Carson, pres. of Little Theatre's Board of Directors and Barbara Yore, Mrs. F. Ray Leimkuehler, Gordon Carter, Max Muench. Percy Ramsey, John ith and Risdon Tillery.

Washer to Indpls.

Ben Washer, p.a. for Norman el Geddes and the latter's production, 'Dead End,' at the Belasco Theatre. N. Y., went to Indianapolis last Saturday (22) to do advance work for the film version of the idney Kingsley drama. Then expects to go to Hollywood, returning to New York in about a month. May return to the Coast again after a short stay in the east.

During Washer's absence, 'Dead End' is being handled by Harry Davies and Walter Fleischmann.

LEGITIMATE Brady's Air Date

William A. Brady is slated to rewiman A. Brady is stated to re-turn to weekly radio broadcasts and is considering an offer from one of the networks. Veteran showman will be on the Rudy Vallee program Thursday. (27) under a one-time ar-rangement.

Brady has outlined a series of talks which range from the theatre to the prize ring and includes personalities.

TMAT MEMBERS HOLD MEETING One demonstrati staged in New York last week, ut came from

First meeting of the Theatrical Managers, Agents and Treasurers Union since 200 of the box office, Union since 200 of the box office, company managers and agents joined, was held Sunday (23) afternoon at the K. of C. hall, N. Y. Session was addressed by a number of union leaders, including James J. Brennan, representing the IATSE. They were welcomed into the stage hands group, although the affiliation has not yet been consummated.

TMAT gathering was told that when it gets its 'house in order,' the union will be absorbed by the IA. Impression given was that the TMAT would first have to show that it was would first nave to show that it was functioning along union lines. Wage scales and working conditions will have to be adopted then absorption into the IA will be in order. While the union will be a part of the IA the plan calls for it having autonomy.

Brennan told the meeting that if those people holding back delayed much longer they might find them-selves looking for jobs other

fields.

The Chicago treasurers union will also be taken into the IA, it was stated by one of the latter's leaders, and there is the likelihood of the TMAT becoming national in scope. Chicago union is rated the only effective pg of efective group for treasurers ever formed. There was a charter issued for New York box office people by the American Federation of Labor about 10 years ago, but it was withdrawn when the sponsors failed to make progress.

EOUITY WILL CONTROL PROPOSED ONE-ACTERS

Equity has declared its Jurisdiction over boats (river show-boats) and the presentation of one act plays, there being precedent for both. Boat which will start from Chicago with Tobacco Road will be the first within the Equity stock rules this season and regular contracts will be given the cast. Previously Equity included boats along with tents and rep shows, many of which have disappeared. It was found to be so difficult to follow the craft for checking up that boats were virtually forgotten until 'Road' decided to tur that way.

One acters which were successfully presented this season with Noel Cowgrd and Gertrude Lawrence at the National, N. Y., were under the Equity rules. The Grand Guignol one-act thrillers, formerly played at the Princess, were also under the responsible that the Equity rules. Equity has declared its jurisdiction

one-act thrillers, formerly played at the Princess, were also under the association's rules. Equity figures that if such shows are presented in legit theatres using a similar scale and on an eight performance basis, the playlet shows properly within its ken.

A Hungarian actor-manager, Eugene Endrey, proposes establishing a one act theatre in New York. Although around 100 such playlets were done abroad, showmen here were not-interested in the idea until the Coward one-actors (Tonight at 830') landed so strongly, It is conthe Coward one-actors ("Tonight at 8:30") landed so strongly, It-is con-tended that comparable success is possible if the right names and easts are secured. A second group, known as the One-Act Play Theatre, also scheduled that type of bill. Alfred Kreymborg and William Kozlenko were named among the sponsors, lat-ter being editor of the One-Act Play magazine.

'Twelfth Night' Stars

Equity Advocates Continuation OFFTP's Deserving Pro Personnel

With the works progress department, the government's vast relief bureau, committed to a budget of \$1,500,000,000, about one-half the sum appropri last year, the members of Federal Theatre Project of the WPA have started protesting against dimi its activities. One demonstrati staged in

branch of the relief theatre that has been under question its pro-Equity, which sought and secured governmental relief for actors, although it denied direct con-

actors, although it denied direct con-nection at first, has taken the lead in appealing for continuation of the relief theative. It addressed a com-munication to Congress asking that the theatre project be maintained as is, reviously letters had been sent to every senator and congressman to the effect that if there is to be a reduction in the WPA theatre proj-ect, those dismissed should be the alleged ameters.

alleged amateurs.

It is admitted that a percentage It is admitted that a percentage of amateurs or persons not formerly identified with the theatre have crept into the relief stage project. That they have been kept on the payrolls is explained by their having proven the need for relief, but critics of the FTP point out that the

WOODS' B'WAY PLAY IN JULY

A. H. Woods has returned from the Coast with two plays, one of which will be presented during the summer. Plays are 'Censored' and 'Rhyme Without Reason.' First named is slated to reach the Broadway boards about mid-July, because title and part of the subject matter are timely.

'Censored' was originally done on the Coast by the WPA theatre project. It has since been rewritten by Max Marcin, who formerly figured in a number of Woods' successes. Piece calls for a large cast.

LOOP NEGOTIATES FOR SUMMER STOCK

Chicago, May 25.

Growing talk in Chicago of the possibility for a stock company in the downtown sector, with Equity's head here, Frank Dare, conducting a personal campaign to get some stock activity started once more around this vicinity. Particular looming possi ility to head a Chicago stock ven-ture is Robert Henderson, whose spring drama festival in Ann Arber, Mich, has proven an annual click in Detroit's distant suburb.

Detroit's distant suburb.

Another likelihood being discussed is that of a stock venture at Sclwyn under the guiding hand of the Shuberts, who are in a pretty tough spot at present trying to dig up attractions to keep the Sclwyn and the Grand lighted this spring and summer. Harri is being taken care of for some time with the local company of You Can't Take it With You, but little in the offing for the other two houses.

Lunts' \$9,000 Date

Des Moi ., May 25.

The largest audience ever to see a The largest audience ever to see a non-usual legit attraction at the Shrine auditorium here cheered the Lunts in 'Idlo's Delight' for 11 curtain calls on May 17. The 4,200 persons paid in over \$8,000 (approximately) and was a larger audience than those breaking records here for Katharine Cornell or Helen lawer than those than the second than the seco

appropriation was specifically made for professional players only.

Tenor of the replies received by Equity from the legislators is to the effect that they hoped to retain the effect that they hoped to retain the pros on the relief theatre jobs It is not unlikely that an investigating committee will be assigned to the WPA theatre or its executives or dered to make another check-up of those rightfully on the payroil. In weekly statistical reports there is a heading 'all professional and non-professional shows.' There are 1,476 community groups which are classed as 'educational activities.' Claimed by WPA executives that that branch is important in that it is cultural and because it promotes the desire to attend theatres.

Seven theatres operated by the WPA in New York had, during a recent week of six performances each, a widely varying attendance. One attraction drew 98% of capacity, though its gross receipts were \$1,630. Another played to 97% of capacity, while the poorest draw was around 21%, takings being but \$198. Gross on the week for all seven shows was \$6,274, when after expenses were paid (not salaries) the net was \$4,777. Spot shows, booked here and ther and playing from one to three performances, showed far lesser figures. Eight such attractions got \$792. On of the vaudeville units got \$60 1

Eight such attractions got \$792. On of the vaudeville units got \$60 if one performance, another getting \$207 in two times. With some attractions going off, the plans of the FTP in New York are to be determined and probably awaits Washington, although the program for outdoor performances is fairly well scheduled.

performances is fairly well scheduled.

At a Sunday (23) session of the City Projects Council, a body formed to represent all WPA groups in New York in contacting the various government relief officials, it was decided to attempt a one-night strike next Thursday (27) night. Intention is to call off all WPA performances in theatres operated by the FTP and in churches, clubs and halls where relief shows are scheduled to go on. Strike is aimed to emphasize the protest against cutting down the appropriation, it being figured that the reduction would mean dropping between 50,000 and 100,000 people from the relief projects in the greater city. Picket lines will be established at all WPA theatres, with actors and stagehands asked not to appear. The 'stoppage' will be followed by a rally at the Union church on West 48th street. 'stoppage' will be followed by a rally at the Union church on West 49th

at the Onion church on west sunstreet. Equity resolved some weeks ago
that its people on the Federal relief
project are not to go on strike unless
ordered by the council. Actors' assoclation may attempt to prevent
members from participating in the
demonstration in light of its efforts
to gain recognition by Washington's
legislators in the allocation of fresh
funds. There are now 5,700 persons
on the WPA theatre project rolls in
New York city. Included are 300 musicians attached to the theatres and
attractions. attractions.

Indications point to other WPA groups using the theatre units as spectacular means of stagi the protest.

test.
A sit-down strike of members of a dance unit playing 'Candide' and 'How Long, Brethren' at the Bayes froot theatre) was held in protest of feared reduction in the complement. Company sat on the staguntit dawn and most of the audience remained in the seats. Outside on the pavement there were more thr 100 pickets carrying commu istiflags and chapting during. the pavement there were more the 100 pickets carrying commu istings and chanting WPA must go on. 350t is opposite the Astor hotel on 44th Street. Hotel reported its guests were disturbed by the noise and police arrived. Cops, however, dld not interfere with the noisy pickets. Instead, they roped off the block and diverted traffic, which roused the business people of the section to redistering a strong protest. It was claimed that the pickets came from another demonstration up.

The WPA dance unit The WPA dance unit said have a bigger percentage of semi-professionals and amateurs than any Schenectady, May 25.
Frances Starr and Blanche Yurka are the first two names engaged by Charles D. Coburn for the third scanson of the Mohawk Drama Festival.

Opens in the outdoor theater on the Union College campus, July 6, with Shakespeare's Twelfth Night.

mately) and was a larger audience of them that the star from the two breaks are the first two names engaged by Charles D. Coburn for the third scanson of the Mohawk Drama Festival.

Audience was the largest to which the first two names are the scanson.

Audience was the largest to which provious people and other professionals claim to provide the payrolls.

B'way Challenges Coast

(Continued from page 53)

(Continued from page 53)

We'd like to find some means to make it possible for the fellow with a show to find place to play it. He then told how the stage hands of Rochester tried a way out. They employed 50 people more than half being actors and ran shows for 14 weeks, the cost to the union being \$15,000 - same thing happened in two other similar attempts by 'stage-hands in Columbus and Birmingham. I pledge the stage employees will not be found wanting when the time comes to bring back the theatre,' concluded Bremnan.

Frank Gillmore was the first chairman saying 'We of the theatre are too conservative: We should follow the other industries and arts, reading telegrams from Governor Lehman who was forced to decline the howitation to attend because of having to act on 600 bills before June 6 and from Mayor LaGuardia, Gillmore introduced fielen Hayes, 'her most racious majesty Victoria Regine in the stage of the stag

elen Hayes Speaks

Miss Hayes was the first of several to state that the demands for drama around the country far exceeds the supply, apparently judging from her tours. She alluded to the combination of all the theatre's forces as being the right idea as shown by the protesting and defeat of the Dunnigan one-man-censor bill. She read: There are many things wrong with the relations between the public and the theatre. We have four days and II sessions in which to hear the public's ideas and suggestions, as well-as those of the theatre. At the luncheon Marcus Heiman, of the League of New York Theatres, and Walter Percival, of the ic artists union, also spoke. Tock Pemberton opened the afternoon meeting with remarks concerning producers, his, address not being programed although he was chairman. Having 'done some homework he came to offer a five point program, after putting forth the idea that 'this is a changing world, times when people are forced to becomesocial minded, what with the spread of share the wealth theories. Many problems confront us and since the producer cannot be anything else than a rugged individualist, the American Theatre Council must be put in a position to advise producers; even up to the point where it would be well for him to take off a questionable show, or force such action. Touching on the ticket situation fe felt that it isn't the brokers' fault but rather the managers', since 'the poor fellows (brokers) must pay ice in order to do business, paying as high as \$2 per ticket for the privilege of doing business. The producer cannot correct this situation alone; it needs concerted action.

On what he called his five point program, Pemberton suggested that the ATC. There too, should be a seal of approval proper function of the ATC. There too, should be a seal of approval greater and the ATC. There to should be a seal of approval to the point program and the proper function of the ATC. There to should be a seal of approval something he thought and the ATC.

Pemberton's two main points were

in conclusion. He believes that new forms of contracts should be created in conclusion. He believes that new forms of contracts should be created so that Broadway may retain newly-developed talent for at least a reasonable period and stop the rapid absorption by Hollywood. He figures that an author should be obligated to write at least two plays for the stage and new players remain in New York for about two seasons, so that the stage and leave first sephinium. that they could learn stage technique.

that they could learn stage technique.

Final siggestion was for the ATC
to secure an arrangement with the
publishers of New York dailies,
whereby the producer would have
the right to have his plays covered
as news events. Having been a reviewer he said; 'Critics shouldn't get
mad if they cannot: lays to

had it they believes.

Lawrence Langner of the Theatre Guild titled his talk 'Streamlining the American. Theatre,' one time patent attorney saying that was an invention. He referred to the railroads having protested when coach fares were ordered reduced by one-third but the result is that it has boosted rail transportation to virtual capacity and the same thing might happen to the theatre. Langner believes the theatres have the most antiquated of economic ideas and vanitured that if actors were assured fairly continuous engagements on ventured that it acrors were assured fairly continuous engagements on Broadway it would keep them here. He thinks the converting of legit houses into picture theatres is a sort of paralysis but 'can be dealt with if we get down to brass tacks.'

Promotion Manager

Promotion Manager

Speaker's principal contention was that a promotion manager might bring back the theatre similar to the upturn in rail passenger traffic. He sketched the field of a promotional department, such as a rebuilding program with theatres air-conditioned and otherwise modern, subsidies for authors and actors, perfect acoustics. Langner said he talked to actors who couldn't be heard, they replying that the critics might say they were overacting, so maybe it would be okay to put the critics on the last row. He predicted a theatre shortage by next October not only in New York but out of town, also advocating houses for the masses as well as the classes. William A. Brady, though not

for the masses as well as the classes.
William A. Brady, though not scheduled to speak, was introduced by Pemberton as being 'a bit shaky on his pins but with a mind as nimble as ever.' In answer to the question 'What's wrong with the theatre,' Brady started with: 'No one can underestimate what you are trying to do, nor what you do from now on. There have been many attempts to organize the theatre but they all failed, because of the commercialism of those connected with it. Main thing the matter with us is that when we start out to do something for the theatre, we think only of New York.

'It is an unfortunate thing that

New York.

'It is an unfortunate thing that productions are first offered in New York and labelled by what the first-nighters think.' Although realizing that the Theatre League includes producers, he thinks producers should have an organization of their own. He urged organization, however, as sought by the ATC, reminding the convention that the theatre is one of the strongest forces in the country, mention being made of work during the war and bringing in the recent successful censorship protest. Veteran also pleaded for the development of young players, one of the

theatre's most vital needs. Proceedings at the luncheon session went on the air over NBC, Tuesday's mid-day section being similarly broadcast. WMCA was carded to radio one of the remaining sessions. Young Actor Talks excitement during the latter portion of the opening day's session was Burgess Meredith's talk on 'what an actor has to say about producers'. Actor called the present crop of managers relies of a vanished era. If the producers were any good as promoters, he claimed, they would be in Hollywood, where the money, opportunities and vision are greater. Meredith's brief speech was greeted by repeated bursts of applause, not only from numerous actors in the audience, but from the producers themselves. Tock Pemberton, chairman of the meeting, was among those congratulating the actor when he left the platform. Steady stream of convention visitors, which had been trickling out of the meeting as the succession of speakers droned on through the late afternoon, paused to listen to the verbal fireworks.

Actor listed the following suggestions for the producers:

Begin to guarantee actors and playwrights longer-lasting, co-operative schemes.

scnemes.

Promote money to assure a cer-ain number of actors and play-wrights a decent living over a period

Improve theatres and lower box

of months.

Improve theatres and lower box office prices.

Examine the artistic needs of the theatre. Lean toward the experiment of repertory and try to eliminate the horror which has long confronted the actor of playing until he is sick of the work. Because when he is sick of his work he will go to Hollywood, logically, where he can be well paid for his illness.

Raise money to bring some of the actors into experimental tryouts, at matinee and Sunday nights, of new plays and new forms.

Cease fighting Equity demand for better actor conditions, because every effort to better these conditions make it more plausible for actors to stay on Broadway. You complain that actors leave for the Coast, yet you fight their union in its efforts to make conditions better here. Stop fighting the Dramatists Guild. Form co-operative theatres and encourage and finance apprentice groups of actors and playwrights. But it really won't make any difference if you don't. The movement is already under way. There are a few already started —Katharine Cornell, Guthrie McClintic, Maurice Evans, Helen Hayes, George Abbott, the Lunts, the Actors Repertory, Benno Schneider, the Group Theatre and individual groups promoted by Le-land Hayward, Cheryl Crawford and others.

Other speakers included Paul Hollister.

individuals. He called for improved trade practices in the theatre so that no actor, 'no matter how important he may be,' can walk out of a show, possibly to go to Hollywood, and put a number of people out of work. Also suggested more and better promotion and advertising for legit. Meeker claimed the stage hands want more shows produced, rather

than big productions.

Jo Mielziner spoke on production waste, duplication of effort and unnecessary waste in theatre production. Other speakers at the session included Sidney Harmon, Leonard Sillman, S. M. Chartock, Theodore Mitchell (suggested organization of audiences on the road), Walter Percival, J. P. Stanton, of the Electrical Research Products Institute, Herman Seld, of the Carrier air conditioning firm, Harold B, Myers, of the Stevens Institute of Tecflonology, and J. E. Bloom, advertising exec. Meeting was sparsely attended at the opening, but filled up as luncheon proached.

Critics at Noon

Critics at Noon

With Frank Crowningshield, editor of Vogue in the chair, the nonday session Tuesday following lunch was devoted mostly to addresses by critics. Chairman said he would introduce a selected group of the best dressed critics, then mentioned the story about Beerbohm Tree, the British star, who figured a notice 111 inches long highly praiseworthy while one of the inches a very bad notice.

while one of the inches a very bad notice.

John Anderson was described as having the stigma of being a Virginia gentleman, having been reviewer for the N. Y. Journal for nine years, after having been the Post for five years. Anderson started with: There was some talk of an author attending with a bullet-proof vest—that is ordinary equipment for critics.

People in show business always believe that it is all the critic's fault, that we are the laughing hyenas of Broadway. critics have no friends; no one speaks to them and they hardly speak to each other... everyone can write better than the critics. Some years ago Channing Pollock alluded to us as back seat divers and Ethel Barrymore said we were those things that crawl among stones in the night.

'Now the current idea is that we

Now the current idea is that we remove the spats and go to the play as reporters. Let me say that critics are as human as other people. They go to the theatre to give their direct go to the theatre to give their direct reaction to the play. I might go so far as to say they have helped keep the theatre alive by increasing the interest among the public. I believe the only bad critic is the only one who likes every play—of course you may say that the only good critic is the one who liked your last play.

Schneider, the Group Theatre and individual groups promoted by Leand Hayward, Cheryl Crawford and others.

Other speakers included Paul Hotlister, executive vice-president of Macy's dept, store, on 'New Slants on Theatre Merchandising', Worthington Miner, on 'The Problem of the Director', Oliver Saylor, proposing a theatre festival in New York next year, James R. Ullman, on 'Is It Fossible to Earn a Living Producing Plays' and Frank Gillmore, roposing one 7 o'clock performance a week for suburban theatregoers.

Morning session on Tuesday (25) was opened by Brock Pemberton presiding and meeting was turned over to James J. Brennan, Other Stevens Mitchell, Walter Percival. J. P. Stanton, of ERPI, Herman Sed, representing air conditioning interests. Jo Milelziner, scenic designer, and Harold B. Myers of Stevens Inst of Technology. Principal interest of yesterday, Truesday) morning's session was occasioned by speeches by three members of the stagehands union, Theatrical Proteive Union No. 1. Trio included J. C. McDowell, scerteary. Joseph L. Meeker, vice-president, All three were the most outspoken of the meeting's speakers. James J. Brennan, vice-president of the ternational Alliance of Theatrical Stage Employees, presided.

After explaining the functions of the stagehands union, Jacobi charged certain stage designers (whom he didn't name) with deliberately deciving producers about the probable cost of settings and productions and the number of stagehands that should be necessary to shift scenes, That always results, he said in the stagehands being blamed for intended to the critics of Headers of the stagehands being blamed for intended to the ternational Alliance of Theatricier, when in reality it is the new the shouldn't be decived.

McDowell likewise amend no names, but asserted the Uncare whouldn't be decived.

McDowell likewise mander no names, but asserted the Uncare whouldn't be decived.

McDowell likewise mander no names, but asserted the Uncare whouldn't be decived. critic is the one who liked your last play.

Burns Mantle, for 30 years a reviewer first from the Chicago Tribune and latterly of the N. Y. Daily News, arose first and remarked that it looked like the convention had already gone Hollywood, because instead of 50 or 66 friendly souls in attendance it has become colossal. critics never talk well unless baited. Now if there were a couple of managers here to pan the critics they could better defend themselves. For 30 years I have been called many things—and now I am called the dean. . . I agree with an idea that the word critic should be expunged from the language. In other days the reviewer wrote with leisure but as the theatre changed so did the critics and have become play reporters.

American theatre changed, would have changed it."

Director estimated the operating cost of repertory in New York asseveral times that of present commercial theatre and concluded with statement that formation of any repertory company on Broadway would soon find the 'greedy' members stepping out to leave the project to those 'who really love the theatre.'

Kenneth MacKenna, speaking on Improving the Economic Status of the Actor,' called for lower salaries, but higher annual incomes for actors.' He suggested formation of a pool among a group of active producers to hire players by the season, guarantee them steady employment and cut down the operating cost of production by paying smaller weekly salaries. Also envisioned the pool engaging 'promising novices' for development in smaller parts.

Laugh was provided when an attendant entered the roor to adjust the microphone for lanche Yurka after MacKenna had sai 'no actor worthy of the name should require an amplifying system to make himself 'heard.' Actress continued to use them if Other speakers at the afternoon session included James J. Brennan, Paul N. Turner, Charles Coburn, Margot Stevenson and Thereas Helburn.

resa Helburn,

Hollywood Idea

(Continued from page 25)

foundati. While not set on an annual schedule, they appear at less than two year intervals and have generally clicked well. Same studi has established Glenda Farrell in the Torchy lane, girl reporter, character, supported by Barton MacLane and Tom Kennedy, First two were 'Smart Blonde' and ' ly Away Baby.' These hit a good bo, stride and, the third is 'Adventurous Blonde'.

Third 'Thin-Man'

Metro has long concentrated on its Broadway Melody' pictures, cutting loose budget strings to get big time results. First two 'Thin Man' pictures, with William Powell and Myrna Loy brought such a response that a third is in the offing.

that a third is in the oning.

RKO Radio is joining the parade
with its 'New Faces of 1937,' which
S. J. Briskin hopes to turn into an
annual. Radio has also registered
well with its Hildegard Withers-Inwell with its Hildegard Withers-Inspector Oscar Piper pix from the whodunits by Stuart Palmer. Jimmy Gleason has held the role of Piper throughout, but studio switched in different films on the other principal character, using Edna May Oliver in the first, Helen Broderick in the second and ZaSu Pitts in the third, with likelihood that the latter will now remain in the Hildegard Withers role.

Grand National, Planning its 1937.

Grand National, planning its 1937'38 program, has set down six series of four pix each with characters and titles which will be familiar after the first productions.

Nagel Series Set

familiar after the first productions. Magel Series Set

George Hirliman will continue hi Federal Agent' series, with Conrad Nagel and Eleanor Hunt in the top roles. Bud Barsky will make the 'Wallaby Jim' sea stories will make the 'Wallaby Jim' sea stories will make the 'Wallaby Jim' sea stories will fee the Mounted' will leave the comic strips for production by Al Herman, with the title role still unassigned. Max Alexander will introduce Eric Linden as alsa Casey' and the same producer is making 'The Shadow' series with Rod La Rocque. Last of these series is the 'Stars and Stripes' pictures, ich will somewhat resemble the old Quirt and Flagglen and Edmund Lowe. Players for the parts have not yet been named. Samuel Goldwyn plans to make his 'Goldwyn Follies' a regular leature and Walter Wanger expects to do the same with his 'Vogues. Republic, basking in bo. reaction to 'Hit Parade',' is already planni 'Hit Parade of 1938.

Met . 1 OU CLAVION Berkshire Hotel, New York



Katharine Cornell Sock \$20,000. 'Can't Take It' \$13,000 m the Loop

Chicago, May 25. Katharine Cornell continues he record of an annual sell-out for her shows, no matter what they are, in icago. In with her two-play rep-ertoire 'Wingless Victory' and

ertoire 'Wingless Victory' and 'Candida' she proceeded to pack 'em throughout the week at the Grand and will make it a sell-out currently

and will lind to the state of the show in town is 'You Can't Take It With You' in its 16th week in town and still in the five figure s for excellent coin.

WPA project's 'Lonely Man' got away last week at the Blackstone to comments and notices, and looks able to draw 'em.

Estimates for Last Week
Katharine Cornell Repertory, Grand
(1,300; \$330) (2nd and final week).
Cinch clean-up last week with a mightly \$20,000, powerful take even for a sell-out. Will hold to that figure currently also from all indications.

You Can't Take It With You,' Harris (1,000; \$2.75) (16th week), Holding up well on strong publicity pounding. At \$13,000, okay in every way.

WPA 'Lonely Man,' Blackstone: Good otices for this one attracting some notices for this play.

'Mississippi Rainbow,'

Colored comedy continues.

DEAD END' 10G SAN FRANCISCO

San Francisco, May 25.
'Dead End,' which opened a short
engagement at the Curran theatre
on May 18, isn't exciting very much
attention here. The same company
which offered the Sidney Kingsley which othered the states will a tour of the Coast i 'Dead End.' Lack of names and deletion of some of the rough language taking its toll on biz.

Frisco night life has been off for some time. A strike which has closed 16 of the town's first-class hotels is sending plenty of tourists elsewhere. Out-of-towners generally pass up the films in favor of 'flesh' entertainment when in from the

sticks.

'Swing Parade,' which the Federal Theatre Project is offering at the Alcazar, is holding up fairly well. Although the rumors have been fairly persistent about the government of the property of the project of

Estimates for Last Week

Thead End, Curran (1st week) (1,700; 2.50). Frisco isn't showing a great deal of interest in this play, even though it has been widely ballyhooed as the hit which has been of Broadway for two years. Auditorial of the control broadway for two years. Auditorial of the control broadway for two years. Auditorial of the control of the cont WPA

'Swing Parade,' Alexar (5th week) (1,700; 50c). Biz has held up remarkably well considering the hotel strike and the approach of the vacation season. Did \$3,000 last week with things looking even brighter during the coming week when several hundred thousands visitors are Piesta and here for the eight-day fleet and honor of the completion of the Golden, Gate Bridge.

Current Road Shows

(Week of May 24) rother Rat,' Plymouth,

'Follies,' Mosque, ichmond, 24-25; Community, Hershey, Pa., 26

Katharine Cornell Repertory, rand Opera House, Chicago. 'Idiot's Delight' (Lunt and Fontanne), Biltmore, Los An-

'You Can't Take It With You,' Harris, Chicago.

Mrs. F. D. R. Savs

In her syndicated column, appearing in the Scripps-Howard papers, Mrs. Franklin D. Roosevelt had this to say about the Dunnigan bill veto:

I am happy to see that the theatre censorship ill in New York has been vetoed. The language in which Governor Lehman couched his veto message seems to me altogether admirable. No one can quarrel with those who 'desire to mai tain the theatre on a proper moral plane,' but there is too much effort in the world today to regulate too minutely by law the lives and morals of whole groups of people.

BROTHER RAT' \$6,000 **OKAY BOSTON WEEK**

rother Rat finishes 15-week run Saturday (29), leaving the local boards bare except for WFA's Johnny Johnson postponed to to-night (25) because of a backstage fire last week when the show was skedded to open Thursday at the Maiestic.

fire last week when the show was skedded to open Thursday at the Majestic.

Katharine Cornell is slated for the Shubert next week i 'Candida' and 'Wingless Victory.

Estimate for Last Week

Brother Rat, 'Plymouth (\$2.75;
14th week)—Making graceful exit on good run. Last week \$6,000. One more week.

Censorship

(Continued from page 53)

continued from page 53)

ship are turning away from American democracy and toward the dictatorships of Europe.

Frompt Action
Governor Lehman did not wait until the theatre sent all of its evidence of popular protest to the Dunnigan bill, which would have made the license commission a virtual one-man censor. In writing yeto over the measure he said: While I fully appreciate the high purpose of those supporting this bill., it, nevertheless, seems to me that the specific provisions, are too broad and too susceptible of abuse in administration. Latter idea was one of the strongest points of showmen opposing the measure. Bill would have forced a theatre dark until court proceedings were resorted to, whereas under the present law, the license may not be revoked until after conviction. Church element which favored the Dunnigan bill had little to say other than it was 'sorry the governor vetoed it.'

Committee Action

The combined or ioint committee

it. Committee Action

The combined or joint committee of all theatre groups and unions which was accorded the most complete support of the press in the annals of the theatre in protesting the one-man censor measure, held a meeting Friday (21) with the idea of forming a permanent organization. It is proposed to keep tabs on all anti-theatre legislation and oppose censorshi cmeasures in all states and citi Actual formation of such a body must wait the okay from the various groups, it was determined after considerable discussion.

termined after considerable discussion.

Pointed out that the proper procedure would be to oppose such legislation before passage, that similar situations such arose, when the Dunnigan bill was rushed through the New York Assembly and Senate, could not occur.

It was not brought out the meeting that information from Albany containing the then pending Dunnigan bill, had been received but little oir no attention had been given the memorandu laimed by several managers, but an attorney connected with the League of New York theatres, that the Dunnigan bill was in committee, in return from which the informants were told by the showmen that they were 'too busy' vestigate and seek a hearing.

After the performance of 'Delight' in Omaha, tunt read the mayor's speech in first opposing the play. Audience expressed its idea of censorship by jeers and catcalls.

N. Y. Actors

(Continued from page 53)

the speakers. They were backed by the Dead End' set, against which had been plastered colorful Spanish posters. The strong lights from above and from the sides of the stage cast curiously effective shadows on those seated back of 'Dead End's' front.

This, read the leaflet program, 'is an activity of the theatre committee for aid to Spanish Democracy in, memory of Ben Leider, America's heroic flyi reporter, killed in Spai

Moffet Presides

Harold Moffet, in a black tie, presided and introduced Professor Villa Fernandez, Giralomo Valenti, Joris vens, Martin Wolfson, Martha Gellhorn and Adelaide Bean, the last two young women in attractive evening dresses. Acting as ushers and loo-casion Drina Hill, Blanche Cliadstone, Sonya Jaffe, Margot Stevenson, Jean Stevenson, Sylvia Field, Rose Keane, Paula Bauersmith, Morma Chambers, Sandra Gould and others. Not a few might have wondered what these girls were making such an occasion of this meeting for. It's all part of the stint, however, and these girls mean business. From this medium-sized crowd, Martin Wolfson, to whom fell the job of making the collection speech, extracted, with the actresses' help, more than \$750 in about half an hour. The exact amount was \$780, which is a pretty good take from a crowd, mostly of actors, for such a purpose. The gross to date- For Spain' is more than \$2,600 from rallies, meetings in other theatres and before the week is out, with a beneft party scheduled tomorrow at Tony's, there's going to be a nice, tidy purse for the Loyalists.

A quiet tenseness prevailed throughout the two-hour meeting, and those in the audience seemed to make the occasion one of earnest seriousness. Each speaker was received with a rare attention, and this the more remarkable considering that many of those in the audience had been attending sessions of the ATC convention earlier in the day, and had played in a show that night.

Eye-Witness Account

When Martha Gellhorn, author of The Trouble I've Seen,' and just back from Madrid, spoke in quiet, cultured tones, with an upper class accent of the most recent trouble hee's seen, there was scarcely sound in the house as the audience literally reached out to catch every word of her account. It was a compelling, highly effective speech given with an excited, rapid delivery of a young woman who was sure of her ground, but a little scared to be talking about it in public to an audience. Its enormous sincerity got across to those in the ho

bilt against resistin, had in broadway with the smack that some plays
with social implications do. Only this
time the actors were not just playing
parts, but right in the center of the
fight. The actors seemed to be determined people who meant what
they were doi, and seemed to be
deriving much satisfaction out of it.
The sponsors of the meeting included Alan-Corelli, Cheryl Crawford, Clarence Derwent, Sylvia Field,
Benny Goodman, Ruth Gordon, Jed
Harris, Moss Hart, Theresa Helburn,
Burgess Meredith, Warren Munsell,
Theodore-Newton, John Peter Toohey, Richard Watts, Jr., and some 50
more. These were only a few of the
theatrical personalities back of the
theatrical personalities back of the
Theatre People's Rally on Monday
night at the Belasco.

Carrying on the campaign sans
publicity save word-o-mouth, four
parties have been tossed so far. On
May 8 a get-together at the Bayes
theatre netted \$600, from two-bit
admishes and contributions. Philip
Merivale acted as host. Another
party gathered \$500, and the cast of
'Eternal' Road' recently tossed a
shindig that netted \$400. On
Thursday a 'dri ing party' will hold
forth on the second floor of Tony's
\$2d St.

Heading the lineup of show iz-

Heading the lineup of show izzers interested in lending aid to the Loyalists fighting for the Iberian Peninsula is a 'Committee of 87.' Best known among 'em are:
From legit: Walter Abel, Glenn Anders, Helen Arthur, Adelaide Bean, Phoebe Brand, Tony Brown, Morris Carnovsky, Ilka Chase, Cheryl Crawford, Clarence Derwent,

Summer Weather Clips B'way Grosses; **'Room Service' New Comedy Success**

While two successes are going off the roadway boards this week, Room Service, a clearly indicated new hit, arrived last Wednesday (19) and by the time the curtain rings down on the pair, the newcomer at the Cort should be set for a run despite its late May entry. Service got \$10,000 in its first, five performances and if holding the starting pace should gross around \$16,000 or better weekly.

Cort has a cooling system and if

weekly.

Cort has a cooling system and if Service lands it will prove that successes need not be timed for debut during the fall or winter in order to click. It is a question, however, how many hits could be presented during the summer season, sithough in boom years the heated period did not stop the presentation of costly revues.

years the heated period did not stop the presentation of costly revues.

The outgoing toppers are 'Victoria Regina.' Broadhurst, and 'King Richard II,' St. James. While the latter made a record for plays of its kind, Regina' is one of the wonder plays of years with an interrupted run (layed of alast summer) which virtually the state of state of

its sponsors decided to keep the show going.
First week of the revived 'Able's Irish Rose' did not get the best of it from the weather and drew a mild gross. Management, however, claims the advance sale is steadily increasing and that expectations are that the record run comedy will improve. WPA's 'Dr. Faustus' will close at the Elliott this week, but is due later to alternate with another show. Naughty Naught,' a meller in a cabaret, is also stopping. Only one show slated to come in next week, it being a rejvival of 'The Bat' at the Majestic.

Estimates for Last Week

Majestic.

Majestic.

The Bat' at beMajestic.

Kstimates for Last Week

Rostimates for Last Week

M-1,362-\$3.55. Not strong ticket in agencies; buy helping in keeping gross up to good figure;

Bay Meets Girl. Amba
Majestic.

The Bat' at beMajestic.

The Bat'

keeping gross up to good figure; \$18,000.

*Boy Meets Girl, Ambassador (79th week) (C-1,156-\$1.65). Drawing more people at reduced scale with gross reported as good as recently at Cort; second summer: Behind Bed Lights, '6th St. (20th week) (D-1,375-\$2.20). Getting cut rate support and probably bettering even break with operatic costs down; rated around \$5.500.

*Brother Rat, 'Biltmore (24th week) (C-991-33.0). Has been holding to \$10,000 pace and is listed for summer.

Elsie May Gordon, Walter Greaza, Ed Harris, Theresa Helburn, George Heller, Sylvia Field, Elspeth Eric, Ruth Gordon, Hugh Rennie, Joanna Roos, Virginia Stevens, Rex Ingram, Clifford Cane, Philip Loeb, Burgess Meredith, Harold Moffet, Ted New-ton, Bob Read, Irving Levy, Shep-pard Strudwick, Tamara, Philip Truex.

Writers: Albert Bei , George Sklar, John Howard Lawson, Clif-ford Odets, Archibald MacLeish.

Press agents: Helen Deutsch, Molly Steinberg, John Peter Toohey, Bernard Simon.

Dancers: Doris Humphreys, Angna Enters, Charles Weidman, Tamaris.

Enters, Charles Weidman, Tamaris, Others Include Herman Shumilin, George-Iyens, the Dutch film director; Sol. Hurok, concert booker; Benny Goodman, orch batoneer who brought thi crew to play gratis at one of the benefits; Aileen Mac-Mahon from films: Earl McGill, Irving Reis from CBS; announcers Kenneth Roberts and Vincent Sherman, and Paul Strand, director of 'The Wave,' recently released radical propaganda Mexican pic.

wave, recently released radical propaganda Mexican pic.

Apparently interest expended by show bizzers in Spanish Insurgents is meager. The American Committee for Spanish Relief held a mass meeting last week at Madison Square Garden. Walter Hampden had been secured to be the narrator 'Spirit of Spanish pageant, withdrew after the show bizzers interested in the Loyalists prevailed upon him that he was working for an allegedly pro-Fascist cause. The Spanish Relief group them secured Pedco de Cordoba, also legiter, to replace Hampden.

On the Coast another group of

also legiter, to replace Hampdon.

On the Coast another group of filmites is also raising funds for the government forces i the civil strife.

Donald Ogden' Stewart is the chairman of the Hollywood assembly.

stay; agency deal coupled with new success 'Room Service.'

"Dead End,' Belasco: (83rd week) (CD-1,000-\$1,65). Another long stayer which is going along well enough at reduced rate; approximately \$5,500.

"Excursion.' Vanderbilt. (8th week) (CD-1,000-\$1,65). Another long stayer which is going along well enough at reduced rate; approximately \$5,500.

"Excursion.' Vanderbilt. (8th week) Show, despite fine summer chances not definite; rated around \$8,000 which is profuble.

"Having Wonderful Time.' Lycetum (14th week) (CD-1,000-\$3.30). Eased off. with weather conditions a contributory factor; around \$11,000 and aimed for summer stay.

"High Tar.' Beck (20th week) (D-1,124-\$3.30). Another week to go; service of the contributory factor; around \$10,000.

"Money Mad, '49th St. (1st week) (C-708-\$3.30). Presented by Edwi J. Relkin; written by Fritz Blocki, was recently presented under title of Bet Your Life; opened Monday.

"Penny Wise,' Morosco (6th week) (C-961-\$3.30). Intention of to continue through June; busing semonth of the continue of the continue through June; busing semonth of the continue of th

sarlier months; gross around \$14,000 again.

Victoria Regina. Broadhurst (regimed eng.) (65th week) (D-1,110-\$3.30). Final week; picked up as expected and takings around \$19,000 or about \$4,000 over previous weeks.

Yes, My Darling Daughter, Pish, which week (C-\$78,\$3.30).

What with gross over \$14,500; big money for show of its class.

You Can't Take It With You.

Booth (24th week) (C-704-\$3.30). Best of season's laugh shows and Pulitzer prize winner rides along to capacity every performance; over \$13,000.

Revivals, Etc.

Revivals, Etc.

**King Richard, II,* St. James: final week for record run of this Shakespearean play; rated around \$19,000.

**Abie's Irial Rose; Little; not as much as expected but got by; around \$4,000 at \$2.75.

Damaged. Goods,*

**Yanked Saturday; one week.

Naughty Naught, American Music Hall; final week; simed for Atlanti City.

Power, Ritz.

Pr. Faustus, Elliott; final week,
Frof. Mamlock, Daly's.
(Candide' and 'How Long Brethern,'
dance unit; Bayes.

FOLLIES' OKAY \$20,100, BALTO

Baltimore, May 25.
Season washed up here with 'Zieg-feld Follies' getting \$20,100 at Ford's for the wind-up. Coming a bit too late for this clime, revue built steadily after opening show and general good reception from crix. Season on the whole, both at Ford's and Maryland, town's other legit house, has been one of best in recent years, with both houses chalking up anoperating profit.

Last Week 'Zieglian's Ballies', Ford's (1,988, 333). Built strongly from opening to \$20,100. In earlier, would have got more, but takings okay for season's windup.

N.W. Showboat Mellers

Scries of 'gaslight meller' revivals: on a showboat on Lake Union, Scattle, will be given this summer by Prof. Glenn Hughes, director of the division of drama at the University of Washington.

The prof. has authored several plays.

LONDON'S LEGIT SPURTS; 'DAY' **CLICKS**

May 25.

This has been an active period of This has been an active period of play-openings in London, comling close on the heels of the Coronation festiviti 'Ladies and Gentlemen' made its debut at the Strand theatre last Tuesday (18) and, while ins numerous lines that are last in and the strand theatre last debut in the strand theatre last Tuesday (18) and while insy university lines that are saftir and, not given much of a chance to succeed.

chance to succeed.

On the other Elmer ice's melodrama, Judgment Day, live' its first British showing Wednesd: (19), at the Embassy theatre, pleaing its first audience and the critication of the same evening. Somerset Maugham's 'The Constant Wife opened at the Globe and proved a veritable personal triumph for Ruth Chatterton, the American actress, in the title role. Play failed here but it is expected that revival will do busi-

Road' was shown pri-Road' was shown privately at the Gate theatre, also on the evening of May 19. The Lord Chamberlain had previously refused the play a license for a regular London run. Piece would seem to have little interest here, one critic deing it as the "grubblest play' he had ever seen in his life.

had ever seen in his life.

ranz Lehar's new operetta, Paranin', bowed at the Lyceum theatre on Thursday (19) under Charles B. Cochran's auspices Starring Richard Tauber and Evelyn Laye, it is a gorgeous production and was entusiastically received. Adaptation from the German has been made by A. P. Herbert and Reginald Arkell, with the former providing the lyrics. Tyrone Guthrie directed the production in which Tauber plays the title role, with Miss Laye as Napoleon's sister, the Princess de Lucca.

Eight more shows are folding here

de Lucca. Eight more shows are folding here with the next fortnight, making a total of 12 in all. Closing notices have been posted for Swing Along, 'Wise Tomorrow,' And the Music Stopped,' Ho u se ma ster,' Night Alone,' Careless Rapture,' Big Business' and Charles Cochran's revue, 'Home and Beauty,' Surprise was occasioned by the

Home and Beauty. Surprise was occasioned by the Hippodrome terminating the employment of its entire staff, back and front, including employees who had served ten year periods at the house. With the arrival of summer, practically 50% of the theatres in the West End are likely to go dark. Firth Sheperd, who topped West End with four shows in a row, will have no productions in town by the middle of June.

Other closings are 'A Good Fairy' at the Royalty and 'Ladies and Gentlemen' at the Strand, both lasting but a few days each.

MARCUS SHOW'S BIZ STILL OK AT \$2 TOP

New Zealand, May 11.

turning in roupe will play one Marcus high grosses, roupe will play one or two smaller centres on the way from Auckland to Wellington. Trans-is bothering the mew , but it is thought ill come into the black sponsors somew the show ill c quite okay.

Admission top has been tilted to \$2.

Gamby's Command Show

Mari Gambarelli, who was brought to Italy to become a film star, gave a command performance this week before the King and Queen of Italy. The entire royal family was invited to the royal villa fee this coccess.

for this occasion.

Miss Gambarelli's dances lasted two hours, and included two special compositions dedicated to the Queen and the Princess Mafalda.

Mary Jane Walsh Okay

mary sane waish Usay
London, May 25.
Mary Jane Walsh opened at the
Mayfair Cabaret last night (Monday)
and sailed over splendidly.
Set for four weeks at the spot.
This is Miss Walsh's first London apnerrance.

King George Knights Marie Tempest, Walpole

London, May 16. leorge's Coronation London, May 16.
In King George's Coronation
Honors are Hugh Walpole, author,
script writer and screen actor, who
receives a knighthood for services to
literature and Marie Tempest, named
Dame of the British Empire, for
services to the stage.

Louis Sterling was also knighted for political and public service.

Palladium Lines Up Stage Shows Till Next Xmas

London, May 16. Palladium program for this year is practically complete. Current Jack Hylton show, originally in for 12 weeks is likely to stay till early July. Then there will be few weeks of straight vaudeville, ith several American names being negotiated for.

tiated for.

For the month of August, it Is likely the entire Cotton Club show will come in from Paris, where it has a six week's booking at the Exhibition beginning middle of June. Then comes the 'Crazy' show, which has a preliminary run at the Hippodrome, Brighton, August 16, for two weeks. Several Americans are contemplated, with Cardini already set. This show is expected to stay over Christmas.

MOLLY PICON SOCK ON LONDON RETURN

London, May 25.

Moll icon, back from an extended South African tour, is a big click at the Holborn Empire, holding the stage when caught 26 mins, instead of her usual 16. Mob wouldn't let her off.

Terry Lawlor did well at the opening show (Monday), despite handicapped in being spotted on the bill in between the Berinoff and Angeline dance routines.

Angeline was a decidedly big click with the customers.

'Women' for Vienna

Vienna, May 14.

"The Women," by Claire Booth, will be produced by the Josefstadt theatre in October.

Management plans on Mady Christians for lead part.

Lartigue Rejoins Fischer

Paris. May 16.

Paris, May 16.

Henri Lartigue, who presently holds the concession of the Casino at Biarritz and was formerly with Clifford C. Fischer, is coming back to the old setup in the Fischer establishment here this fall.

Get-together is due to Fischer's expansion here and the increased business he will have later in year when he opens his casino in the old Bal Moulin Rouge stand early in Au ust.

Moscow Invites Japanese

Tokyo, May 5.
Ichizo Kobayas I, Toho prez; Shi-getoshi Kawataka, director of Waseda University theatrical museum; Shiro Kido, Shochiku managing director and Koko Snoolie, w.k. producer, have been invited by the Soviet Government to attend the annual theatrical festival to be hold in Moscow in September.
All four are expected to attend.

ITALIAN TROUPE TO S.A.

Anton Giulio Bragaglia's Italian Dramatic Company sailed from Genoa for its South American tour. It will make its debut in South America, May 27, at The San Paolo municipal theatre as part of that city's celebration of 'Italian Week.'

Thereafter, the company will go not to Rio de Janeiro, Montevideo, Buenos Aires and other South American cities.

MORE PARIS **NITERIES OPEN**

, May 16.

Whether the Exposition is going in time or not, night is town is booming. Two new niteries opened this week, an-other and a new revue is scheduled for the following week and more are planned for the near future.

are planned for the near future.
First of those to hang out the signithis week was the Bagatelle.
Formerly known as the Montmartre, and with Max Sprio recently at Monte-Cristo as manager, this spot went American in a big way in talent, with Haywood Powers' band, and Don Brynes and Alice Swanson, dance team. Also there is Rosita Montenegro, Spanish dancer, and Les Gars de Paris, the tango band.
Second is further up the hill near

Gars de Paris, the tango band.

Second is further up the hill near
the Place Pigalle on the rue Pigalle.
This one is called the Cotton Club
and although the band there is that
of Leon Abbey, just back from India,
and such: colored acts as Vance and
Romia, the show can hardly be compared to that of the same name. on
the other side of the pond. Miss
Dolly is headlined, while others include Mariette and Ruddy, and Suzy
and Jenny. Alternating band is that
of Jean Bibault.

of Jean Bibault.

The scheduled opening this week is the Restaurant des Ambassadeurs, where Clifford Fischer is staging the show. The 'Abbot Dancers, Dario and Diane, George Camp and A. Robins are scheduled to top the show, with the Willie Lewis and Drena Musette bands.

Lillian 'Pilis, 'Phatib, single, and

Litena Musette bands.

Lillian Ellis, Danish singer and dancer, has been signed by Henri Varna to star in a new revue he plans to open at the Alcazar at the end of the week. Other openings scheduled for the near future is the former Chez, Josephine Baker spot in the Champs-Elysees district, as well as the Villa d'Est.

Theatre Changes

(Continued from page 23)

comes from Warner's Memphis to take over management of the Gra-nada, Santa Barbara, replacing Vic-tor Rosen, who goes to the Beverly Hills. Harry Schlinker goes from the Beverly Hills to the San Pedro and the Charles of the Charles of the Beverly Hills to the San Pedro and the Charles of the Charles of the Dick Pritchard, former Fox-West Coast house manager, takes over the new Mission soon to open in Santa Barbara.

Coast house manages, mew Mission soon to open in Santa Barbara.

Ed Boffino, retiring from the exhibition field, has disposed of his Yosemite theatre, Eagle Rock, to Harry Vinnicot.

Rex is dark, proving a financial failure after maintaing a 'sex' picture policy almost continuously since the first of the year. J. W. Allendar operated.

Sylvania, Ga., William H. Karrh, of Swainsboro, Ga., added No. 6 to his chai ith purchase of Strand theatre here.

Nate Scheinberg sold Canoga Park Theatre to Dave Cantor, operator of Park Theatre in Highland Park dis-tract of Los Angeles, Scheinberg's two Van Nuys houses now being operated by Fox-West Coast.

After a run of six months, the Strand theatre here closed Thursday (20) on account of poor business. It was operated by the Newman interval was caused by the Newman interval was leased by the Joy House closed and reopened the next day with a 10-cent admission for double-feature policy.

Interstate Amusement Company today announced construction of its ninth theatre in Houston.

Ticonderoga, N. Y. Kallet - Commerford Corp., of Oneida, N. Y., has leased the Playhouse from Alvin M. Barton.

Philadelphia, May 25.
New house to seat 1,200 will be erected in Bloomsburg, Pa., by Comerford. Will be ready for fall opening. Warners is reported erecting 2,000-seater in Wilmington.

Plays Abroad

ICH LIEBE DICH

(Continued from page 54)

(Continued from page 54) smile and charm. Grete Weiser, on the other hand, is director-proof. And this part has cataputted her from the films right onto the top as a first-rate legit comedienne. In herelement, as a wise-cracking chorine, she has here a go at being a lady, and even though she has little common with those of the 400, her performance was that of a real trouper.

common with those of the wow, her performance was that of a real trouper.

Play opens with Eva coming to in a strange villa. Percy, a young Ametican millionaire sojourning in Germany, admits having doped her champagne with a sleeping potion, the only means to get her away from a legion of admirers long enough to impress her with his high-powered love. Doors are locked, windows barred. She is doomed to pass the week-end there, after which he hopes to honeymon with her to America. But she turns the tabled oscapes. But on second thought finds the cave-man tactic okay and returns. A double cabin is reserved New-Yorkward.

The lay is ably staged, though the contraction of th

New-Yorkward.
The play is ably staged, though one might question the director's decision to burlesque the last act. His many the stage of the last stage of the last comedy is unfolded by the last of the last comedy in the last of the last comedia stage to one of the last comedia swill carry this well on into the warm weather.

PARISERINNEN

(WOMEN FROM PARIS)

(WOMEN FROM PARIS)

Vienna, May 8.

Comedy with music by Raish Benatzig's adapted, from the French comedy 'Les Farielennes' by Armodt and Gerbldon; produced the comedy of the Com

When summertime nears, the assically inclined Josefstadt theatre classically inclined Josefstadt theatre clooks towards more sex appeal plays. Benatzky, of world fame through his White Horse Inn' adaptation and music, chooses, this time the plot of Armondt's and Gerbidon's amusing play around which to write a few catchy songs. 'My Girl Friend, Lizzie, Suffers of Love, 'In the Years of the plot of the plo

which was outstanding hit of the season here.

Plot is an oldtime mixup; Maxim, Jr., goes to a ball, wants to make love to a midinette, but falls in love with a lady of society (Mardayn), who had looked for the same adventure of love with the other class of people. Same thing occurs to the other couple. Neugebauer and Tilden and one laughs heartily.

Frank Fox's orchestra, first time this popular stage, does excellent work. Niedermoser, who has set the scenes, did not stint himself—something quite extraordinary at this time of the late season. Magss.

BEI KERZENLICHT

('With Candle Light')

('With Candle Light')

Comedy with must by Robert Katacher and Hidens, Produced in Deutsche Volksen, Vicanae, on April 30, 37, by Heinrich Light, Tenchettra, Waiter Hahr; enchestra, Waiter Hahr; Mux Yrphy, Hody Pfundmeyer; settlings, Gaston

Mux Prey.
Gaston Max Hanseon
Baron Hans Olden
Marie Gusti Huber
Frau V Mini Shorp
Kana Marie Kehber
Mihai Popescu
Mihai Popescu
Mihai Popescu

Title original; music: ori inal; plot: not bad. Authors used in part story of Austrian author Siegfrid Geyer's comedy. Candle Light; produced on same stage years ago. J. J. Shubert recently purchased this musical production for showing in U.S. next season.

Shubort same stage years ago, J. J.
Shubort seenity purchased this musical production for showing in U.S.
next season the lackey, plays the role of Baron, while the Baron, amused at the idea, voluntarily and the condition of the condition of the lackey. Same thing heap role of the time. Sings "I Am No Dictator, which draws much applause Together with pretty Mimi Shorp, Love When, the Cape and the pretty min Shorp, Love When, the Cape and the pretty min Shorp, Love When, the Cape and the pretty of the state opera, in which cape the pretty of the state opera, in vented a feet Rehesger, in a short state opera, in vented a feet Rehesger, in a short of the state opera, in vented a feet Rehesger, in a short of the state opera, in vented a feet Rehesger, in a short of the state opera, in vented a feet Rehesger, in a short of the state opera, in vented a feet Rehesger, in a short of the state opera, in vented a feet Rehesger, in a short of the state opera, in vented a feet Rehesger, in a short of the state opera, in vented a feet Rehesger, in a short of the state opera, in vented a feet Rehesger, in a short of the state opera, in vented a feet Rehesger, in a short of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state opera, in vented a feet Rehesger of the state oper

LUCE

Rome, May 11.

Play in one act by Salatino Lopez. Stars
Ermette and Ernes Zacconi. Presented at
the Elise theatre in Rome.

A short play that makes a good show-off piece for the two actors, one man and one woman, who interpret it. Story is that of a middle-aged distillusioned business man whose young secretary. Luce, suddenly reveals that she is hillegitimate daughter and persuades him to return to her mother.

mate daughter and persuades him to return to her mother.

The mother never appears on the stage; she is only called by long distance telephone at the end; but through the dialog between father and daughter the audience is made to realize her character.

Luce's mother, earlier in life, had had an unfortunate love affair. She gave the character in art for the stage of the character in art for the stage of the character in art for untrue. After her child was born she had given up hoping for a reunion, but when Luce grew upshe had gone in search of her father. When she finds the man, at a time when he is disconsolate and alone, she prevails upon him to return to the mother. Play is acted by the Cacconis, who are father and daughter. The girl is especially good; the father inclined to act his role, too heavily.

And the Music Stopped

And the Wussic Stopped

London, May 4.

Mystery dram in three acts by Net
Scott, presented by Percy Hutchison and
Herbert Jay at the New theairs, London,
May 3, 371 Directed by Bernard Nedell.

May 3, 251 Directed by Bernard Nedell.

Bernard Nedell.

Bernard Nedell.

Bernard Nedell.

Bernard Nedell.

Bernard Margery Endoan

Renee Gadd

Lady Charlty Carstain Phyllis Dare

Lady Charlty Carstain Phyllis Dare

Richard Fabian.

Edward Ashien

Richard Fabian.

Edward Ashien

Sergeant Wade, C.1.D.

Edwin Morto

Detective-Inspector Kinnelly.

Bernard Lee

Daniel Carswall.

Dalming Wilder

Chief Inspector

Sidney Monckton

Alternately farcical and tragic, this new mystery play thrills in spots. A man of dubious pursuits invites four friends to his house, announcing he expects to be murdered before the play unfolds the various reasons why the guests had good reason to do away with their host.

Actually the man takes a drug that gives the effect of death, as he anticipates imminent arrest for his own misdeeds, and plans to substitute another body for his own when his trance terminates, but an unfortunate, well aimed stabbing while he is comotose, robs his cunning scheme of fruition.

Generally well acted, and warmly eccived with a fair chance of making

U. S. Play's London Suburban Break-In

London, May 16.
Theron Bamberger, in conjunction with Ronald Adam, will produce at the latter's Embassy theatre, Swiss Cottage, 'Lover's Meeting,' American play tried out in stock there some

Margaret Webster is to do the staging and cast will include Gina Malo and Ed Ryan. If it clicks, will immediately go to the West End.

Hurt in Japan

Tokyo, May 5.

Mrs. Mary. Florency Micker, 37, member of the 'Human Propeller' troupe from America, now playing Pan-Pacifio Peace Expo. at Nagoya, was seriously injured April 30 while practicing new routine on 80 foot tower. Performer fell from height of 50 feet and sustained severe contusions besides internal injuries. Was rushed to Citizens' hospital where she will be confined for about three months.

Act revamped and continues and severe contustions are severed to the severe contustions.

Act revamped and continues en-gagement which closes May 30.

Vallee's Headaches

Lon May 16.

Rudy Vallee met with plenty of trouble at his various debuts over here. His openings at Holborn Em-pire and Finsbury. Park coincided with a big bus stri dislocating London traffic.

To top this came the Ciro's Club opening, when just about an hour before he was due to appear a waiter got tangled with the mike wires, putting the whole p.a. system out of action, with no possibility of repairs that night.

Literati

Philly Bulletin Shakeup
Radical shakeup in the staft of the vening Bulletin, Philadelphia, has just been completed. William G. Zeamer has been imported from Memphis to become executive editor, taking over some of the duties of Robert McLean, publisher. William B. Craig remains as managing editor, tunderstood he will not be active. George S. Seltzer, former assistant itor, becomes assistant managing editor, Leo Murphy is now assistant editor. Leo Murphy is now assistant editor. Leo Murphy is now assistant editor, takes on added stint of dramatic critic, with leoreme Carson, former first edition makeup editor, moving to assistant ports editor desk. He is replaced on the makeup post by George Davies; formerly assistant active editor, the service of the makeup has been by George Thompson, formerly assistant edity editor. Laura Lee, feature writer is now film critic Donald W. Brooke, former, assistant city editor, heads the copy desk. Hugh McMillin, heretofore called news editor, a new Job, is Percy Kegel. Sheet's traditionally conservative makeup and typography policy has been hypoed. Understood that the Bulletin, always a prime headache to show business press agents, will also losen the column in that regard. Both legit and pix will get more space and more illberal comment. Ni on art for drama and pix is also in the basket. Paper's circulation tops 520,000 daily.

Coronation Press Luncheon
The Association of American Correspondents in London gave a luncheon May 14, for the American newspapermen and women who came to the English metropolis for the Coronation. William Hillman, of the Hearst newspapers, was in the chair and while the affair was entirely informal, a few visitors were called upon for brief addresses.

The first was Her Imperi ighness Grand Duchess Marie, niece of the late Czar, who covered the Coronation for the Hearst outfit; second, was Henry J. Haskell of the Kansas City Star. He was followed by William Phipps Sims, foreign editor of Scripps-Howard papers, Karl von Wiegand was next called upon and congratulated upon having cancelled his seat on the ill-fated airship Hindenburg. The last speaker was Doresty Kilgallen.

President Hillman. In his opening

wenourg. The Last speaker was Dor-othy Kilgallen.

President Hillman, in his opening address, mentioned that the U. S. correspondents were allotted three times as many seats in the Abbey as any other nation.

Reorganization Suggestion

Ecorganization Suggestion
Plan to reorganize the New York
Woman has been suggested by Senator Joseph Esquirol of N. Y., who
would give creditors common stock
for their indebtedness and attempt to for their indebtedness and attempt to continue the mag after raising \$200,-900. Judge Patterson told him at a hearing on Monday (24) in the Federal Court building in N.Y. that a bond of \$5,000 would have to be posted against dissipation of the assets. Samuel H. Kaufman was appointed trustee in the case last week oprevent any such reduction.

Liabilities at present are of about \$175,000, exclusive of \$750,000 outstanding common stock. William E. Wheeler, president of the publishing corporation meanwhile is in jail for non-payment of alimony.

Wants Prize for

Wants Frize for

National bounty on poets is idea behind a bill offered in Congress by Oregon's lady lawmaker. Representative. Nan Honeyman, as means of encouraging versifiers. Congressoman would authorize annual prize for the author of book of poetry which comes close to 'sufficiently high standard' fixed by a committee headed by the librarian of the Library of Congress.

Award would be restricted to native-born Americans. Bill proposes annual appropriation of \$2,000 to buy the medal and pay expenses of the judging group, stipulating that any year when no award occurs the balanar shall be dumped back to the Treasury. No cash will 'accompany the honor.

Two New Monthly Mags
Public Relations is a new monthly
magazine published this month by
E. W. Pryor with Colby D. Dam as
itor. Mag aims to be broader in
scope than a mere trade paper for
p.a. Idea was tried, out last year
with the title Publicity News. Price
is 50 cents a copy:

A. Times Draws Gulld Fire
Drive of Los Angeles Newspaper
Guild chapter to unionize the editorial staff of the Times, citadel of
anti-unionism, is said to be bearing

troil staff of the Times, citadel of anti-unionism, is said to be bearing fruit and soon will come into the open. Several key performers on the Times staff already are said to be secret Guildsters. Go signal for open formation of a Guild unit is said to be awaiting only the signing up of a majority.

Situation on the imes was brought to a head by the announcement that the Examiner boys had formed a Guild unit with James Lee, ace rewriter, as chairman. Times under the Harry Chandler management is so bitter anti-union that its owners refused to sell out to J. M. Patterson's New York News and Robert R. McCornick's Chicago Tribune for \$15,000,000 because, it was reported, prospective buyers would not agree to bar all union labor from the plant Heritage comes down from General Harrison Gray Otis, founder of the Times. Paper has already sounded off i editorial blasts against the Guild.

Famous Stories is a new pocketize monthly pulp just out, and published by Review of Reviews. It's edited by the staff of Review of Reviews and is the first 10c pocket-size monthly pulp just out, and published by Review of Reviews. It's edited by the staff of Review of Reviews and is the first 10c pocket-size monthly pulp just out, and published by Review of Reviews. It's didted by the staff of Review of Reviews and is the first 10c pocket-size months.

Executives of the N.Y. Herald Tribune are amused by the regularity of the correspondence they have been receiving in regard to the dropping of FPA's column. For the past three weeks, one letter, a day has come to the office, never more nor less. In the first few weeks after the dropping of the column the Trib received some 200 letters, mostly kicks. No substitute column has yet been

ceived some 200 letters, mostly kicks. No substitute column has yet been decided on, and Grafton Wilcox, managing editor, denies the possi-bility of Stanley Walker taking over such a stint, which is a current rumor. Trib management would like to find a suitable column, but is currently doing nothing more than giving the matter consideration.

Guild I.E.B. Meets
International Executive Board of
the Newspaper Guild met in Cincinnati on Sunday (23) and voted
to recommend that the Guild affiliate
with the C.I.O. Matter will come
up at the Guild's June convention,
the Guild meanwhile sending no
delegates to the A.F. of L. convention in Cincinnati, although Jonathan Eddy, Guild's exec, sec., ill
listen in.

listen in.

The I.E.B. will also recommend that changes be made in the Guild's constitution allowing members of the business departments to join.

Fifth Estate Club
Fourth Estate Club in New York, recently requested by attorneys for Editor and Publisher to change its name, since trade publication is merged with another mag titled the Fourth Estate, has switched to the name Fifth Estate Club.
First thought that the name would be Town Criers, but James W. Brown of E. and P. suggested the new name as bigger and more inclusive than Fourth Estate and sold the club on the idea.

Schenectady Guild Pact
Management of the Schenectady
Gazette has reached an agreement
with the Tri-City Newspaper Guild
on mi imum wages and working
hours. Previously the Guild had
come to terms with the three Albany
papers. Schenectady other daily is
the Union Star.
Troy is the third city represented
in the Guild local. The Record
Newspapers are the only Troyowned dailies.

WPA Writers Busy
To give writers on Federal Project
something to the WPA radio
wing is shippi down its original
air dramatizations after use and
having them transcribed into shortstory form

air dramatizations after use and having them transcribed into short-story form. Yarns are then sent out to small-town newspapers, editors being given pieces free if they'll carry them and credit source.

Linton Wells' Autobiog inton Wells' Blood on the Moon' has been published, by Houghton, Millin Co., N. Y.

Book is an autobiography of the new press agent for Sam Goldwyn, who tells of his adventures, experiences and life while newspaper corresponding around the globe, in 400 pages.

LITERATI DEATHS THIS WEEK
Lewis Browne, 61, uthor,
dramatist, film scenarist and newspaperman, died in Englewood, N. J.,
on May 24, after an emergency intestinal operation. He was the
author of the picture 'Land of Opportu ity' first picture ever shown in the halls of Congress.

in the halls of Congress.

Capt. Harry Ellsworth Smith, 68, ploneer agency exec and publisher, died at his home in Atlantic City on May 23. Born in Tuckahoe, Smith went to Atlanti City at the age of 20, and four years later became, business manager of an ad agency owned by Ambassador Walter E. Edge. In 1908 he purchased Sunday Gazette. After building it up considerably, he merged it with the Atlantic City Review in 1916.

lantic City Review in 1916.

Merton Robbins, 62, publisher
of industrial magazines, and founder
of the Robbins Publishing Co., publishers of Advertising and Selling,
died on May 20 in New York of a
heart alment following a long illness. He was one of the founders of
the Audit Bureau of Circulation.

Mrs. Elizabeth ing Snyder Daly, 48, former manager of The Delineator magazine's art depart-ment, died of heart disease on May 20 in New York. She was the widow of William M. Daly, formerly man-aging editor of Everybody's. Her first novel titled igh Goal' was published in 1935.

CHATTER

Erika Mann sailing Fri Europe

Burton Rascoe on Middle West.

Maysie Grieg and her husband ave returned to England. has finished his

Rion Bercovici has finishe novel about a publicity office. Lyle Saxon has finished his new novel titled 'Children of Strangers.'

ine Dunn, 1m player, will be an associate of new Charm mag.

be an associate of new Charm mag.
John Hall Wheelock unanimously
voted the annual award of the New
England Poetry Society.
Don Tracy of Trans-Radio Press
has sold his second story in a month
to the Saturday Evening Post.
Ludwig Bemelmans on an expedition in the Andes jungle, headed
for the source of the Anazon River,

Alva Johnston's series on Samuel Goldwyn in the Satevepost will be published in book form by Random

James Thurber's new book due out in Sept. titled 'Let Your Mind Alonel And Other More or Less Inspira-tional Pieces.'

Eugene Lyons has finished his au-tobiography tentatively titled 'As-signment Utopi' Harcourt Brace will publish.

Lee Ettelson, formerly with the L. A. Examiner and other Hearst sheets, is assistant m.e. of the San Francisco Call-Bulleti

Adelaide Kerr, woman's editor of the AP, returning June 1 from Eng-land where she covered fashion angles of the Coronati

Richard Gilbert, ed of Popular Songs for Dell Publications, is back after one month through the mid-west.

Fanya Graham ships round globe on a freighter June 15 with typewriter and paper in duffle to jot down fact and fiction en route.

Lloyd Graham, for 15 years free lance magazine and radio writer of Buffalo, has been ticketed by Chi-cago YMCA in a public relations job.

Milt Morris, who replaced Noel Sickles as political cartoonist for the Associated Press on a trial basis, has been given the permanent assign-

Frederic Prokosch sailing for a year in Europe and Asia on a Gug-genheim Fellowship. Will stop over in England to play tennis at Wim-

bledon.

Lawrence Jayson is pseudonym for a prominent lawyer who has just written a story about life in an asylum titled Manla. Funk & Wagnalls will publish.

Wayne W. Parrish is leaving the National Aeronautical Assn. in Washington to start a trade magazine of his own titled American Aviation, out twice a month.

Paul Mallon will leave NANA in eptember and Join King Features. September and Join King Features. Washington correspondent writes a column titled News Behind the News for more than 400 papers.

Radio Fans, Concert Managers Still Irked by Australian Policy

Buffalo's Music Hall

Buffalo, May 25. Buffalo, May 2b.
Latest site for Buffalo's new music
hall to be built from a million dollar
bequest of Edward Kleinhans, isDelaware Park opposite the present
art gallery. Plans call for erection
of a building to be patterned after. art gallery. Plans call for erection of a building to be patterned after the Peristyle of Toledo Art Museum.

itorium will seat 2,500 with modern device both fore and

DETROIT LINES UP LECTURERS

Walter Hampden, in ramatic sketches from 'Cyrano,' Hamlet' and other plays, heads the annual Town Hall series of 20 programs at the Fisher theatre here.

(28) for theatre here.

(28)

Denver's Bookings

Denver, May 25.

Denver, May 25.
Concert series booked for is winter for Denver by Arthur M. Oberfelder and Robert Slack include Kirsten Flagsted, Kyrl Symphony Orchestra (50); Mary McCornic, Joose European Ballett. (40); Josef Hofmann; Salzburg Opera Co. (75); Marian Anderson, contralto; and John Charles Thomas.

be published Press, N. Y.

Robert S. Brown, for the last three years Washington correspondent for the Scripps-Howard newspapers in Ohio, has been made editor of The Columbus Citizen. He succeeds Nel-

Columbus Citizen. He succeeds Nel-son P. Poynter.

Hollywood studio publicity de-partments are groaning over or-mands from all over the country for guest columns by film names to fill space while regular columnists are on vacations.

Helen Brown Norden rlling a book titled Latins Are Lousy Lovers' to be published by Farrar ine-hart, Article by same author with that title appeared in Esquire, caus-ing suppression of the issue in Cuba.

Thurston Macauley, for eight years a London correspondent for the N. Y. Times, is now working for Alexander Korda's London Films in Denham, England. Presently col-laborating ith Wolfgung Wilhelm

Lowrance, ife of Herbert Drake, critic for Cue and the Herald-Tribune's drama reporter, flew back from Hollywood last Saturday (22). She was there to interview picture personaliti for Young

Dr. Lily Abegg, correspondent of Frankfurter Zeitung and author of Sendungsglaube des Japanischen Volkes, lett Japan recently for Berli Author's book is to be translated into English and published in New York.

ingway, from Spain, will speak at a mass meeting of the American. Writers Congress at Carnegie Hall in N. Y. next week (4). Other speakers, include Archibald MacLeish, Donald Ogden Stewart and Gerald P. Nye, Films of the Spanish war, taken by Joris Ivens, will be shown.

Column titled News Benind in execusion for more than 400 papers.

Marc T. Greene, contrib of travel prano, made her i itial Buffalo aptacles to American and ritish mags, is again visiting Japan. Now writing book on Europe skedded to the auspices of William J. Neill, Jr.

Sydney, May

io fans are kicking agai policy of the Australian Broa

ing Commission of only airing por-

ti employing highly paid imported artists. Fans say that the ABC is using tax money to import such artists and that listeners the benefit of complete broadcasts.

Policy of ABC is to release one hour only of each concert to the faus and fade to something else.

nour only of each concert to the faus and fade to something else.
Legit concert managers have also kicked strongly about the ABC—purely radio operators—being permitted to compete with them in the concert field. As the ABC is mainly under the control of the government on action has ever been taken on concerts. ABC collects from public on licenses (\$5 yearly), imports highly paid artists, sponsors concerts at high admittance rates and only gives the fans a portion of each concert over the ether. That's the reason why the ABC is always in the clear and turns in huge profits every year.

Because of such government control the fans and the concert men cant's secure satisfaction from those in high command. It's a good bi proposition to the ABC and the government.

ernment.

ernment.
Concerts are mainly attended by
the ritzy mob. Unfortunately, the
nabe family cannot afford the cash
to attend such concerts and has to
be quite satisfied to take what the
ABC gives and like it.

Outdoor Concerts' Payroll Boosted \$6,000 Annually

St. Louis, May 25. It will cost St. Louis Municipal Opera Assn., which fosters al fresco stage presentations in Forest Park, \$6,000 more for tooters during 1937, season than any time since 1932. Recent agreement between execs of assn. and AFM, Local No. 2 boosted ante of 50 tooters from \$55 to \$65 per week for 12-week season. Total pay for tooters during season is around \$39,000.

Pay like for muny opera toolers is in line with that recently granted members of St. Louis Symphony, Orch, who now receive a minimum of \$65 per week.

Milan's 103 Performances

Milan, May 14.

Milan Scala has closed down for the season after giving 103 performances in 130 days. Season, which be-gan with Verdi's 'Falstaff,' shut down with Resphighl's 'Triptich' at Florence, May 4, with Maria Egiziaca, Lucrezia and the ballet Gli Uccelli.

Reason for going to Florence was the famous Maggio musicale. Twenty-five operas were given; 20 Ital-

Elman in So. Africa

Capetown, May

Mischa Elman, violinist, is due in outh Africa June 25.

Recitals set in Durban, Johannes-burg and Capetown for African Con-solidated Theatres.

Tibbett to Antipodes

. May

Williamson-Tait will bring Law-rence Tibbett here for a concert sea-son after singer gets through with his English dates. Australian Broad-casting Commission will bring out Huberman, Rubinstein and Kurtz. Lottie Lehmann, Essie Ackland and Georg Schneevoight are already here.

Rosette for Bailly

Philadelphia, May 25.
Louis Bailly, head of chamber
music department of Curtis Institute,
is to be made. a Chevalier of the
Legion of Honor of France.

Broadway

Hazel Flynn on vacation.

Milton Berle back from the Coast

Donald Ogden Stewart in from

Donald Ogden Stewart, in from Coast.

A. M. Botsfords in New York on a vacation.
Cary Grant in town on a short vacation.
Kelly, flagpole sitter, is back again, squatting at S3rd street.
Elizabeth Love Johning the Mt. Kisco strawhatter of the summer.
Kisco strawhatter of Helen Brooks will strawhat at Stockbridge for the summer.

summer.
Tony Soma has shaved off his beard, by 'popular demand' of the customers.
Earl W. Wingart is a bachelor for a while, with the wife out west on a while a visit.
They never di find Monroe Greenthal's stolen car so he bought

on a visit.
They never di find Monroe Greenthal's stolen car so he bought a new Buick.
Harriet Hoctor is spending Memorial Day at Hoosick Falls, N. Y. he bear at the second of the seco

ragging another the prize contest.

Sign at box office of Strand, N. Y., or engagement of The Prince and the Paupet, 'reads 'a road show at popular prices.'

Oscar Liese has returned from Hollywood where he opened a branch of the Liese-Meha Co., with STW and Co. The Prices of the Co., with STW and Co. The Prices of the StW and Co. The Co. T

leave today (Wednesday).

Neal Folvell, son of Arthur Folwell, drama editor for Herald
Tribune, now working in Radio City
Music Hall's publicity department.

Group composed of Arthur De
Bray, Tom Waller, Al Wilkie and
Alec' Moss spent the week-end going after weakflah in Peconic Bay.

N. Y.'s due bill agents have nixed handling any paper from Bermuda hotels because of the recent anti-Jewish declaration of the island inns.

International Golden Gloves, amateur fighters, at Yankee Stadium June 9. Walter O'Connor, Frankie Frayer and Willie Metz handling tickets.

Max Gendel set to p.a. Province-town Playhouse, Cape Cod, this sum-mer. Says he's the only strawhat press agent who doesn't claim he's going to direct.

going to direct.

Elitida and Clarence Derwent sail tomorrow (Thursday) for a six weeks stay in Mexico City. Return in July for engagements at Watter Hartwig's Ogonquit (Me.) Playhouse.
Par's golf tournament Thursday (20) resulted in a drawing of lucky numbers to pick the winner, Charles Gartner coming out on top, Herb Berg drawing second and Vincent Trotta third.

Dick Maney, acting for Billy Rose.

Trotta third.

Dick Maney, acting for Billy Rose, has invited all N. Y. drama critics and columnists for a cuffo weekend at the Cleveland, O., Expo. Boys have option of plane or train and all

has invited all N. Y. drama critics had columnist for a cuffo weekend at the Cleveland, O., Evon. Boys have option of plane or crain and all on the Cleveland, O., Evon. Boys have option of plane or crain and all on the Cleveland, O., Evon. Boys have option of plane or crain and all on the Cleveland, O., Evon. Boys have option of plane or crain and all on the Cleveland of the Coronation. Booked act in Strank Neil flew from Australia or London in nine days, to be in time for the Coronation. Booked act in Strank Neil flew from Australia or London in nine days, to be in time for the Coronation. Booked act in Strank Neil flew from Australia while plane was refueling to give all breaks possible to Gibbons shorts when they come along.

Berlin

Berlin

Wilde's 'Bunbury' doing big biz. Siahl Nachbaur to Hiddensee for Whitsun.

Wilde's 'Bunbury' doing big biz. Siahl Nachbaur to Hiddensee for Whitsun.

Michael Bohnen celebrating 50th birthday.

Elizabeth wendt in 'Mein Sohn, de Ghebert program.

Elizabeth wendt in 'Mein Sohn, de Ghebert program.

At the Bayreuth festival, Furtwander is to baton all the Parsifals french. Scandinavian, Central European and Australian rights have al-

and Niebelungen Rings and Tietjen will be in charge of the Lohengrins. Shirley Temple's Stowaway' at the Operetta 'Don Cesar' packing them in at the Rose theatre. Margitta Kunnekes over lead in 'Lady Hamilton.' Wolf Neumeister's latest pic manuscript tagged 'Hussaren Heraus.' Elly Ney to take part in the Mozart festival in Heidelberg, first week in June.

Elly Ney in Meddelberg, first week in June.

Dorothea Wieck has leading role in Fresta, premiering at the Horst-Wessel theatre.

Franz Esterhazy composing the music for an opera based on Schiller's Wallenster.

Hepfner sisters, dance duo of the Deutsches opera to play in Neumeister's film, "Hussaren Heraus."

meisters nim, Hussaren Heraus.
Over 16,000,000 meters of film, almost enough to girdle half the
equator, stored Ula's vuite
Fita Benkhoff signed by Heinz Hilpert for the coming season at the
Deutsches theatre and Kammerspiele.

spiele.

'March of the Veterans,' Bethge's
play, which received the National
Book Prize for 1937, to be filmed
by Tobis.

Hans Schwieger, general music di-rector of the Danzig State theatre, to Tokyo as first conductor of the Imperial Uene-Academy orch.

London

London be televised.

Lou Wolfson off to Paris to meet Lou Wolfson off to Paris to meet Lou Lipstone.

Value The State Care Care Care Care Care Fields made first television appearance May 22.

J. J. Shubert in Vienna, but expected here any day.

London overrum with guys wearing camelshair overcoats.

The Shuberts want Valerie Taylor for lead in Love of Women.

Gracie Fields started off the six day bicycle race at Wembley.

Max and his Gang off to Paris for four weeks at the Ambassadeurs.

Muriel Abbott, Palmer House, Chicago, booker expected in London ST. Walfer Bright 18 Plant 18.

soon.
The Walter Briants (Briant Brothers) ready for stork visit any

Brothers) study for stork visit any minute now.

Over 20 actors signed cable of congratulations to Ben Dova on his lucky Zeppelin escape.

Gene Sheldom is an added attraction at the Victoria Palace in the Kurt Robitschek revue.

Party of London exhibs lett for extended tour of New York, Chicago and points west, 20 strong.

Cardini played fortnight at the Savoy hotel, and immediately booked to return for three more weeks.

Betram Mills en route for his annual Christmas circus at Olympia.

Jack Hulbert to do a pieture under

American tour for talent for his annual Christmas circus at Olympia. Jack Hubert to do a picture under the Alexander Forda management. Hubert to do a picture under the Alexander Forda management. Billy "Pop Eye" Costellased May African tour Sept, 10, and will be on the Bebe Daniels-Ben Lyon unit. Kurt Robitschek after the Duncan Sisters to replace Will Mahoney in the Victoria Palace show. Mahoney in hospital.

Ed Ryan going from set to set at Pinewood Studios. Playing in a Jack Buchanan film and the latest Jessie Matthews GB pic.

The Frank Capras expecting addition to the family any day now, which is likely to hold up their re-Chill prevented Franz Lehar from tooming from Victoria to conduct the first night of his operate "Paganini" at the Lyceum, May 20.

Charlotte Greenwood and husband, Martin Broones, in town. Strictly vacationing and taking in shows, including the Coronation.

Josephine Baker returns to the Company of the Coronation.

Josephine Baker returns to the Company of the Coronation.

Josephine Baker returns to the Company of the Coronation of the Coronation.

Josephine Baker returns to the Company of the Coronation of the Coronation

Paris

Harold Smith to Rome.
Jean Gabin in from Nice.
Violet Perdue to Brussels.
Gaby Tyra off for Brussels.
Reine Paulet back in town.
Claridge Hotel open agai
Paul Lukas back to America.
Lily Damita off for Morocco.
Tonia Navar at Lune Rousse,
Jenny Norna at Monte Cristo.
Conde Nast in from America.
Millie Bennett off for Valoncia Jenny Norna at Monte Cristo. Conde Nast in from America. Millie Bennett off for Valenci. Lily Damit back from London. Olive May at Caprice Viennois. Lucienne Boyer in from Berli Else Argal back from America. Ernest Hemmingway back hom Mignone planning return home Ligor Stravinsky in from America Fred Hilgers returning to Ameri Morely and Pelot on North Africult.

tour.
Adelai Hall at Ruth Page in from inaviar ur. Libby Holman looki

telle. Elizabeth Arden York.
Irvin Marks back from quickie to
London.
Lou Wolfson in town and off to
London.
Josephine flying

ssons.

Jim Witteried member of Croix de Jim V Guerre, Mary Munich postcardi Nardo Padio at Cabaret de Mon

seigneur. Mirielle broadcasting over Poste Parisien.
Annabella signing contract with 20th-Fox.
Schwartz Sisters: Im

contracts, Michel Arlen in for a visit on way to Riviera Greta Keller postcarding from Co-

Greta Acije: postations penhagen.
Brick Top out of hospital back at her cabaret.
Teddy Weatherford in from India on vacation.
Theatres des Arts celebrating 100th anniversary.

Quatuor Loewenguth concerting a Salle Gaveau.

Vance and Romia on opening bill of Cotton club, new nitery on the hill.

M. Bardy, director of Chez-ve, back from central European talent hunt.

M. Bardy director of Chez-ve, back from central European talent hunt.

The Company of the Company of the Chez Josephine Baker without Josephine.

The Company of the Chez Josephine.

ossephine Baker without Josephine.
Acrobat Ernst Asbock accidentally killed while performing at Cirque d'Hiver.
Fernand Gravet in Switzerland to make scenes of Mesonge de Nina Petrovna.
Lucienne Boyer to appear in revue to be produced at Theatre Capucines during expo.
President Lebru presiding of guirror spening of

during expo.
President Lebru presiding at opening of Guitry's 'Sept Perles de la Couronne.'
Liam O'Flaherty sayi is fed up with Hollywood an settle in France.

Pittsburgh al Cohen

Florence Fisher Parry, Press crick and columnist, to Hollywood. Si Steinhausers celebrate their twentieth wedding anniversary on June 1.

Harry Brown in New York as a delegate to American Theatre Council convention.

delegate to American Theatre Council convention.
Johnny, Harris furnis ing Variety club's new lounge room as a memorial to his father.
Carmen has checked out of Plaza after two months for a spot at the Chez Ami in Buffalo.
Mike Cullens back from their Florida fishing trip, with Orville Crouch returning to Kansas City.
Martin Shearan to Regent as asst.
mgr., with Larry Leonardi replacing

him in WB advertising department Pittsburgh Playhouse introduced new director, Frederick Burleigh, to press at a cocktail party, Sunday

Ben Kalmenson will be hosted at a testimonial dinner June 4 before he pulls out for N. Y., and his new WB post.

WB post.
Eddie Selzer here for a day on
WB convention; wedding this week
of his cous
Phil Regan preparing an answer
to Rian James' 'Cavaleade' article
(Going Broke
Eddie Selzer here for a day on
Eddie Selzer here
Eddie Selzer
Eddie S

Ouebec Bý C. W. Lane

Corey Thompson to N. Y. short vacation.
Eddie Rheaume appointed manager
Princess theatre, Montreal,
Mark Plottell, from Winnipeg, appointed Montreal manager RKO ex-

change.

Rex Billings managing Belmont
Park summer resort opened Satur-

Rex Billings managing Belmont Park summer resort opened Saturday (22). Hamid-Morton Animal Show, first circus of year, opened for week Saturday (22) at Forum, Montreal, to big houses. Gene Curtis leaves management of Loew's theatre, where he has been four years, to take over management of Regent, Ottawa. Harold Vance moved from management Princess, Montreal, to that of Arlequin theatre, Quebec. Succeeded by Eddie Rheaume at Pricess.

ceeded by Eddie niesus.

cess.
over by Harry Anger with Paul
Guenette as house manager. Gene
Curtis, former manager, to Regent,

Sydney By Eric Gorrick

Frank Neil to London. Herbie Hayward recovering. George Gee will lead in 'Swing

George Gee will lead in Swing Along. Joel readying 'Lost Horizon', remiere for Col.
Williamson-Tait reviving 'Katja' with Gladys Moncrieff.
Stuart F. Doyle on the lookout for more commercial radio units to add to his chain.
Cam Pratt is handling publicity for Greater Union during the absence of Tack Percival. Snider-Dean, will handle the publicity for the Marcus show in Australia.
Walter Byron has been engaged by Cinesound to play male lead in Lovers and Luggers.
Frank Tait, Williamson-Tait, is expected to bring back a host of new shows with him from England as Lord Gowrie. Governor-General, add a special visit to the State. Sydney, to view 'Beloved Enemy' (UA). Manager Orrie Perry did the honors.

New Haven By Harold M. Bone

Savin Rock outdoor spot going full

Savin Rock outdoor spot going full blast.
Bob Carney has fallen for the bike-riding craze.
Bob Carney has fallen for the bike-riding craze.
Use Burney of the state of the sta

production.

Frank Kelly again to handle back-stage end of Chapel Playhouse, Guil-ford's staw for the production of the pro-tord's staw for the product of the pro-tord's product of the product of the pro-tory of the product of the pro-summer season, June 28.

Minneapolis By Les Rees

Fishing trips lure exhibs all over territory.
Phil Dunas, Columbi istrict man-

Hollywood

Neil Agnew headed east. Madge Evans cooling off at Arrowhead.

Dick Young planed in from Ber-Dick Young planed in from Bermuda.

Walter Woolf King parted with his tonsils.
Robert
Waitkils.
Robert
Waitkils.
Robert
Waitkils.
The Louis Factors canaled from Bernuda.
The Louis Factors canaled from New York.
Joe Miccine will honeymoon in Mexico City.
Bryan Foy wending west via Cuba and the Canal.
Eleanore Whitney ciestaing here after p.a. tour.
Rorrah Minevitch and wife at the Catalina Isthmus.
Fleanore Whitney ciestaing here after p.a. tour.
Rorrah Minevitch and wife at the Catalina Isthmus.
Fleanore Whitney ciestaing here after p.a. tour.
Rorrah Minevitch and wife at the Catalina Isthmus.
Horrah Minevitch and wife at the Catalina Isthmus.
The Fenton Gressers back from their honeymoon.
John Monk Saunders floated in vi American Airlines.
John Boles dude-ranching on his Calabasas acreage.
Homer Dickinson.
Harold Hurley back at work after vacation in hulaland.
John McManus here from K.C. for gander at the studios.
Dick Pittinger now planting for Harry Brand in L. A.
Sylvia Sidney went for a Palo Verde summer shack.
Ray Clune, Henry Ginsberg's aide at S. Janimes Sidney went for a Palo Verde summer shack.
Ray Clune, Henry Ginsberg's aide at S. Janimes S. John Sidney went for a Palo Verde summer shack.
Ray Clune, Henry Ginsberg's aide at S. Janimes S. John Sidney went for a Palo Verde summer shack.
Ray Clune, Henry Ginsberg's aide at S. Janimes S. John Sidney went for a Palo Verde summer shack.
Ray Clune, Henry Ginsberg's aide at S. Janimes S. John Mexico.
Charles Kenyon chasing the gutta percha sphere at Del Monte.
Arthur Hornblow and Myrna Loy back from Times S. queanders.
Freddie Bartholomew being Initiated into the standoners being little and the standoners being summer remited here for 20th-Fox sales sesh.
Mike Jackson brinled from Acapulco after three months in Mexico nuda. Walter Woolf King parted with his

sesh.
Mike Jackson brinied from Aca-pulco after three months in Mexico

Mike Jackson brinied from Aca-pulco after three months in Mexico City. Joe Weil setting Universal's ex-ploitation campaign for "The Road Back." ack.' Bill Meiklejohn best-manning for eorge Givot and Maryon Curtis,

Bill menanger Givot and mary...
June 2.
John Stone on hand in Frisco to greet Sol Wurtzel, back from the

Örient.

Eve Greene. Paramount scribbler, and sister Babette en route to England.

French fruit show at Aix-les-Bai first-prized Irving Cummings

oranges. Maria Ouspenskaya went east to close her dramatic school for the

of the control of the

Jerry Hoffman bacheler-binged for Lester Ziffren as a pre-nuptial be-fore Ziffren's marriage to Edith Wurtzel.

Chicago

Al Williamson nipped with a touch

Al Williamson nipped with a touch of phomaine.

Betty Mitchell honeymooning Daytona Beach,
Hazel Flynn stopped off.
Way to the Coast,
Dale Carnegie now honorary member of CAPA.

Bill Hampton heading western slope sunshine.
Loud psytone due back from his Loud psytone due back from his Loud psytone the back from his Loud psytone to the law of the law o Phil Dunas Columbi istrict manager, a visitor.
Twin City Variety club held last open house of season.
Merie Potter, Journal film editor, now a wrestling addict.
Ted Aver, Paramount salesman, back from Philadelphia vacation.
Don's Koehler, Ionrner Shuber, Don's Cheehler, Ionrner Shuber, Style of the College of the Colleg

Cleveland Expo Is All Set to Go; Exhibits in Place and Shows Ready

Cleveland, May 25. Three-fourths of exhi its in Great

tomorrow although Saturday (29) is official premiere of its second season on city's made-over lakefront. New features like Billy Rose's Aquacade,

Palace and Winterland ill topline the fair, are hav-

ill topline the fair, are having construction work pushed by double shifts. Everything will be definitely set by tomorrow (Wednesday). Backers 'not taking any chances on being caught like last year when half of exhibits were incomplete; boomeranging plenty of harmful publicity.

harmful publicity.

Smash opening night is guaranteed by fact that President Roosebelt in Washington will push the button that turns on the Expo's new lighting display. Event is being ired by WHK, WTAM and WGAR all neworks in broadcasts begin at five, with Roosevelt and Greyer Whalen making complimentary send-off speeches to be amplified over fair's grounds.

Top attraction getting the heaviest

fied over fair's grounds.

Top attraction getting the heaviest type of circus ballyhoo the Aquacade, illy Rose's gift old Moses Cleveland's city. Even the most conservative newspaper muggs are hauling out all of Hollywood's colossal adjectives to describe it. Cost is estimated at about 3350,000, including talent, a record figure in is section.

Building on labetroat which houses.

is section.

Building on lakefront which houses the theatre auditorium and Ralph Hitz's casino covers a city block, large enough to seat 3,000 spectators on bench-chairs and 2,000 diners at tables. Floating stage 160 feet wide is anchored 60 feet from the shore, with two six-story steet towers on each side for high-divers and name-bands on first levels.

Benchuries stage in middle has five

name-bands on first levels.
Revolving stage in middle has five
Albert Johnson sets of scenery,
ranging from scenes of Concy Island
in 1908 to Miami and Malibu Beach
scenes, a colored water curtain allowing quick shifts. After performances it will be pulled into
building by a donkey engine, transforming the entire float into a huge
dance floor.

Plenty of Talent

Stage designed by Winckler is al-eady finished and rehearsals of 200 ready finished and rehearsals of 200 mermalds and chorus have been going on it for last week. Total cast runs up to 485, headed by Eleanor Holm, Dick Degener, Bob Lawrence, Frazee Sisters, Dick Degener, Johnny (Tarzan) Weismuller, tubby Krueger, Walter (Continued on page 63)

Hagenbeck in Berlin

Berlin, May 16.

Deutschlandhalle, with a seating Deutschlandhalle, with a seating capacity of 6,000, housing the Hagenbeck circus ow, umans, imals and Sensations. The supersized sawdust oval has been sliced in two, one part serving for vaudeville and sensational stunts, the other for straight animal boths; specialty, Hageline the lite sensational straight animal

straign

Heading the list sensational stunts is the trapeze act of the Bolingly, together with Cherrlos. Two Races cavort on their Rhoen wheel directly under the high roof while Miss Quincy does dive from the control of the control directly under the man dive from Miss Quincy does dive from as foot platform into a diminutive, flaming pool. The show ends with Koringa, female, Svengan, whose magic powers are supposed to put even the most feroclous of beasts into a stupor.

'Frisco Benefit

San Francisco, May 25. San Francisco, May 25.
fage, radio and screen stars have
joined hands with usiness and
labor lenders in staging a grand ball
to aid widows and orphans of workaid widows and orphans of workto aid widows and orphans of the
Golden Gate ball will be
one of the big attractions of the
ight-day Golden Gate Bridge Fiests
ich opens the day before.
Al Jolson will be the mc. He will

Ich opens the day before.

Al Jolson will be the m.c. He will bring along with him a contingent of Hollywood personalities, including Parkyukarkas, Thelma Leeds, Victor Young and possibly Martha Raye and Anita Louise.

H-W GOADS NEWSPAPERS

Service Charge on Oakleys Stirs Up W. Va. Sheet-Stung Newshove

Parkersburg, W. .. May 25. Hagenbeck Wallace show took an elegant drubbing from the local papers when it played here last week. Newspapers arranged with the Newspapers arranged with the vance to fatten the free publicity for the show in return for a sufficient number of admissions to cover carriers and street sales boys. It was understood that the holders were to pay the tax.

were to pay the tax.

When the ki up at the bi top on circus day they were confronted with a notice that all passes were subject to a service tax of two bits; greatly in excess of the stipulated amusement tax. Many of the kids did not have the quarter and were turned away before the napers could something. something ore the papers could about it.

Show was elaborately lambasted in editorial columns and it is going to be tough for any other outfit in this vicinity, papers confending that the service charge was 'practically clear profit.'

INDIANAPOLIS **SPEEDWAY** DATA

Indianapolis, May 25. Indianapolis Speedway cash for this

lucky and surviving wi this year is about \$100,000. Henry T. Davis, who runs the city's convention bureau, is faced with worst problem to date. Besides the 100,000 or so for the race expected in town, he's contronted with 10,000 delegates to National Conference of Social Work convention week before the race. They're expected to pour \$750,000 into cash register tills while here. Hotels here, numbering about 75, with total of 7,000 or 8,000 roms, are booked soli and most down-towners bear printed signs: This room cannot be reserved between May 23 and June 1. Davis has culled the city for available rooms to rent out to the visitors, and has listed about 1,000 to date. lucky and surviving wi

about 1,000 to date.

Last year's race crowd was between 140,000 and 160,000. They look for more this year, judging from advance ticket sales. And they've figured out that each race day visitor spends while in Indianapolis somewhere around \$20 or better. That doesn't include the money that changes hands when certain drivers don't win certain laps, or don't finish in the money.

ick Merrill will act as official starter of the race, assisted by Seth Klei

Ohio's Coney Starts

innati, May 25.

Coney Island, up-river amusement park, opened its 50th season Satur-day (22). Edward L. Schott, son of the late George Schott, is manager.

the late George Schoft, is manager.

Spot, hard hit by the Ohio river
record flood last January, has new
clubhouse, dansant and several rides.
Bert: Block's orch is the first road
hand for the park. Forrest Bradford's local combo plays dance music
on the Island Queen, which convey
patrons from Cincy's muny wharf.

DEMPSEY BACKS DOGS Detroit, May 25.

Detroit, May 25.
Jack Dempsey, whose cash backed
dog racing bill, was defeated last
week in the state senate, made a belated visit to Lansing Friday (21),
invited half of the legislators to
lunch and opined everybody's entitled to his opinion, but it seems
Michigan might as well get the million dollar dog racing would bring
i.'

Immediately after the eats, talk was revived of re-introducing the mutt measure as an amendment to a pending bill to place horse racing under control of a three-man comish instead of a single commi tioner.

Ringling Under Auspices

Dover.

Dover, May

Al Butler, general contracting agent for the Ringling Bros.-Barnum & Bailey circus, pulled a surprise on the some 9,000 natives of this Tuscarawas county town, by contracting it for the appealance here Sunday, July 11, of big one. ill be the smallest town ever played by the big show, Butler declared. Engagement here of the show will be under the auspices of the American Legion post here.

Show is picking up this town

Show is picking up this town rather than moving from Canton Saturday to Pittsburgh for the usual Sunday lay-off. The Pittsburgh dates are July 12-13.

GRAHAM CIRCUS

Dallas, May 22.
Stanley raham's International
Midgets Circus opened its break-in
date here Friday (21) and will date here Friday (21) and will smooth out winkles through Wednes-day (26) before moving to San An-tonio for first stop on tour which is booked solid through October. Man-agement reports dates at Toronto ex-position and claims two weeks are set in November for Madison Square Garden, New York.

Garden, New York.

Show ran slightly less than two hours night caught and was plenty rough in routine. John Lester, production, manager brought over from England, plans to build show up to a little more than two hours. Midgets are all over the three rings but most of them haven't caught the drift of things yet.

Big anneal in the state of th

things yet.

Big appeal in the show is the fourteen elephants, the liberty act
worked by Max Chrysler, and the
aerial work of Mary Patricia Finn
and Marie Longdon. This trio is
over from the Continent and were
supposed to have been brought by
Lester. Chrysler also goes into cage
of Snake King's lions in opening act
and makes gesture toward doing a
Clyde Beatt, but he retires shortly
but in good order. This midget
apparently is willing to try anything.
Elephants were obtained from

apparently is willing to try anything.
Blephants were obtained from
Blephants were obtained from
Blephants were obtained from
Blephants seen in any
circus by this big-top fan. Garland
Slatten, midget, handles one of the
Bobinson group and sticks his head
in the maw for a quick turn around
the ring. The troupe of liberty
horses also came from the Chrysty
outfit.

Graham has merged most of the
midget performers he used in his
several exposition villages and had
about 124 of the tribesmen on hand
at last count. He uses a flock in a
midget band and all of them participate in opening parade, called Cavalcade of America. Clown school also
numbers 24.

Acrobatic work features the Boer

numbers 24.
Acrobatic work features the Boer Brothers and several of the midgets are worked, into the Dueley act. the McLaughlin Brothers and by Ben Brown, a midget from an Oklahoma Indian reservation, according to the advertising.

Brown, a midget from an Oklahoma Indian reservation, according to the advertising.

Circus offers some good entertainment in the work of Chrysler with lons and horses and the aerial stuff of Finn and Longdon. The Slatten routine also is to the good. Sheer circus sensations of the number one circus sensations of the number of the control of the control of the control of the control of the circus sensations of the number of the circus sensations of the number of the circus sensations of the circus and the circus of the circus and the circus of the circus and cook tents. He went heavy for elephants to put across circus angles. Most trade interest in new circus will be inspired by sales promotion dea back of enterprise of the circus and the circus of the circus of

Jean Finley, exploitation man identified for years in this section with film work, is in front of the show.

Circus Routes

Week of May 31

hettingham, Wash., 31; finemtver, 12; Mt. Verno Everett, 4; Tracom, 5-6. Ringli ros.-Barnúm & Bailey West Philadelphia, 2., 31-June 1-2; Wibsington, Del., 3; arrish 7, P. ;

Dallas Expo Eager to Get Started, With Three Weeks Still to Pass

TIGER CLAWS BYSTANDER

Reaches Through Bars and Mgr. City Auditorium

St. Louis, May 25.

H. Getchell, mgr. of City Auditorium, St. Joseph, Mo. died May 21 from wounds suffered when clawed by a tiger on arena floor of an indoor circus auditorium

Gretchell, was attacked as he walked close to cage. Tiger reached through bars with both paws, drew Gretchell against cage and clawed at his right arm before attendants drove animal off. Aged man suffered five deep wounds in arm and loss of blood and shock resulted in death 24

PORK BARREL **COIN FOR TWO** EXPOS.

Washington, May 25. itures for particiill

pation although current economy wave is causing fears that ear-marked outlays may be chopped materially

terially.

Spending upwards of \$500,000 this year for exhibs at three fairs, government is readying to use close to \$10,000,000 to help out the rival expos at San Francisco and New York two years hence. Already \$5,000,000 has been voted, but bill has been vetoed by President Roosevelt. Understood Grover Whalen ill apply for \$3,000,000.

ply for \$3,000,000.

San Francisco appropriation of \$3,000,000 has not been brought up i ther branch of Congress but is due for favorable action. Other bills paving way for foreign participation have, however, received the nod. The request for \$2,500,000 with which to dieedge channels and yacht basin, build water gate, and perform other improvements on the waterfront of the N. Y. site is still slumbering at the Capitol.

This year's government fair activements and the control of th

bering at the Capitol.
This year's government fair activities are mostly a hang-over. Congress has reappropriated unexpended balance of last year's \$3,000,000 allotment for the Texas centennial, making \$328,000 available. Fund of \$135,000 is on hand for further government representation at the repeat Cleveland expo. Only new outlay will be for U. S. exhibits at Paris, \$200,000 having been set aside for this purpose.

Kicking the Hounds

Detroit, May 25.

After several attempts to browbeat legislators into line, the state senate last week killed the promotor-backed dog racing bill, which would have allowed two dog tracks in each county of the state.

county of the state.

The bill, which previously had been passed by the house, lost in the senate by 17 to 14.

narked the closest the perennial measure had been beaten i past several years.

LOOKING AHEAD

t. Paul. May 25.

Putting itself into the big-time circle of civic pageaintry together with New Orleans' Mardi Gras and Pasadena's Tournament of Roses, this burg has signed up Martin J. Kelly, vet theatre ad man, managing director Paul's Winter Carnival.

Event skeded for eight days, Jan-uary 29 through February 5, 1938 but preparations are currently going

DANVILLE DOOMS CARNEYS Lynchburg, May 25.

Lifting a chapter from Lynchburg, where carneys have been stifled by a prohi itory tax, neighboring town of Danville is studying an ordinance banning all 'fairs, carnivals and circuses within city limits.' Dallas, May 25.

With only three

before Dallas exposition opens June 12, most of the enter inment spots claim they will be ready i

of the openi. Latin American theme will prevail in some shows but others will stick to the tested routi

routi
Road to Rio will occupy
merly held by Streets of Paris.
place will have 'village'
Spanish flavor and will have a club
on mezzanine to catch the extradough crowd. This place ill be
the number one spot with setup i
line ith expo ballyhoo and will be
the prize exhibit the Midway,
which has been renamed La Rambla.
Nat Regers has then over the

Nat Rogers has taken over the concession which will be known as The Bowery and he is attempting to round up all the oldtimers for show. He says the chorus will be large but no beef trust.

l'arge but no beef trust."

Show Boat will be back again, offering Murder in the Old Red Barriinstead of "The Drunkard," which
was the bill last year. The cast is
being brought up from San Antonio
where it has been playing the old
meller for the past three months.

Black Forest is undergoing some
carpenter work ich will be finished by
Cast for Cawalcade, is in rehearen.

Cast for Cawalcade, is in rehearen.

Claims.

Cast for 'Cavalcade' is in rehearsal and most of the sets are completed, according to Producer A. L. Vollman. He. says a 60-foot volean owill 'erupt' in the first scene merely as an eye-opener for the audience. In the finale another scene announced is the wedding of Wally Simpson and the king, who played hooky from a throne. Mr. Vollman hasn't explained how is episode will be tied in with Pan-American, istory. Stage sets and turntable unit for the Casino are being constructed in New York and are expected shortly after June I, it is announced.

Another entertainment note is the

Another entertainment note is the contracting with Major Bowes by a major oil company exhibitor for four amateur acts daily in its lounge. A complete change in acts is promised each two weeks.

Helping the Exhibs

Municipal Community Sing gets under way May 31, running five nights a week for eight weeks and alternating every night from one to another of the city's five parks.

Going into its third season, the Sing last summer attracted nightly crowds as high as 10,000. Season wound up costing the Department \$1,370.

\$1.370.

Commissioner red M. Trunx Saturday (22) closed a deal with First National Bank of this bury to foot this season's total bill. St. Paul rags Pioneer Press and Dispatch are putting up the trophies and putting, on the publicity campaign. At windiup, four musical scholarships go to untrained voices and two to trained ones.

Fair Idea Sticks

Charlotte, N. C., May 25. The possi flity that North Carolina may stage a state exposition of national importance within the next few years was ressed again week by Governor Hocy.

week by Governor Hoey.

A legislative commission, anthorized by the General Assembly to investigate the possibility of this State's participating on the New York World's Fair and the Galden Gate exposition will be asleed to look into the guestion of position here.

NICKING THE NABES

St. Louis, May 25.

Forest Park Highlands, town's only amusement park, after a slow getaway due to cold and ramy weather, is enjoying prosperous biz that is nicking the nabes, Park, newly decorated and boasting of half a dozen new amusement devices, is spot where school picnies are held annually.

A 10. administration

A 10c admission is charged after 7 p.m. on weekdays and after 1 n.m. Sunday and a name band fur confree concerts in Japanese pay on.

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.

Fast

Charles H. Miller, Village cabaret, owner, testified that when he heard that his wife's alleged switch was wearing Miller' alleged switch was wearing Miller' and the fainted and stayed made four hours. He is suing his wife, the former Vera Pierson, tione for the content of th

once and \$200 a week.

Musicians' Fund elects Dr. Dam-osch chairman of the board and Irs. Vincent Astor acting prexy.

Alice Nielen Asion acting pleasy.

Alice Nielen, one-time light opera
star, gets right to foreclose on a
mortgage given her by her divorced
husband, Leroy R. Stoddard, as part
of the property settlement.

Children's playground on site of
the old Central Park Casino opened
last week.

the old Central Park Nashro opened last week.

Brian Aherne back from a Medi-terranean cruise. Had planned pix in England, but says the financial, situation is too uncertain, so he's go-ing to Hollywood.

Irish Repertory Players celebrated their, first birthday Sunday with a party at the Parkside. Alfred Kreymorg guest of honor.

Rreymborg guest of nonor.

Ronald King plans a strawhat for the kiddies at Montclair, N. J. Will give performances with local kids on Wednesday, Thursday and Saturday afternoons.

Jersey Central inaugurates a ightseeing train tour. Loudspeakers in each car to relay the barker, Runs 325 miles.

Irene Castle McLaughlin ptomaine victim in Baltimore, but getting better. There for a meeting of humane society.

Attantic City tells men bathers to keep their shirts on this year. Wo-men bathers told to be modest.

men bathers told to be modest.

Louise Groody planning to build a \$25,000 strawhat at Skytop, Pa. Not to open this season. She'll manage and appear in some of the plays. Irving Berkowitz, born blind, visited Radio City Music Hall last week and played the huge organ. Stops were all new to him, but explained by his instructor, Theodore A. Taferner, also blind. Did very nicely and surprised Dick Liebert. George Hamid to do the booking

George Hamid to do the booking at Palisades Park this summer.

er rainsades Park this summer.

Leon and Eddie threw a party for Al Trahan at their spot last Sunday, International Laddes Garment Workers Union announces a prize play contest ending July 1. Top prize is \$4,000, with another halt that. Play must deal with social countiet.

conflict.

Revived talk of the Marx ros.
hitting Broadway in the fall in
Peter Arno's Some Like It Hot. But
they have not settled definitely.

tney have not settled definitely. Lusschanya Mobley, Chickasaw Indian girl, made her operatic debut in Trieste last week. Uses her from moniter for her stage name. Dance payilion at Palisades Park destroyed by fire Sunday night. Loss about \$20,000. Park is owned by Nick Schenck.

Nick Schenck.
The Shuberts and Fortune Gallo adding more seats to the Jones Beach aude. Expect more biz.
Authur Hopkins and Orson Welles planning a production of 'King Learnext season. Welles in the name part.

plaining a production of King Learnext season. Welles in the name part.
Stage Relief Fund moves to Hudson theatre Friday. Sam Grisman
provides three rooms rent free.
Police took 267 men and six women
from one of the lodge rooms in
Mecca Temple last Friday. The
women and four of the men held for
special sessions charged with giving
a print of the stage of the stage of the
property of the stage of the stage of the
mortgage and not by the Shriners.
Governors Island to be scene of a
pageant to mark its tercentenary.
June 13-20.
Latest special train idea is the

June 13-20.

Latest special train idea is the Jungle Train out of Boston to a wild animal farm in New Hampshire. First one ran last Sunday.

Coast

settlement.
Richard J. Gorman, seeking an injunction in L. A. Federal court charged Paramount's The Old-Fashioned Way uses ideas contained in his ori inal play, brette.

Fashioned way uses the control of th

MARRIAGES

Edith Caldwell to Marti Floyd May 14, in Houston, Groom is a mu-sician with George Olsen's orch Bride is a singer with the band.

Eloise Haigler, member of sister singing team on WSFA, Montgom-ery, Ala., and Caldwell Stewart, program manager on same station, on May 24, in Montgomery.

Judith Anderson, legit actress, to Prof. Benjamin Harrison Lehman of University of Californi , May 16, Kingman, Ariz.

Kingman, Ariz.

Constance Worth to George Brent,
May 10, Ensenada, Mexico. Groom
formerly married to Ruth Chatterton. Both in pictures.

Lola Pertson to Jack Leighter,
Hollywood agent, at Laguina Beach,
May 22. Bride is L. A. Times society
writer.

ith Haskins to Russell Metty at Yuma, Ariz., May 21. Bride is a film actress and groom a cameraman. nim actress and groom a cameraman.
Edythe Wurtzel to Lester Ziffren,
in Los Angeles, May 21. Bride is
daughter of Harry Wurtzel, agent.
Groom is a writer at 20th-Fox.

Ruth Levy to Joseph Hoffman, at Yuma, May 22. Bride is secretary to Harry Sherman. Groom is a writer at Radio.

at Radio.

Marie Mitchell Shipley to Arthur McLaglen, actor and former pugilist, May 22, in Pasadena. Groom is a brother of Victor McLaglen.

Nina Quartero, screen actress, to Joe Shea, Grand National national publicity head, March 6 in Tia Juana.

Mary Eaton to Charles A. Emery, May 24, in New York. Bride is former musical star. Groom is a California rancher.

'Jack Rabbit'

(Continued from page 5)

itinerant showmen, traveling ab

itinerant showmen, traveling about the country, stop at certain institutes on a previously arranged schedule but without permitting the distributor to know of them.

Rushing the Print.

Hospitals, pentientiaries, reform schools, public and private schools, colleges, town halls, CCC camps, sanitoriums and private homes are included in the list of these non-theatrical locations for showings. Instances have been reported where the chiseling exhibitor has obtained \$15 \$20 on a picture for a Saturday morning showing when he did not need his regular house pri In a recent case reported to the CPB, found that a private indivi ual made a practice of entertaining his guests each week around midnight in his own private projection room. Print was obtained from traveling or itinerant exhibitor who in the work the first the property of the private in the private

tion room. Print was obtained from traveling or itinerant exhibitor, who in turn got the film from a theatre an adjoining state. The theatre manager was accustomed to booking the picture presumably for his theatre but in reality he turned the print over to the traveling jack-rabbit who then exhibited it at the private estate obtaining \$200 to \$300 for the showing. Distributor only secured \$15 for the supposed exhibition in the regular theatre.

Check by icials has revealed that the only reason that such a Frank Wallace suffered a setback In his action to settle his alleged marital status with Mae West when Superior Judge Kenny in Los Angeles sustained a demurrer brought by the actress and gave Wallace 20 days. Baron Long, owner of the Agua Baron Long, owner of the Agua Caliente hotel, signed contracts with CROM, Mexican labor organization, and announced in L. A. that the hotel will reopen about July 1.

Ad rie nne Ames suffered a wrenched back in an automobile accident in Hollywood.
Oliver Hardy was granted an interlocutory decree of divorce from Mrs. Myrtile Lee Hardy. in Los Analysis and the supposed exhibition in the regular theatre.

BURLEYS WAITING TO SEE HIZZONER

Unable to get to the license commissioner, Tom Phillipis, prez of Burlesque Artists Associati is waiting the return of Mayor Florello H. LaGuardia for an appeal against closeout of performers since N. Y. theatre licenses were refused. He is expected back from Mayors Convention in San Franciso at the end of this week.

Meanwhille, since the flat was issued, managers have done little. Itinge and Irving Place operators tried to force the issue in Su reme Court, but were nixed when justice, reversing his original opinion, upheld the commish. Managements of the Oriental and Gaiety theatres tried for vaudeville licenses under their original corporate setups, but are also still waiting the pleasure of the commish.

There have been reports of secret

are also still waiting the pleasure of the commish.

There have been reports of secrel meetings at Moss' office with H. K and Mort Minsky regarding reopening of the Oriental as a vaude house However, nothing has come of the

There is no panic among perform ers with showgirls and peelers head-ing for remoter parts. Choristers comics, singers, et al., are also seeking out usual ual summer employment majority sees lots of latter hitting niteries, honky tonks and mountain resorts. Procedure was little rushed resorts. Procedure was little rushed this year, but girls and boys are making the most of it. Others are waiting around hoping for the best.

Talent Famine

(Continued from page 1)

stepped into star prominence with his dummy. Season has also witnessed the coming shead of Marion and Jin Jordon, veteran radio act of Chi-cago, whose "Pibber McGee and Wally" for Johnson Way started to orgo, whose 'Fibber McGee and Molly' for Johnson Wax started to click belatedly. This forms a rather conspicuous exception to the generality that radio itself does not

conspicuous exception to the generality that radio itself does not groom winners. W. C. Fields, patched up and better than new after a long siege, has within the past three weeks presented himself as a candidate for top rating. Bob Burns has come ahead strong during the season. Charley Butterworth was another to romp ahead in '36-'37, although not new to radio this year.

Novelties Score
As predicted last summer, novelties were the chief innovation or trend of '36-'37 season. Phillips Lord clicked with 'We, The People,' while his 'Gang Busters' also ranked. Novelty got two major setbacks,

OBITUARIES

EDMOND G. CORBIN

Edmond Gilmore Corbin, for many years a musician, actor, and sketch writer, died May 19 at Troy, N. Y., after a brief illness.

Born in the nearby village of Green Island, Corbin went to New York City early in life, For several years he conducted a school of music. Later he entered vaudeville and became known in minstrel and other musical acts. He also wrote many sketches. He retired about six years ago and returned to Troy to live. His widow, the former Anna Sullivan, survives.

JOHN EDWARD (PADDY) STRINE John Edward (Paddy) Strine, 67, veteran slack wire artist, died at his home at New Philadelphi May 15 after an illness of several m

He trouped with the old Sun Bros. circus more than 50 years ago as well as other tent shows, and was one of the feature acts on the midway at the Chicago Worlds fair in 1902

His widow, three brothers and three sisters survive.

CHESTER BISHOP

Chester Bishop, 79, legit veteran and character actor in pictures, died May 23 in Los Angeles after a year's

illness. Bishop was on the N. Y. stage for years and in films past 12 years. He appeared with Sarah Bernhardt and toured ith own stock company. Services, burial Los Angeles, May 25.

NOAH BEERY, SR.

Noah Beery, Sr., 86, father of Wallace, Noah and William Beery, led in Hollywood, May 19.

He went to California 22 years ago from Kansas City where he had retired from the police force. He suffered broken hip seven months

ago and never recovered from the

ERNIE MAYNE

Ernie Mayne (Percy Barratt), popular music hall comedian of pre-wardays, died at Brighton, Eng., May
15, following appendicitis operation.
He was one of the outstanding vaudeville names of his day. He had, in retirement for many years.

JOHN CLYMER

John Clymer, 50, film writer for
20 years, died of a heart attack May
24 in Hollywood.

He started in the business with In-

ternational ilm and had many screen plays to his credit. His widow

H. STOKES LOTT, JR.

H. tokes Lott, Jr., 38, former mi radio writer and air actor, died in Switzerland, May 18, Survived by his widow, mother, son and three

JOHN PHILIP

John Philip Sousa, , son of the bandmaster, died at La Jolla, Calif., of a heart attack, May 17.

Mother of Rebecca of Rebecca & Silton, Hollywood agents, died i Brooklyn, May 19. She was 58 years old and is survived by four other daughters.

Father of Pete Nelson, time buyer for Chicago office of Blackett-Sam-ple-Hummert agency, died May 18.

Father of Gladys Brown, vaude-ville agent, died at his home in West End, N. J., May 19.

Mrs. Dollie Arminta Barnes, first wife of Al G. Barnes, died i Glendale, Calif., May 19.

and Shell in New York and guest star prices in Hollywood.

Erro Rapee's snappy 'compromise' concert policy for General Motors.

The new Bing Crosby.

Pontiac's exploitation of college talent via John Held, Jr's visits to campuses all over U. S.

Navigation difficulties of Maxwell Showboat.

Showboat. Continuance of what D. P. Smel-ser of Procter & Gamble quips is 'the negative correlation of Va-RIETY reviews of daytime programs and popularity.'

somp shead in '36-37, although not we patite the we patite or or lation of Varance Novetlies were the chief innovation or trend of '36-37 season. Phillips Lord clicked with 'We, The People.' Among the singers, quite a few newly or freshly promisers. Among the singers, quite a few newly or freshly promisers. Among the singers, quite a few newly or freshly promisers. Among the singers, quite a few newly or freshly promisers. Among the singers, quite a few newly or freshly promisers. Among the singers, quite a few newly or freshly promisers. Among the singers of the meant of the machine and few newly or freshly promisers. Among the singer of the meant of the machine and few newly or freshly promisers. Among the singer of the meant of the machine the make the public-do-the-euter taining branch.

Emphasis on sports and new promisers of the meant of the machine the make the public do-the-euter taining branch.

Emphasis on sports and new prame the machine the make the public do-the-euter taining branch.

Emphasis on sports and new prame the machine the make the public do-the-euter taining branch.

Emphasis on sports and new prame the machine the make the public do-the euter taining branch.

Emphasis on sports and new prame the machine the make the public do-the euter taining branch.

Emphasis on sports and new prame the machine the make the public do-the euter taining branch.

Emphasis on sports and new prame the machine the make the public do-the euter taining branch.

Emphasis on sports and new prame the machine the machine the make the public do-the euter taining branch.

Emphasis on sponts high weath and the prame the public do-the public do-t

ing, Gri , Janssen, Bestor, Renard. A shift from afternoon to evening broadcasting in late season came to the Phil Spitalny all-girl orchestra.

orchestra.

Radio programs invariably include unclassifiable items. Of such was Dr. Allan Dafoe, a baby doctor who by the unanimous indulgence of the medical profession is permitted to broadcast commercially. Bob Ripley, Warden Lawes, Ruth, Crosby Gaige, James Ruth, Crosby Gaige, James the curiosa kind during 1936-37.

Cleveland Expo

(Continued from page 61)

Dare Wahl, Ray Euling's seal, and Aileen Riggi in charge of swim-ming chorus. John Murray Ander-son is holding final rehearsals Thursday (27) and Friday on the

Although Rose's prices are in keeping with spectacle's scale, first night is already sold out. Afternoon admish tax is 75c, jumping to \$1 every \$1,50 Saturdays, and minimum inner is \$1,25.

\$1.50 Saturdays, and minimum in \$1.25.

Bands lined up for Aquacade by Ralph B. Humphrey, radio director of Expo, begin with Wayne King for initial two weeks; June 12, Joe Wenuti, June 28, Xavier Cugat; July med Weems: Sheb Fields: Venuti; June 28, Xavier Cugat; July 6, Ted Weems; Shep Fields; Aug. 3. Isham Jones; Aug. 17, Bob Crosby; Aug. 26 ta closing on Sept. 6, Casa Loma. Stubby (Lee) Gor-don's band from WTAM cueing the

on's ball revues.

Midway under charge of Almon Shaffer is having its entire face lifted, repainted and looks like a better money-maker for concessionaires. Nudity and peep-shows banned this summer, but around a

better money-maker for concessionaires. Nudity and peep-shows banned this summer, but around a dozen new features are more promising. Harry Harrison's "Winterland," erected in Ed Hungerford's old Pageant of the Years site, is closest rival to Aquacade for size as well as novelty. Jee-skating theatre covering nearly half a block ill have 4,000 square feet of ice.

Forty ice champs are glorified in the including Maribel Yersa Vinson; figure-skating champ; Francisc Claudet, Walter Arian also as director, Duke and Noble and two hockey exhibition teams. Olympic stars are being presented in an operetta-fantasy, written by Isiae-(Vanny) Van Grove from 'Eternal Road'. Harry Horner is designer; Malcomb V. Lomax, technical director and manager; Dr. Leo Kopp, orchestra conductor; Thomas E. Williams, electrician. Ralph Jameson, who sang in Eternal Road, to play a Prince Charming in show which has a 40c. admission.

Reports that Theodore DeWitt's floating Showboat wouldn't be in circulation were kicked out when Herman Pirchner, hier yoperator, made a last-minute deal to take it over. Converted two-deck ferry-boat has been anchored in Midway's agoon, Instead of the exclusive, costly atmosphere it had last year, a low priced dance-and-dine policy including L. Nazzar Kurkdjie's concert ensemble as one of two orchestas. In addition promoter is running Alpine Village beer garden urther down the line with Otto Thurn's Tyroleans.

Swank society club that had its 1936 headquarters in the Showboat will meature and will meature will meature and will meature will

further down the line with Otto Thurn's Tyroleans,
Swank society club that had its 1936 headquarters in the Showboat will move its Recess Club into the Horticultural Building. Harry Harrison is another doubler-in-brass, informer Old Globe theatre besides having a finger in Winterland, Fourth dramatic attraction to be production of 'Drunkard' in a new 1.500 capacity theatre spensored by Hargraves and Reicher, who also are 'putting in ride called Rigolarium.

Because city's civic auditorium was too inconvenient i '36, 'Radioland' has moved down to a more central location in Sherwin-Williams symphony shell. All broadcasts by

symphony shell. All broadcasts by guest name bands, including Guy Lombardo and James Melton, to be staged here by Ralph B. Humphrey and Art Cook, assistant director.

Agents Use WPA

(Continued from page 1)

(Continued from page 1)

Agent's office just acts as a stopoff for labeling of the R. F. D. product. Project readers, of which there are 15 in N. Y., central reading head-quarters for all PWA activity throughout the country, must wade through every piece of tripe which comes into the office. There is no slipshod handling because of written reports, etc. In that way agent gets all for nil while Uncle Sam pays the bill and gets no guarantee that what he likes he can have.

Reported that 70% of the plays handled by the bureau now are sidetracked into the WPA by agents. There are some writers who try to peddle their wares directly to the Project because of the nation-wide cognizance that any play will get Consideration.

Project because of the nation-wide cognizance that any play will get consideration. Heretofore, plays were rejected on sight by agents, but now they have the opportunity of not missing a surprise hit authored by an unknown without the responsi filty or cost of too much consideration for the would-bes.

WHAT THEY THINK

Clean Burlesque Paid Hollywood, May 20.

Editor, VARIETY: Editor, VARIETY:

It was with great interest I read in VARIETY of May 12, the article entitled "The Killer of Burlesquemin 1931," written by Sime. I spennearly a life time in that branch of the business always standing for and producing nothing but clean shows, so it isn't strange that I should feel a trifle sentimental about it all.

it all.

VARIETY started in 1905 which was VARIETY started in 1905 which was also the year I made by debut as a burlesque manager of Tom Miner's Bohemians. I sent a column to VARIETY from every town, which I signed 'The Big Scream' VARIETY continually hammered that type of show and it is a pity that when the article was first printed in 1931 that the authorities did not take action to clean up those shows so that the waning days of burlesque would not be dragged in the mud.

Those shows must have been pretty raw when an old timer like 'Beef Trust' Watson and others send in squawks, for 'Philip' you know could handle double entendre as no one else could.

handle double entendre as no onetise could.

I wonder what poor Millie De
Leon, The irl in Blue' would say
if she got a peek at those stripteasers. Millie was supposed to be
quite notorious as a dancer, but she
was as tame as a Quakeress at a
Sunday school picnic compared to
the teaser of today.

When I first produced 'Follies of,
the Day' i 1908, at the Standard
Theatre in St. Louis, old timers
said the show would be razzed
off the stage. Standard was a stag
house of the worst kind, My show
did not contain a hell, damn, obscene
joke or even a pair of tights, the
sostumes being confined to knee and
ankle length It was claimed by old
timers that the stag audiences would
not go for that kind of a show. On
the opening night, which was a hot
one in August that audience received the show so enthusiastically
that Jim Butler, owner of the theatre and president of the western
wheel, offered to buy our share of
the gross for the entire week.

Success of that show influenced
the directors of the Columbia Circuit, at that time a rival of the Empire Circuit, to build the Columbia
Theatre. It was from the Lincoln
Square engagement of the 'Follies'
that Dillingham engaged Harry Fox
who later starred with the Dolty
Sisters.

Statisties prove that dirty shows
never survived and while in the
early nineties burlesque receipts averaged from \$1,700 to \$3,500 or thereabouts, in the heyday of Columbia
shows grosses ran as high as \$16,000.

What a shame all that has been
swept away by the new order of
things. Sime was right when he
wrote in his article that burlesque
was dead and would never come
back under that name. It should be
said however, that the passing of
burlesque has deprived the rest of
the amusement business of a developing ground for future talent.
Executives in pictures and in radio
there in California are lamenting that
fact. You can't blame them when it
is remembered that they realize burlesque developed such stars as W. C.
Fields, Joe E Brown, Clark & Mc
Cullough, Bert Lahr, Al Jolson,
Caldie Can today.

Barney Gerard.

Jack Robbins' Ardent Love New York, May 21. Editor, VARIETY:

issue VARIETY a grievous error has been made which causes incalculable harm to one of our subsidiaries. Feist has taken first lug song of our new 20-year deal with Universal Pictures and worked so conscientiously and unremittingly on it that last week it became number one song, is Where re You? from of Town.

these calculations are various types of credits and those for our song are same kind as for other songs.

Ardent Love Jack Robbins

xplanation of incident Robbins mentions is contained in news story printed currently in music dept.)

. Miss Ager York, May 21.

Editor, VARIETY:

Editor, VARIETY:

For months I've been reading Cecella Ager's stuff...and for months
I've been yelling 'here's a gal that
has everythi 'here's criticism
what criticism'here's all
who's dipped her 'typewriter ribbon
in rattlenake's 'blood'...and 'what
do I get? I ask you'.

'It begins to look like Miss Rogers has at last'

soldier's uniforms look like they've been'

looks like the luck of the small boys has For God's Sake, Miss Alger

Don't use 'li a conjunction!

Don't say 'it looks li '...say 'it looks as it.'

PULEEZE, MISS AGER.

Donald M. Hobson.

The same to you.

Boris Aronson Didn't Accept Editor VARIETY:

Editor Variety:

Mew York City, May 22.

May 19th issue of Variety carries an article on the personnel of the Chicago branch of the Federal Theatre Project which describes me as its chief designer.

its chief designer.
Will you be good enough to correct that portion of the story? A short time ago the position was offered, but declined. I am continuing to work in New York City and present plans do not contemplate a change of scene.

Boris Aronson.

Boris Aronson.

Newsreels Sans News New York, May 21.

Editor, VARIETY:
Burlesque gives you the bare facts. But all you get from the news reels is bare-faced fraud. Take this week's exhibit at Trans-Lux. I paid wob bits to have the following junk pawned off on me:

1. A press agent release on Feller, the boy baseball wonder. Publicity item No. 1685, Series M.

2. Press agent release on Miami, done with that supreme touch of dullness of which Lowell Thomas is the World's Great Master.

3. Press agent release of another racetrack—I don't know which one, for I always sleep peacefully through the ponies. Editor, VARIETY:

for I always sleep peacefully through the ponies.

4. Press agent release of Russia's Military Power. Same old shots of same old Red 'Square. No go for a customer in search of news.

5. Ten tons of press agent releases on the coronation—the world's dull-est and stupidest pinny-pinny-poppy show.

show.

6. The tenth, eleventh, or twelfth showing of the Hindenburg disaster—no hits, no runs, no errors, no

7 The 19th or 27th release 7. The 19th or 27th release or une Walt Disney ORPHANS' PICNIC, a noble work of art when you see it the first nine times, but about as impressive as a subway station when you sit through the 19th to 27th re-

you sit through the 19th to 21th repeater.

I know that Old Testament rule: Never give a sucker a break' (Jeremiah, 17:29), ut after all, how can 1 see some news pictures?

Like the moron who persists endessly enterprises far beyond his abilities, I still go to the news reels in the hope of seeing news reels. After all, though, Webster taught me that news' means 'fresh information. How was he to know that the publicity boys have a new definition for it? I like tripe—but I want it stewed.

Where re You? from of Town.

In your box 'Most Played on the Air' you placed this song number three. Our professional manager claimed it was number one. So we had our accountant go through list and check carefully, and he found that song was number one.

These performances are backbone. These performances are backbone for business. It so happens that this is second time this year an error of this kind has been made with a Feist song. I know it is not deliberate, but it is serious. Basis of

cast to which you refer, may I say that we would appreciate it if you would correct this, which must have created a false impression in the minds of your readers regarding the broadcasts of the Carnival itself. The broadcast to which you refer was sponsored by a local paper and, as stated above, the Carnival had nothing to do with it.

Paul Renshaw, Chairman, Publicity Div., Memphis Cotton Carnival

Boston's Newsreel Theatre

Mass, May 22. Editor VARIETY:

Editor, VARIEYY:

In reviewing the opening of the
Grand Central Theatre in New York
on May 11th, an error was made that
deserves correction. Your reviewer
states that the Grand Central is the
largest, regularly operated newsreel house in the world. In the
same breath he says that it seats
245. sam 245.

Theatre located in the South Sta-tion, Boston, Mass., seats 550 and presents a two and a half hour show consisting of three newsreels and se-lected short subjects.

Keith Southard

The 'First' Film Gossip Show Los Angeles, May 20. Editor, VARIETY:

Now that Hollywood broadcasts, giving news of the latest films, candid comments, and with prominent stars on the program, have become the rage I have observed various statements and controversies as to which of the Hollywood commentations was the first to leave this time. tors was the first to launch this type of program, Louella Parsons, Jimmy Fidler, Elza Schallert, or Walter Winchell, etc.

Tamar Lane pioneered this type of program in 1929 over station KMTR, Hollywood. In substance, Lane created and launched a type of program which was basically the same as those which have followed.

Many of the stars of Hollywood appeared on these programs for the first time over the air, as did a number of America's foremost song composers. Program lasted for a full hour and also used background music

Mirth

Philadelphia, May 22, Editor, VARIETY:

I have been a reader of Vaniety for the past 15 years, but if the two items in 'Literati' in your issue of May 19th, concerning Mr. Stern and the Philadelphia Record, are indicative of the general reportorial accuracy of the sheet—

Well, I won't stop buying Variety.
I'll simply continue to read it and laugh like hell!

Frank M. Murphy, Secretary to the Publisher.
Philadelphia Record.

Overlooked Anne Jamison Guelph, Ont., May. Editor, VARIETY:

Editor, VARIETY:

For your information Anne Jamlson has been on 'Hollywood Hotel' for over two years. I just read your review of this program in the May 12 issue of VARIETY and came to the conclusion that you reviewer must be a new writer to have ignored Miss Jamison so completely. Perhaps you are unaware yet that a lot of listeners, like myself, 'tune in' on this program simply to hear her heautiful voice, and I think her rendition of 'Gilde' was perfect.

I hope that in your future reviews, you will at least have the courtesy to list Miss Jamison, as a member of the cast of 'Hollywood Hotel.'

Yours for correct and just reviews,

views

Editor

About ten days ago my partner and I wrote a letter to your 'What. They 'Think' department in answer to J. J. Robbins' letter. We don't know whether you intend using the letter or not but we wish and would appreciate it very much if you don't blish it.

What was meant to be a humorous and clever letter appears, on second thought, to be neither umorous nor Exploitation

(Continued from page 23)

into a discussion of the psychological quirks of the principal characters, finishing with an invitation to the profs to write letters to the theatre setting forth their opinions of Night Must Fall.

setting forth their opinions of 'Night Must Fall'.

Follow-up was a radio round-table discussion of the picture from the layman's point of view broadcast chemistry of the state of the sta

Fitted In

Fitted In

Time-honored Raffles stunt worked
in nicely on Woman Chases Man' at
Loew's Broad, Columbus, Ohio. Man
was supposed to be on the street
with \$25 to the woman who first
spotted him. Reward was increased
by the same sum daily. Man went
out the fourth day, and the luckywoman took down a century.

Ohio State Journal back of the
stunt, giving 30,000 lines of space,
but the other papers were liberal
and it was ple for the radio stations.
Several times traffle was stopped,
along the line of the Raffles travel.

Gags Won Out

Gags Won Out

Charlotte, N. C.

Carolina here, in cooperation with
The News, staged a gag contest in
conjunction with the WinchellBernie picture Wake Up and Live.

A total of 25 prizes, ranging from
\$5 to pairs of tickets, were supplied
by the theater. The paper supplied
were published, each with a gag line
for either Winchell or Bernie, and
contestants supplied the answers.
The stunt not original here, but
extra good because of the manner in
which Manager Amel Bernstecker of
the Carolina can get The News to go
down the line with him on coupons
and promotionals.

Fite Stuff

Fite Stuff
Irving Windisch, of the N. Y.
Strand, reports excellent results from
a stunt sugested by S. Charles Einfeld, of Warners, on Kid Galahad.*
Fight scenes are reputed to be tops
in that line, and all of the sports
writers were invited to see a preview in the Warner projection room
sponse, and those who came gave
cordial mention in their various
papers.

papers.

Any manager should work for the sports writers on this picture. They are more important, in a way, than the pix eds in this instance.

Tied to Air Act

Tied to Air Act

New Haven.

Bob Russell promoted a neat bitof publicity. for 'Hit Parade,' at
Poll's. Singled out Al Pearce, who
appears in film and also on Ford
radio program, and tied in with local
Ford dealer on a hit parade of autos.
carrying banners boosting Pearce
and the picture. Parade drew extra
attention by parking in front of
house during opening day man-instreet broadcast.

Russell's best stunt on 'Romeo' was
a tie-in with local organization running an annual affair. Event gave
plenty space to picture. including
window cards and verba publicity
window cards and verba publicity
boosted matiness on this one by
group ticket buys to high schools and
literary clubs.

Sneak Take-a-Chance

Experiment with Hollywood's sneak test preview idea netted good box office take Saturday (22) night, when Low's Grand showed Metro's 'Night Must Fall.' Title of pic was not realed in trailer plugging even! I days ahead and handbills distributed day of showing. Itted to Jay its 40c. Public was the line and take a chance, which many did. Further carrying out West Coast preview motif, comment cards were distributed following showing of film.

Rediction

Radiation

ittsburgh:
Joe Feldman, WB advertising chief,
was quick to the in with Sun-Telegraph on the Hearst paper's introduction of Soundphoto, grabbing off
more than two columns of space is
behalf of 'Kid Gallahad' at PennFeldman arranged telephone interfeldman arranged telephone interand columnist, with Bette Davis on
Coast and had a photographer is
star's dressing-room on Burbank lot
to snap a picture of her talkin' to
Krug.

star's cressing-resort to snap a picture of her talkin's to Krug.

Still was immediately rushed to INS office in Los Angeles and transmitted here in time to catch the following edition of afternoon drily, Story of interview carried along with pictures of Miss Davis and Krug at each end of the line.



WHAT THESE ACE MERMAIDS SAY-Dorothy Poynton Hill speaking: "I'm always in training with good condition in mind. Camel is my cigarette. I prefer Camels for their mildness. They never jangle my nerves. I can enjoy smoking as often as I wish. Another advantage of

Camels are made from finer, MORE EXPENSIVE TOBACCOS -Turkish and Domestic-than any other popular brand smoking Camels is the invigorating 'lift' they give me when I'm tired after a workout."

Lenore Kight Wingard-one of the greatest, yet most modest, American woman athletes of our times - adds this: "I really get fun out of swimming. Hard work is part of the game and I enjoy

that too. It's grand the way Camels help me enjoy my food no matter how tired or strained I may be. Oh! Another thing! Being in the water so much is hard on the throat, but even under those trying conditions, I've found Camels do not irritate my throat."



Scanned from microfilm from the collections of The Library of Congress National Audio Visual Conservation Center

www.loc.gov/avconservation

Coordinated by the Media History Digital Library www.mediahistoryproject.org

Sponsored by
Department of
Communication Arts

Communication Arts
University of Wisconsin-Madison

A search of the records of the United States Copyright Office has determined that this work is in the public domain